

# Academy for Global Business Advancement



## AGBA's 21<sup>st</sup> World Congress

A Strategic Alliance Between AGBA (USA),  
Indian Institute of Management Rohtak (India),  
and Youngstown State University (USA)

Presents

# AGBA's 2025 Book of Abstracts



# **"AGBA's 2025 Book of Abstracts"**

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## **AGBA's Profile**

### **AGBA's Brief:**

Academy for Global Business Advancement (AGBA) was established in the American State of Texas as a "Not-for-Profit Charitable American NGO" in 2000. It is proud to boast today a membership of over 1000 members based in more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, global entrepreneurs, global investors, global traders, global exporters, global importers, global professionals, and global consultants based in both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the pace of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

### **AGBA's Vision:**

To be globally recognized as a leading "**Not-for-Profit Charitable American NGO**" dedicated to serve the academic, professional, governmental, corporate and entrepreneurial sectors worldwide.

### **AGBA's Mission:**

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

### **AGBA's Focus:**

The main focus of AGBA is to provide an ongoing open global forum to discuss and analyze business and entrepreneurship development from different perspectives and viewpoints in order to improve understanding of underlying forces that (1) impact global developments and (2) shape the destiny of emerging countries such as Thailand, UAE, Turkey, India, China, Kenya, Indonesia, Malaysia, and Bahrain, etc. in the contemporary globalized economy. AGBA bridges geographic, cultural, disciplinary, and professional gaps by integrating different business disciplines while actively enhancing practitioner - academician interactions on a regional and global basis.

AGBA is sponsored by numerous universities, organizations, and agencies across US, Canada, UK, Europe, South America, Asia, and Africa.

### **AGBA's Core Business:**

- Nurture globally competitive talents; expertise and skills across the emerging countries;
- Arrange Apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;
- Provide advisory services to business schools across the world for Accreditation by ACBSP, IACBE, AMBA, EQUIS, and AACSB;
- Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;
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- Offer Professional Development Programs;
- Provide "Global Entrepreneurship Development" services; and
- Provide Complimentary Support for the "Supervision of Doctoral Students" across emerging countries for FREE.

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## PREFACE

“**AGBA’s 2025 Book of Abstracts**” contains abstracts of all papers that have been accepted for presentation at AGBA’s 21<sup>st</sup> Annual World Congress to be held at the Grand Four Wings Convention Hotel in Bangkok, Thailand on July 2 -- 4, 2025.

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We place on record our sincere appreciation and gratitude to all globally renowned presenters for their admirable patronage, participation and support facilitating the successful organization of this conference.

We look forward to having all of you next year at AGBA’s 22<sup>nd</sup> Annual World Congress to be held in Beijing, China on July 2 -- 4, 2026.

Thank you very much.

Sincerely,

**Kyle S. Wells**  
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# AGBA's 2025 in Numbers



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## Table of Contents

Abstract #	Topic	Page #
1	Entrepreneurship in Biotechnology and Natural Products: Innovations, Challenges, and Market Potentials across Nigeria	1
2	Assessing the Impact of Social Entrepreneurship on Youth Livelihoods and Economic Resilience in Post-Insurgency Borno State (Nigeria)	2
3	Empowering Communities Through Green Entrepreneurship: Strategies for Poverty Alleviation in Climate-Vulnerable Borno State (Northeast Nigeria)	3
4	Building a Sustainable Future: The Role of Small and Medium Enterprises (SMEs) in Green Business and Climate Adaptation in Northeast Nigeria	4
5	Enhancing Women Cooperative Societies Through Social Entrepreneurship: A Path To Sustainable Empowerment	5
6	The Role and Prospects of Islamic Entrepreneurship in Nigeria: Challenges, Opportunities, and Economic Impact	6
7	Post-COVID Constructive Transformation Of Qatari Entrepreneurial Ecosystem – A Multi-Stakeholder Perspective	7
8	The Dynamic Influence of Peak Events in a Service Experience on Immediate and Delayed Consumer Satisfaction Assessments	8
9	Country of Origin Effects on Fast Fashion: A Canadian Perspective	9
10	From Loom to Laptop: Empowering Indian Weavers through Digital Marketing for Sustainable Growth	10
11	Push-Pull Motivations in Tourism: The Role of Resident-Tourist Interactions across Vietnam	11
12	Asymmetric Impacts of Macroeconomic and Policy Variables on Momentum Portfolio Return in MENA Countries: A NARDL Model Approach	12
13	An Empirical Investigation into the Online Grocery Purchasing Behavior of Female Indian Consumers: Extending the Technology Acceptance Model	14
14	Talent Analytics: A Systematic Review and Topic Modelling Approach	15
15	Risk and Reward in Speculative Businesses: An Islamic Perspective on Ethical Decision-Making	17
16	Promoting Organizational Citizenship Behavior in Hospitals	18
17	Theory H Leadership in Praxis: Case Studies of King Bhumipol the Great (Thailand) and Lee Kuan Yew (Singapore)	19
18	A Systematic Literature Review and Future Pathways	20
19	Determinants of Audit Fees for Robust Financial Report Reliability	22
20	ESG Disclosure Practices of Islamic Banks in Asian Countries: Does COVID-19 Matter?	23

## Table of Contents

21	Determinants of Kashmir's Destination Image Across India	25
22	Cross - Asset Volatility Spillover: BRICS Markets, Metals and Major Commodities	27
23	Female Entrepreneurship Research in Saudi Arabia: A Bibliometric Analysis and Research Outlook	29
24	Like Parent, Like Child? Affirmative Action and Intergenerational Occupational Mobility in India	31
25	Board Gender Diversity and Stock Market Performance of Listed Companies in an Emerging Economy: Does Ownership Matter across Bangladesh	33
26	Determinants of Consumers' Attitude Towards Global Luxury Car Brand Purchase Intention: A Sri Lankan Perspective	35
27	Strengthening the Commitment-Engagement Nexus: Power of Supervisor, Co-worker, and Organizational Support in Banking Workplaces: A Bangladesh Perspective	37
28	Leveraging Green Human Resources Management for Organizational Success: Examining Its Impact on Employee Attitudes and Job Performance across Vietnam	39
29	Fuel or Foe? The Dual Impact of Entrepreneurial Passion on History Imprints—Innovation Pathway in New Ventures	40
30	Symphony Ice Cream: A Strategic Approach Using Compensation Modeling to Improve Profitability	41
31	An Examination of Experiences of Traditional Thai Massage in Thailand as a "Customer Experience": Implications for Business Practice and Policy Making	43
32	Continuance Intention to Use Mobile Health: An Integrated View of Health Belief Model, Expectation Confirmation Model, and Moderating Role of Innovativeness across Vietnam	45
33	Customer Relationship Management, Relationship Quality and Firm Performance Amongst Star Rated Hotels across Kenya	46
34	Digital Marketing and Business Performance Among Youth Entrepreneurs in the Hospitality Sector across Kenya	48
35	Evolution of Sustainable Entrepreneurship: A Systematic Literature Review and Bibliometric Analysis	50
36	Beyond Agent-Driven Change: External Enablement in Sustainable Industry Creation in Australia	51
37	The Impact of International Work Experience on Career Advancement: Examining the Career Trajectories of International Business Graduates	52
38	Book "Reputation Management and Crisis Communication: A Study of the Corporate Sector"	53
39	Usage of Artificial Intelligence in Mobile Banking Services: Perspective of User Adaptation and Task-Technology Model across Vietnam	54
40	Embracing the Dragon's Tech: Market Entry and Adoption Dynamics of Chinese Vehicles in the Competitive Landscape of Kuwait	55

## Table of Contents

41	Artificial Intelligence's (AI's) Influence on Vocational Training: Insights from PLFS Data and Occupational Exposure	57
42	Attitudes of Saudi Consumers Towards European Products and Brands from the Context of Quran Burning	58
43	Working Through Illness: A Conceptual Exploration of How Sickness Presenteeism Shapes Career Agency	59
44	Does ESG Initiative Leads to Better Firm Performance: A Transaction Costs Perspective	61
45	How Consumer Participation Enhances Consumer-Brand Engagement and Behavioural Intentions on Social Media among Generation Z	63
46	The Impact of Knowledge-Oriented Leadership on Thriving at Work: A Parallel Mediation Analysis	64
47	Turning Engagement into Footfall: The Effects of Visual Complexity in Social Media Marketing	66
48	Carbon Finance: A Systematic Literature Review	67
49	The Impact of Firm-Level Political Risk on Ownership: The Moderating Role of Corporate Governance	68
50	Public Discourse about the AGNI-Path Scheme: Analyzing Sentiments of Citizens Using Youtube Comments	69
51	An Integrated Model of Organizational and Psychological Factors Predicting Job Performance: Case of Retail Service Sector in Vietnam	70
52	Towards a Low-Carbon Future: The Role of Renewable Energy in Developed and Developing Countries	71
53	Analyzing Barriers to Digitalization for Sustainable Consumption and Production in the Food Supply Chain: A TISM-Based Approach	72
54	Social Media Strategy for B2B: A Topic Modeling Analysis	73
55	The Invisible Thread: A Systematic Literature Review of Tacit Knowledge Sharing	74
56	MSME Financing Behavior: Systematic literature Review of MSME's Capital Structure Financing across India	75
57	Digitalization and Digital Transformation in the Tourism Industry: A Bibliometric Review and Research Agenda	76
58	The Evolution of Depositories in India: A Comparative Analysis of NSDL and CDSL	77
59	Gold ETFs in India: A Comparative Study of Gold ETF Performance in the Indian Capital Market	78
60	The Antecedents of Employees' Readiness towards Artificial Intelligence Adoption: A Study in Vietnam	79
61	The Impact of Online Corporate Social Responsibility (CSR) on Advocacy Behavior through Altruism and Customer Emotions: A Study of Vietnamese Hospitality Industry	81
62	Decoding the Human-Robot Dynamics in Hospitality: A Multi-Method Study of Functionality, Emotional Responses, and Relationship Building	82

## Table of Contents

63	The Role of Artificial Intelligence in Advancing Project Management Practices in tune with Saudi Arabia's Vision 2030 – A Delphi Study Perspective	83
64	Entrepreneurial University Funding Mechanism: A Comparative Study	84
65	Management Skills of Vietnamese and Americans: Examining their Technical, Human and Conceptual Scores based on Culture and Gender	85
66	Impact of Norway's Sovereign Wealth Fund on Cost of Debt: Evidence from Indian Companies	86
67	Impact of World Trade Organization (WTO) Dispute Filings on Trade Performance: Testing of Optimal Initiation Theory	87
68	Materiality Matters: Climate Risk Reporting under Competing Disclosure Frameworks	88
69	"You Really Think This Can Be a Career?" An Interpretative Phenomenological Analysis of Career Transitions from Traditional Work to Becoming a Social Media Influencer: A Malaysian Perspective	89
70	Testing Image Repair Strategies in Influencer Scandals: An Experimental Study about Influencer Trust, Attitude Towards Endorsed Brand, and the Moderating Role of Parasocial Relationships: A Malaysian Perspective	90
71	Understanding Customer Emotions in Double Deviation: A PRISMA-Based Systematic Review	92
72	Would Controversial Advertising Leads to Boycott? A Malaysian Perspective	94
73	Fan Engagement Dimensions and Their Impact on Stadium Attendance: Conceptual Framework	96
74	The Effects of Spillover Behaviour from The Employee Pro-Environmental Behaviour to The Employee Innovation Through Self-Efficacy and Moderated by Employee Environmental Awareness	98
75	Understanding Consumer Responses to Corporate Social Irresponsibility: A Systematic Literature Review of Punitive and Non-Punitive Pathways	100
76	Leveraging Circular Economy and Industry 4.0 for Holistic Firm Performance: The Case of Vietnam	102
77	Understanding Impulse Buying Behavior through the Role of Social Influence, Cultural Values, and Cognitive Dissonance: The Case of Generation Z across Vietnam	104
78	Improving Health Economics and Hospital Management Using Marginal Analysis and Brand Equity in Service Quality	106
79	Service Excellence in Bangladesh's Conventional Banks: Challenges and Critical Success Factors	108
80	Entrepreneurs' Religiousness as a Control Mechanism in Reducing Moral Disengagement and Unethical Decision Making: A Multi-Country Study	109
81	Entrepreneurial Ecosystems Rooted in Faith: A Case Study of Mosques and Muslim Immigrant Entrepreneurship in Japan and Australia	111

## Table of Contents

82	Exploring Inter-se Comparative Advantages in Services Trade: Insights from Thirteen Emerging Economies	112
83	Tax-Induced Earnings Management: An Empirical Analysis Of Indian Firms' Response to Post 2019 Tax Cuts	114
84	Big Data Analytic Capability and Sustainable Competitive Advantage: A Systematic Literature Review	116
85	The Role of Corporate Social Responsibility in Mediating the Impact of Corporate Governance on Sustainability Performance across Indonesia	117
86	The Impact of Herding Behavior on Investment Decisions for the New Investor in Indonesia: Overconfident and Risk Tolerance as Moderating Variables	118
87	The Role of Networks in Returnee Entrepreneurial Firms: An Indian Perspective	120
88	The Impact of Short Video Marketing on Luxury Hotel Brands: A Case Study of TikTok	122
89	Consumer Minimalism and Pro-Environmental Behavior: An Integrated Framework among Vietnamese Minimalist Generation Z	124
90	The Impact of Perceived Risk on Tourist Satisfaction and Return Intention to the Tourist Destination (Nha Trang City, Vietnam)	125
91	Determinants of Fast Fashion Consumption Behavior among the Young Vietnamese Generation	127
92	Social Media Marketing: Content Strategy in the Vietnamese Higher Education Context	128
93	The Light and Dark Sides of Human Resource Management: A Bibliometric Review of Employee Well-Being Research	130
94	Linking Experiential Marketing and VR Tourism Marketing: The Moderating Effect of Artificial Intelligence Assistant Technology	132
95	The Effect of Organizational Ambidexterity as Dynamic Capabilities in International Business: A Systematic Review and Future Agenda	133
96	The Global Role of E-Learning in Empowering Micro, Small, and Medium Enterprises: An Indian Perspective	135
97	Shaping Pro-Environmental Intentions: A Theory of Planned Behavior-Guided Study on Plastic Pollution Reduction Behavior in Texan High Schools	136
98	The Impact of Intellectual Capital on Organizational Performance in the Public Sector Organizations across Ho Chi Minh City (Vietnam)	137
99	"Entrepreneurship in Art" – "The Roger de Tanios Global Case Study"	139
100	Business Innovation in a Borderless World: Digital Entrepreneurship in the Era of Globalization with Special Reference to the Tiruvannamalai District, State of Tamil Nadu (India)	140
101	"Somalia Beyond Debt": Leveraging the HIPC Milestone for Sustainable Economic Renewal of an Emerging Nation	141

## Table of Contents

102	Exploring the Impact of O2O Service Quality on Customer Satisfaction and Continuous Use Intention in the Cosmetics Industry: The Role of Artificial Intelligence (AI) Technology and Comparative Analysis	142
103	Determinants of Purchase Intentions for Beverage Products Among Young Vietnamese Consumers: A Case Study of Cozy Tea across Ho Chi Minh City (Vietnam)	143
104	Sustainable Business Models in Social Entrepreneurship: The Role of Organic Products in the Digital Era: An Indian Perspective	145
105	The Effects of Shopping E-Commerce Live-Streaming Features on Vietnamese Consumer Purchase Intentions: The Mediating Roles Of Flow Experience and Trust	147
106	The Influence of Social Media Factors on Gen Z’s Purchase Intention: The Mediating Effects of Consumer Trust and Social Media Involvement, and the Moderating Role of E-WOM - Case Study of Cosmetic Industry in Vietnam	148
107	Exploring the Impact of Artificial Intelligence (AI) – Driven Job Crafting on Employee Performance: A Bibliometric Analysis and Research Agenda	149
108	The Relationship between Diversity, Equity, and Inclusion (DEI) Initiatives and Employees' Outcomes in the Gaming Industry	150
109	Trust Me, It’s Worth It: Online Reviews and Consumer Behavior on E-Commerce Platforms in Vietnam’s Cosmetics Market	152
110	Innovation in an Emerging Market: Barriers and Strategies of Food Small and Medium Enterprises (SMEs) across Vietnam	154
111	The Effects of Artificial Intelligence (AI) and Cognitive Dissonance on Tourist Decisions: A Vietnamese Perspective	155
112	Digital Transformation in Asian Small and Medium Enterprises (SMEs): Drivers, Challenges, and a Sustainable Framework: A Vietnamese Perspective	156
113	Employer Branding and Talent Retention in FPT AdTrue., JSC: Implications for Vietnam’s ICT Companies	158
114	The Impact of Mindfulness on Work Engagement: Work Stress and Employee Well-being as Mediators and Age as the Moderator: A Vietnamese Perspective	159
115	Exploring Artificial Intelligence Adoption across Southeast Asia’s Supply Chain Talent Market	160
116	Strategists’ Perception and Business Performance: A Cognitive-Based Performance Model	162
117	Sustainable Business Models (SBM) For Vietnam: A Cultural-Based Modernized Review	163
118	Flexicon or TKQ Matrix Towards a New Framework for Strategic Management Practices A Vietnamese Perspective	164
119	Driving Entrepreneurial Orientation in Vietnam’s Technology Industry: The Role of Intellectual Capital, Absorptive Capacity and Ambidextrous Leadership	165

## Table of Contents

120	Linking Green Supply Chains to Operational Performance in the Qatari Energy Industry	166
121	Cyberbullying Drives Turnover Intention in Remote Work: The Role of Family Interference, Professional Isolation, and Mindfulness: A Vietnamese Perspective	167
122	Impact of Sustainability Disclosure Scores on the Financial Performance of Banks: Empirical Evidence from the Indian Banking Sector	169
123	Understanding the Demand for Passenger Cars and Lending Rates Relation Through Mixed Methods: Empirical Evidence from Emerging Economies	171
124	Investigation of the Millennials' Intentions towards Green Eco-Label Products Usage: A Vietnamese Perspective	172
125	Investigation of the Generation Z Intentions toward Organica's Products Purchase: A Vietnamese Perspective	173
126	The Effects of Support Services Quality on Internal Client Satisfaction: A Qualitative Research about Petrochemical Industry in Saudi Arabia	175
127	Turning Stress into Strength: The Unexpected Role of Psychological Distress and Resilience in Employee Engagement A Vietnamese Perspective	177
128	GenAI and Authentic Assessment Design in Higher Education: Towards Developing an Institutional Cognitive Model	178
129	Unlocking Innovation Through Diversity in Higher Educational Institutions: A Serial Mediation Model of Knowledge Sharing	180
130	The Green Choice With a Guilty Conscience: Exploring Consumer Guilt and Moral Disengagement in Organic Purchase Decisions: A Vietnamese Perspective	181
131	Blockchain Applications in Apple Fruit Supply Chain: Benefits, Challenges, and Impact due to Technological Advancements	182
132	Competitive Dynamics in Creative Industries: A Review	183
133	Zero Waste, and Infinite Possibilities: Circular Solutions for a Greener Tomorrow: An Omani Perspective	184
134	Exploring Perceptions of Intellectual Capital and its Effects on Startups across Vietnam: A Qualitative Study	185
135	Strategic Community Engagement or Legal Circumvention? Corporate Social Responsibility in Thailand's Tobacco Industry During Economic Crises	187
136	Enhancing Brand Preference through Social Media Marketing Activities in Medical Aesthetics: Exploring the Mediating and Moderating Variables across Vietnam	188
137	Voice as a Catalyst: Linking Transformational Leadership to Innovation in Small and Medium Enterprises (SMEs): A Vietnamese Perspective	189
138	Fan Customers in a Hyperconnected World: A Systematic Review and Bibliometric Analysis	190

## Table of Contents

139	Learning Foreign Investors' Trading Strategies Using Artificial Neural Networks: A Thailand Perspective	191
140	Exploring the Impact of Common Good Human Resource Management Practices on Job Retention and Extra-Role Work Performance	192
141	Playing with Privacy: Exploring the Impact of Artificial Intelligence in Gaming on Shaping User Engagement	193
142	Mapping the Intellectual Terrain of International Human Resource Management Insights from Systematic Literature Network Analysis	194
143	Grasping the Essence of Social Undermining through a Systematic Literature Review	195
144	Innovative Insurance Solutions for Sustainable Development: Exploring the Potential of Non-Life Insurance in Promoting Environmental Sustainability and Business Growth: An Indian Perspective	197
145	Inflation Responses to Commodity Price Uncertainty Shocks	198
146	National Culture and Bank Earnings Management: Evidence from Emerging Markets	200
147	Innovations and Fresh Quality Thinking as a Strategic Differentiator for Social Enterprise	201
148	Financial Rewards and Civil Servant Performance in Vietnam: The Interplay of Organizational Commitment and Public Service Motivation	202
149	Work Engagement and Commitment to Internationalisation among Administrative Staff in the Context of Higher Education Internationalisation: A Conceptual Paper	203
150	Tourist Behaviour and Environmental Concerns: How Does Self-Transcendent Well-Being Matter As the Locomotive of Co-Creation Value in the Sustainability of Nature Heritage Tourism?	204
151	From Notifications to Performance: Understanding Technology Distraction among Generation Z And Generation Y's Behavior Insights	205
152	The Impact of Sustainability on FinTech: A Malaysian Perspective	207
153	Digital Waqf as New Method of Waqf Creation for Sustainability of Waqf Properties and Development of Islamic Economics across Malaysia	209
154	Will Policy Moderate the Role of Timeliness in Intention to Use? A Cross-Sectional Study on Private Motorists Within the Reach of MRT Stations: A Malaysian Perspective	211
155	Assessing the Impact of Heatwaves on Food Supply Chains and its Informal Sector Workers in the State of Bihar(India): A Multi-Factor mTISM-Based Study with Case Study and Policy Recommendations	213
156	Children at Risk in the Digital Age: A Strategic Model of Cybercrime Drivers in the State of Bihar's (India) Schooling Context	215

## Table of Contents

157	Strategic Enablers of Sustainability Driven Startups: A Study of Bihar’s E-Government Ecosystem	216
158	Benchmarking eSanjeevani: A Hybrid Approach Integrating TISM and Strategic Analysis Frameworks	218
159	Determinants of Buy Now Pay Later (BNPL) among Saudi Arabian Consumers: Do Religious Beliefs Matter?	220
160	Risk and Reward: Regulatory Focus Orientation and the Effectiveness of Promotion and Prevention Targeted Organizational Apologies	221
161	Dynamics of Health Tourism Sector across India	222
162	Mapping the Intellectual Landscape of Higher Education Performance (2000 – 2024): A Bibliometric Analysis of Intellectual Capital and Related Constructs in Vietnam and Beyond	224
163	Do Generations Matter in Wellness Tourism? Exploring the Attribute–Loyalty Link Across Four Cohorts	225
164	How Do Experiential and Eudaimonic Drivers Influence Loyalty in Wellness Tourism? A Cross-National S-O-R Study of Turkiye and the US	226
165	Modern Portfolio Theory in Emerging Markets: Adaptation Challenges and Strategic Opportunities in Vietnam’s Retail Banking Sector	228
166	Personal Resources, Work Engagement and Job Burnout among Vietnamese Ground Employees in the Aviation Sector	230
167	The Influence of Gamification on Generation Z’s Engagement Intentions and Shopping Behavior: A Case Study Of Shopee Vietnam	232
168	Exploring the Role of Technological Competitiveness in Building Innovation Capabilities of High-Tech Start-Ups: An Indian Perspective	233
169	Human Capital Management in Tourism and Hospitality Industry: A Case Study of Andhra Pradesh Tourism Development Corporation (India)	234
170	The Impact of Digital Human Resources on Extra-Role Behavior: A Study of the Mediating Relationship Between Organizational Pride and Employees’ Psychological Contract: A Vietnamese Perspective	235
171	The Impact of Innovative Leadership in Enhancing Job Performance to Support Qatari Companies and Entrepreneurs: A Case Study of Qatar Development Bank	236
172	Leveraging Intellectual Capital and Knowledge Management for Enhancing Organizational Performance in Vietnamese Higher Education Institutions: A Qualitative Approach	238
173	Enhancing Construction Efficiency Through the Use of Fully Precast Concrete Structural Systems	239
174	Assessing the Impact of Star Alliance Membership on Thai Airways’ International Competitiveness: A Case Study	241

## Table of Contents

175	Modeling Determinants of Foreign Direct Investment Inflows into Thailand using Total Interpretive Structural Modelling (TISM)	243
176	Exploring the ESG–Marketing Gap in Vietnamese SMEs: A Qualitative Study of Natural House Co., Ltd. and Peer Enterprises	245
177	The Influence of Short Videos on Intention to Use Services of Aesthetics from Customers’ Perspectives in Vietnam: The Mediating Role of Telepresence and Customer Attitudes	247
178	The Role Of Social Media Marketing in Improving Tax Awareness And Its Implications on Tax Payment Intention and Compliance: Trust and Income Moderation Analysis On Taxpayers	249
179	An Experimental Study Model on Revisit Intention in Sport Tourism: A Value Expectancy Theory Approach	250
180	Sustainable Consumption Behavior about Organic Food in Indonesia	252
181	Dynamics of E-CRM Model of Digital Banking across Indonesia	253
182	E-Government Quality Dimensions in Public Value Performance: A Literature Review	254
183	Responsible, Recognition and Self-confidence: A Novel Approach to Female Entrepreneurial Success	255
184	Achieving Sustainable Performance through Green Human Resource Management and Green Innovation: The Role of Circular Economy Practices in SMEs of Vietnam	257
185	Green Human Resource Management and Circular Economy Practices: Evidence From Vietnamese SMEs	259
186	Exploring the Impact of Intellectual Capital on Organizational Performance through Innovation: The Mediating Role of Innovation Capabilities and the Moderating Role of Ambidextrous Leadership and Artificial Intelligence	261
187	The Role of Intellectual Capital in Driving Administrative and Technical Innovation in Vietnamese HEIs: The Mediating Role of Knowledge Management and the Moderating Role of Government Policies and Ambidextrous Leadership	263
188	Linking Team Exploitative Learning to Employee Performance in Aviation: The Mediating Role of Innovation and the Moderating Role of Social Media Usage	265
189	Social Media Influencers and Their Effects on Attitude, Intention, and Behavior of Consumers in Tourism: A Vietnamese Perspective	267
190	How Does SRHRM Boost Employee Extra-Role Behavior? A Moderated Serial Mediation Analysis of Work Meaningfulness, Social Community, and Well-Being: A Vietnamese Perspective	269
191	Corporate Social Responsibility Implementation In Textile And Garment Industry: Focusing On Stakeholder Influence, Person-Organization Fit, And Employee Loyalty	271

## Table of Contents

192	Evaluating the Economic Viability of Vertical Farming as a Climate Adaptation Strategy across United Arab Emirates	273
193	Renaissance of Entrepreneurial Ecosystem in Fragile Contexts: An Indian Perspective	275
194	Managing Brand Reputation Through Social Media: A Consumer-Centric Study: An Indian Perspective	276
195	Examining Retail Investors' Resistance and Inertia Towards Socially Responsible Investment: A Hybrid SEM-ANN Approach	278
196	Eco-Friendly Brands and Social Media Influence in Emerging Markets: Strategies for Effective Consumer Engagement	279
197	Does Financial Distress Impact the Financial Health of Commercial Banks? Investigating the Moderating Role of ESG Scores: Empirical Evidence from the Indian Banking Sector	281
198	Hybrid Global Enterprise Career Development and Advancement Internet Catalyst for Institutional Transformation, Youth Empowerment, and Global Peace: An Indian Perspective	283
199	Enterprise Risk Management and Corporate Performance: The Mediating Role of Sustainability Risk Management in the United Arab Emirates	285
200	Enablers of Artificial Intelligence (AI) Driven Digital Transformation in Indian Manufacturing Small and Medium Enterprises (SMEs): A TISM-Based Structural Model	287
201	Economic Implications of Smart City Technologies: A Systematic Literature Review	289
202	Trading Through Turbulence: How India and Iran Kept Commerce Alive Amid Global Upheaval (1991–2020)	290
203	Harnessing AI and Biotechnology for Sustainable Business Innovation: A Systematic Review of Eco-Industrial Advancements	292
204	Risk Management as a Catalyst for Green Innovation and Sustainable Performance: The Role Of Green Knowledge Management and Technological Spillovers	294
205	The Role of Green Finance and Government Support in Enhancing Sustainable Performance: The Mediating Effects of Green Innovation and Digital Transformation	296
206	Does Doing Good Mean Speaking Clearly? CSR, Financial Statement Readability and Financial Constraints across India	298
207	Mind Over Markets: Exploring Core Self-Evaluation and Value Orientation in Sustainable Investment	300
208	Navigating Digital Spaces: An Investigation of Social Media Usage at The Bottom of Pyramid across Emerging Economies	301
209	From Employment to Enterprise: Investigating Entrepreneurial Intentions in Rural Professional Contexts	302
210	Organizational Factors Influencing Big Data Analytics Adoption for Achieving SMEs Performance	304
211	Digital Literacy and Eco-Friendly Behaviour as Predictors of Green Purchase Intention: A Consumer-Centric Study	305

## Table of Contents

212	Exploring Gender Differences in the Green HRM– Environmental Performance Link: The Mediating Role of Environmental Knowledge	307
213	The Impact of ESG Strategies on Financial Performance: The Mediating Role of Commitment, Loyalty, and Brand Equity in Vietnamese Manufacturing Enterprises	309
214	At the Crossroads: Exploring the Challenges and Opportunities of Trained Generation-Z Entrepreneurs in a Developing Economy: An Indian Perspective	311
215	The Effect Of Sustainable Leadership on Employee Intrapreneurial Behavior Through High-Performance Work Systems and Perceived Organizational Support: A Vietnamese Perspective	312
216	Safety Leadership and Safety Behavior: The Mediating Role of Safety Cultural at the Tan Son Nhat Airport (Vietnam)	314
217	Influence of Digital Orientation on the Intention to Use Artificial Intelligence for Human Resource Management: A Case Study of Tourism Enterprises across Vietnam	316
218	Effects of Security Risk Concerns of Generative Artificial Intelligence (AI) on Motivation and Effectiveness of AI Usage: A Study about Tourist Behavior Towards Travel Support Applications.	318
219	Understanding Work-Family Balance in Hybrid Work: The Mediating Roles of Integration Preferences and the Moderating Effect of Work-Related Loneliness: A Vietnamese Perspective	320
220	A Moderated Mediation Model of SRHRM and Employee Behavior: The Roles of Well-being and Empowering Leadership	321
221	Factors Affecting the Brand Reputation of Universities: A Case Study in Vietnam	323
222	Investigating Green Purchase Behavior Among Generation-Y and Generation-Z in Vietnam	325
223	Personal Branding and Perceived Career Success in the Digital Age: A Vietnamese Perspective	327
224	Task Significance as a Moderating Factor in the Relationship Between Intrinsic Motivation and Employee Creativity: The Non-Public High Schools’ Context in Vietnam	329
225	Cybersecurity Risk Management in Smart and Sustainable Projects: A Review of Threats, Vulnerabilities, and Green Business Mitigation Frameworks	331
226	A Comprehensive Review of Sustainable Supply Chain Management in Construction and Business: Trends, Challenges, and Strategic Innovations	333
227	Enhancing Cybersecurity in Digital Health Services: Artificial Intelligence (AI) Driven Risk Mitigation Strategies for Secure Data Management	335
228	Reinforcement Learning with Human Feedback for Personalized Therapy Recommendation Using Real-World MIMIC-III Data	337

## Table of Contents

229	Enhancing Nursing Safety in Malaysia: A Study about Risk Factors, Compliance, and Workplace Interventions	339
230	Towards Smart and Proactive Risk Management: An Artificial Intelligence (AI) Powered Framework for Public-Private Partnership (PPP) Megaprojects	341
231	Algorithmic Fairness and Ethical Corporate Social Responsibility (CSR) in Artificial Intelligence (AI) - Powered Construction Project Scheduling: A Framework for Mitigating Bias	343
232	Employer Branding: Content Analysis	345
233	Strategic Framework for Localizing the Maritime Industry in Saudi Arabia: Challenges, Opportunities, and Implementation Roadmap	347
234	Supplier Performance Management System in Petrochemical Manufacturing Organizations: Implications for Saudi Supply Chain Management System	348
235	Benchmarking Procurement Classifications: A Comparative Study of Saudi Oil, Gas and Petrochemical Industries	350
236	Contribution of Supply Chain Competitiveness to the Localization of Oil & Gas in Saudi Arabia	352
237	Advancing Digital Transformation across Saudi Arabian Companies in the Post-COVID-19 Era	353
238	Impact of E-Marketing on Consumer Purchase Decisions: The Case Study of the Retail Industry in Saudi Arabia	355
239	Contributing Factors to Successful Workforce Saudization in the Saudi Arabian Oil and Petrochemical Industries	357
240	The Impact of E-commerce Growth on Small and Medium Enterprises (SMEs) across Saudi Arabia	359
241	The Strategic Impact of Additive Manufacturing in Aerospace Applications: A Saudi Perspective	361
242	The Role of Artificial Intelligence (AI) In Strategic Marketing Decision-Making: Opportunities, Challenges, and Best Practices: A Saudi Perspective	363
243	When Less is More: Counterintuitive Effects of Nostalgic Appeals on Digital Brand Engagement An Indian Perspective	364
244	Do Institutional Investors Boost Market Variation? A Study about the Stock Exchange of Thailand	366
245	3-D Printing: What is the Impact of 3D Printing on Operation Strategy: An Indian Perspective	368
246	Telemedicine in Saudi Arabia: Transformative Applications and Future Horizons	370
247	The Future of Medical Tourism in Saudi Arabia: Current Status, Challenges, and Strategic Directions	371
248	The Future of Medical Tourism in Saudi Arabia: Current Status, Challenges, and Strategic Directions	372

Abstract #1

**Application of Artificial Intelligence (AI) to the Payment System of Local Government in Nigeria: Legal Challenges and Prospects**

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**Abstract**

Artificial Intelligence (AI) has become integral to modern life, revolutionizing tasks such as medical diagnosis, legal advice, and everyday errands. AI presents both opportunities and risks in Nigeria, a developing country that faces challenges such as corruption, electricity shortages, and inadequate internet connectivity. Applying AI to the local government payment system could enhance financial transparency, especially following the Supreme Court's July 11, 2024, ruling granting financial autonomy to Nigeria's 774 local governments. Proper implementation could eliminate corruption, as AI systems do not require financial incentives. However, technical and network failures could hinder efficiency. This paper employs a doctrinal legal research methodology to assess the feasibility of AI in Nigeria's local government payment systems. It explores the potential benefits and challenges, considering the availability of a legal framework to support its application. The study highlights AI's role as a double-edged sword, offering both solutions and risks in governance and financial management.

**Keywords:** Artificial Intelligence, Robots, Technological, Local Government, and Corruption, Nigeria.

Abstract #2

## **Entrepreneurship in Biotechnology and Natural Products: Innovations, Challenges, and Market Potentials across Nigeria**

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### **Abstract**

The intersection of biotechnology and natural products presents immense entrepreneurial opportunities, driving sustainable innovations across multiple industries. Advances in biotechnology and protein engineering have revolutionized the discovery, optimization, and production of bioactive compounds derived from plants, microbes, and marine organisms. This progress has fueled the rise of biotech start-ups specializing in biopharmaceuticals, nutraceuticals, bio-based cosmetics, and eco-friendly agricultural solutions. However, entrepreneurs in this sector face significant challenges, including securing research funding, navigating complex regulatory approvals, protecting intellectual property, and achieving scalability. Access to venture capital and government grants is essential, while compliance with international regulatory frameworks remains a major hurdle. This study examines emerging trends, successful case studies, and key lessons from biotech entrepreneurship, offering insights into how innovators can harness cutting-edge research and sustainable sourcing to develop transformative solutions that address global health, wellness, and environmental challenges.

**Keywords:** Biotechnology, Natural Products, Biopharmaceuticals, Bio-based Cosmetics, Eco-friendly Agriculture, Nigeria.

Abstract #3

**Assessing the Impact of Social Entrepreneurship on Youth Livelihoods and Economic Resilience in Post-Insurgency Borno State (Nigeria)**

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**Abstract**

This study examines the impact of social entrepreneurship on youth livelihoods and economic resilience in post-insurgency Borno State, Nigeria, focusing on the Bama Local Government Area (LGA). Bama, one of the region's most affected by the Boko Haram insurgency, has experienced severe socio-economic disruptions, including displacement, infrastructure destruction, and high youth unemployment. In response, social entrepreneurship has emerged as a crucial tool for rebuilding livelihoods and fostering resilience. Using a mixed-methods approach, this research collected primary data from 150 youth, 20 social entrepreneurs, and 10 key stakeholders through surveys, interviews, and focus groups. Findings reveal that social enterprises have significantly contributed to youth empowerment by providing skills training, microfinance, and opportunities in agriculture, renewable energy, and digital innovation. Despite these gains, challenges such as limited funding, inadequate infrastructure, and security concerns hinder scalability. The study calls for increased investment and collaboration among governments, NGOs, and private actors to maximize social entrepreneurship's impact in post-conflict recovery.

**Keywords:** Social Entrepreneurship, Youth Empowerment, Economic Resilience, Post-Conflict Recovery, Borno State, Nigeria.

Abstract #4

**Empowering Communities Through Green Entrepreneurship:  
Strategies for Poverty Alleviation in Climate-Vulnerable  
Borno State (Northeast Nigeria)**

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This paper examines the transformative potential of green entrepreneurship as a driver of poverty alleviation and climate resilience in Borno State, Northeast Nigeria. The region faces escalating climate challenges, including droughts and floods, which exacerbate economic hardship and hinder sustainable development. Green business models present innovative solutions by integrating renewable energy and sustainable agriculture, fostering both environmental protection and economic growth. Through an analysis of case studies, this research highlights how green enterprises create jobs, enhance livelihoods, and strengthen community resilience. Furthermore, it explores the role of entrepreneurial training, financial access, and policy frameworks in scaling sustainable business initiatives. The findings emphasize the urgency of embedding green business strategies into regional development policies to drive long-term socio-economic and environmental sustainability.

**Keywords:** Green Entrepreneurship, Poverty Alleviation, Climate Resilience, Renewable Energy, Sustainable Agriculture, Nigeria.

Abstract #5

**Building a Sustainable Future:  
The Role of Small and Medium Enterprises (SMEs) in Green  
Business and Climate Adaptation in Northeast Nigeria**

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**Abstract**

The intersection of climate change, poverty, and sustainable livelihoods presents a critical challenge in Northeast Nigeria, where environmental degradation and socio-economic vulnerabilities deepen hardship. This study examines the transformative role of small and medium enterprises (SMEs) in driving green business solutions to mitigate climate change while fostering economic resilience. SMEs serve as engines of innovation, job creation, and local empowerment, particularly in sectors such as renewable energy, climate-smart agriculture, eco-tourism, and waste-to-value enterprises. The research highlights key enablers, including capacity building, access to green financing, and supportive policy frameworks, which enhance SME-led sustainability efforts. Findings underscore the need for inclusive, community-driven approaches where local entrepreneurs play a central role in shaping sustainable business models. This study provides actionable recommendations for policymakers, development agencies, and business leaders to strengthen SME-driven green enterprises, positioning them as pivotal forces for environmental sustainability and long-term economic growth in Northeast Nigeria.

**Keywords:** SMEs, Green Business, Economic Resilience, Climate-Smart Solutions, Sustainability, Nigeria.

Abstract #6

**Enhancing Women Cooperative Societies  
Through Social Entrepreneurship:  
A Path To Sustainable Empowerment**

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**Abstract**

Women's cooperative societies serve as vital socio-economic platforms for advancing members' rights, economic well-being, and broader community development. These cooperatives facilitate women's empowerment by providing skills training, access to start-up capital, credit facilities, and government support, fostering self-sufficiency. However, their effectiveness is often hindered by limited sociality, innovation, and market orientation. This study explores the role of social entrepreneurship, focusing on these three dimensions, in strengthening cooperative societies. The research involved 792 members from five registered women cooperatives and ten community leaders in Maiduguri Metropolis, with 150 respondents selected through stratified sampling. Data were gathered via interviews, structured questionnaires, and focus group discussions, and analyzed using SPSS. Findings indicate a significant positive relationship between social entrepreneurship and cooperative effectiveness. The study advocates for integrating social entrepreneurship strategies to enhance women's empowerment and recommends further exploration of additional entrepreneurial dimensions in cooperative development.

**Keywords:** Women Cooperatives, Social Entrepreneurship, Empowerment, Innovation, Market Orientation, Nigeria.

Abstract #7

**The Role and Prospects of Islamic Entrepreneurship in Nigeria: Challenges, Opportunities, and Economic Impact**

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**Abstract**

Islamic entrepreneurship in Nigeria is grounded in Shariah principles, which prioritize ethical business practices, social responsibility, and financial inclusivity. With a significant Muslim population, particularly in the northern region, Islamic entrepreneurship offers a viable alternative economic model that fosters growth while upholding moral and ethical standards. Key principles such as halal trade, fair business practices, and interest-free finance are integral to shaping Nigeria's entrepreneurial landscape. The growth of Islamic banking and microfinance institutions has provided Muslim entrepreneurs with Shariah-compliant financial options, driving economic empowerment and job creation. Despite its potential, challenges such as limited awareness, regulatory obstacles, and restricted access to capital hinder the full development of Islamic entrepreneurship. To maximize its impact, there is a need for increased education, expanded financial opportunities, and enhanced government support. This paper examines the role of Islamic entrepreneurship in Nigeria, focusing on its impact, challenges, and prospects in promoting sustainable business practices, poverty reduction, and contributing to national economic growth.

**Keywords:** Islamic Entrepreneurship, Shariah Principles, Economic Empowerment, Halal Trade, Financial Inclusivity, Nigeria.

Abstract #8  
**Post-COVID Constructive Transformation  
Of Qatari Entrepreneurial Ecosystem –  
A Multi-Stakeholder Perspective**

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**Abstract**

Given the rapidly evolving Qatari entrepreneurial landscape, there is a pressing need to critically assess the key components of this ecosystem to enhance the chances of its optimal functioning and productivity in the coming decade. This evaluation necessitates engaging with the key stakeholders within the Qatari entrepreneurial ecosystem and understanding their perspectives in terms of its future transformations, especially in the post-COVID period. The key stakeholder perspectives and insights are crucial for determining whether the future changes within the Qatari entrepreneurial ecosystem are realistically achievable and whether the anticipated goals and objectives are productive. From the key stakeholders' perspective, the study also wants to capture the adjustments that might be necessary to enhance the future functioning and performance of the Qatari entrepreneurial ecosystem. To harness this valuable knowledge, the research will adopt a multi-method approach. Initially, semi-structured interviews will be conducted with the key stakeholders to capture their perspectives, challenges, and proposed solutions. This will be followed by a facilitated foresight workshop to explore what is working, what is not working, and generate new ideas for appropriate future changes.

**Keywords:** Post-COVID, Constructive Transformation, Qatari Entrepreneurial Ecosystem, Qatar.

Abstract #9

**The Dynamic Influence of Peak Events in a  
Service Experience on Immediate and  
Delayed Consumer Satisfaction Assessments**

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**Abstract**

By designing three versions of a real-life service experience containing three episodes (beginning, middle, and final episode), each composed of four events (two peaks or two non-peaks) of opposite valence (positive or negative), the episodes were rotated and presented to three groups of respondents during three different evenings. Traditional satisfaction research considers that peak events carry strong emotional intensity and shape consumer satisfaction. However, this research neglects two key issues: the simultaneous effect of the temporal position and the valence of peak events within the service experience, and the effects of peak events depending on whether overall satisfaction is measured immediately after the experience or after a time lag. Therefore, this research applies satisfaction and psychological theories to address these issues. The result indicates that satisfaction is affected by the timing and valence of peak events as well as by the moment at which satisfaction is measured. After the experience, satisfaction is more strongly influenced by the temporal position of the peak event than by its valence. When measured after a delay, the opposite is true. The study contributes to the satisfaction of customers through the position and valence of peak events in improving overall satisfaction with the service experience.

**Keywords:** Consumer Satisfaction, Negative And Positive Asymmetric Effect, Peak Events, Temporal Position, Temporal Distance, Vietnam.

Abstract #10  
**Country of Origin Effects on Fast Fashion:  
A Canadian Perspective**

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**Abstract**

Fast fashion is growing quickly on a global scale, yet little research has focused on consumers' judgment of factors that affect its purchase. A heuristic is a nonconscious mental shortcut that enables quick decision-making as it influences consumer judgment. An important heuristic is that of Country of Origin (CoO), as it points to the reputation of the country of manufacture. In this study, we examine the CoO heuristic as it relates to levels of consumer consciousness (CC) or concerns over the ethical production of goods. We examine levels of CC with regard to more and less reputable countries of manufacture. Other factors also considered in this research are the level of recycled content of the fast fashion garment, the consumers' attitudes toward trendiness and disposability. These aspects are proposed to affect the buyers' attitudes toward purchasing a fast fashion garment and increase or mitigate concerns about buying fast fashion.

**Keywords:** Heuristics, Fast Fashion, Country of Origin, Just Noticeable Difference, Canada.

Abstract #11  
**From Loom to Laptop:**  
**Empowering Indian Weavers through**  
**Digital Marketing for Sustainable Growth**

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**Abstract**

The Indian handloom industry traces its origins to approximately 2000 BCE during the Indus Valley Civilization, embodying a rich cultural legacy of weaving passed down through generations. This heritage thrives on the use of natural fibers such as silk, cotton, wool, linen, and jute, producing intricately designed fabrics. Clothing holds profound significance in the social fabric of Indian life, and handlooms play a vital role in the nation's export economy. Between April 2021 and February 2022, India exported handloom products worth INR 1,693 crore (approximately US\$ 229 million). However, the advent of advanced technology poses significant challenges to the sustainability of the handloom sector, which employs 3.5 million rural workers, of whom 72% are women. Despite these challenges, the handloom sector exemplifies sustainable practices by operating without reliance on coal-based electricity or other fossil fuels. This study, grounded in secondary research, seeks to propose strategies for enhancing the promotion of handloom products while empowering weavers. It also underscores the role of handlooms in fostering sustainability. The findings suggest that to counter the impact of technological advancements, weavers should be trained to market their products effectively on digital platforms. The study concludes that the handloom industry not only preserves India's cultural heritage but also advances sustainable development. To this end, the study recommends collaborative efforts by civil society, NGOs, and both union and state governments to focus on skill enhancement and the improvement of marketing competencies among handloom weavers.

**Keywords:** handloom fabrics, exports, strategies, and cultural heritage, India.

Abstract #12

**Push-Pull Motivations in Tourism:  
The Role of Resident-Tourist Interactions across Vietnam**

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**Abstract**

While most tourism motivation studies focus on tourists, local residents' perspectives remain underexplored. This study fills that gap by examining push-pull motivations and resident-tourist interactions influencing tourism support in Vietnam, a previously unstudied area. A stratified convenience sampling approach with online and offline methods ensured a representative sample of 384 participants in Ho Chi Minh City. SmartPLS 4.0 was used for SEM analysis, following scale calibration and preliminary research. Push Motivation negatively correlates with Support for Tourism Development due to rising perceptions of Collective and Personal Costs. In contrast, Pull Motivation positively correlates with Personal Benefits, having a stronger influence than Collective Benefits. Resident-Tourist Interactions moderate these effects: Active Facilitation, Passive Facilitation, and Passive Harm reduce the negative impact of Push Motivation and enhance the benefits of Pull Motivation. However, Active Harm weakens the positive effects of Pull Motivation on Support for Tourism Development. This study extends the push-pull framework by incorporating local perspectives, emphasizing resident-tourist dynamics. Its findings offer insights

for policy and destination management, promoting sustainable, mutually beneficial tourism development.

**Keywords:** Push-Pull Motivations, Resident-Tourist Interactions, Tourism, Support For Tourism Development, Vietnam.

Abstract #13

## **Asymmetric Impacts of Macroeconomic and Policy Variables on Momentum Portfolio Return in MENA Countries: A NARDL Model Approach**

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### **Abstract**

This paper investigates the long-run and short-run relationships between stock market efficiency and various macroeconomic and policy variables in twelve Middle East and North African (MENA) countries. The paper uses the momentum investing strategy to measure market efficiency by portfolio returns. We estimate a nonlinear autoregressive distributed lag (NARDL) model to address both symmetric and asymmetric impacts of fiscal policy variables, monetary policy variables, transparency, and economic and political uncertainty on stock market efficiency. The paper has three key findings. First, there is cointegration between portfolio returns and the independent variables, although the long-run equilibrium is not always symmetric. Second, some independent variables exhibit asymmetry in both the short and the long run, with positive and negative changes in these variables having different impacts on market efficiency. Third, macroeconomic variables (MEVs), economic policy uncertainty, and transparency influence market efficiency through various channels. The study highlights the significance of MEVs in predicting stock returns.

**Keywords:** NARDL, Portfolio Equity Return, MENA, Macroeconomic Variables, Qatar.

Abstract #14

**An Empirical Investigation into the Online Grocery  
Purchasing Behavior of Female Indian Consumers:  
Extending the Technology Acceptance Model**

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**Abstract**

This study investigates the intention of female consumers to purchase online grocery items. To achieve this aim, the study employed the extended technology acceptance model (TAM) to analyze the perception of Indian female consumers regarding the utilization of technology in purchasing groceries online. The research design adopted for this study was descriptive in nature, and the respondents were selected using convenience sampling. Primary data was collected through a self-administered questionnaire, resulting in a total of 378

usable responses. The collected data were then analyzed using the partial least squares structural equation modeling (PLS-SEM) approach. The findings of this study support all the hypotheses of TAM, including social influence. Furthermore, it was observed that attitude partially mediates the relationship between perceived usefulness, perceived ease of use, and purchase intention. In conclusion, this study highlights that educated female consumers are inclined to purchase grocery items online. The theoretical extension of the technology acceptance model, incorporating the variable of social influence, provides valuable insights for practitioners seeking to understand the preferences and needs of female consumers.

**Keywords:** Online Grocery Purchasing Behavior, Female Indian Consumers, Technology Acceptance Model, India.

Abstract #15  
**Talent Analytics:**  
**A Systematic Review and Topic Modelling Approach**

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**Abstract**

Talent analytics plays a crucial role in identifying, acquiring, and retaining talent while also enabling organizations to predict employee turnover. In recent years, its application in decision-making has gained considerable attention. In this context, this paper examines the latest advancements in talent analytics by identifying key themes within the existing literature and outlining a roadmap for future research directions. A comprehensive analysis was conducted on a collection of 117 scholarly articles sourced from the Scopus database. This study employed the Latent Dirichlet Allocation (LDA) topic modelling technique to uncover key thematic patterns within the existing body of literature

**Keywords:** Business Analytics, Content Analysis, Talent Analytics, Talent Management, Structural Equation Modelling, Systematic Literature Review, India.

Abstract #16

## **Risk and Reward in Speculative Businesses: An Islamic Perspective on Ethical Decision-Making**

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### **Abstract**

by high-risk ventures in volatile markets or emerging industries, offer the potential for substantial rewards but come with significant uncertainties. This study explores the dynamics of risk and reward in speculative businesses, focusing on how entrepreneurs and investors navigate these factors. We distinguish speculative businesses from traditional enterprises and identify key risk factors, including market uncertainty, technological disruption, regulatory challenges, and competitive pressures. The decision-making process is crucial in understanding the potential outcomes of such ventures. Additionally, the study examines the Islamic perspective on speculative business practices. Islam promotes moderation, fairness, transparency, and ethical conduct in business, discouraging excessive risk-taking and exploitation. While not completely prohibiting speculative business, Islamic teachings advise caution, emphasizing lawful wealth accumulation through ethical means. By understanding risk management and psychological factors, entrepreneurs can align their ventures with Islamic ethical standards while pursuing opportunities for growth and reward in speculative markets.

**Keywords:** Speculative Businesses, Risk and Reward, Entrepreneurship, Islamic Perspective, Risk Management, Nigeria.

Abstract #17  
**Promoting Organizational Citizenship  
Behavior in Hospitals**

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**Abstract**

This study explores the promotion of organizational citizenship behavior (OCB) within hospitals, highlighting the critical roles of well-being human resource management (WBHRM) policies and spiritual leadership. Drawing on social exchange theory and examining the interplay between these factors, we investigate how they contribute to fostering a culture of OCB among healthcare professionals. Furthermore, we analyze the mediating effects of felt obligation and work-life balance on the relationship between the aforementioned variables and OCB. We conducted this study in Vietnam through a quantitative approach; data were collected from healthcare employees across various hospitals, and structural equation modeling was employed to test the proposed relationships. The findings reveal that well-being human resource management (WBHRM) directly and positively affected citizenship behavior (OCB), and indirectly and positively influences OCB via felt obligation and work-life balance. Unexpectedly, however, spiritual leadership was not found to moderate the relationship between WBHRM policies and felt obligation and work-life balance.

**Keywords:** Well-Being Human Resource Management (WBHRM), Organizational Citizenship Behavior (OCB), Spiritual Leadership, Felt Obligation, Work-Life Balance, Hospital, Healthcare, Czech Republic, Vietnam.

Abstract #18

**Theory H Leadership in Praxis:  
Case Studies of King Bhumipol the Great (Thailand)  
and Lee Kuan Yew (Singapore)**

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**Abstract**

In 2022, at the APEC Education Conference, I was invited to do the keynote presentation in which I introduced a new Theory H of leadership. This is leadership for happiness, health, harmony, and holistic education. APEC is an international regime of 21 key Asia-Pacific economies. Since 2022, I have published and presented actively on this new theory of leadership. For example, in March 2025, I gave a keynote at a major international conference on Theory H leadership and women's empowerment/leadership. The primary aim of the paper is to provide examples of Theory H in practice by sharing two cases of leaders demonstrating Theory H traits and behavior. The cases are of the late King Bhumipol the Great (King Rama IX) of Thailand (on the throne from 1946 to 2016) and the late Lee Kuan Yew (prime minister of Singapore, 1959-1990). The Thai king's reign of 70 years is the third longest in world history.

There are three key research questions. They are, namely:

- What was the nature of the leadership style and approach of King Bhumipol and Lee Kuan Yew?
- To what extent do these leaders represent Theory H type leadership?
- What are the broader implications of these two rich case studies?

The primary research method is comparative case study research emphasized by Robert Yin (2018). His approach emphasizes the use of mixed methods research (Creswell & Creswell, 2018).

The key framework is the Theory H of leadership developed by Fry (2022, 2024, 2025). Both of these leaders represent well the new Theory H of leadership. They are both exemplary leaders in so many ways. Lee was particularly successful in promoting cultural democracy and harmony among Singapore's diverse ethnic groups. King Bhumipol the Great may well have been the world's most popular leader ever. He worked tirelessly to promote the happiness and well-being of the Thai people. During key political crises, he intervened to resolve issues through creative dialogue, resulting in harmony. He also introduced the sufficiency economy ideal, extremely relevant to the critical problems of global warming and climate change.

There is much to be learned from these two case studies. Lee's success in achieving and promoting cultural democracy is particularly noteworthy. King Bhumipol's sufficiency economy ideal has been noted as "Thailand's gift to the world" (Avery & Bergsteiner, 2016).

**Keywords:** Theory H leadership, King Bhumipol the Great (King Rama IX), Lee Kuan Yew, Thailand, Singapore, ASEAN, APEC, USA.

Abstract #19  
**A Systematic Literature Review  
and Future Pathways**

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**Abstract**

Academicians and practitioners have become increasingly interested in the experience economy domain in the context of tourism in the last few years. Applying the Theory-Context-Characteristics-Methods (TCCM) review framework, this research provides a comprehensive understanding of the dominant theories, contexts, characteristics, and methods employed in the tourism context of the experience economy. This study examines existing experience economy research in tourism and identifies a few fundamental gaps that should be studied in future research. This study comprehends and synthesizes the literature through a complete systematic literature review, which included the analysis of 76 papers, to expand the theoretical understanding of experience economy in tourism.

**Keywords:** Experience Economy, Tourism, Systematic Literature Review, Future Pathways, India.

Abstract #20  
**Determinants of Audit Fees for  
Robust Financial Report Reliability**

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**Abstract**

This study examines the impact of internal control over financial reporting (ICFR) testing on audit and non-audit fee changes from 2000 to 2016, with a focus on regulatory effects under Section 404(b) of the Sarbanes-Oxley Act (SOX). While prior research has explored specific determinants of audit fees, our study adopts a comprehensive approach by collectively analyzing multiple factors. Using an extended dataset spanning sixteen years, we provide fresh

insights into how regulatory compliance influences audit costs and auditor independence. Our findings indicate a 19% decline in auditor independence, primarily driven by a reduction in non-audit fees, which in turn increases fraud risk. Reduced risks and tightened governance policies indicate that increased audit fees are driven by gender and complex operational factors. The findings have significant implications for policymakers, auditors, and corporate governance structures, offering evidence-based recommendations to improve financial reporting reliability and audit quality.

**Keywords:** Audit Fees, Corporate Governance, ICFR 404(B), Financial Reporting, SOX2002, PCAOB, Lebanon.

Abstract #21

## **ESG Disclosure Practices of Islamic Banks in Asian Countries: Does COVID-19 Matter?**

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### **Abstract**

Underpinning agency theory and legitimacy theory, this study aims to investigate the ESG disclosure practices of Islamic Banks of different Asian Countries and the role of an unprecedented crisis event like COVID-19 in their ESG disclosure practices. The study considers 30 Islamic banks from different Asian Countries for the purposes of this study. Based on 44 ESG items divided into Environment, Social, and Corporate Governance categories selected from prior literature, this study developed the ESG Disclosure Index (ESGDI) of the sample Islamic Banks for 2018 (pre-COVID period) and 2023 (post-COVID period). This research used parametric, non-parametric, and convergence analyses to examine the variation of ESG disclosure practices for different ESG categories as well as for the pre-COVID and post-COVID period. Results show that ESG disclosure practices of Islamic Banks increased from pre-COVID to post-COVID period, and the highest level of improvement was observed in environmental disclosure items in response to the unprecedented COVID-19 pandemic. However, the level of corporate governance disclosure was highest at both points in time. In addition, the study found significant variability among three categories of ESG disclosure and changes in overall ESG practices over the period, in the form of a converging trend of disclosure practices of Islamic

Banks. The results of this study extended the literature on sustainability reporting and corporate disclosure strategy with a unique set of empirical evidence about ESG disclosure practices of Islamic banks in the emerging Asian economy. These findings also have crucial implications for policymakers and regulators in understanding deeply the changes in ESG disclosure practices over a period, specifically in the context of an unprecedented socio-economic crisis like the COVID-19 pandemic, and setting appropriate corporate strategy and regulatory environment for improving ESG disclosure level to mitigate the information asymmetry problem with diverse stakeholders.

**Keywords:** Sustainability Reporting, ESG disclosure Index, Agency Theory, Legitimacy Theory, Islamic Bank, COVID-19, Bangladesh.

Abstract #22  
**Determinants of Kashmir's  
Destination Image Across India**

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**Abstract**

This study investigates how sociocultural variables like region of origin, ethnicity, and linguistic regimes intersect with psychological factors of animosity, trust, and motivation to influence the destination image perceptions of tourists to visit and revisit a destination. The study also seeks to assess the destination image's mediating role in the relationship between region of origin, ethnicity, linguistic regimes, animosity, trust, motivation, and the behavioral intention of tourists to visit and revisit a destination. By integrating the Theory of Social Identity and the Push and Pull Motivation Theory, this study will attempt to investigate how these socio-cultural and psychological factors impact the destination image perceptions of tourists who wish to visit and have visited the destination. To meet the objectives of the study, Kashmir, a valley in the northern region of India, will be taken as a case study to measure its image perceptions across Indian tourists from different geographical, socio-cultural diversities, and psychographic backgrounds. To ensure the inclusion of diversity, data will be collected using two-stage area sampling, followed by purposive sampling from five different states belonging to five different geographical regions of India. Structural Equation Modeling (SEM) will be used for complex statistical analyses to identify the causal pathways and derive meaningful insights on the

image perception of tourists who do not have and have had first-hand destination experience. The theoretical framework developed in this study will provide a valuable understanding of the factors shaping destination image perceptions and offer practical recommendations for policymakers and tourism stakeholders.

**Keywords:** Destination image, Perceived image, Revisit intentions, Sociocultural Factors; Motivation; Social Identity Theory, Psychographic factors, Kashmir, India.

Abstract #23

**Cross - Asset Volatility Spillover:  
BRICS Markets, Metals and Major Commodities**

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**Abstract**

This study investigates the dynamic interplay between conventional financial markets and Bitcoin volatility, focusing on the period from March 2016 to January 2023, marked by systemic global shocks such as the COVID-19 pandemic and the Russia-Ukraine conflict. Utilizing advanced econometric techniques, including ARIMA-GARCH for volatility estimation, Granger causality for directional predictability, and the BEKK GARCH framework for capturing time-varying cross-asset correlation, the research analyses a panel of 13 global financial instruments spanning equities, commodities, and digital assets. The findings of the study indicate that traditional financial markets play a substantial role in influencing the volatility of cryptocurrency, particularly Bitcoin. During

times of market turbulence, fluctuations in stock indices have been observed to exacerbate Bitcoin's volatility, suggesting a complex interplay between these asset classes. In contrast, commodities such as gold and silver have shown their efficacy as reliable hedging instruments in these turbulent times, helping investors mitigate risks associated with market downturns. These results underscore a growing interconnectedness between digital assets, like cryptocurrencies, and traditional financial markets, indicating that investors should consider these relationships when managing their portfolios. Additionally, the insights highlight the nuanced function of commodities in overall portfolio risk management strategies, reinforcing the importance of diversifying investments across different asset classes to enhance stability and reduce potential losses. This evolving dynamic suggests that as the financial landscape continues to change, understanding these connections will be critical for effective investment decision-making. Set against the backdrop of Bitcoin's maturation into a \$3.9 trillion market and its growing integration into global finance, this research contributes to a deeper understanding of volatility spillovers, investor behavior, and the shifting contours of financial contagion in the digital era. The insights offer critical guidance for asset allocation, regulatory response, and financial innovation in an age of accelerating digital transformation.

**Keywords:** Cryptocurrency, Bitcoin, Financial Markets, ARIMA-GARCH, BEKK GARCH, Granger Causality, Economic Shocks, Asset Volatility, Hedging, Risk Management, India.

Abstract #24

## **Female Entrepreneurship Research in Saudi Arabia: A Bibliometric Analysis and Research Outlook**

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### **Abstract**

This paper presents a concise review of the literature for novice researchers working in the area of women entrepreneurship in the Kingdom of Saudi Arabia (KSA). It conducts bibliometric analysis using VOS viewer and Biblioshiny software to analyze trends in various authors, publications, collaboration networks, and the research landscape of women entrepreneurship. By analyzing 154 publications extracted from the Scopus database, this research aims to provide a holistic understanding related to the theme of women entrepreneurs in KSA, particularly in light of recent socio-economic reforms. It provides a thorough, organized, impartial analysis of women entrepreneurs in the context of Saudi Vision 2030, which is transforming the country into a diversified, knowledge economy. It explores how the 2030 National Transformation might have contributed to motivating women to become entrepreneurs. This bibliometric evaluation shows that scholarly attention quickened after 2016 and opened the doors for untapped future research avenues in this context. Also, it demonstrates a framework encapsulating the principal dimensions of women's entrepreneurship and their indicators. Highly relevant themes in the area of women's entrepreneurship that are underdeveloped till now will be helpful to practitioners, researchers, and government policymakers working in this field. There is an utmost need for capacity development and training, particularly in the areas of governance, leadership, and the use of information and technology in business because the majority of women entrepreneurs in KSA are unable to provide appropriate services to their community.

**Keywords:** Women Entrepreneurship, Sustainable Development Goals, Bibliometric Analysis, Saudi Vision 2030, National Transformation, Female Entrepreneurs, Saudi Arabia.

Abstract #25  
**Like Parent, Like Child?**  
**Affirmative Action and Intergenerational  
Occupational Mobility in India**

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**Abstract**

This study investigates how affirmative action policies shape intergenerational occupational mobility in India's public sector, using recent data from the 2022–2023 Periodic Labour Force Survey (PLFS). It advances the literature by employing a direct measure of public-sector employment for both parents and children. This approach moves beyond proxy indicators such as educational attainment or household expenditure. Drawing on a nationally representative sample of individuals aged between 15 and 59 years, the analysis uses logit regression models to estimate the probability of a child entering public employment, conditional on at least one parent working in the public sector. The findings reveal a robust "inheritance" effect, where having a parent in public-sector employment substantially increases a child's likelihood of government employment. This effect is particularly distinct among individuals belonging to social groups, scheduled castes, and other backward classes. Therefore, it indicates that in addition to providing employment opportunities to historically marginalized groups, affirmative action policies also create intergenerational advantages in reinforcing occupational paths. Furthermore, gender-specific analyses highlight that women are more likely to join the public sector with educational advancement. However, men derive a more substantial intergenerational advantage in public employment from parental employment in

the public sector. Therefore, the findings emphasize the interaction between policy, family background, and social identity. These insights have critical implications for designing effective affirmative action policies to promote equitable labor market outcomes.

**Keywords:** Affirmative Action Policies; Intergenerational Mobility; India; Labour Market Outcomes; Occupational Mobility, India.

Abstract #26

**Board Gender Diversity and Stock Market Performance  
of Listed Companies in an Emerging Economy:  
Does Ownership Matter across Bangladesh**

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**Abstract**

This study examines the relationship between board gender diversity and stock market performance of listed companies in an emerging economy and how the relationship is moderated by foreign ownership and institutional ownership. This study used the data of 294 listed companies out of a total of 311 companies listed in Dhaka Stock Exchange (DSE) for the pre-COVID period of 2018. The total sample size of 294 firms is determined based on the disclosure of required information in the published annual reports of the listed companies in DSE. After confirming the absence of multicollinearity among the control variables, multiple regression analysis is conducted to examine the effect of the presence of women

board members and the percentage of women board members on stock market performance. The stock market performances are measured by Tobin's Q (a measure of firm value), and the standard deviation of share prices (a measure of shareholder risk). The study also examined the moderating role of the percentage of foreign ownership and institutional ownership. Findings revealed that only 73% of listed companies in DSE appointed female directors to their board, and the average percentage of women directors to the total number of directors is 18%, which is significantly varied among different industries. Regression results did not find a significant association of board gender diversity with firm value and shareholders' risk. However, the study found the significant moderating role of foreign ownership in the relationship between board gender diversity and stock market performance, which suggested the important monitoring role of foreign ownership in expediting board gender diversity to mitigate agency problems in the stock market of an emerging economy. In contrast, results showed the insignificant moderating role of institutional ownership demonstrated to enhance the association of board gender diversity with stock market performance. The main implication of this study is to deepen the understanding of capital market regulators and management about how board gender diversity, along with the monitoring role of different ownership types, contributes to shareholders' value creation and risk mitigation in the stock market. This study extends the scant literature on women in corporate governance by adding empirical evidence about how board gender diversity interplays with corporate ownership patterns to drive the performance of listed companies in an emerging economy.

**Keywords:** Board Gender Diversity, Ownership, Corporate Governance, Stock Market, Firm Value, Shareholders' Risk, Bangladesh.

Abstract #27

**Determinants of Consumers' Attitude Towards  
Global Luxury Car Brand Purchase Intention:  
A Sri Lankan Perspective**

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**Abstract**

This study explores the determinants of consumer attitudes and purchase intentions toward global luxury car brands among Sri Lankan aspirants. The Theory of Planned Behavior identifies key predictors, including perceived luxury value, self-identity, experiential value, brand love, and social influence. Regression analysis revealed that these variables significantly influence consumer attitudes, which strongly predict purchase intention. Consumer attitude partially mediates most relationships, while age, gender, and education moderate the link between attitude and intention. The findings provide actionable insights for brand managers to craft targeted marketing strategies and for policymakers to support local luxury manufacturing. This research contributes to academic understanding by validating a context-specific behavioral model and offers a foundation for future comparative studies in other markets or luxury sectors. It emphasizes the symbolic and emotional drivers of luxury consumption in emerging economies.

**Keywords:** Perceived Luxury Consumption, Social Influence, General Life Value, Value Self-identity, Experiential Value, Brand Consciousness and Brand Love Intention, Consumer Purchase Intention, Sri Lanka.

Abstract #28

**Strengthening the Commitment–Engagement Nexus:  
Power of Supervisor, Co-worker, and Organizational Support  
in Banking Workplaces:  
A Bangladesh Perspective**

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**Abstract**

This study develops and empirically tests a conceptual model examining the interplay between organizational commitment (OC), employee engagement (EE), and work-related support (WRS) within the banking sector in Bangladesh. Drawing on social exchange theory, the model posits that OC is positively associated with EE, a relationship supported by the findings. Furthermore, the study investigates the moderating effects of three key dimensions of WRS—supervisor support, co-worker support, and perceived organizational support—on the OC–EE relationship. Results reveal that supervisor and organizational support significantly moderate this relationship, strengthening the positive influence of organizational commitment on employee engagement. However, this study fails to confirm the moderation effect of co-worker support on OC–EE linkage. These findings underscore the importance of nurturing a supportive workplace environment in enhancing employees' psychological engagement and commitment. The study offers practical implications for banking sector leaders and HR professionals seeking to foster a more committed and engaged workforce through strategic investments in a supportive working environment.

**Keywords:** Employee Engagement, Organizational Commitment, Work-Related Support, SET, Banking Sector, Bangladesh.

Abstract #29

**Leveraging Green Human Resources Management  
for Organizational Success: Examining  
Its Impact on Employee Attitudes and  
Job Performance across Vietnam**

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**Abstract**

In response to mounting environmental challenges, organizations are increasingly adopting sustainable practices, and Green Human Resource Management (GHRM) has emerged as a key practice to align human resource policies with environmental goals. This shift aims to reduce an organization's ecological footprint and engage employees in sustainable practices. Focusing on key mediating factors, including organizational identification, organizational commitment, employee engagement, job satisfaction, and turnover intention, this research examines how GHRM influences employee attitudes and behaviors, ultimately enhancing job performance. Despite the growing recognition of GHRM, there remains a gap in empirical research, particularly within developing economies like Vietnam, where the effective integration of sustainability into HRM practices has not been fully explored. Utilizing a quantitative research approach and Structural Equation Modeling (SEM), the study gathers data from bank employees to assess the relationships between key variables. The research further investigates how GHRM practices can drive organizational culture toward greater environmental responsibility.

**Keywords:** Green Human Resource Management, Employee Attitude, Job Performance, Banking Sector, Vietnam.

Abstract #30

**Fuel or Foe?**

**The Dual Impact of Entrepreneurial Passion on  
History Imprints—Innovation Pathway in New Ventures**

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**Abstract**

This study explores how historical imprints, dynamic capabilities, and entrepreneurial passion interact to influence explorative innovation in new ventures, focusing on the mediating role of product development capabilities. This study employs a cross-sectional survey of 128 owners and managers of new businesses in the United Arab Emirates. It integrates imprinting theory, the dynamic capabilities perspective, and affect-based entrepreneurial theory to

examine the impact of historical imprints on explorative innovation. Partial least squares structural equation modeling (PLS-SEM) is used to test the measurement models' validity and reliability, as well as the moderated mediation model. The findings indicate that historical imprints negatively affect explorative innovation by restricting product development capabilities. Entrepreneurial passion has a complex moderating role—passion for founding mitigates the negative effects of historical imprints, while passion for inventing weakens the positive relationship between product development capabilities and explorative innovation.

**Keywords:** History imprints, explorative innovation, product development capabilities, new ventures, UAE.

Abstract #31  
**Symphony Ice Cream:  
A Strategic Approach Using Compensation  
Modeling to Improve Profitability**

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**Abstract**

This teaching case is based on real-world business experience and helps students understand the role of Finance in improving an organization's financial viability through human capital strategies. Symphony Ice Cream faces serious cost issues, and Human Resources and Finance collaborate to devise solutions targeting costs of turnover, training, and waste through the development of a pay-for-skill program supported by financial modeling. The case challenges students to apply financial skills such as cost projection to areas that are often overlooked in traditional finance courses. It gives students a broader understanding of how financial decisions intersect with other business functions through both qualitative and quantitative analysis. This case also shows how the Finance and Human Resources functions can collaborate cross-functionally to solve operational problems by applying Human Capital Theory to financial decision-making. The target audience is upper-division Finance undergraduates and MBA students focused on developing practical skills for strategic financial analysis in partnership with other business functions.

**Keywords:** Financial Decision-Making, Cost Projection, Organizational Profitability, Strategic Financial Analysis, Finance Education, USA.

Abstract #32

**An Examination of Experiences of Traditional Thai Massage  
in Thailand as a “Customer Experience”:  
Implications for Business Practice and Policy Making**

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**Abstract**

Despite the Thai government's promotion of Traditional Thai Massage (TTM) as a cultural product to attract tourists, there is a paucity of business insight into consumer experience. Thus, the objective of this research is to develop empirical data and an understanding of the consumer experience of this key Thai product. Our study employs an ethnographic design using participant observation and informal conversations. The findings develop a novel understanding of consumer experiences by constructing cultural aspects such as service (the product), rituals and aesthetics. The paper offers important implications for value creation, e.g., through the experience of luxury. The current research also provides a basis for further study of consumers in non-Thai locations. The findings have important practical implications for business managers and policy makers who will be able to better address consumer expectations and thereby enhance value creation. The research addresses the paucity of lived experience accounts of consumers of TTM services, surfacing elements such as luxury experiences at relatively low cost.

**Keywords:** Traditional Thai Massage, Qualitative Research, Lived Experience, Ethnography, Cross-Cultural Management, International Business, Thailand.

Abstract #33

**Continuance Intention to Use Mobile Health:  
An Integrated View of Health Belief Model,  
Expectation Confirmation Model, and  
Moderating Role of Innovativeness across Vietnam**

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**Abstract**

This study explores patients' continuance usage of mobile health by validating an integrated model based on the health belief model (HBM), expectation confirmation model (ECM), user adaptation perspective, and innovativeness as a contingent factor. The SmartPLS4 was utilized to analyze an online and face-to-face dataset of 504 MHealth applications' users across Vietnam. The study findings discovered that all the relationships between satisfaction, perceived severity, perceived benefits, and MHealth adaptation, with continuance intention, are statistically significant. Moreover, the link

Mhealth adaptation-continuance intention is moderated by users' innovativeness. The study broadens Mhealth and adaptation literature by providing empirical evidence from emerging economies. The study suggests insightful theoretical and managerial implications for managers and policymakers in the healthcare industry.

**Keywords:** Mobile Health, Health Belief Model, Expectation Confirmation, Continuance Intention, Adaptation, Perceived Severity, Innovativeness, Vietnam.

Abstract #34  
**Customer Relationship Management,  
Relationship Quality and Firm Performance  
Amongst Star Rated Hotels across Kenya**

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**Abstract**

Hotel performance is critical to Kenya's hospitality and tourism sectors, both of which are essential for achieving the ambitious goals outlined in Kenya Vision 2030. The COVID-19 pandemic severely affected hotel operations, presenting major challenges to the industry. Understanding Customer Relationship Management (CRM) practices and their impact on hotel performance is therefore crucial; however, there remains a significant research gap regarding this relationship in Kenya. This study aimed to determine the mediating effect of relationship quality on the relationship between CRM practices and firm performance. Drawing from Relationship Marketing Theory and Social Exchange Theory, the research adopted a positivist approach and employed an explanatory survey research design. The study targeted 215 registered star-rated hotels in Kenya, with a sample size of 140 selected through stratified and simple random sampling methods. Data were collected through structured, closed-ended questionnaires administered to hotel employees. Descriptive statistics—including frequencies, percentages, means, and standard

deviations—were used to analyze the data, while multiple linear regression was employed to assess the statistical significance of associations. Findings, based on Hayes Model 4, indicated that CRM practices have a positive and significant direct effect on hotel performance. Furthermore, relationship quality was found to partly mediate the relationship between CRM practices and hotel performance. Based on these findings, it is recommended that hotels invest in ongoing training and development for their staff. Keeping employees updated on the latest CRM technologies and best practices is crucial for sustained success. Additionally, star-rated hotels should prioritize the development and maintenance of effective CRM organizational structures. It is also advisable for hotels to maintain and further enhance their focus on continuous knowledge acquisition and the utilization of customer insights to refine their products and services.

**Keywords:** Customer Relationship Management, Hotel Performance, Relationship Quality, Kenya.

Abstract #35  
**Digital Marketing and Business Performance  
Among Youth Entrepreneurs in the  
Hospitality Sector across Kenya**

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**Abstract**

The rise of digital marketing platforms has significantly transformed business operations in the hospitality industry. However, many youth entrepreneurs in Kenya continue to rely on traditional marketing methods, while those who have adopted digital marketing often fail to optimize its full potential due to a lack of empirical evidence. This gap has contributed to the underperformance and closure of youth-owned businesses, adversely affecting livelihoods and the economy. The general objective of this study was to determine which digital marketing strategies influence business performance among youth entrepreneurs in the hospitality sector in Nairobi County, Kenya. The study was guided by the Theory of Planned Behavior and adopted an explanatory research design. The target population comprised 4,821 registered youth-owned SMEs in the hospitality sector. A sample of 376 owners/managers was selected using stratified and simple random sampling techniques. Data was collected using structured questionnaires. The validity and reliability of the research instruments were assessed through factor analysis and Cronbach's alpha, respectively. Data was analyzed using means, standard deviation, Pearson correlation, and multiple regression analysis. The study developed a model highlighting the digital marketing strategies that significantly influence the performance of youth-owned businesses in the hospitality sector.

**Keywords:** Digital Marketing Strategies, Business Performance, Youth Entrepreneurs, Hospitality Sector, Kenya.

Abstract #36  
**Evolution of Sustainable Entrepreneurship:  
A Systematic Literature Review  
and Bibliometric Analysis**

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**Abstract**

Research on Sustainable Entrepreneurship has gained significant momentum in recent years, reflecting the growing global emphasis on achieving the United Nations Sustainable Development Goals (SDGs) by 2030. In response to this trend, this paper presents a comprehensive bibliometric analysis of the field, drawing on data extracted from the Web of Science Core Collection spanning the period from 2000 to December 2024. Using a combination of NVivo and VOSviewer software, the study conducts citation analysis, co-citation mapping, bibliographic coupling, and co-authorship network analysis to uncover key patterns and relationships within the literature. The findings highlight leading authors, influential journals, prominent countries, and the evolution of citation structures over time, providing a detailed overview of the field's academic landscape. By mapping the intellectual structure and identifying key research streams, this study contributes valuable insights for scholars seeking to build robust theoretical frameworks, identify future research directions, and deepen their understanding of the dynamics shaping Sustainable Entrepreneurship.

**Keywords:** Bibliometric Analysis, Sustainable Entrepreneurship, Sustainable Start-Up, Co-Citation, Bibliographic Coupling, Australia.

Abstract #37

**Beyond Agent-Driven Change:  
External Enablement in Sustainable  
Industry Creation in Australia**

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**Abstract**

The creation of sustainable industries is widely regarded as one of the most pressing issues in policy making and research alike. The growing scholarly work in this field so far mostly highlights agent-focused perspectives, such as how value-driven agents individually and collectively create significant and lasting change. We complement such studies by addressing the underlying business-environmental conditions that make participation in such industry creation attractive and potentially successful. Accordingly, we apply the external enablement (EE) framework to address how sociocultural, technological and regulatory changes to the business environment, as external enablers, can contribute to the creation of a sustainability-oriented industry, the empirical example being the ongoing, potential creation of a viable automotive plastic recycling industry in Australia. We find that while all three types of enablers have important roles, their direct influence on shaping entrepreneurial action in this domain varies. While the value-based sociocultural pressure toward sustainability may have a fundamental role in driving global technology development and regulations toward sustainability, the micro-level agents concerned are variously driven by such concerns and stress the need for regulatory measures to make sustainability investments commercially attractive. By applying the EE framework to an ongoing case of industry (rather than just venture) creation, we develop insights about the varying *controllability* and *proximal-distal qualities* of external enablers. Further, we find that it is imperative that external enablement is sufficient across all significant types of agents in the emerging industry. To capture the latter, we add the concept of *EE coverage*. These are valuable new insights for future EE scholarship. By studying an ongoing case of industry creation where the actions of a values-driven coalition of micro-level agents do not seem to suffice as a primary driver of the industry creation process, we contribute important insights to the literature on sustainability entrepreneurship and industry creation about business-environmental influences as a complement to the well-established, agent-focused notion of collective action as crucial in processes of industry creation.

**Keywords:** External Enablement, Sustainable Entrepreneurship, Industry Creation, Australia.

Abstract #38

## **The Impact of International Work Experience on Career Advancement: Examining the Career Trajectories of International Business Graduates**

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### **Abstract**

Using an Internet-based documentary research method, this study extracts data on the career trajectories of the first ten years of employment of n=517 graduates of an international business program at a university of applied sciences in Germany, who graduated between 1998 and 2012, from their profiles on the professional social networks LinkedIn and Xing. Career trajectories were coded according to international work experience, organizational assignments, self-initiated assignments, short-term assignments, as well as the number of promotions and the highest rank achieved. Statistical analysis revealed significant effects of all forms of international work experience on objective career success (number of promotions and highest rank achieved) of the included alumni. The strongest effects were observed for organizational assignments on the number of promotions, for short-term assignments on the number of promotions, and for IWE in general on the number of promotions. The results are discussed and implications for future research and management practice are drawn.

**Keywords:** Impact, International Work Experience, Career Advancement, Career, Trajectories, International Business Graduates, Germany.

Abstract #39

**Book**

**“Reputation Management and Crisis Communication:  
A Study of the Corporate Sector”**

Published by  
IG Publications of Pakistan  
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**Abstract**

In an age defined by hyper-connectivity and instant communication, reputation has emerged as one of the most critical assets for corporate entities. The speed at which information travels - often unchecked - has significantly altered how stakeholders perceive and respond to organizations. This transformation, fueled by social media platforms and advanced technologies, has redefined the scope and urgency of reputation management and crisis communication within the corporate sector. This book explores how global and local corporations navigate reputational challenges in today's volatile information environment. Through real-world case studies from international giants such as Apple, Samsung, Coca-Cola, and Unilever, etc., to key Pakistani public and private institutions. The book analyzes how communication strategies have been successfully or otherwise employed to avert crises, protect brand equity, and restore stakeholder trust. Drawing upon contemporary themes like artificial intelligence, ethics, and corporate governance, the work offers a conceptual and practical framework for understanding how organizations can proactively build and defend their reputations. The author provides deep insights into the mechanisms of strategic communication, emphasizing its vital role in resilience and sustainable corporate growth in the digital era.

**Keywords:** Reputation Management, Crisis Communication, Media Relations, Stakeholder Engagement, Social Media Influence, Pakistan.

Abstract #40

**Usage of Artificial Intelligence in Mobile Banking Services:  
Perspective of User Adaptation and Task-Technology Model  
across Vietnam**

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**Abstract**

Artificial intelligence (AI) has significantly enhanced the banking industry in the age of disruptive technologies. This study explores the impact of satisfaction (SAT), perceived usefulness (PU), and its antecedents, including perceived intelligence (PI) and perceived anthropomorphism (PA), user adaptation (ADP) on continuance intention (CI) towards AI bank services. By integrating the expectation confirmation model (ECM), task-technology fit (TTF), this study validates a proposed research model using SmartPLS4.0 on the dataset (n=511) of face-to-face and online surveys, by utilizing convenience and snowball sampling techniques, from Vietnamese banks' users. The research

findings unveil that (1) CI towards the banks' AI services was influenced by SAT, PU, ADP, and TTF; (2) PI, PA, and PU substantially affect satisfaction; and (3) originally, TTF has a moderating role on ADP-CI. The study offers insightful implications for AI-banks to retain customers effectively by boosting the factors forming continuance intention.

**Keywords:** Artificial intelligence, mobile banking, continuance intention, adaptation, ECM, perceived intelligence, perceived anthropomorphism, Vietnam.

Abstract #41  
**Embracing the Dragon's Tech:  
Market Entry and Adoption Dynamics of  
Chinese Vehicles in the Competitive Landscape of Kuwait**

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**Abstract**

Kuwait, a high-income state within the Gulf Cooperation Council (GCC), presents a compelling yet competitive landscape for the automotive industry. Traditionally dominated by established international marques, the market has recently witnessed a significant influx of technologically advanced Chinese vehicles that are challenging the status quo with luxurious features and sophisticated infotainment at competitive prices and cutting-edge innovations. This exploratory research investigates the market entry strategies employed by Chinese automotive brands and the multifaceted adoption dynamics among consumers in Kuwait within this evolving competitive environment. Drawing upon the Technology Acceptance Model (TAM) to understand individual consumer perceptions of usefulness and ease of use regarding these new technologies, this study aims to understand how Chinese automotive technology is being received and adopted in Kuwait. The findings will shed light on the strategies that facilitate market penetration for new global automotive players and the key determinants of consumer adoption in a market undergoing rapid transformation due to these innovative offerings.

**Keywords:** Dragon's Tech, Market Entry, Adoption Dynamics, Chinese Vehicles, Kuwait.

Abstract #42  
**Artificial Intelligence's (AI's)  
Influence on Vocational Training:  
Insights from PLFS Data and Occupational Exposure**

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**Abstract**

As Artificial Intelligence (AI) increasingly permeates workplaces across the globe, it is reshaping skill demands and occupational structures, posing both risks and opportunities for human capital development. In India, where a significant share of the workforce remains informally employed and inadequately skilled, the intersection of AI and Vocational Education and Training (VET) becomes a pressing concern for inclusive growth. Despite growing discourse on automation, most policy discussions fail to examine how VET systems can strategically respond to AI-induced labour market shifts, especially for vulnerable segments in semi-urban and rural regions. This study addresses the question of how AI exposure across occupations influences the design and effectiveness of VET programs in preparing a future-ready workforce in India. Using unit-level data from the Periodic Labour Force Survey (PLFS) merged with an occupational AI exposure index, the study employs both descriptive and regression-based approaches to identify patterns of skill vulnerability and preparedness across demographic and sectoral dimensions. Preliminary findings reveal that workers with low education levels in routine-intensive jobs face the highest displacement risks, while current VET enrolment patterns are poorly aligned with AI-resilient occupations. These insights point to the urgent need for policy reform that embeds digital adaptability, industry convergence, and lifelong learning into VET design. The paper argues for a targeted, adaptive, and equity-focused VET strategy to harness AI's potential while mitigating its disruptive impact on the labour force.

**Keywords:** Artificial Intelligence, Vocational Education and Training, Occupational Exposure, Skill Vulnerability, Labour Market, India.

Abstract #43

## **Attitudes of Saudi Consumers Towards European Products and Brands from the Context of Quran Burning**

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### **Abstract**

This study explores Saudi consumers' attitudes toward European products and brands in light of Quran burning, through a bibliometric analysis of global boycott literature. It addresses two core objectives: to map the development of academic work on consumer boycotts and to propose a future research agenda. The literature is classified into pre-mature, evolving, and mature phases, revealing key drivers of boycott behavior, including political grievances, religiosity, consumer ethnocentrism, and brand animosity. Using bibliometric tools (Bibliometrix and VOSviewer) and the TCCM framework, the study analyzes 36 articles published between 1988 and 2023. Within the TCCM framework, key antecedents of boycott behavior include concerns for social/political issues, brand hate, and consumer profiles, while consequences range from corporate reputation damage to increased CSR engagement. Remedies identified include socially responsible corporate initiatives and targeted online sales strategies. The study highlights the growing role of boycott as a form of political and religious expression in Muslim-majority contexts and emphasizes the need for strategic responses by companies facing consumer-led brand rejection.

**Keywords:** Consumer Boycott, Brand Animosity, Religiosity and Consumption, Political Consumerism, Saudi Arabia.

Abstract #44

**Working Through Illness:  
A Conceptual Exploration of How  
Sickness Presenteeism Shapes Career Agency**

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**Abstract**

While existing research predominantly associates sickness presenteeism with negative outcomes for individuals and organizations, recent studies have begun to uncover its potential advantages. Specifically, few studies suggest that presenteeism as an adaptive behaviour can create new career opportunities. Despite these theoretical conceptualizations, the mechanism through which presenteeism affects careers remains largely overlooked. Addressing this gap, this conceptual paper introduces a framework to explore how presenteeism enhances career agency, described as a person's ability to manage, control, and initiate career transitions. We propose that job crafting is the underlying mechanism linking presenteeism to career agency. We further develop propositions to decipher the moderating roles of job-based psychological ownership and family-work enrichment. We use the career construction theory (CCT) and the conservation of resources (COR) theory to explain the propositions. Finally, we contend that by strategically leveraging presenteeism, employees may take control over their careers.

**Keywords:** Presenteeism, Job-Crafting, Career Agency, Career Construction Theory (CCT), Conservation of Resources Theory (COR), Conceptual Framework, India.

Abstract #45

## **Does ESG Initiative Leads to Better Firm Performance: A Transaction Costs Perspective**

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### **Abstract**

This study examines the integration of Environmental, Social, and Governance (ESG) principles in business operations, mainly focusing on the banking sector through the Transaction Cost Economics (TCE) framework. It highlights the growing consumer and regulatory demand for ethical business practices and examines the complexity of assessing ESG performance. By applying TCE, the research offers fresh insights into how ESG initiatives can influence financial performance by altering transaction costs, suggesting a relationship between sustainable practices and profitability.

**Keywords:** ESG Initiative, Firm Performance, Transaction Cost, India.

Abstract #46

**How Consumer Participation Enhances  
Consumer-Brand Engagement and  
Behavioural Intentions on Social Media  
among Generation Z**

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**Abstract**

As Generation Z becomes an influential consumer segment, their digital fluency and social media presence present both opportunities and risks for brands. This study responds to the need to manage Zers' social media participation by examining how their interactions influence brand engagement and behavioral intentions. Grounded in service-dominant logic, the research explores two forms of consumer participation, consumer-brand interaction and consumer-consumer interaction, and their impact on cognitive, emotional, and behavioral dimensions of engagement, subsequently investigating the sequential effect of these dimensions, in turn driving ongoing search behavior and repurchase intention. This study employed Partial Least Squares Structural Equation Modelling to analyze data from an online survey of 244 Gen Z consumers in Ho Chi Minh City. Findings reveal that consumer-consumer interaction is a primary driver of consumer-brand interaction and a core component of engagement and its outcomes, offering practical insights for

marketers to manage consumer participation and sustain engagement among young consumers.

**Keywords:** Consumer Participation, Consumer-Brand Interaction, Consumer-Consumer Interaction, Consumer-Brand Engagement, Ongoing Search Behavior, Social Media Marketing, Vietnam.

Abstract #47

**The Impact of Knowledge-Oriented  
Leadership on Thriving at Work:  
A Parallel Mediation Analysis**

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**Abstract**

Businesses operate in a volatile environment, requiring a knowledge-based approach for thriving at work. The role of a leader is of utmost importance in implementing changes that lead to capitalization and effective management of knowledge-oriented activities. The study aims to examine the influence of knowledge-oriented leadership in promoting employee thriving at work. Further, the current study also establishes a parallel mediation mechanism of self-efficacy and learning goal orientation. A two-wave time-lagged survey was conducted to collect data from 236 employees in the Indian ed-tech sector. This study expands upon previous research on knowledge-oriented leadership and offers valuable insights into the key mediating mechanisms that enable knowledge-oriented leadership to foster thriving in the workplace.

**Keywords:** Knowledge Oriented Leadership, Self-Efficacy, Learning Goal Orientation, Thriving At Work, India.

Abstract #48

## **Turning Engagement into Footfall: The Effects of Visual Complexity in Social Media Marketing**

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### **Abstract**

This study investigates how different visual content strategies on social media, specifically the amount, variety, and dynamism of visuals, influence consumers' intentions to visit physical retail stores. Past research has established the importance of visual elements in digital communication, emphasizing effects such as the "mere presence effect" and the "picture superiority effect." However, the combined effects of visual volume, motion, and textual accompaniment within a single post have not been thoroughly examined. Therefore, there is a need to fill this gap in the extant literature. In view of the existing gap, we examine how various configurations of visual strategies are dynamic vs. static visuals, high vs. low volume, and visuals with vs. without text interact to shape consumer engagement and behavioral intentions. The methodology involves experimental comparisons across different types of visual content to assess their impact on consumer visit intentions. Through this paper, a deeper understanding of the antecedents of consumer behavior in response to visual social media marketing is offered. Specifically, we are able to establish that posts featuring a high volume of dynamic visuals supplemented with text significantly enhance consumers' intentions to visit stores, compared to posts that are static or lack textual elements. The outcomes of this research endeavor can assist practitioners in developing more effective social media content strategies by emphasizing the use of visually rich, dynamic content with contextual text to drive consumer engagement and increase foot traffic to physical stores.

**Keywords:** Visual Content, Social Media Marketing, Consumer Engagement, Store Visit Intentions, Visual Volume, Dynamic Visuals, Textual Content, Experimental Study, India.

Abstract #49  
**Carbon Finance:**  
**A Systematic Literature Review**

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**Abstract**

This study aims to perform a systematic literature review (SLR) on carbon finance to offer a thorough understanding of the developing discussion in this domain. This work aims to fill this void by combining recent literature on carbon finance methodically using the PRISMA framework. The study reveals six main themes: Carbon Pricing and Financial Markets, Carbon Emissions Trading and Policy, Impact of Carbon Pricing on Innovation and Technology, Carbon Pricing and Climate Concerns, Carbon Pricing and International Trade, and Carbon Pricing and Financial Instruments. This analysis presents a concise overview of significant discoveries using an integrative framework. Practitioners and policymakers can utilize these insights to devise strategic methods for efficiently tackling the difficulties linked to carbon finance. This research addresses knowledge gaps in the existing literature and deepens our understanding of the complex interplay between carbon pricing regimes, financial markets, and sustainability factors.

**Keywords:** Carbon Finance, A Systematic Literature Review, India.

Abstract #50

## **The Impact of Firm-Level Political Risk on Ownership: The Moderating Role of Corporate Governance**

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### **Abstract**

In recent years, there has been a significant exodus of foreign institutional investors from India, raising concerns about the stability and prospects for growth of the Indian economy. Prior research has explored the impact of political uncertainty on investment behaviour and firm performance. This study aims to investigate the relationship between political risk and ownership structure. Using the firm-level political uncertainty dataset, this study investigates the relationship between political uncertainty and ownership characteristics. The study employs regression-based panel data analysis using firm-level data from the CMIE prowest database from 2013 to 2022. The findings indicate that political risk influences ownership dynamics, with governance quality serving as a moderating element. These results emphasize how important political stability and governance reforms are to fostering an atmosphere that attracts investment. The study's findings offer practical implications for policymakers seeking to enhance institutional trust and for corporate managers aiming to retain and attract foreign capital.

**Keywords:** Political Risk, Foreign Institutional Investors, Ownership, Corporate Governance, Uncertainty, India.

Abstract #51

**Public Discourse about the AGNI-Path Scheme:  
Analyzing Sentiments of Citizens  
Using Youtube Comments**

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**Abstract**

The average person usually bears the brunt of the negative consequences of government policy. It is understandable that the public might have conflicting reactions to the newly introduced schemes and policies. The Indian government's Agni-path, introduced by the Indian government on June 14, 2022, is one such policy discussed in this article. This research has used the technique of sentiment analysis and YouTube as a tool to conduct the evaluation of this government policy from the viewpoint of the average citizen. The data was obtained and examined via news and citizen journalism channels with the exclusive subject of the present investigation. Along with the top word frequencies, each channel's comments are examined for their emotion with negative and positive word clouds.

**Keywords:** AGNI-Path Scheme, Sentiments, Citizens, Youtube Comments, India.

Abstract #52

**An Integrated Model of Organizational and Psychological Factors Predicting Job Performance: Case of Retail Service Sector in Vietnam**

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**Abstract**

This study examines the influence of organizational and psychological factors on employees' job performance (JP) in the retail service sector by integrating Self-Determination Theory, Job Characteristics Theory, and the Technology Adaptation (TA) perspective. A questionnaire-based survey design was employed, using both online and face-to-face methods, to collect valid data from 302 employees across various retail supermalls in Ho Chi Minh City. The SmartPLS 4.0 software was used to analyze the collected data. The findings reveal that: (1) JP is significantly influenced by organizational factors—job autonomy (JA) and perceived supervisor support (PSS)—as well as psychological factors—intrinsic motivation (IM) and job satisfaction (JS); and (2) TA plays a mediating role in the relationship between PSS and JP. This study provides an insightful understanding of how workplace design and leadership influence employee performance in the retail service context of Vietnam and other emerging economies.

**Keywords:** Technology Adaptation; Job Autonomy; Supervisor Support; Job Satisfaction; Job Performance; PLS-SEM; Retail Service; Vietnam.

Abstract #53

**Towards a Low-Carbon Future:  
The Role of Renewable Energy in  
Developed and Developing Countries**

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**Abstract**

This study examines how renewable energy consumption (REC) and electricity generation from renewable sources (ERS) influence CO<sub>2</sub> emissions in developed, developing, and combined country groups. By employing panel data regression methods, such as pooled regression, fixed effects, random effects, and Two-Stage Least Squares (2SLS), it effectively tackles endogeneity issues using carefully selected instrumental variables. The results demonstrate that both REC and ERS significantly reduce CO<sub>2</sub> emissions, with stronger effects observed in developing countries due to their higher reliance on fossil fuels. Developed countries, while benefiting from renewable energy adoption, exhibit smaller reductions, reflecting their advanced infrastructure and mature energy systems. Key control variables, such as R&D expenses, regulatory quality, and GDP growth, provide further insights into the complex dynamics of emissions reduction. The study highlights the critical role of governance, socioeconomic factors, and targeted investments in renewable energy infrastructure to achieve a sustainable, low-carbon future. These findings provide actionable insights for policymakers and stakeholders, emphasizing the need for region-specific strategies to optimize the benefits of renewable energy adoption.

**Keywords:** Renewable Energy, Carbon Emissions, Renewable Electricity Production, Climate Change Policy, Energy Governance, Sustainable Development, India.

Abstract #54

## **Analyzing Barriers to Digitalization for Sustainable Consumption and Production in the Food Supply Chain: A TISM-Based Approach**

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### **Abstract**

This study investigates the barriers impeding the adoption of digitalization aimed at promoting sustainable consumption and production (SCP) within the food supply chain (FSC) and explores the interconnections among these barriers. To analyze these complex relationships, a Total Interpretive Structural Modeling (TISM) framework has been employed, facilitating a comprehensive understanding of how these barriers influence one another. The barriers are further categorized based on their levels of dependence and driving power, thereby providing a hierarchical structure that highlights their relative influence. Using the TISM methodology, the study constructs a model that elucidates the dynamics among the barriers and enables their classification accordingly. Through an in-depth review of existing literature and consultations with domain experts, ten critical barriers have been identified. Expert input also informs the development of the interrelationships among these barriers. The findings emphasize the importance of prioritizing those barriers that exhibit strong driving power, as addressing these is crucial for enabling the transformation of the food supply chain toward digital sustainability. The insights derived from this study are intended to guide policymakers, managers, and practitioners in making informed decisions to effectively mitigate the challenges obstructing the integration of SCP practices within the food sector.

**Keywords:** Sustainable Consumption And Production (SCP), Food Supply Chain (FSC), Sustainability, Digitalization, TISM, India.

Abstract #55  
**Social Media Strategy for B2B:  
A Topic Modeling Analysis**

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**Abstract**

This study examines social media strategies (SMS) within business-to-business (B2B), addressing the gap where B2C strategies have traditionally dominated. Using Latent Dirichlet Allocation (LDA) for topic modelling, the analysis covers 827 peer-reviewed articles from Scopus and Web of Science, identifying five key themes: business strategy and management, branding and corporate identity, sales and performance, social media and communication, and service innovation and relationships. The results highlight that B2B firms use social media to enhance brand authority, engage stakeholders, and optimize sales outcomes through targeted content, top management participation, and explore emerging platforms beyond LinkedIn and Facebook. Further study gives managerial implications that firms should adopt agile social media strategies, explore niche platforms like BeReal and Discord, and tailor content to regional and cultural contexts to enhance engagement. Future researchers could expand beyond traditional academic databases to include industry reports and white papers, employ mixed methods approaches for richer qualitative insights, and investigate the role of emerging social media platforms in B2B marketing.

**Keywords:** Social media strategy, B2B, topic modelling analysis, LDA, India.

Abstract #56

**The Invisible Thread:  
A Systematic Literature Review  
of Tacit Knowledge Sharing**

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**Abstract**

Insights gained from accessing tacit knowledge can aid decision-making in situations where explicit knowledge is lacking. The purpose of this study is two-fold. First, it systematically reviews and synthesizes research on tacit knowledge sharing in management literature. Second, by reviewing and analyzing different levels of analysis, this study provides insights concerning the methodological issues and theorization of tacit knowledge sharing in knowledge management and discusses future research directions. This study is based on 51 articles from the Scopus and Web of Science databases. A systematic literature review method was used to capture tacit knowledge sharing publications from 2001 to 2023. There is an over-reliance on quantitative research methods and a lack of interest in exploring alternative methods in the study of tacit knowledge transfer. Theoretical explanations for the emergence, development, and productivity effects of tacit knowledge sharing is not adequately met.

**Keywords:** Tacit, Implicit, Knowledge management, Knowledge sharing, Systematic Literature Review, India.

Abstract #57  
**MSME Financing Behavior:  
Systematic literature Review of MSME's  
Capital Structure Financing across India**

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**Abstract**

This study examines the MSME's capital structure financing patterns. To analyze the same, we have first focused on famous capital structure theories and then we have analyzed a total of 54 papers spanning from 1999 to 2022 basis the Scopus Database and the literature obtained on "Google Scholar" as per the Search Engine Optimization results. We have also detailed the most used "Dependent variables" and "Independent variables" as per our analysis. The analysis and rationale of the expected sign (positive/negative) of the Independent variable's basis the most relevant theories, i.e., either PoT (Pecking order theory) or ToT (Trade off theory) has also been done. As per our analysis of the research papers, we have come to the conclusion that debt is a significant source of funding for MSMEs and that the 'pecking order' notion has frequently been validated by research findings. As the MSME firms lacks in collateral and in Indian scenario where trust factors between Lenders and Borrowers are not as much as in Developed countries and considering the fact that MSMEs are closely knitted firms with negligible difference between managers and Promoters, we expect that MSMEs would first try to manage the funds internally and then will look for Borrowing and as a last resort equity financing given the fact that due to large "Information Asymmetry" the cost of equity financing is higher than the Debt finance. So, it is likely that the "Pecking order theory" would be validated in an Indian context.

**Keywords:** MSME, India, Capital Structure, Tot, Pot, Financing Pattern, India.

Abstract #58

## **Digitalization and Digital Transformation in the Tourism Industry: A Bibliometric Review and Research Agenda**

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### **Abstract**

Digitalization and digital transformation have become focal points in global academic research and business practice due to the impact of innovative digital technologies on business strategy, changes in the competitive landscape, and shifts in customer behavior. The tourism sector has seen a growing interest in research focused on these areas. This study aims to provide a bibliometric review of the literature on digitalization and digital transformation research within the tourism industry. The findings reveal the performance of various research constituents and provide a science map of the research field. The trends in publications and citations pertaining to research on digitalization and digital transformation within the tourism sector from 2002 to 2023 have exhibited consistent expansion. This growth has been particularly noticeable since 2014, with a marked surge commencing in 2018. The study identified four major research clusters through keyword co-occurrence: digital innovation, smart tourism ecosystem, e-Tourism, and smart tourism experience. These clusters represent the major research areas within the bibliometric corpus. Future research agendas were identified based on a thematic analysis of recent publications.

**Keywords:** Digital Transformation, Digitalization, Smart Tourism, E-Tourism, Digital Technology, Bibliometric Analysis, Ethiopia.

Abstract #59

## **The Evolution of Depositories in India: A Comparative Analysis of NSDL and CDSL**

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### **Abstract**

The depository system plays a crucial role in enhancing the efficiency, transparency, and security of the Indian capital market. The introduction of depositories in India transformed the securities market by eliminating risks associated with physical share certificates, such as forgery, theft, and loss. The two key depositories in India, the National Securities Depository Limited (NSDL) and the Central Depository Services Limited (CDSL), have significantly contributed to the growth of the Indian financial system by offering seamless electronic securities management. This study examines the evolution of depositories in India with a comparative analysis of NSDL and CDSL over the period March 2005 to March 2024, focusing on three critical aspects: growth in beneficiary accounts, value of dematerialized securities under custody, and growth in depository participants (DPs). The analysis is conducted using descriptive statistics and ANOVA to understand the trends, differences, and performance variations between NSDL and CDSL. The study aims to provide insights into the relative growth patterns of these depositories and their impact on the overall efficiency of the Indian capital market.

**Keywords:** Depositories in India, NSDL vs. CDSL, Beneficiary Accounts Growth, Dematerialized Securities, Depository Participants (DPs), Indian Capital Market, DEMAT Custody Value, Papua New Guinea.

Abstract #60  
**Gold ETFs in India:  
A Comparative Study of Gold ETF Performance  
in the Indian Capital Market**

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**Abstract**

This study presents a comprehensive comparative study of the performance of Gold Exchange Traded Funds (ETFs) in the Indian capital market. Gold ETFs have gained significant traction as a convenient and cost-effective means of investing in gold without the need for physical storage. Given the volatility and dynamic nature of both gold prices and the broader capital markets, evaluating the performance of these financial instruments is essential for investors seeking diversification and risk management. The study analyzes the risk-adjusted returns of selected Gold ETFs traded on Indian stock exchanges using key performance metrics such as Sharpe Ratio, Treynor Ratio, and Jensen's Alpha. By comparing these measures, the study identifies which ETFs deliver the best returns while accounting for both total and systematic risk. Furthermore, the correlation between Gold ETFs and the benchmark market index (BSE Sensex) is examined to assess their diversification potential. Data for the analysis is sourced from historical returns of various Gold ETFs, including those from Axis Gold ETF, Birla Sun Life Gold ETF, Nippon India Gold ETF, HDFC Gold ETF, ICICI Prudential Gold ETF, LIC MF Gold ETF, Kotak Gold ETF, Quantum Gold ETF, SBI Gold ETF, and UTI Gold ETF. The study covers a period from 2011 to 2023, allowing for an evaluation of performance across different economic cycles, including periods of both market expansion and contraction. This research provides valuable insights for investors, fund managers, and policymakers by highlighting the importance of selecting Gold ETFs based on risk-adjusted performance rather than merely historical returns. The paper concludes with recommendations on how investors can leverage these findings to make informed investment decisions in the Indian gold market.

**Keywords:** Gold ETFs, Indian capital market, risk-adjusted performance, Sharpe Ratio, Treynor Ratio, Jensen's Alpha, diversification, BSE Sensex, investment analysis, financial markets, India.

Abstract #61

## **The Antecedents of Employees' Readiness towards Artificial Intelligence Adoption: A Study in Vietnam**

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### **Abstract**

This study investigates the determinants of employees' readiness towards AI adoption (RAA) based on the principles of Social exchange theory and the combination of theoretical frameworks such as Change management, T-O-E-I, and Generative AI readiness. Data was collected from 502 employees working at Viettel Group who are implementing AI integration into their workflows. SmartPLS4 is used to analyze the Partial least squares-structural equation modelling (PLS-SEM) in this study. The study findings confirmed that ambidextrous leadership (AL), the role of AI-based teammates (ROT), employees' self-efficacy in AI learning (SAL), and employee-GenAI collaboration (EAC) positively affect RAA. Additionally, adhocracy culture (AC) exerts a full mediating effect on RAA via AL, ROT, SAL, and EAC. The findings serve as a foundation for future academic discourse on AI adoption and offer practical implications for managers and policymakers of AI applications.

**Keywords:** AI adoption, adhocracy culture, ambidextrous leadership, AI-based teammates, GenAI collaboration, social exchange, change management, T-O-E-I, readiness, Vietnam.

Abstract #62

**The Impact of Online Corporate Social Responsibility (CSR) on Advocacy Behavior through Altruism and Customer Emotions: A Study of Vietnamese Hospitality Industry**

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**Abstract**

This study investigates the relationship between Corporate Social Responsibility (CSR) and Customers' Advocacy Behavior (CAB) within the hospitality sector of a developing economy, specifically in Ho Chi Minh City, Vietnam. Moreover, the study examines how positive emotions serve as mediators and how personal values function as moderators in influencing customer advocacy behavior. This investigation integrates two mediating variables – customer happiness and warm glow, alongside altruistic value as a moderating factor. The study employs a quantitative research method utilizing convenience sampling, with 262 valid responses (excluding preliminary data) collected from customers of 4-5-star hotels in Vietnam. Findings reveal that CSR communication through social media positively influences CAB, with happiness and warm glow acting as mediators, and altruism as a moderating variable. This research underscores the pivotal role of social media as an effective platform for CSR communication. These findings suggest several managerial implications to guide hotel managers in developing CSR communication strategies effectively to enhance customer advocacy behavior.

**Keywords:** Corporate Social Responsibility, Emotions, Hotels, Altruism, Customer behavior, Vietnam.

Abstract #63

## **Decoding the Human-Robot Dynamics in Hospitality: A Multi-Method Study of Functionality, Emotional Responses, and Relationship Building**

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### **Abstract**

Constant technological advancements in tourism and hospitality services have inaugurated a new era in which social robots (SRs) are now incorporated into both our personal and public places. This is due to the fact that SRs are able to interact with humans in ways that are more natural to them. This study sample is gathered from 900 tourist from Malaysia. This study used multi method for analysis. Symmetrical analyses were performed using partial least squares structural equational modelling (PLS-SEM). The study also investigated the differences between male and female sample via using Multi Group Analysis (MGA). Along with that, whereas to complement the net effect/symmetrical modelling, this study used configurational approach through the use of complexity theory from fuzzy set qualitative comparative analysis (fsQCA). Both symmetrical and asymmetrical findings reveal significant findings for both male and female data set. In addition to symmetrical findings, asymmetrical results also revealed significant configurations for both male and female group. Symmetrically, all relationships were significant except the insignificant effect of social influence on the outcome. MGA results proved that there is a significant difference between both groups. Asymmetrically findings presented several configurations for the proposed outcome and effort expectancy, performance expectancy and trust were found to be the necessary factor for generating the proposed outcome. Due to paucity of research in understating the holistic behaviour of tourist acceptance towards SRs, this study fills the gap in the existing academic body of knowledge by investigating factors leading towards acceptance of SRs. Using a functional, social-emotional and relational perspective this study also uses complexity theory to unearth the complex configurations among the studied variables for the proposed outcome. Most of the earlier research in technology domain has been using method that fails to bring the holistic view i.e., by using symmetric modelling, whereas this study goes beyond the existing literature and applies the asymmetrical and configurational modelling to understand the complexities behind human behaviour.

**Keywords:** Social robots; functional; socio-emotional; relational; PLS-SEM; fsQCA; MGA, Saudi Arabia.

Abstract #64

**The Role of Artificial Intelligence in Advancing  
Project Management Practices in tune with  
Saudi Arabia's Vision 2030 –  
A Delphi Study Perspective**

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**Abstract**

From the context of Saudi Vision 2030, project management is being positioned in the forefront when it comes to executing advanced, enormous national projects. As there are rising developments in Artificial Intelligence (AI) technology, its utility in boosting the efficiency of projects, decision making, and mitigating risks has caught tremendous attention from the practitioners. This research investigates the anticipations of project managers in incorporating AI in Vision 2030 projects. Using the Delphi method, 10 experts from various disciplines that had intersections with project management and AI provided inputs. Through multiple rounds of iteration in providing feedback, there was commonality of opinion on key themes like most wanted AI applications, anticipated benefits, implementation challenges, and readiness of the project ecosystem for adopting AI. The findings revealed a near-unanimous anticipation of AI helping in data-driven decision-making, predictive analytics, resource optimization, and automating routine tasks. However, there were concerns about data availability, ethics, and upscaling needs. This study provides implementable recommendations to policymakers, project management specialists, and AI developers, offering strategic recommendations for reconciling AI adoption with Vision 2030 goals. It contributes to the literature at the intersection of AI and project management in the context of developing economies.

**Keywords:** Artificial Intelligence, Management, Technological, Local Government, and Corruption, Saudi, Kingdom Vision 2030, Saudi Arabia.

Abstract #65  
**Entrepreneurial University Funding Mechanism:  
A Comparative Study**

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**Abstract**

Entrepreneurial universities foster innovation, regional growth, and knowledge transfer in knowledge-based economies. Their success depends on securing diversified and sustained financial resources and methods. Institutions may enhance research and innovation, monetize knowledge, support start-ups, and form dynamic collaborations with business and society via these tools. Understanding entrepreneurial financing processes affects university resilience, growth, and global competitiveness. Universities must diversify their revenue sources and implement entrepreneurial financing methods as state funding falls in many places. Regional variances in financing models create questions about the primary drivers of adequate finance mechanisms for universities' entrepreneurial activities in their strategic emphasis and regional environment. This shows how political, cultural, and economic factors impact these institutions' entrepreneurial attitude. This study compares entrepreneurial university funding mechanisms in GCC and Asia-related countries like Singapore to examine regional funding models, practices, and strategic goals. This may show additional variables that influence university financing in these nations. This research adds to entrepreneurial finance literature and offers policymakers and university leaders concrete insights. This study seeks to investigate how varied financing methods might boost universities' entrepreneurial missions and sustainability.

**Keywords:** Entrepreneurial, University Funding, Mechanisms, Qatar.

Abstract #66

**Management Skills of Vietnamese and Americans: Examining their Technical, Human and Conceptual Scores based on Culture and Gender**

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**Abstract**

It is important to study the management skills of modern workers based on gender and nationality to gain insights into how these factors influence supervisory trends, governance styles, decision-making, and teamwork in today's national and multinational organizations. By examining the impact of gender and nationality on management skills, researchers can identify potential biases, stereotypes, and cultural differences that may affect workplace dynamics and performance. This knowledge can help organizations develop more inclusive and effective management training programs that cater to diverse employee needs and promote equitable opportunities for the advancement of all professionals. This research assessed the technical, human and conceptual management skills of working adults in two different countries to test whether gender and culture are factors. The results of 375 American and 86 Vietnamese respondents show that there are statistically significant differences in their technical and conceptual competencies. Human competency was similar among all respondents. Regarding culture, Americans scored significantly higher on technical skills, and Vietnamese had higher conceptual skill scores. Vietnamese men and women demonstrated similar outcomes in all categories, but gender was a significant factor in the conceptual scores of Americans. Implications for managers and human resource professionals are provided. Studying management skills through the lens of gender and nationality can provide valuable information on how to foster more diverse and inclusive workplaces. By understanding the strengths and challenges associated with different gender and national backgrounds, organizations can better leverage the unique perspectives and skills of their employees. This research can ultimately contribute to the development of more effective supervision strategies, improved team collaboration, and enhanced organizational performance in an increasingly globalized and diverse business environment.

**Keywords:** Management Skills; Conceptual; Human; Technical; Gender; Education; Vietnam; United States.

Abstract #67

## **Impact of Norway's Sovereign Wealth Fund on Cost of Debt: Evidence from Indian Companies**

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### **Abstract**

Norway's Sovereign Wealth Fund is the largest and one of the most ethically managed funds. The Fund is invested in companies in different countries depending on varied investment objectives. With investments by NSWF, the cost of debt is impacted. The present study examines how Norway's Sovereign Wealth Fund (NSWF) investments impact the cost of debt in Indian firms. Using a sample of Indian firms targeted by Norway's SWF from 2016-2022, and employing a Panel Fixed Effect Approach, we find that the cost of debt increases in Indian firms after NSWF investments. Furthermore, this study finds that NSWF's majority ownership stake decreases the cost of debt, thus supporting the monitoring hypothesis, while minority stake increases the cost of debt, supporting the political agenda hypothesis. The findings suggest that Norwegian Sovereign Wealth Fund ownership should increase in target firms to engage in order to ensure effective monitoring and to mitigate the government's opportunistic behavior. Our results are robust to alternative proxies, sensitivity analysis and endogeneity tests.

**Keywords:** NSWF, Target Firms, Cost of Debt, Ownership, Norway, India.

Abstract #68

**Impact of World Trade Organization (WTO)  
Dispute Filings on Trade Performance:  
Testing of Optimal Initiation Theory**

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**Abstract**

Disputes of trade have been strong impediments to flourishing trade between and amongst the countries. These Disputes have been more economically devastating for the developing countries that have, of late, started doing trade with the developed north. The more the disputes, the less the trade, and consequently, economic losses for the exporting countries. The country that initiates more disputes runs the risk of losing trade. The study investigates the distribution of dispute initiation at the World Trade Organization Dispute Settlement System (WTODSS) between specific pairs of countries. The study introduces a novel concept of '*dispute depth*' to examine how this '*dispute depth*' affects bilateral trade of disputing dyads and to optimise the number of disputes that a country should file to maximize its trade benefit. With the extensive trade data from 1995-2022 across selected WTO member countries and by using augmented Structural Gravity Model of trade and the PPMLHDFE estimator, the paper demonstrates that an increase in the *dispute depth* lowers the bilateral trade between disputing dyads. Further, the study finds that the WTO member countries should strategically file *at most three disputes* in a year to maximize their trade gains. The study has important ramifications in the ambiguous world of WTO-DSS and paves the way for implementing the optimal number of disputes into trade dispute strategy, policy-making decisions, and business environment of the constantly evolving international trade landscape.

**Keywords:** WTO, Dispute Initiations, Trade, Imports, Gravity Model Of Trade, PPMLHDFE, India.

Abstract #69  
**Materiality Matters:  
Climate Risk Reporting under  
Competing Disclosure Frameworks**

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**Abstract**

Climate change presents significant risks to firms, prompting financial and non-financial stakeholders to demand greater transparency on climate-related exposures and management strategies. Companies typically apply materiality principles to determine which information is most relevant to stakeholders. However, while the Global Reporting Initiative (GRI) adopts a double materiality lens, the IFRS focuses on financial materiality, creating challenges for consistent and meaningful disclosures. This study explores how the choice of materiality framework influences the nature and extent of climate risk reporting. Using a two-phase qualitative content analysis of public disclosures by firms listed on the Toronto Stock Exchange (TSX), the research applies a climate risk assessment checklist and inductively analyzes how companies frame climate change as a material risk. Findings will provide insights into how international standards shape corporate disclosures and may lead firms to overlook double materiality and critical climate risks, offering practical implications for improving transparency and aligning reporting with stakeholder needs.

**Keywords:** Materiality, Climate Risk, Reporting, Competing Disclosure Frameworks, Canada.

Abstract #70

**“You Really Think This Can Be a Career?”  
An Interpretative Phenomenological Analysis  
of Career Transitions from Traditional Work  
to Becoming a Social Media Influencer:  
A Malaysian Perspective**

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**Abstract**

This study explores the lived experiences of individuals who have left conventional careers to become full-time social media influencers. It aims to understand the personal and external factors that influence this transition, the challenges that arise during the process, and the extent to which individuals experience a sense of calling in their new profession. Interpretative Phenomenological Analysis (IPA) was utilized to examine in-depth interviews with 12 participants who had spent at least two years in a previous career and one year working as a full-time influencer. The study applied O'Connor and Wolfe's career transition model to interpret how individuals moved through phases of dissatisfaction, risk, adaptation, and eventual re-stabilization in a profession often questioned by others. The analysis resulted in eight themes and twenty-four subthemes that reflected how participants made sense of their shift

into becoming a full-time social media influencer. The findings show that the decision to leave traditional employment was not impulsive but shaped by emotional disconnect, early signs of digital success, and a growing sense of personal fit. Participants described facing external doubt, financial uncertainty, and identity changes as they adapted to a career without clear structure or long-term guarantees. Many described a gradual discovery of their calling in their new work. This research offers insight into a contemporary form of career change that remains underexplored in academic literature. It considers how individuals interpret their transition not only as a professional decision but also as a response to an internal pull toward work that feels more aligned with their sense of self and purpose.

**Keywords:** Career Transition, Calling, Social Media Influencers, Interpretative Phenomenological Analysis (Ipa), Career Change, Malaysia.

Abstract #71

**Testing Image Repair Strategies in Influencer Scandals:  
An Experimental Study about Influencer Trust, Attitude  
Towards Endorsed Brand, and the Moderating Role of  
Parasocial Relationships: A Malaysian Perspective**

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**Abstract**

The rise of influencer marketing has made trust its greatest asset—and its most fragile liability. Unlike celebrity scandals, which unfold over time, influencer scandals erupt instantly, spreading across social media and causing immediate fallout for both the influencer and the brands they endorse. Despite the growing frequency of such crises, research on how influencers' response strategies impact followers' trust in influencers and attitude towards endorsed brands remains scarce, leaving brands vulnerable in high-stakes reputational crises. This study addresses this gap through an experimental design, using the controversial episode of India's Got Talent as a real-world context, where five prominent influencers faced public backlash. This study applies Benoit's Image Repair Theory to examine the effectiveness of six crisis response strategies—corrective action, mortification, denial, evasion of responsibility, reducing offensiveness, and silence—in shaping perceived influencer trust and attitudes toward endorsed brands. It also investigates the moderating role of parasocial relationships (PSRs) to determine whether audience attachment mitigates or amplifies trust erosion. This study employed an experimental design with N = 325 participants randomly assigned to one of six crisis response conditions. Results show that corrective action and mortification were the most effective in preserving trust, while denial and evasion of responsibility led to significant declines. Silence did not always produce the lowest trust levels, indicating that non-engagement can sometimes be less damaging than a poorly executed response. Hierarchical regression analysis confirms that perceived influencer trust strongly predicts brand attitude. Furthermore, PSRs significantly

moderated these effects, with stronger follower-influencer bonds leading to greater forgiveness for some response strategies but heightened disappointment when influencers failed to meet expectations. This study equips brands and influencers with a strategic crisis management framework, revealing how different response strategies influence trust recovery and its subsequent impact on endorsements post-influencer scandals.

**Keywords:** Image Repair, Influencer Marketing, Celebrity Endorsements, Trust, Crisis Communication, Malaysia.

Abstract #72

## **Understanding Customer Emotions in Double Deviation: A PRISMA-Based Systematic Review**

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### **Abstract**

Double deviation, defined as the failure of both the initial service and its recovery, represents a relatively unexplored subfield of service failure and recovery (SFR) research, despite its growing practical significance. Although customer emotions have been a focal point in SFR research, their role in double deviation situations has not been systematically reviewed. In accordance with the PRISMA guidelines, this study conducted a literature review of 17 empirical studies from the Web of Science and Scopus databases. The study examined the conceptualisation of emotions (e.g., discrete emotions and intensity), the theoretical frameworks applied (e.g., affective event theory, justice theory), and the associations between emotions and behavioural outcomes such as retaliation, switching, and complaining. This review provides a clearer conceptual framework for understanding emotional processes in double deviation contexts. It also highlights the value of interdisciplinary integration (particularly with psychology) in guiding future research on the role of emotion-driven mechanisms in repeated service failures.

**Keywords:** Double Deviation, Customer Emotions, Service Failure and Recovery, PRISMA, And Systematic Literature Review, Malaysia.

Abstract #73

## **Would Controversial Advertising Leads to Boycott? A Malaysian Perspective**

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### **Abstract**

Controversial advertising has become a prominent yet polarizing tactic in modern marketing, often sparking strong public reactions. While it can generate buzz, it also poses serious risks, negatively affecting brand image, provoking brand hate, and triggering consumer boycotts. Despite its increasing use, limited empirical research explores the pathways through which such advertising influences consumer behavior. This study aims to examine the impact of controversial advertising on brand image, brand hate, and boycott intention. A total of 443 survey responses were analyzed using Partial Least Squares-Structural Equation Modelling (PLS-SEM). The findings show that controversial advertising significantly harms brand image and heightens brand hate. However, it does not directly lead to a boycott. Instead, brand hate acts as a critical mediator between controversial advertising and boycott intention. These insights highlight the reputational risks brands face when using provocative content and underscore the importance of understanding consumer responses to develop more responsible advertising strategies.

**Keywords:** Controversial Advertisement, Brand Image, Brand Hate, Boycott, Malaysia.

Abstract #74

**Fan Engagement Dimensions and  
Their Impact on Stadium Attendance:  
Conceptual Framework**

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**Abstract**

Fan engagement is a critical determinant of stadium attendance, particularly in professional sports. In Malaysian football, declining live match attendance demands an in-depth understanding of the psychological factors underlying fan behavior. This study proposes a conceptual framework based on Rosenberg and Hovland's (1960) tri-component attitude model by integrating the cognitive, affective, and behavioral dimensions of fan engagement. The

proposed model aims to clarify the direct and reciprocal relationships between these dimensions and their influence on actual attendance behavior. This study contributes to sports management by offering a comprehensive approach for understanding and enhancing fan attendance at the stadium, particularly in the Malaysian football context.

**Keywords:** Fan Engagement, Stadium Attendance, Cognitive Engagement, Affective Engagement, Behavioral Engagement, Malaysia.

Abstract #75

**The Effects of Spillover Behaviour from  
The Employee Pro-Environmental  
Behaviour to The Employee Innovation  
Through Self-Efficacy and Moderated  
by Employee Environmental Awareness**

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**Abstract**

The global concern that keeps increasing has caused stress to organizations to integrate conservation into their operation. The employees play the main role to ensure the success of this effort, especially through the environmental innovative behaviour (EIB), such as the development and execution of new ideas which lead to the conservation of the environment in the workplace. This research studies the effects of spillover from the employee pro-environmental behaviour (PEB) on the employee innovative behaviour, which focuses on the role of the mediator of self-efficacy and the influence of employee environmental awareness as a moderator. Based on the social cognitive theory and the spillover behaviour theory, this research studied how the actions based on the environment in the workplace could exceed their original domain and lead to a wider positive behaviour in the workplace. The data was collected from employees in the public and private sectors in Malaysia and was analysed by the Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings of the study showed that the PEB significantly increased the EIB, directly and indirectly through self-efficacy. Moreover, the employee's environmental awareness would strengthen the link between PEB and IEB, emphasizing the importance of the cognitive framework in the spillover behaviour phenomena simultaneously. All the suggested hypotheses were supported, providing the empirical proof that the pro-environmental behaviour not only contributed to the conservation but also acted as an agent of employee innovation. These

findings offer practical guidance to the organization that intends to nurture innovation through the human resource practice, which is oriented towards conservation.

**Keywords:** Employee Environmental Innovative Behaviour (Eib), Employee Pro-Environmental Behaviour (PEb), Environmental Self-Efficacy, Employee Environmental Awareness, Pls-Sem, Malaysia.

Abstract #76

**Understanding Consumer Responses to  
Corporate Social Irresponsibility:  
A Systematic Literature Review of  
Punitive and Non-Punitive Pathways**

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**Abstract**

This study presents a systematic literature review (SLR) exploring how consumers respond to Corporate Social Irresponsibility (CSI), focusing on both punitive and non-punitive pathways. Drawing from 36 empirical studies indexed in the Web of Science (WoS) from 1992 to 2025. The findings reveal that consumer responses to CSI are highly contingent upon moral evaluations, identity congruence, emotional triggers, and ideological beliefs. Furthermore, this study synthesizes the theoretical foundations across the literature, identifying ten dominant theories that underpin consumer behaviours in CSI contexts. While punitive responses receive more attention, non-punitive mechanisms are shown to be equally prevalent, especially where brand attachment or personal benefit moderates ethical judgment. This review contributes to a more integrated understanding of consumer moral agency in the face of corporate misconduct and provides a foundation for future research directions in business ethics and consumer studies.

**Keywords:** Corporate Social Irresponsibility; Consumer Response; Consumer Behaviours; Boycott; Moral Disengagement, Malaysia.

Abstract #77  
**Leveraging Circular Economy and  
Industry 4.0 for Holistic Firm Performance:  
The Case of Vietnam**

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**Abstract**

Amid rapid technological change and rising stakeholder concern for sustainability, companies face growing pressure to deliver comprehensive rather than purely profit-driven performance. This study investigates how dynamic capabilities (DC) drive the adoption of circular economy (CE) practices and how these practices, in turn, enhance firm performance across four dimensions: financial (FP), operational (OP), social (SP), and environmental (EP). Furthermore, it examines the moderating role of Industry 4.0 technologies (I4.0T) in strengthening the relationship between CE practices and performance outcomes. Data were collected from 386 firms operating in Vietnam and analyzed using partial least squares structural equation modeling (PLS-SEM). The findings confirm that CE practices significantly and positively impact all four dimensions of performance. Notably, the presence of I4.0T amplifies these effects, emphasizing the synergistic value of integrating digital innovation with

sustainable initiatives. This research contributes to the existing literature by bridging the CE and I4.0T research streams and offers actionable insights for managers in emerging economies seeking to enhance sustainable performance through the dual adoption of sustainability-oriented and digital capabilities.

**Keywords:** Circular Economy, Industry 4.0, Dynamic Capabilities, Sustainable Development, PLS-SEM, Vietnam.

Abstract #78

**Understanding Impulse Buying Behavior  
through the Role of Social Influence,  
Cultural Values, and Cognitive Dissonance:  
The Case of Generation Z across Vietnam**

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**Abstract**

Impulse buying (IB), also known as unplanned purchasing with little deliberation, has received considerable attention in consumer research for several decades. Previous research has explored various factors impacting IB (e.g., marketing and environmental stimuli etc.). However, socio-cultural influence on IB has not been adequately studied. Additionally, there is a dearth of studies concerning the potential link between IB and cognitive dissonance (post-IB behavior) and the moderating role of individual-level cultural values (collectivism), which remains largely unexplored. This study addresses these gaps by investigating the impact of social influence on IB behavior and the moderating role of collectivist cultural values on this relationship, particularly in the context of Vietnam, a collectivist culture. Data were collected through a self-administered survey questionnaire distributed to 620 Vietnamese Gen Z consumers. A quantitative approach was employed, and structural equation modelling (SEM) was applied to analyze the data. The finding shows the positive influence of online reviews, social influencers, shopping companions, and salespeople on IB, while crowd effects negatively influence IB. The study also reveals that individual cultural values (collectivism) moderate the effect of IB on cognitive dissonance. The study aims to enhance our understanding of impulse buying behavior among young consumers living in collectivist cultures (e.g., Vietnam) and thus provide valuable insights for businesses (e.g., fast fashion) to effectively segment the markets, trigger impulsive consumption, and turn impulsive buyers into loyal customers.

**Keywords:** Social Influence, Impulse Buying, Cultural Values, Gen Z, Cognitive Dissonance, Collectivism, Individualism, Vietnam.

Abstract #79

## **Improving Health Economics and Hospital Management Using Marginal Analysis and Brand Equity in Service Quality**

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### **Abstract**

In the current competitive situation, hospitals are seeking to keep their position among patients. This study aimed to improve the health economy and hospital management. A framework is provided based on the economic concept of marginal analysis. Marginal analysis refers to the fact that the assessment of costs and benefits is best addressed at the margin. Programme budgeting and marginal analysis (PBMA) is an economic approach to planning and priority setting which is being used increasingly across health services internationally. The framework accommodates both perspectives in the health-vs-economy debate, whereby, depending on where we are within the marginal analysis framework, either health issues are allowed to dominate or, below some threshold of R and/or background level of infection, health and economic considerations can be traded off against each other. Subsequently, the effective factors on brand equity were categorized, and the most relevant ones were arranged. Therefore, it could be concluded that improving the service quality of healthcare centres would increase patient and customer satisfaction and lead to a lot more profitability and survival maintenance of the centres than before. The framework was demonstrated to be effective in aiding decision-makers to set priorities, and wider application of the framework in these health authorities is planned.

**Keywords:** Programme Budgeting and marginal analysis, Chronic Disorder, Service Quality, Hospital Management, India.

Abstract #80  
**Service Excellence in Bangladesh's  
Conventional Banks:  
Challenges and Critical Success Factors**

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**Abstract**

This study aims to develop a hierarchical model to rank the challenges faced by the Bangladesh conventional banking industry in providing quality services and critical success factors (CSFs) to address those challenges. The study employed an exploratory sequential mixed-method approach. The first phase involved conducting semi-structured interviews with 14 participants to uncover the challenges and critical success factors (CSFs). The second phase included a questionnaire survey with 120 respondents to prioritise the challenges and CSFs. During the qualitative stage, five challenges were identified: 'Global financial crisis', 'Lack of good governance and accountability', 'Export-import remittance', 'Insufficient development of banking technology', and 'Employees' insufficient knowledge of Islamic banking'. Using the AHP, these challenges and their corresponding CSFs were ranked. The hierarchical model developed in this work will be useful in enhancing the performance and competitiveness of conventional banks in Bangladesh. It will also contribute to the broader economic development by improving financial services and strengthening trust within the banking sector.

**Keywords:** Conventional Banks, Critical Success Factors, Service Quality, Analytic Hierarchy Process, Bangladesh.

Abstract #81

**Entrepreneurs' Religiousness as a  
Control Mechanism in Reducing Moral  
Disengagement and Unethical Decision  
Making: A Multi-Country Study**

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**Abstract**

Past research raised serious concerns over entrepreneurs' desire for financial gains that leads them to engage in moral disengagement and unethical decision making. The current study introduces the construct of religiousness as an explanatory variable in understanding entrepreneurs' ethics. Using Social Cognitive Theory, we examine how intrinsic and extrinsic religiousness affect empathic concern, moral disengagement, and unethical decision-making among entrepreneurs. Data collected from 1,042 entrepreneurs across nine countries of two continents reveal that intrinsic religiousness fosters empathic concern and diminishes moral disengagement. Conversely, extrinsic religiousness, which is driven by self-serving motives, correlates with lower empathic concern and higher moral disengagement, leading to unethical decision-making of entrepreneurs. Our findings contribute to the entrepreneurship literature by revealing how different types of religiousness can influence entrepreneurial decision-making, offering insights into the complex interplay of cognitive and emotional mechanisms that shape entrepreneurial behavior. This invites further research into the nuanced relationship between religious beliefs and entrepreneurial processes.

**Keywords:** Entrepreneurs' Religiousness, Moral Disengagement, Empathic Concern, Unethical Decision Making, Japan.

Abstract #82

**Entrepreneurial Ecosystems Rooted in Faith:  
A Case Study of Mosques and Muslim Immigrant  
Entrepreneurship in Japan and Australia**

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**Abstract**

This study investigates the intersection of religion and entrepreneurship by examining the role of mosques in shaping entrepreneurial behavior among Pakistani migrant entrepreneurs in Japan and Australia's used car industry. Using a grounded theory approach, the research explores how early immigrant entrepreneurs in Japan and Australia established mosques not only as religious and emotional support hubs but also as informal entrepreneurial ecosystems. These spaces provided social capital, mentorship, and access to business knowledge, influencing newly arrived migrants to replicate existing business models. The study draws on qualitative data from 35 male entrepreneurs in Japan and 20 migrant entrepreneurs in Australia, offering comparative insights into how religious institutions function as community-based incubators across contexts. Findings reveal that mosques concentrate multiple forms of capital—social, cultural, and religious—facilitating entrepreneurial entry and sustainability. This research contributes to a broader understanding of faith-based entrepreneurship and suggests that policymakers consider leveraging religious community structures to support migrant business development.

Future research should further explore comparative, stakeholder, and policy analysis approaches across diverse migrant groups and industries.

**Keywords:** Entrepreneurial Ecosystems, Faith, Mosques, Muslim Immigrant Entrepreneurship, Islam, Japan and Australia.

Abstract #83

**Exploring Inter-se Comparative Advantages  
in Services Trade: Insights from  
Thirteen Emerging Economies**

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**Abstract**

The cross-border exchange of goods and services has played a vital role in fostering economic growth and development. Identifying the goods or services in which countries hold a comparative advantage is key to understanding global trade dynamics. While numerous studies have emphasized merchandise trade, the growing significance of service trade in the modern era has received comparatively less attention. This study addresses a critical gap in the literature by examining the revealed symmetric comparative advantage of five major service sectors between 2000 and 2023 across thirteen rapidly emerging economies, as documented by the World Population Review. The analysis reveals that India, China, and the Philippines demonstrate strong comparative advantages in telecommunications, computer, and information services. China and Turkey show marked strengths in transport services. Travel services emerge as areas of comparative advantage for Indonesia, Turkey, Malaysia, Egypt, South Africa, and Mexico. In addition to travel, Mexico also stands out in insurance and pension services. Russia, Egypt, Kenya, and Turkey display comparative advantages in transport services, while Malaysia and South Africa are notably competitive in personal, cultural, and recreational services. Bangladesh appears to have lost its competitive edge in telecommunications, computers, and information services globally in the aftermath of the pandemic. Conversely, Kenya has emerged with a significant advantage in this sector. These findings suggest that each country tends to specialize in exporting services where it enjoys a comparative advantage, highlighting the essential role of the service sector in driving sustainable economic growth in developing economies.

**Keywords:** Service Exports, Revealed Symmetric Comparative Advantage (RSCA), Services, Fast-Emerging Economies, India.

Abstract #84

**Tax-Induced Earnings Management:  
An Empirical Analysis Of Indian Firms'  
Response to Post 2019 Tax Cuts**

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**Abstract**

This study investigates the impact of tax policy changes on earnings management in Indian manufacturing firms, focusing on the 2019 tax cuts. A two-stage analysis estimated discretionary accruals related to tax matters, revealing shifting financial practices pre- and post-tax cut. Results indicate a decline in earnings management following the tax cuts, reflecting firms' strategies to balance tax optimization with financial performance amid economic uncertainty. The findings suggest a nuanced response to tax incentives, with firms adjusting financial reporting behaviors to meet market expectations and ensure stability.

**Keywords:** Earnings Management, Emerging Economy, Discretionary Accruals, Taxes, Manufacturing Firms, Pooled OLS, Financial Reporting, India.

Abstract #85  
**Big Data Analytic Capability and  
Sustainable Competitive Advantage:  
A Systematic Literature Review**

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**Abstract**

The development of digital technology has made the volume of big data increase significantly. This growth in big data has fuelled investment in big data analytics technology worldwide. This investment is aimed at obtaining information contained in big data. The existence of big data has generated competitive environments that require strategic decisions to be made quickly and precisely by a manager to maintain the sustainability of the company in the long term. Big data also generated competitive characteristics of today's business that are high complexity, deep uncertainty, ambiguous, and dynamic. According to these and due to its great potential, the companies must consider big data analytics technology in creating maximum value and sustainable competitive advantage. In other words, to make strategic decisions, companies need Big Data Analytics Capability (BDAC) as a Dynamic Capability of the companies to analyse big data in order to maintain Sustainable Competitive Advantage (SCA) in the long term. This article is a systematic literature review that aims to look at the research progress of BDAC and seek further strategic management research concepts of BDAC related to SCA, especially in Indonesia. The method of this article is to search for internationally reputable journals that discuss the topic of BDAC related to SCA for the period 2014-2025, then utilize lens.org, Publish or Perish, and VosViewer to create a systematic literature review and bibliometric analysis.

**Keywords:** Big Data Analytics Capability, Dynamic Capability, Sustainable Competitive Advantage, and Indonesia.

Abstract #86

**The Role of Corporate Social Responsibility  
in Mediating the Impact of Corporate Governance on  
Sustainability Performance across Indonesia**

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**Abstract**

This study examines the role of Corporate Social Responsibility (CSR) in mediating the impact of Corporate Governance, proxied by board size, board independence, women on the board, board activity, and the sustainability committee, on Sustainability Performance. The population of the study comprises 86 companies in the energy and mining sectors listed on the Indonesia Stock Exchange (IDX) for 2019-2022. A purposive sampling method was employed, resulting in a sample of 18 companies with a total of 72 observations (18 companies x 4 years). Secondary data were obtained from the IDX website ([www.idx.co.id](http://www.idx.co.id)) and the websites of the sample companies. Data analysis was conducted using panel data regression with the assistance of Eviews12 software. The results indicate that board size, women on the board, and board activity have a positive but not significant effect on CSR, while board independence has a negative and not significant effect on CSR. Conversely, the sustainability committee has a positive and significant effect on CSR. For board size, women on the board, and the sustainability committee, the effect on Sustainability Performance is positive but not significant, whereas board independence and board activity have a negative and not significant effect on

Sustainability Performance. However, CSR has a positive and significant effect on Sustainability Performance. Regarding indirect effects, CSR does not mediate the relationship between board size, board independence, women on the board, and board activity with Sustainability Performance, but it perfectly mediates the relationship between the sustainability committee and Sustainability Performance.

**Keywords:** CSR; Corporate Governance; Sustainability Performance; Energy And Mining Sector, Indonesia.

Abstract #87

**The Impact of Herding Behavior on Investment  
Decisions for the New Investor in Indonesia:  
Overconfident and Risk Tolerance  
as Moderating Variables**

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**Abstract**

The increasing number of new investors on the Indonesia Stock Exchange is an indication of the increasing capital market literacy of the people in Indonesia. The Indonesia Stock Exchange recorded that at least 10,000 new investors emerged every year from 2020 to 2024, but the emergence of new investors created a number of euphoric behaviors that actually harmed them in investing in securities, especially stocks. Most new investors make investment decisions on one of the stocks based on imitation behavior (herding), are too confident and do not consider the right investment risks. This study aims to empirically prove the influence of herding on investment decisions of new investors on the Indonesia Stock Exchange through overconfidence and risk tolerance as moderating variables. This research used 180 novice investors from all over Indonesia. the data collection process was carried out using Google Forms, and the data analysis technique used was Moderating Regression Analysis (MRA). The results of this research show that herding behavior has a positive effect on investment decisions for novice investors in Indonesia. This research also found that overconfidence can strengthen the relationship between herding and investment decisions for novice investors; in addition, risk tolerance can also strengthen the relationship between herding and investment decisions for novice investors. Investment decisions taken by novice investors in Indonesia are relatively formed due to herding behavior; this behavior also creates excessive self-confidence to gain profit in investing and shows a very high tolerance for risk. This tends to encourage many novice investors to experience losses in investing in stocks on the Indonesia Stock Exchange.

**Keywords:** Herding, Overconfident, Risk Tolerance & Investment Decision, Indonesia.

Abstract #88

**The Role of Networks in Returnee  
Entrepreneurial Firms:  
An Indian Perspective**

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**Abstract**

Returnee Entrepreneurs (RE) have been considered essential vehicles of change in the development process of their home regions (Ma, 2001; Murphy, 2000), especially in the emerging markets context. Social connections in the home region enable access to information and resources, whereas the connections that RE maintain in the host region give them undue advantage over local entrepreneurs in terms of knowledge on foreign markets. To identify these major factors 20 In-depth semi-structured interviews of RE across India were conducted. Our study used a qualitative research design to investigate the status of returnee entrepreneurship in India. Thematic analysis, as proposed by Braun & Clarke (2006), was used to detect, analyse, and present patterns in the data (Babatunde et al., 2021). Five major themes emerged in terms of what motivated returnees to establish a business and the biggest support they received during and after the firm creation process. An interesting finding is that how social networks enable knowledge creation has also emerged as a prominent area of exploration. Returnee entrepreneurship in India is still understudied and is at a nascent stage. This study is a step towards understanding what challenges returnee entrepreneurs go through when they

come back to their home region. Moreover, it also highlights how returnee entrepreneurs make use of their home network in accessing resources at the time of firm creation at different times of the process.

**Keywords:** Returnee entrepreneurs, Knowledge Spillover, Host Region, Home Region, India.

Abstract #89

## **The Impact of Short Video Marketing on Luxury Hotel Brands: A Case Study of TikTok**

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### **Abstract**

This study investigates the impact of short video marketing on the brand equity of luxury hotels, focusing on TikTok as a case study. With the rapid rise of short video platforms, especially TikTok, luxury hotel brands have leveraged these channels to engage consumers and enhance their brand equity. The study aims to understand the impact of TikTok content on key dimensions of brand equity, including brand awareness, brand loyalty, and perceived quality. Data were collected from a sample of TikTok users interacting with luxury hotel content, and analysis was performed using Structural Equation Modeling using Artificial Neural Networks (SEM-ANN). The findings show that various elements of short-form video marketing, such as user engagement, influencer collaboration, and content quality, contribute to strengthening the brand equity of luxury hotels. This study provides insights for hotel marketers and managers looking to optimize their social media strategies in the luxury hospitality sector.

**Keywords:** Luxury Hotel, Short Video, TikTok, Brand Equity, Vietnam.

Abstract #90

**Consumer Minimalism and Pro-Environmental Behavior: An Integrated Framework among Vietnamese Minimalist Generation Z**

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**Abstract**

This study investigates the influence of consumer minimalism on sustainable consumption behavior among Generation Z, using a sample of 320 individuals who identify with minimalist lifestyles. Drawing upon a conceptual framework that includes three dimensions of consumer minimalism—number of possessions, sparse aesthetics, and mindful curated consumption—the study explores their effects on perceived transcendence, perceived consumer effectiveness, and environmental concern. The model tests nine hypotheses, proposing both direct and mediated pathways to sustainable consumption. Findings indicate that perceived transcendence and perceived consumer

effectiveness significantly mediate the relationship between minimalist values and sustainable behavior. Furthermore, environmental concern emerges as a strong predictor of sustainable consumption, driven by mindful, curated consumption. This research contributes to sustainability literature by highlighting how minimalist lifestyles can shape pro-environmental intentions through psychological and perceptual mechanisms. Implications are discussed for marketers and policymakers aiming to foster eco-conscious behavior among Gen Z through value-based consumer engagement.

**Keywords:** Consumer Minimalism, Sustainable Consumption Behavior, Gen Z, Perceived Transcendence, Perceived Consumer Effectiveness, Environmental Concern, Mindful Consumption, Vietnam.

Abstract #91  
**The Impact of Perceived Risk on  
Tourist Satisfaction and Return Intention  
to the Tourist Destination (Nha Trang City, Vietnam)**

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**Abstract**

This study investigates the impact of perceived risk on tourist satisfaction and revisit intention at Nha Trang City as a destination. Data was collected using quota and online snowball sampling methods, involving 657 domestic and international tourists. The PLS – SEM analysis indicates that perceived risk negatively affects destination image and tourists' satisfaction. Moreover, destination image mediates the relationship between perceived risk and revisit intention while positively influencing both satisfaction and revisit intention. These results offer valuable managerial implications for tourism service providers and destination managers. Enhancing safety measures, improving service quality, and implementing effective marketing strategies can strengthen destination image. Additionally, fostering trust and encouraging positive word of mouth among tourists are critical to increasing satisfaction and revisiting intention. Collaborative effort among stakeholders is essential to address perceived risks and promote sustainable tourism developments in Nha Trang.

**Keywords:** Impact, Perceived Risk, Tourist Satisfaction, Return Intention, Tourist Destination Nha Trang City, Vietnam.

Abstract #92  
**Determinants of Fast Fashion Consumption  
Behavior among the Young Vietnamese Generation**

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**Abstract**

This study investigates the consumption behavior of fast fashion among the young generation by employing an integrated framework grounded in the Theory of Planned Behavior (TPB) and Compensatory Green Belief (CGB). A total of 300 individuals who have previously engaged in fast fashion consumption participated in an online survey. The collected data were analyzed using SmartPLS4 to examine the structural relationships among the proposed constructs. The results indicate that CGB exerts both a direct and moderating

influence on fast fashion consumption behavior. Specifically, individuals with stronger compensatory green beliefs tend to justify their engagement in fast fashion despite being aware of its environmental implications. This study contributes to the literature on sustainable consumption by offering theoretical insights and practical implications for businesses and organizations seeking to foster more environmentally responsible fashion choices among young consumers.

**Keywords:** Fast Fashion, Young Consumers, Environmental Knowledge, Sustainability Awareness, Compensatory Green Belief, Vietnam.

Abstract #93  
**Social Media Marketing:  
Content Strategy in the Vietnamese  
Higher Education Context**

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**Abstract**

This study investigates the influence of social media posting strategies on user engagement within Vietnamese higher education institutions. While social media has become integral to university communications, research examining the effectiveness of different posting approaches in Vietnam remains limited. Through content analysis of over 3,000 posts from 40 Vietnamese universities on Facebook, this research examines how content type and posting frequency affect user engagement metrics (reactions, comments, and shares). The findings suggest relationships between posting frequency and engagement levels, with potential implications for optimal posting schedules. Furthermore, differences in engagement are observed between university-created original content and shared content from external sources. This study contributes to understanding effective digital communication strategies for Vietnamese

universities seeking to enhance stakeholder relationships in an increasingly competitive educational landscape.

**Keywords:** Social Media Engagement, Higher Education Institutions, Content Strategy, Facebook, Vietnam.

Abstract #94

**The Light and Dark Sides of Human Resource Management: A Bibliometric Review of Employee Well-Being Research**

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**Abstract**

Human Resource Management (HRM) exerts a significant influence on employee experiences and outcomes; however, its effects are not uniformly positive. This study aims to examine the dualistic nature of HRM—its capacity to both enhance and undermine well-being. A systematic literature review and bibliometric analysis were used to identify and integrate the principal antecedents associated with the so-called “light” and “dark” sides of HRM. The results show that the light side is underpinned by developmental HR practices, participatory mechanisms, sustainable HRM approaches, and effective leadership, all of which are positively associated with employee engagement, job satisfaction, and psychological resilience. Conversely, the dark side is characterized by performance-oriented HR systems, work intensification, excessive job demands, and restricted employee agency, which collectively contribute to stress, emotional exhaustion, and burnout. By elucidating these opposing trajectories, the study contributes a metatheoretical framework that reconciles organizational performance imperatives with the imperative to protect and promote employee well-being.

**Keywords:** Human Resources Management, Employee Well-Being, Performance, Stress, Burnout, Czech Republic.

Abstract #95

**Linking Experiential Marketing  
and VR Tourism Marketing:  
The Moderating Effect of Artificial  
Intelligence Assistant Technology**

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**Abstract**

Virtual reality has revolutionized tourism by providing immersive experiences that create unforgettable memories. Consequently, this research explores the potential benefits of combining experiential marketing and VR technology to improve the overall visitor experience. The main objective is to investigate the relationship between experiential marketing, perceived VR technology (PVR), travel experiential value (TEV), tourist satisfaction (SAT), and visit intention (VIT). Given the diversity of experiences offered by VR experiential marketing, Artificial Intelligence (AI) assistant technology is modeled as a moderator to leverage the TEV and attitudes toward VR. Data was collected from a sample of international and domestic tourists in Vietnam who had previously utilized AI tools and VR tours. The study shows that VR Experiential Marketing has an impact on TEV, SAT, and VIT, with AI Assistant Technology playing a significant role in moderating PVR, TEV, and SAT. These findings offer valuable insights for those in the tourism marketing industry.

**Keywords:** Virtual Reality, Tourism Marketing, Experiential Marketing, Artificial Intelligence, Experiential Value, Visit Intention, Tourist Satisfaction, Vietnam, Czech Republic.

Abstract #96

**The Effect of Organizational Ambidexterity  
as Dynamic Capabilities in International Business:  
A Systematic Review and Future Agenda**

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**Abstract**

This paper offers a systematic literature review to understand how organizational ambidexterity, a dynamic capability, enables firms to achieve strategic adaptability in international business. The study applies structured selection criteria based on a review of 45 peer-reviewed articles from high-ranking journals. Descriptive and thematic analyses examined how exploration and exploitation are balanced in varying institutional contexts. The review shows that firms leveraging organizational ambidexterity as a dynamic capability are better equipped to manage global complexity, institutional diversity, and environmental dynamism. However, there is limited integration on how leadership, agility, and big data shape ambidextrous strategies. The intersection of sustainability, innovation, and resource coordination also remains underexplored.

**Keywords:** Organizational Ambidexterity, Exploration, Exploitation, Dynamic Capabilities, International Business, Systematic Literature Review, India.

Abstract #97

**The Global Role of E-Learning in  
Empowering Micro, Small,  
and Medium Enterprises:  
An Indian Perspective**

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**Abstract**

This study examines e-learning as a catalyst for empowering MSMEs globally, focusing on India, where MSMEs contribute 30% to GDP and employ 111 million people. Using literature analysis, primary data, and a case study of Ramana Foods (Tamil Nadu), it reveals post-pandemic growth in digital learning, especially in developing economies. Structured e-learning interventions improved operational efficiency (70% of MSMEs reported productivity gains), skill development, and crisis resilience. Ramana Foods achieved an 18.5% waste reduction through blended training. Key challenges include infrastructure gaps, generic content, and low digital literacy, particularly in rural areas. Regression analysis confirmed a positive link between e-learning and business growth, including revenue increases. The study recommends policy incentives, vernacular content co-creation, and infrastructure investment. With institutional support and entrepreneurial orientation, e-learning serves as a strategic driver for inclusive growth, gender participation, and competitiveness in the digital economy, rather than just a training tool.

**Keywords:** E-Learning, MSME Development, Digital Transformation, Entrepreneurial Training, Inclusive Growth, Global Competitiveness, India

Abstract #98

**Shaping Pro-Environmental Intentions:  
A Theory of Planned Behavior-Guided  
Study on Plastic Pollution Reduction  
Behavior in Texan High Schools**

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**Abstract**

Drawing on the Theory of Planned Behavior (TPB), this study investigated plastic pollution reduction behavior among high school students in Texas to examine the relationship between and among the key components of the model (Attitudes, Subjective norms, Perceived behavioral control (PBC), Behavioral intentions, and Self-reported behavior). Data from 144 respondents were captured using a well-structured questionnaire to measure the key constructs of TPB. Results of the Multiple regression analysis demonstrated that PBC is the strongest predictor of behavioral intentions ( $\beta = 0.430$ ,  $p < 0.001$ ), followed by attitude ( $\beta = 0.407$ ,  $p = 0.003$ ) and subjective norms ( $\beta = 0.295$ ,  $p = 0.001$ ). The combined TPB constructs explained 61.7% of the variance in intentions ( $R^2 = 0.617$ ,  $F(3,140) = 75.22$ ,  $p < 0.001$ ). No significant differences in the constructs were observed by gender, grade, and ethnicity. A strong correlation was observed between Behavioral Intention and Self-reported reduction behavior ( $r = 0.789$ ,  $p < 0.001$ ). Behavioral intentions were able to explain 62.2% of the variance in Self-reported reduction behavior ( $R^2 = 0.622$ ,  $F(1,142) = 233.79$ ,  $p < 0.001$ ). SEM path analysis of the TPB model demonstrates that the effect of Attitudes, Subjective Norms, and PBC on Behavior is primarily mediated through their influence on Intentions. These findings may help us

understand plastic-reduction behavior with important implications for behavior modification intervention programs.

**Keywords:** Theory Of Planned Behavior (TPB), Plastic Reduction, Attitudes, Subjective Norms, Perceived Behavioral Control, Behavioral Intention, Environmental Behavior, USA

Abstract #99

**The Impact of Intellectual Capital on  
Organizational Performance in the Public Sector  
Organizations across Ho Chi Minh City (Vietnam)**

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**Abstract**

This study examines how intellectual capital (IC), including human capital (HC), relational capital (RC), and structural capital (SC), influences organizational performance (OP) in Ho Chi Minh City's public sector, Vietnam. Based on Resource-Based View (RBV), Balanced Scorecard (BSC), and Public Value model, the research explores how IC components directly and indirectly influence OP through work motivation (WM), and the moderating role of organizational culture (OC). Using a quantitative approach, 508 valid responses were obtained from public sector managers and employees via convenience and snowball sampling. We employed PLS-SEM to analyze the relationships, results confirm the significant positive influence of IC on OP. HC strongly influences OP both directly and indirectly through WM, while OC strengthens this link to improve the performance of the public sector in Ho Chi Minh city. SC and RC have a supportive effect but limited effects. The mediating and moderating roles of WM and OC have been confirmed.

**Keywords:** Intellectual Capital, Human Capital, Relational Capital, Structural Capital, Organizational Performance, Work Motivation, Organizational Culture, Public Sector, Vietnam.

Abstract #100  
**"Entrepreneurship in Art" –  
"The Roger de Tanios Global Case Study"**

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**Abstract**

This presentation explores the vital role of entrepreneurship in the contemporary art world through the remarkable international journey of artist Roger de Tanios. Over just four years, de Tanios successfully exhibited in 117 international exhibitions, spanning major art capitals worldwide. His achievement was not coincidental—it was the result of a bold and strategic global marketing and networking plan that treated art not only as a creative pursuit but as a structured business endeavor. Roger's approach exemplifies the emerging model of the artist-entrepreneur—an individual who merges creative talent with strategic planning, market analysis, and brand development. Drawing from themes discussed at leading industry forums such as the Art Business Conference and Artful Entrepreneurship by Rhizomatic Arts, this session will unpack how de Tanios built a scalable and sustainable art brand, entered diverse markets, and positioned himself in high-profile international venues. The presentation aims to inspire artists, curators, and cultural entrepreneurs by showcasing actionable insights on how to navigate the global art ecosystem with entrepreneurial skill and vision.

**Keywords:** Entrepreneurship, Art, Roger de Tanios, Global Case Study, Lebanon.

Abstract #101

**Business Innovation in a Borderless World:  
Digital Entrepreneurship in the Era of Globalization  
with Special Reference to the  
Tiruvannamalai District,  
State of Tamil Nadu (India)**

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**Abstract**

In the age of globalization, digital entrepreneurship has become a powerful driver of business innovation, enabling entrepreneurs to overcome traditional geographic and economic barriers. This study focuses on digital entrepreneurship in Tiruvannamalai District, Tamil Nadu a region historically embedded in a rural economy. As digital tools become more accessible, local entrepreneurs are increasingly jumping into e-commerce platforms, social media, and mobile apps to grow their businesses and reach global markets. The research explores how these technologies offer opportunities such as international market access, cost-effective operations, and scalability. It also addresses key challenges, including limited digital literacy, infrastructure deficiencies, regulatory barriers, and global competition. Using a mixed-methods approach, quantitative surveys and qualitative interviews, the study reveals that while digital entrepreneurship holds great assurance, significant hurdles remain. The research concludes with recommendations to boost digital literacy, enhance infrastructure, and develop strategies for navigating global markets to ensure long-term business sustainability.

**Keywords:** Digital Entrepreneurship, Globalization, Business Innovation, E-commerce, Digital Transformation, India.

Abstract #102  
**“Somalia Beyond Debt”:  
Leveraging the HIPC Milestone for Sustainable  
Economic Renewal of an Emerging Nation**

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**Abstract**

On December 13, 2023, Somalia reached a historic milestone by attaining the Completion Point under the Heavily Indebted Poor Countries (HIPC) Initiative. This achievement marks a major transformation in the country’s external debt sustainability, with public debt declining from US\$5.3 billion (64% of GDP) in 2018 to approximately US\$0.6 billion (less than 6% of GDP) by the end of 2023. Following the HIPC milestone, Somalia has continued to pursue ambitious fiscal and institutional reforms aimed at strengthening macroeconomic stability and building resilience. In the fiscal sector, domestic revenue mobilization reached US\$369.4 million, exceeding projections by 7%, driven by expanded digital sales taxation and broader rental tax coverage. The government has also passed several key fiscal laws, including the recently signed Income Tax Law. In the financial sector, the Central Bank of Somalia (CBS) has introduced landmark legislation to align regulatory frameworks with international standards. These include the enactment of the Takaful Act, the National Payment Systems Act, and amendments to the Financial Institutions Law, collectively aimed at enhancing financial stability, risk management, and inclusive financial services. While these reforms are commendable, Somalia must remain vigilant. Historical experiences from other low-income HIPC countries show that many relapsed into debt distress within a decade of reaching the completion point. This raises critical questions about Somalia’s long-term debt sustainability, the capacity of its fiscal framework to manage future obligations, and the institutional safeguards needed to prevent a return to debt vulnerability. Lessons from global post-HIPC experiences emphasize the need for continued fiscal discipline, institutional reform, and investment in sustainable development.

**Keywords:** Debt, HIPC Milestone, Sustainable Economic Renewal, Emerging Nation, Somalia.

Abstract #103

**Exploring the Impact of O2O Service Quality on Customer Satisfaction and Continuous Use Intention in the Cosmetics Industry: The Role of Artificial Intelligence (AI) Technology and Comparative Analysis**

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**Abstract**

With the advancement of technology, Artificial Intelligence (AI) is being increasingly integrated into various industries, including retail. In the cosmetics sector, the combination of AI with Online-to-Offline (O2O) service models has significantly transformed the way businesses interact with consumers. AI-driven personalization, platform convenience, and in-store enhancements have reshaped consumer behaviors, contributing to greater satisfaction and encouraging continuous use. In Vietnam, the adoption of AI in O2O strategies is gaining momentum as businesses aim to provide more seamless, engaging, and efficient customer experiences. However, the integration of AI into O2O service quality involves multiple dimensions, each exerting varied impacts on customer satisfaction and continuous use intention. This research delves into the intricate relationships between AI-O2O service quality, customer satisfaction, and continuous use intention in the cosmetics industry. The findings aim to provide actionable insights for businesses to leverage AI and optimize their O2O strategies.

**Keywords:** Ai, Continuous Use Intention, Customer Satisfaction, O2o Service Quality, Vietnam, Czech Republic.

Abstract #104

**Determinants of Purchase Intentions for Beverage Products  
Among Young Vietnamese Consumers:  
A Case Study of Cozy Tea  
across Ho Chi Minh City (Vietnam)**

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**Abstract**

Currently, the demand for beverages in the Vietnamese market is steadily increasing. In addition, customers have diverse perceptions and experiences regarding beverage products available in Vietnam. As a result, the research objective for this study is to examine the influence of consumer awareness factors—including perceived ease of use, perceived behavioral control, and subjective norm—on consumer attitude and purchase intention toward the Cozy Tea brand in Vietnam. Furthermore, the study also explores the direct effect of consumer attitude on purchase intention toward Cozy Tea. Finally, it investigates the mediating role of consumer attitude in the relationship between perceived ease of use, perceived behavioral control, and subjective norm on purchase intention for the Cozy Tea brand. According to data collection of 209 HCMC young consumers in a research survey, it is concluded that firstly, perceived behavioral control and perceived ease of use have a significant positive impact on consumer attitude and purchase intention for Cozy Tea. Secondly, although subjective norm has a significant positive impact on purchase intention, it does not have a relationship with consumer attitude in Cozy Tea. And finally, consumer attitude has a significant positive mediated effect on the influence of perceived ease of use and perceived behavioral control on purchase intention in Cozy Tea. However, consumer attitude in Cozy Tea does not have a significant mediated effect on subjective norm and purchase intention.

**Keywords:** Purchase Intention, Consumer Attitude, Perceived Behavioral Control, Perceived Ease Of Use, Subjective Norms, HCMC Young Consumers, Beverage Brands, Cozy Tea, Vietnam.

Abstract #105

**Sustainable Business Models in Social Entrepreneurship:  
The Role of Organic Products in the Digital Era:  
An Indian Perspective**

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**Abstract**

Social entrepreneurship is getting more notice as a method to handle significant social problems by using creative business solutions. Thanks to digital technology, changes in the industry have made it possible to scale up, better engage stakeholders, and closely track results. It summarizes the latest studies on sustainability in social entrepreneurship (organic products), particularly paying attention to how digital changes affect building and success in business models. The paper discusses several ways in which people and companies can generate and capture social values using modern technologies like crowdfunding platforms, blockchain, and artificial intelligence. It further reviews difficult problems, like differences between those who do and do not use technology, goals being lost over time, and questions about people's privacy and problems with algorithms. The paper points out what is missing in current research and proposes areas for future study, especially research that lasts over time and connects different sectors. This integrated summary gives those in education, business, and public sectors a reliable method to study and support sustainable social entrepreneurship using online tools. (173 words)

**Keywords:** Social Entrepreneurship, Sustainable Business Models, Digital Transformation, Business Model Innovation, Social Value Creation, India.

Abstract #106

## **The Effects of Shopping E-Commerce Live-Streaming Features on Vietnamese Consumer Purchase Intentions: The Mediating Roles Of Flow Experience and Trust**

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### **Abstract**

This study explores the impacts of shopping e-commerce live streaming features (LSF) on Vietnamese consumers' purchase intention (PI) under the mediating effect of consumers' flow experience (FE) and trust (TR) and the moderating role of attitude (AT) on the link between FE-PI and TR-PI based on the SOR theory. Using a quantitative approach, 333 responses were collected from Vietnamese shopping e-commerce live streaming consumers. We employed PLS-SEM to analyze the relationships among interactivity (INT), authenticity (AUT), and entertainment (ENT) with FE, TR, AT, and PI. Results reveal that LSF positively affects the shopping e-commerce live streaming consumers' purchase intention. FE and TR strongly mediate the relationship between LSF components and PI, but FE does not mediate the effect of AUT on Purchase Intention (PI). Meanwhile, AT moderates the influence of FE and TR on PI, highlighting the role of flow experience and trust in e-commerce live streaming. This study extends existing theoretical research on shopping e-commerce live streaming and offers practical managerial implications for e-commerce platforms, online retailers, and streamers aiming to enhance consumer engagement and drive purchase behavior. Additionally, it offers strategic implications to policymakers and government agencies in Vietnam to facilitate digital innovation by leveraging live-streaming commerce to drive sustainable economic growth.

**Keywords:** Shopping E-Commerce, Live Streaming Features, Flow Experience, Trust, Attitude, Purchase Intention, SOR Theory, Vietnam.

Abstract #107

**The Influence of Social Media Factors on Gen Z's Purchase Intention: The Mediating Effects of Consumer Trust and Social Media Involvement, and the Moderating Role of E-WOM - Case Study of Cosmetic Industry in Vietnam**

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**Abstract**

This study investigates the influence of social media factors - motivation, opportunity, and ability (MOA) - on Generation Z's purchase intention in Vietnam's cosmetic industry with the mediating effects of consumer trust (CT) and social media involvement (SMI), and the moderating role of electronic word-of-mouth (eWOM) on the relationship between social media factors (MAO) and purchase intention (PI). Using a quantitative research approach, 270 responses were collected from Gen Z consumers in Ho Chi Minh City through an online survey. PLS-SEM was employed to analyze the hypothesized relationships among variables. Results show that motivation and opportunity significantly enhance CT, whereas ability does not. Both motivation and ability significantly influence PI and SMI, but opportunity only affects PI. CT and SMI both play important roles in increasing PI. The moderating effects of eWOM on ability and PI, as well as opportunity and PI, are not significant. These findings show the complex ways MAO and eWOM affect Gen Z's buying decisions. The study provides useful insights for cosmetic brands to improve their social media marketing by focusing on building trust and engagement with young consumers in Vietnam.

**Keywords:** Purchase Intention, Consumer Trust, Social Media Involvement, Electronic Word-Of-Mouth, Generation Z, Cosmetics Industry, Vietnam.

Abstract #108

**Exploring the Impact of Artificial Intelligence (AI) –  
Driven Job Crafting on Employee Performance:  
A Bibliometric Analysis and Research Agenda**

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**Abstract**

This study uses bibliometric analysis to explore the knowledge structure and research trends on job crafting and employee performance. The results show that although there have been many studies on the relationship between job crafting and employee performance, there is still a research gap on the impact of AI-driven job crafting on employee performance in the context of digital transformation. On that basis, by synthesizing theory and previous studies, an integrated model is proposed, which considers mediating factors such as digital resilience, employee psychological well-being, employee engagement with AI, as well as moderating factors such as sustainable leadership and employee AI-driven change readiness. The model results will provide an important theoretical and practical foundation, guiding businesses in applying AI to change and design work to improve employee performance in the era of technology 4.0.

**Keywords:** AI-Driven Job Crafting, Bibliometric Analysis, Employee Performance, Digital Transformation, Leadership, Vietnam.

Abstract #109

## **The Relationship between Diversity, Equity, and Inclusion (DEI) Initiatives and Employees' Outcomes in the Gaming Industry**

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### **Abstract**

Amidst growing global discourse on workplace diversity, this study investigates the relationship between Diversity, Equity, and Inclusion (DEI) initiatives and organizational performance within the gaming industry. This study aims to investigate the relationship between Diversity, Equity, and Inclusion (DEI) initiatives and employee outcomes, specifically employee performance and retention, with innovative behavior acting as a mediating factor. Drawing on Social Identity Theory and Organizational Support Theory, a conceptual framework is developed to examine the mediating role of innovative behavior in the relationship between DEI practices and key employee outcomes, including in-role performance and retention. Adopting a positivist research paradigm, the study collects cross-sectional data from 209 game developers using purposive sampling via online surveys. Structural Equation Modeling is employed to test the proposed hypotheses. Findings affirm the positive influence of DEI initiatives on innovative behavior, which in turn significantly enhances employee retention and in-role performance. Furthermore, the mediating role

of innovation is statistically supported, whereas the explanatory power of the model remains moderate. This thesis contributes theoretically by validating DEI's role in shaping employee attitudes and behaviors through psychological safety and perceived organizational support. Practically, it offers insights into game development firms to move beyond tokenism and invest in culturally meaningful DEI strategies that drive innovation, performance, and retention. Limitations and future research directions include expanding sample diversity, employing longitudinal designs, and integrating objective performance metrics.

**Keywords:** DEI, diversity, employee in-role performance, employee retention, gaming industry, innovative behavior, Vietnam

Abstract #110

**Trust Me, It's Worth It:**  
**Online Reviews and Consumer Behavior on E-Commerce  
Platforms in Vietnam's Cosmetics Market**

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**Abstract**

In the age of social media and e-commerce, online product reviews have become a central driver of consumer decision-making, particularly in the cosmetics industry, where products are often classified as high-uncertainty, experience goods. While the impact of textual reviews has been widely studied, less is known about how visual reviews (e.g., images, videos) shape consumer perceptions and intentions. This research draws on the Stimulus–Organism–Response (S–O–R) framework and Uncertainty Reduction Theory (URT) to examine how review format and perceived helpfulness influence consumers' perceived product quality and uncertainty reduction, and how these perceptions translate into purchase intention, focusing on the Vietnamese cosmetics e-commerce market. The study also examines whether these relationships differ by product type (makeup vs. skincare), controlling for individual-level variables including gender and cosmetic usage frequency. By bridging theoretical insights with practical implications, this study advances the understanding of how review-based stimuli operate in high-uncertainty digital purchase contexts and offers actionable recommendations for cosmetics brands seeking to enhance online consumer engagement.

**Keywords:** Online Reviews, Perceived Quality, Uncertainty Reduction, Willingness-To-Purchase, Cosmetics, and E-Commerce, Vietnam.

Abstract #111

**Innovation in an Emerging Market:  
Barriers and Strategies of Food Small and Medium  
Enterprises (SMEs) across Vietnam**

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**Abstract**

This study explores the sources of information and barriers to innovation encountered by small and medium-sized enterprises (SMEs) in Vietnam's fast-growing food sector. Using qualitative methods, the research is based on semi-structured interviews with 14 mid-level professionals across small and medium-sized food firms in Ho Chi Minh City. Thematic analysis reveals that competitor observation, supplier inputs are the most common sources of innovative ideas, reflecting a predominantly reactionary innovation strategy. However, major barriers were identified at the external, organizational, group, and individual levels. Dominance of large competitors in distribution and supply chains, limited financial and human capital, lack of strategic planning, and employee resistance to change emerged as key constraints. This research contributes to the SME innovation literature by offering empirical evidence from an emerging market context and highlighting how food firms adapt innovation strategies to resource limitations while providing implications for SME leaders, policymakers, and scholars seeking to support innovation in constrained environments.

**Keywords:** Innovation, Emerging Market, Food Sector, Small And Medium-Sized Enterprises (Smes), Vietnam, Reactionary Innovation, Vietnam.

Abstract #112

**The Effects of Artificial Intelligence (AI)  
and Cognitive Dissonance on Tourist Decisions:  
A Vietnamese Perspective**

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**Abstract**

The progression of Artificial Intelligence (AI) within tourism has created opportunities to enhance travel experiences. AI technologies, including

recommendation systems and smart assistants, optimize tourist decision-making through tailored options and planning. The integration of AI raises concerns regarding privacy and trust due to extensive personal data requirements. This study investigates AI's impact on tourist decision-making through Cognitive Dissonance Theory, which explains the discomfort individuals experience when faced with conflicting cognitions. In tourism, dissonance emerges as travelers' desires for personalization conflict with data privacy concerns. Using structural equation modeling (SEM), the study tested a framework linking AI benefits, privacy concerns, trust factors, cognitive dissonance, and AI-generated travel recommendation adoption. Data were collected via online questionnaires from travelers who had used AI tools for travel planning. The SEM analysis showed robust model fit indices (e.g., CFI = 0.975, RMSEA = 0.035) and revealed key findings. Privacy concerns significantly elevated cognitive dissonance, negatively impacting intention to adopt AI-generated travel recommendations. Positive attitudes toward AI and comfort in addressing problems mediated the relationship between perceived AI benefits and adoption behavior. Trust in AI-generated recommendations directly supported usage intentions, with information quality moderating this effect. These findings provide insights for AI-based tourism services. By strengthening trust-building measures and enhancing data practice transparency, providers can mitigate cognitive dissonance and align privacy concerns with personalized AI-driven experiences.

**Keywords:** Artificial Intelligence, Tourism, Decision-making, Cognitive Dissonance Theory Privacy Trust, Data Security, Vietnam

Abstract #113

**Digital Transformation in Asian  
Small and Medium Enterprises (SMEs):  
Drivers, Challenges, and a Sustainable Framework:  
A Vietnamese Perspective**

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**Abstract**

This study explores how Small and Medium-sized Enterprises (SMEs) in Vietnam and other emerging Asian economies are navigating digital transformation (DX). Combining insights from qualitative research and analysis of existing data sources like the World Bank and Asian Development Bank, it looks at what drives SMEs to adopt digital technologies, the challenges they face, and how they can grow sustainably through digitalization. The findings show that while many SMEs have started using basic digital tools, obstacles like limited funding and skills gaps slow down their progress. To address these issues, we propose a practical framework that balances economic growth with social and environmental sustainability. This framework aims to guide SMEs, policymakers, and tech partners in building inclusive digital economies across Asia.

**Keywords:** Digital Transformation, SMEs, Vietnam, Sustainable Development, Emerging Economies, Vietnam.

Abstract #114  
**Employer Branding and Talent Retention  
in FPT AdTrue., JSC:  
Implications for Vietnam's ICT Companies**

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**Abstract**

This study explores how employees at FPT AdTrue., JSC perceive employer branding factors, commonly known as employee value propositions (EVPs), and examines their impact on talent retention. Employer branding plays a crucial role in attracting and retaining high-quality employees, shaping workplace satisfaction, and long-term commitment. Building on this premise, the study provides practical implications for AdTrue and other ICT companies in Vietnam. These insights serve as a guideline for firms to develop strategic employer branding initiatives that enhance employee engagement, improve retention rates, and ultimately strengthen competitive advantage. A cross-sectional survey was conducted with 84 employees to assess their perceptions of employer branding. Findings reveal that strong branding practices significantly contribute to employee retention and organizational loyalty. Reviewing existing literature, the study reinforces the importance of well-structured employer branding strategies in fostering a supportive work environment and sustaining workforce stability. These results highlight the growing necessity for companies to align their branding efforts with employee expectations, ensuring a positive workplace culture. By implementing effective employer branding practices, firms can enhance job satisfaction, maintain a committed workforce, and position themselves as attractive employers in the competitive ICT industry.

**Keywords:** Employer Branding, Talent Retention, FPT Adtrue., JSC, Vietnam ICT Industry, Employee Value Propositions. Vietnam.

Abstract #115

**The Impact of Mindfulness on Work Engagement:  
Work Stress and Employee Well-being  
as Mediators and Age as the Moderator:  
A Vietnamese Perspective**

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**Abstract**

The 4th Industrial Revolution, driven by technological breakthroughs, has accelerated digitalization, fostered global economic development, and presented significant challenges for the IT workforce. Elevated demands for expertise, growing demands for jobs, and increased work pressures have resulted in chronic stress, adversely affecting employee well-being and job performance. In the context of modern human resource management, mindfulness is acknowledged as an effective psychological intervention for managing work stress, enhancing work motivation, and contributing to sustainable organizational development. Nonetheless, research on mindfulness within the IT sector has been limited. Based on the JD-R theory and supported by theories related to resources, positive emotions, and socio-human factors, the paper aims to investigate the relationship between mindfulness and work engagement. Additionally, it explores the mediating roles of work stress and employee well-being, as well as the moderating role of age in this relationship. A research framework with hypotheses has been developed to facilitate future quantitative analysis utilizing structural equation modeling (SEM). Data will be collected via online surveys targeting approximately 300 IT engineers aged 22-65 working in Ho Chi Minh City, Vietnam. The expected key findings not only reinforce mindfulness theories but also provide insights into the mediating roles of work stress and employee well-being, as well as the moderating role of age. Furthermore, the paper aspires to deliver practical management implications for

improving work performance, enhancing individual quality of life, and fostering sustainable organizational culture within Vietnam's IT industry.

**Keywords:** Mindfulness, Work Stress, Employee Well-being, Work engagement, Technology, Vietnam.

Abstract #116

## **Exploring Artificial Intelligence Adoption across Southeast Asia's Supply Chain Talent Market**

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### **Abstract**

The diffusion of artificial intelligence (AI) in supply chain management is accelerating across global economies, yet little is known about how such transformation is reflected in labor market behaviors within emerging Southeast Asian countries. This study poses the question: "To what extent do job postings reveal the digital readiness and AI adoption trajectory of organizations in Vietnam, Singapore, and Malaysia?" To address this, over 800 job advertisements related to supply chain roles were analyzed using a structured keyword framework. The study uncovers a fragmented but emerging demand for AI-related competencies, particularly in forecasting, automation, and logistics optimization. Singapore shows the highest AI-skill penetration, followed by Malaysia and Vietnam. These findings suggest a regional disparity in digital talent alignment and raise important implications for workforce development, policy design, and strategic HR planning. Job postings are proposed as a novel lens for measuring real-time technological transitions.

**Keywords:** Artificial Intelligence, Supply Chain Management, Job Postings, Southeast Asia, Digital Skills, Labor Markets, Taiwan.

Abstract #117

**Strategists' Perception and Business Performance:  
A Cognitive-Based Performance Model**

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**Abstract**

Business performance (BP) is an avenue for research and strategic planning. However, a deeper understanding of the effects on BP associated with strategists' or decision makers' perspectives is still a myth to some. The paper tried to analyze the effects of managers' or decision makers' cognitive perspective to business performance, employing structural equation modeling (SEM) using SmartPLS to validate a conceptual framework derived from dual-perspective cognition. Results could be applied to building organizational learning (OL) culture in practices, as well as the contributions to other OL theories.

**Keywords:** Organizational Learning, Strategic Cognitive Perspectives, Vietnam.

Abstract #118

**Sustainable Business Models (SBM) For Vietnam:  
A Cultural-Based Modernized Review**

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**Abstract**

It is no longer a fashion trend to say about sustainable business models in ASEAN countries. However, a deeper understanding of SBM by more culturally sensitive and localized points of view or perceptions is not truly being undermined. Moreover, although there is a large success in recent literature reviews, some could not indicate the benefits for business when going green, socially motivated, or in a more sustainable way. This paper is going to dig deeper into a more culture-based, localized, and modernized review (systematic literature review) of SBM's perceptions and practices in Viet Nam. The findings are expected to contribute largely to the knowledge system about SBMs in certain not-yet-reached areas.

**Keywords:** Cultural-Sensitivity, SBM, SBM Systematic Literature Review, Vietnam.

Abstract #119  
**Flexicon or TKQ Matrix  
Towards a New Framework  
for Strategic Management Practices  
A Vietnamese Perspective**

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**Abstract**

In the VUCA environment, it is hard to choose a strategy for a business to develop, not to mention in terms of sustainability or on a long-term basis, but also from a shorter-term viewpoint. This conceptual paper proposes the Flexicon Matrix (also referred to as the TKQ matrix) as a framework for strategic decision making. The framework could be designed through an integrative qualitative approach, which combines systematic literature review (SLR), in-depth interviews, and case analyses. Moreover, some of the findings and conclusions could shed some light on the areas of decision making in uncertain or risky conditions.

**Keywords:** Strategic Flexibility, Strategic Decision Making, Sustainability, Vietnam.

Abstract #120

**Driving Entrepreneurial Orientation in Vietnam's Technology Industry: The Role of Intellectual Capital, Absorptive Capacity and Ambidextrous Leadership**

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**Abstract**

This study explores how intellectual capital (IC) influences entrepreneurial orientation (EO) among Vietnamese tech SMEs under the mediating effect of absorptive capacity (AC) and the moderating role of ambidextrous leadership (AL) on the link between error management culture (EMC) and EO. Using a quantitative approach, 389 responses were collected from SME owners, managers, and employees via snowball sampling. We employed PLS-SEM to analyze the relationships among human capital, relational capital, structural capital, with AC, EO, AL, and EMC. Results show that only RC significantly enhances EO, while HC shows a negative impact, and SC insignificantly relates to EO. AC strongly mediates the relationship between IC components and EO, whereas AL moderates the influence of EMC on EO, highlighting the role of knowledge integration and leadership approach in driving innovation. This research offers practical insights into enhancing innovation and competitiveness through IC and leadership in emerging economies like Vietnam.

**Keywords:** Intellectual Capital, Absorptive Capacity, Entrepreneurial Orientation, Ambidextrous Leadership, Error Management Culture, Innovation In Smes, Tech Industry, Knowledge-Based Theory, Entrepreneurial Orientation Theory, Vietnam.

Abstract #121

## **Linking Green Supply Chains to Operational Performance in the Qatari Energy Industry**

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### **Abstract**

Interest in green practices within business organizations has grown significantly, along with the implementation of green strategies aimed at preserving the environment, reducing resource waste, and minimizing harmful residues. This study investigates the impact of green supply chain management practices (GSCMP) on operational performance (OP) in the gas and oil sector in Qatar. Using a descriptive analytical approach, a questionnaire was distributed to senior and middle management employees in gas and oil companies operating in Qatar, yielding 168 responses suitable for statistical analysis. Two analysis software programs were utilized to process the data: the Statistical Package for Social Sciences (SPSS) and Structural Equation Modeling (SEM) through Smart Partial Least Squares (PLS). The study's key findings include that the surveyed sample perceives that oil and gas companies in Qatar highly practice GSCMP, with an overall mean value of 3.83. Additionally, the operational performance in these companies was found to be at a high level, with an overall mean value of 3.78. The structural model estimation revealed that GSCMP explains 58.1% of the variance in OP, and the recorded effect of GSCMP on OP was positive, with

a beta value of 0.764. This indicates that for every unit increase in GSCMP application, OP is enhanced by 76.4%. The results confirm a direct relationship between green supply chain management and operational performance, suggesting that when more green practices are adopted, the greater the operational performance. Based on these findings, the study recommends that the oil and gas companies in Qatar sustain their high levels of operational performance through continued collective efforts. These companies are also advised to better align their GSCMP, particularly in ecological design and green information systems, to more efficiently promote operational performance. Future studies could expand on the present model by integrating additional variables into the GSCMP and OP framework to deepen our understanding of these dynamics.

**Keywords:** Green, Supply chain management practices, Operational performance, oil and gas sector, Qatar.

Abstract #122

**Cyberbullying Drives Turnover Intention in Remote Work:  
The Role of Family Interference, Professional Isolation, and  
Mindfulness: A Vietnamese Perspective**

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**Abstract**

Cyberbullying has emerged as a detrimental phenomenon in the rapidly evolving digital age, particularly in the remote working environment. Remote employees frequently experience a sense of isolation from their working environment and various distractions from family members, which can exacerbate the effects of cyberbullying. Hence, by approaching the Conservation of Resources theory and Disempowerment theory, this study aims to investigate

the impact of cyberbullying under the lens of employees' personal and job resources toward their organizational performance. The study applied the Partial Least Squares (PLS) technique to examine 356 respondents who are working remotely. The results revealed that cyberbullying can significantly cause employees' intention to leave when they suffer high professional isolation and work exhaustion. Additionally, the state of drain mindfulness reinforces the impact of family interference on their exhaustion at work. These findings extend the literature of the Conservation of Resources theory and Disempowerment theory by illustrating how cyberbullying contributes to employee work exhaustion and turnover intention, particularly in remote work environments. These findings also provide significant practical implications for managers in providing a sustainable working environment and suitable working policies.

**Keywords:** Cyberbullying, Family Interference, Professional Isolation, Mindfulness, Work Exhaustion, Turnover Intention, Vietnam.

Abstract #123

**Impact of Sustainability Disclosure Scores on the Financial Performance of Banks:  
Empirical Evidence from the Indian Banking Sector**

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**Abstract**

This study analyses the impact of sustainability disclosure scores on the financial performance of 29 publicly traded Indian banks, assessed through Return on Assets (ROA) and Return on Equity (ROE) from 2015 to 2022. The study uses a two-step System Generalized Method of Moments (GMM) to explore the link between sustainability scores and the financial performance of 29 listed Indian banks from the 2015-2022 period. The study finds that the sustainability performance of the banks, as measured through ESG scores, positively impacts their financial performance. The results of the robustness tests also validate the findings. Given India's unique institutional and regulatory environment, characterized by weaker corporate governance, underdeveloped legal systems, and inconsistent regulatory oversight, banks in India may face distinct challenges in recognizing and implementing effective ESG programs. The study focuses on a single country, India, where the literature is scarce. While many studies have examined the impact of COVID-19 on the financial performance of banks, this study specifically focuses on the impact of ESG on the financial performance of Indian banks. The study's findings have important implications for investors, managers, and regulators in the banking sector, underscoring the need for proactive regulatory intervention to promote sustainable practices.

**Keywords:** Sustainability Disclosure Score, ESG, Banking Sector, Financial Performance, Developing Economy, India, ESG, GMM, India.

Abstract #124

## **Understanding the Demand for Passenger Cars and Lending Rates Relation Through Mixed Methods: Empirical Evidence from Emerging Economies**

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### **Abstract**

This paper decodes the factors affecting the demand for passenger cars through in-depth interviews with car dealers, industry experts, and car buyers. We build framework matrices and a theoretical framework to understand the passenger cars demand landscape. We then build on the thematic analysis to quantitatively test the qualitative findings by building an unbalanced panel of ten diverse emerging economies. These ten diverse emerging economies not only differ in terms of geographical features, but also in cultural aspects, financial systems and institutions, and their economic structure. This paper specifically explores the relationship between lending interest rates and the demand for passenger cars. The moderating effect of business cycles on the relation between lending rates and demand for passenger cars is also tested.

**Keywords:** Automotive Industry, Monetary Policy, Business Cycles, Emerging Economies, Gross Domestic Product (GDP), GDP Growth, Inflation, Interest Rates, India.

Abstract #125

**Investigation of the Millennials' Intentions towards  
Green Eco-Label Products Usage:  
A Vietnamese Perspective**

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**Abstract**

To solve today's increasingly serious environmental problems and negative consequences for the environment and humans, many governments and pro-environmental organizations are making efforts to promote ecological product usage and developing eco-label certification programs for green products. This paper uses the modified theory of reasoned action (TRA), known

as the pro-environmentally reasoned action model (PERA), as a predictive model. This study clarifies the key aspects affecting the behavioral intention (BI) in the usage of eco-label products by Vietnamese Millennial consumers. A total of 263 datapoints collected from Vietnamese Millennial consumers in Ho Chi Minh City are used in an SEM model to test the relationship of 6 key elements in the PERA model. The results showed that 59.8% of consumer behavioral intentions related to the use of eco-label products, in which attitudes were the main determinants. Finally, the paper lays out some practical implications that policymakers and company managers can use to enhance the behavioral intentions of Vietnamese customers to use eco-label products and find appropriate measures to pursue a green strategy.

**Keywords:** Eco-Label Products, Millennials, Behavioral Intention, PERA Model, Vietnam.

Abstract #126

**Investigation of the Generation Z Intentions toward Organica's Products Purchase: A Vietnamese Perspective**

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**Abstract**

Green consumerism is rising in countries like Vietnam, the United States, and Germany due, in part, to personal health concerns. Organic food, free from chemicals, pesticides, and chemical fertilizers, is becoming more accessible. This

study, conducted in Ho Chi Minh City, aimed to identify factors influencing young consumers' purchase intention for organic food, finding that attitude, perceived behavioral control, and perceived environmental action positively influence customers' purchase decisions. However, low-faith individuals had no impact. The study employed the Theory of Planned Behavior (TPB) model and survey data from 383 Gen Z consumers. The factors influencing consumers' desire to purchase organic food were identified as social media, perceived behavior, product price, product quality, and product expertise. These findings can help companies like Organica better understand consumers' reasons for purchasing organic products, thereby improving efficiency in operations and accelerating revenue expansion.

**Keywords:** Organic Food, Sustainable Development, Health Awareness, Environmental Awareness, Behavior, Price, Quality, Social Media, Purchase Intention, Vietnam.

Abstract #127

**The Effects of Support Services Quality on  
Internal Client Satisfaction: A Qualitative Research  
about Petrochemical Industry in Saudi Arabia**

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**Abstract**

This study uses the SERVQUAL model to evaluate the impact of service quality on internal clients' satisfaction. Based on the conceptual model, which posits that the quality of service offered in a service setting influences the level of internal clients' satisfaction, it focuses on support services in the Saudi petrochemical industry. A qualitative study that uses a random sample of Saudi employees who had received support services in various departments. The majority of respondents hold a bachelor's degree and a minimum of 8 years of work experience. On one hand, when it comes to service reliability and its impact on quality of service, participants were very enthusiastic about their experience with service providers, as they keep telling the different ways in which they normally satisfactorily receive their service needs through the service provider staff. This is paralleled by always challenging the service provider with new ideas for improving services at decreased cost and time. On the other hand, all participants agreed that service provider staff ensure that workplaces are clean and tidy in the organization, as providers care a lot about the service tangibility in safety and keep things clean and in the right place as well. It is rare to find something missing in the workplace, but there is considerable room for improvement and enhancement. This implies that the industry investment in technology infrastructure has improved the accuracy of diagnosis in the sector. Nevertheless, the industry must develop a comprehensive policy on training, recruitment, and management of service workers to enhance the perception of reliability in the support services.

**Keywords:** SERVQUAL, Service Quality, Internal Clients' Satisfaction, Business Support Units, Petrochemical Industry, Saudi Arabia.

Abstract #128

**Turning Stress into Strength:  
The Unexpected Role of Psychological  
Distress and Resilience in Employee Engagement  
A Vietnamese Perspective**

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**Abstract**

Workplace bullying (WB) is commonly viewed as the root of employees' increased turnover intention and low work engagement. But what if workplace

bullying may not uniformly lead to negative outcomes? This study explores how workplace bullying influences emotional exhaustion (EE), psychological distress (PD), turnover intention, and work engagement (WE), while critically examining the moderating roles of resilience and supervisor support to enrich the current literature more comprehensively. By applying the Partial Least Squares (PLS) technique to analyze a unique dataset collected from 371 employees across diverse sectors, the study revealed that workplace bullying significantly heightens emotional exhaustion and psychological distress among employees in the context of an emerging market. Emotional exhaustion contributes positively to turnover intentions and negatively to work engagement. Interestingly, although psychological distress triggered by bullying was found to have an unexpected positive association with work engagement, suggesting that adverse conditions might motivate some employees to become more engaged rather than withdrawing completely. The moderating analysis reveals that resilience amplifies the adverse effects of bullying on emotional exhaustion but mitigates the negative impacts of psychological distress on work engagement. Additionally, the support from supervisors further enhances the positive relationship between psychological distress and employee engagement, demonstrating its critical intervening effect. Thus, this current study challenges the prevailing assumption that workplace bullying invariably diminishes engagement and heightens turnover intentions. It contributes novel insights into how psychological distress paradoxically stimulate greater work engagement under certain moderating conditions. These findings suggested the critical implications for organizations, emphasizing the importance of fostering employee resilience and strong supervisor support systems to transform adverse experiences into opportunities for sustained organizational commitment.

**Keywords:** Workplace Bullying, Resilience, Psychological Distress, Work-Engagement, Turnover Intention, Vietnam.

Abstract #129  
**GenAI and Authentic Assessment Design  
in Higher Education:  
Towards Developing an Institutional Cognitive Model**

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**Abstract**

The rise of Generative Artificial Intelligence (GenAI) is transforming assessment practices in higher education, yet research on its impact remains limited. This study addresses this gap by exploring how GenAI influences the design, delivery, and authenticity of assessments. A systematic review of global literature since 2022 identifies key trends, theoretical foundations, and research gaps concerning GenAI integration in assessments. Building on this, the study introduces the Institutional Cognitive Model (ICM), which combines Institutional Theory and Social Cognitive Theory to examine how institutional forces—regulative, normative, and cognitive—interact with educators' self-efficacy in adopting GenAI for assessment design. The ICM argues that institutional support enables confidence and effective integration of GenAI, while weak or conflicting institutional signals may inhibit its adoption. The study further expands the definition of authentic assessment to include academic integrity, alongside realism, cognitive challenge, and evaluative judgment. It posits that when GenAI is ethically and thoughtfully embedded, it can enhance the authenticity and effectiveness of assessments. This research contributes a theoretical framework and practical insights for educators, policymakers, and researchers aiming to ethically navigate GenAI's integration in higher education assessment design.

**Keywords:** GenAI, assessments, higher education, authentic assessments, institutions, policies, and self-efficacy, Australia.

Abstract #130

**Unlocking Innovation Through Diversity in  
Higher Educational Institutions:  
A Serial Mediation Model of Knowledge Sharing**

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**Abstract**

Despite previous diversity research demonstrating the importance of knowledge sharing in fostering creativity and innovation, less is known about the mechanisms and processes through which a diverse workforce is inclined toward knowledge sharing. By applying the theory of reasoned action, this study aims to examine a novel relationship between job-related diversity (JRD) and organizational innovation via the serial mediation effect of intention to share knowledge (ISK) and knowledge sharing in higher educational institutions (HEIs). The primary data was collected using the survey method from 396 professors in Indian HEIs. The conceptualized research framework and hypothesis were empirically tested using AMOS and SPSS in-built Process Macro. JRD was found to significantly affect the intention to share knowledge, knowledge sharing, and organizational innovation. This study found that organizations that prioritize and embrace JRD and knowledge sharing to drive innovation can lead to numerous benefits, like increased creativity, enhanced problem-solving, and better decision-making. These findings allowed HEIs to pinpoint the importance of diverse knowledge, skills, and experiences to facilitate knowledge sharing via intention to share knowledge and foster innovation. To my best knowledge, this is the first study that integrated the theory of reasoned action in diversity research and examined the subsequent mediation of intention to share knowledge and knowledge sharing between job-related diversity and organizational innovation in the HEIs. Finally, this study offers a discussion, implications and future research avenues are summarized based on the findings.

**Keywords:** Innovation, Diversity, Higher Educational Institutions, Serial Mediation Model of Knowledge Sharing, India.

Abstract #131

**The Green Choice With a Guilty Conscience:  
Exploring Consumer Guilt and  
Moral Disengagement in Organic Purchase  
Decisions: A Vietnamese Perspective**

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**Abstract**

Purchasers often face an internal struggle when it comes to buying eco-friendly items. Despite wanting to opt for greener choices, it often happens that there are more practical obstacles, such as cost and convenience, which prevent them from doing so. This conflict between one's beliefs and actions can result in dissonant cognitions and guilt. This study examines the underlying psychology of such behavior by focusing on consumer guilt and the extent of moral disengagement related to green purchasing behavior. Using survey data collected in Ho Chi Minh City, the study examines the relationships between health consciousness, environmental and price rationalizations, purchase intentions, actual purchase behavior, guilt, and moral disengagement. The results are anticipated to enhance the model by illustrating the relationship between green consumption barriers and emotional discomfort, as well as decision-making complexity. Furthermore, the study explores how moral disengagement helps consumers rationalize these psychological and behavioral inconsistencies.

**Keywords:** Health Consciousness; Environmental And Price-Related Justification; Organic Fruit & Vegetable Purchase Intention; Actual Purchases; Consumer Guilt; And Moral Disengagement, Vietnam.

Abstract #132

**Blockchain Applications in Apple Fruit Supply Chain:  
Benefits, Challenges, and Impact due  
to Technological Advancements**

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**Abstract**

The use of cutting-edge technology for the agricultural fruit sector to enhance traceability, distribution, and consumption in the supply chains has been exponentially increasing. The same is implemented using insights from Blockchain-driven data sensors and consumer-driven reviews. In the agricultural fruit industry, existing IoT-based solutions take a centralized approach with unresolved problems of one point of failure, data integrity, and data security. Blockchain enables a distributed ledger, accountability, fault tolerance, and full traceability. Blockchain enables businesses to monitor movement through Blockchain's network and is equipped with a real-time ledger system, which is helpful during pandemics like COVID-19. This paper is followed by a discussion of the advantages and disadvantages of the supply chain, with additional benefits for situations like COVID-19. This paper proposed a solution of IoT IoT-integrated Blockchain network to improve production, distribution, and consumption by providing transparency and efficiency using data insights from sensor data and consumers' reviews.

**Keywords:** Blockchain, IoT, Agri-fruit, Distributed, Supply Chain, Pandemic, India.

Abstract #133

## **Competitive Dynamics in Creative Industries: A Review**

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### **Abstract**

This study presents a comprehensive literature review on competitive dynamics within creative industries, synthesizing findings from 30 empirical articles published in FT50 journals. Using the UNCTAD classification, the research categorizes insights across four segments—heritage, arts, media, and functional creations—spanning three major research periods. It identifies prevailing themes such as aesthetics, innovation, gatekeeping, and socially responsible strategies, while analyzing the methodologies and theoretical frameworks applied. The study reveals a growing academic interest in understanding how firms in creative sectors navigate competition, particularly amid technological shifts and institutional pressures. It highlights the distinct role of emotions, cultural contexts, and professional identity in shaping strategic outcomes. The review concludes with an agenda for future research, urging deeper investigation into the impact of aesthetics, emotion, gatekeeping, and sustainability on firm performance and competitive advantage. This work provides a valuable reference for scholars exploring strategic management in the evolving landscape of creative industries.

**Keywords:** Creative Industries, Literature Review, Methods, Ontology, Research Questions, India.

Abstract #134

## **Zero Waste, and Infinite Possibilities: Circular Solutions for a Greener Tomorrow: An Omani Perspective**

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### **Abstract**

Oman, like many resource-reliant economies, faces increasing pressure to diversify its economic base and address the environmental challenges associated with waste accumulation, resource depletion, and unsustainable consumption. This study explores the potential of circular economy strategies in transforming Oman's waste management landscape into a driver of sustainable growth. Framed under the theme "Circular Solutions: Redesigning Waste into Wealth," the research investigates current practices in solid waste management, recycling behaviors, and industrial byproduct utilization across key sectors such as construction, oil and gas, food processing, and municipal waste. Using a mixed-method approach, including stakeholder interviews, policy analysis, and case studies, the study identifies gaps and opportunities in Oman's transition toward a circular economy. Particular emphasis is placed on the role of innovation, public-private partnerships, and technology adoption, such as AI-based sorting systems and bio-conversion technologies, in enabling material recovery and resource efficiency. The research further evaluates alignment with Oman Vision 2040 and assesses how circular practices can support national

goals in environmental sustainability, green job creation, and economic diversification. Findings suggest that while Oman has initiated several promising recycling and waste-to-energy initiatives, a cohesive national circular economy framework is essential for scaling impact. Policy recommendations include the introduction of extended producer responsibility (EPR), incentives for eco-design, investment in recycling infrastructure, and awareness campaigns to foster a culture of sustainability. This study contributes valuable insights for policymakers, businesses, and researchers seeking to reposition waste as an economic resource and design a resilient, low-carbon future for Oman.

**Keywords:** Circular Economy, Waste-To-Wealth, Sustainability, Recycling Innovation, Resource Efficiency, Eco-Design, Digital Circularity, Closed-Loop Systems, Waste Valorization, Green Technology, Oman.

Abstract #135

**Exploring Perceptions of Intellectual Capital and its Effects  
on Startups across Vietnam:  
A Qualitative Study**

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**Abstract**

This study explores the perceptions of intellectual capital understandings, the implementation of its components including human capital, structural capital, and relational capital, and its impact evaluation on startups performance outcomes in Vietnam regions. This study makes use of the in-depth interview with 17 participants working at manager and staff levels by purposive and snowballing samplings. Five themes and sixteen sub-themes were identified based on the findings of the qualitative content analysis. Five principal themes emerged, encompassing the perceived strategic advantages of intellectual capital, the perceived development of its components, and the associated challenges. For this research's contribution, the study can build up and explain the extensive intellectual capital knowledge in earlier findings. A strategic or comprehensive analysis of the intellectual capital can be used for business planning to optimize the resources or relationship reasonably in different growth stages.

**Keywords:** intellectual capital, human capital, structural capital, relational capital, business performance, Startups, Vietnam.

Abstract #136

**Strategic Community Engagement or Legal Circumvention?  
Corporate Social Responsibility in Thailand's  
Tobacco Industry During Economic Crises**

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**Abstract**

This study examines the persistence and transformation of corporate social responsibility (CSR)-like initiatives undertaken by the Thailand Tobacco Monopoly (TOAT) during periods of economic crisis, such as the COVID-19 pandemic and inflation-driven recessions. Despite explicit legal prohibitions under Thailand's 2017 Tobacco Products Control Act and the National Tobacco Control Strategy (NTCS) 2022–2027, TOAT continues to implement CSR-branded activities, including disaster relief programs, educational sponsorships, and local development partnerships. These initiatives raise significant concerns under the WHO Framework Convention on Tobacco Control (FCTC), particularly Article 5.3, which mandates protection of public policy from tobacco industry interference. Using a qualitative case study approach, this paper draws from semi-structured interviews with TOAT insiders and civil society actors, supported by secondary data including public reports and policy documents. The study integrates stakeholder theory, agency theory, normative ethics, and institutional theory to analyze the motivations and implications of such contested practices. Findings suggest that TOAT leverages CSR strategically to maintain institutional legitimacy, preserve stakeholder relationships, and exert soft political influence, particularly as a state-owned enterprise navigating conflicting public mandates. The study concludes with legal and policy recommendations to enhance transparency, close regulatory loopholes, and safeguard public health from indirect corporate influence.

**Keywords:** Tobacco Industry, CSR, Regulatory Evasion, FCTC Article 5.3, Public Health Ethics, Thailand, Institutional Theory, Stakeholder Legitimacy, Thailand.

Abstract #137

## **Enhancing Brand Preference through Social Media Marketing Activities in Medical Aesthetics: Exploring the Mediating and Moderating Variables across Vietnam**

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### **Abstract**

This study examines the key drivers of medical aesthetics brand preference in a turbulent market. Based on the SOR theory, a conceptual framework is proposed to better understand the procedural linkage between social media marketing activities (SMMAs) and brand preference from the perspectives of 230 customers in Vietnam. A mixed-method approach is employed to gain insights into the structural relationships and interpret how customers' emotional and cognitive states are provoked. This paper clarifies the mediating and moderating roles of brand experience, brand trust, and involvement in positioning a medical aesthetics brand in the preference list of customers through social media marketing activities. The findings bridge the gap in the literature with an emphasis on the mediating and moderating mechanisms of building brand preference for medical aesthetics establishments, and also imply SMMAs' enrichment to align customers' emotional and cognitive responses with business goals.

**Keywords:** Social Media Marketing Activities, Brand Preference, Brand Experience, Brand Trust, Involvement, Medical Aesthetics, Vietnam.

Abstract #138

**Voice as a Catalyst:**  
**Linking Transformational Leadership to**  
**Innovation in Small and Medium Enterprises (SMEs):**  
**A Vietnamese Perspective**

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**Abstract**

This study investigates how transformational leadership influences organizational innovation in small- and medium-sized enterprises (SMEs), with particular attention to the mediating role of employee voice. A quantitative research design was adopted, drawing on data collected through a structured survey of 220 employees working in SMEs in Ho Chi Minh City, Vietnam. This study employed a combination of convenience sampling and snowball sampling methods. The data were analyzed using descriptive statistics, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) to test the hypothesized relationships between transformational leadership, employee voice, and four types of innovation: product, process, marketing, and organizational innovation. The findings indicate that Transformational leadership has a significant positive impact on employee voice and all four types of innovation. Employee voice has emerged as a strong predictor of innovation, especially product and marketing innovation. Mediation analysis further confirms that employee voice serves as a critical mechanism through which transformational leadership enhances innovation outcomes. These results underscore the importance of fostering open communication and psychological safety within SMEs to drive innovative behavior. This study makes a novel contribution by unpacking the specific pathways through which transformational leadership fosters innovation in the SME context, particularly in an emerging economy such as Vietnam. By introducing employee voice as a mediating mechanism and integrating Self-Determination Theory, this study provides a more nuanced understanding of the psychological processes that underpin leadership effectiveness and innovation in culturally distinct resource-constrained environments.

**Keywords:** Employee Voice; Innovation; Transformational Leadership; Self-Determination; Small and Medium Enterprises, SMEs, Vietnam.

Abstract #139

## **Fan Customers in a Hyperconnected World: A Systematic Review and Bibliometric Analysis**

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### **Abstract**

This study investigates how Artificial Intelligence-enabled technologies (AIET) in a hyperconnected world are reshaping human-AI interactions, particularly among fan customers who act as both consumers and producers. While creative AI remains in its early stages, it holds transformative potential in the entertainment and creative sectors. To bridge existing research gaps, this study examines fan-consumer characteristics in relation to AIET by analyzing 879 academic publications from January 2003 to June 2024. Using co-citation cluster analysis, timeline visualization, and direct citation mapping, the study identifies eight thematic clusters, covering areas such as product innovation, linguistic analysis, social support, and technological engagement. These insights offer a structured understanding of the field within the theory-characteristics-context-methodology (TCCM) framework. By integrating quantitative and qualitative methods, this work provides a comprehensive assessment and highlights future research directions, contributing a unique and systematic roadmap for advancing scholarship on fan customers and AIET.

**Keywords:** Fans, Fandom, Artificial Intelligence, AI-Enabled Technology, Bibliometric Review, India.

Abstract #140  
**Learning Foreign Investors' Trading Strategies  
Using Artificial Neural Networks:  
A Thailand Perspective**

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**Abstract**

The increasing integration of foreign investor trading activity into emerging stock markets has positioned foreign investors as a significant player influencing stock market returns and volatility, particularly in the Stock Exchange of Thailand (SET). This study applies artificial neural networks (ANNs) to investigate foreign trading strategies on the Stock Exchange of Thailand and compares the performance of ANN model with the traditional Ordinary Least Square (OLS) regression model. The dataset, from LSEG Datastream used spans from the time quantitative easing monetary policy started in 2009 to March 2025, and the analysis incorporates a set of controlled variables such as the SET index variables (returns, volumes, and volatilities) and the USD/THB exchange rate, which are publicly available. Empirical results demonstrate that the ANN, an application of artificial intelligence (AI) approaches, outperforms OLS, a traditional econometric approach. The ANN model's coefficient of determination or R-squared (R<sup>2</sup>) is higher than the OLS's. For the prediction of foreign investors' trading decisions to "buy" and "not buy", the ANN model developed in this study achieves a prediction accuracy of around 65%, with the costly type I error-wrongly classifying a "not buy" strategy as a "buy" strategy around 15%.

**Keywords:** Foreign Investors, Trading Strategies, Artificial Neural Networks, Thailand.

Abstract #141

**Exploring the Impact of Common Good Human Resource Management Practices on Job Retention and Extra-Role Work Performance**

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**Abstract**

This study explores the impact of Common Good Human Resource Management practices on employee work performance and job retention, using the Meaning of Work Theory as a foundation. Based on data from 339 employees across various industries, the research examines both direct effects and the mediating role of perceived meaningfulness of work. Findings show that Common Good Human Resource Management positively influences both outcomes, and that meaningfulness of work partially mediates these relationships—suggesting employees are more likely to perform well and stay when they perceive their work as meaningful. Transformational leadership was also evaluated as a moderator, nevertheless, its moderating role was not supported. These results emphasize the importance of designing HR practices that foster a sense of purpose and value. The study contributes to sustainable HRM literature and offers practical insights for organizations aiming to improve retention and performance through purpose-driven strategies.

**Keywords:** Common Good HRM, Sustainable Human Resource Management, SHRM, Job Retention, Work Performance, Meaning of Work, Transformational Leadership, Vietnam.

Abstract #142  
**Playing with Privacy:  
Exploring the Impact of Artificial Intelligence  
in Gaming on Shaping User Engagement**

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**Abstract**

Artificial Intelligence (AI) usage in gaming significantly influences player engagement. However, there is a lack of comprehensive studies suggesting the precursors of AI use in gaming and the process by which it influences player engagement. This study develops and empirically validates a research model using the stimulus–organism–response (SOR) framework and privacy calculus theory. A mixed-method approach, combining semi-structured interviews and covariance-based structural equation modeling, was employed. The study introduces a novel higher-order construct: AI use in gaming and validates the transmittal effect of privacy concerns and privacy-protective behavior on the said relationship. The findings reveal that privacy-protective behavior reduced emotional and behavioral engagement but paradoxically enhanced cognitive engagement. Additionally, the study examined the role of privacy literacy and achievement orientation as boundary conditions. The study further discusses relevant theoretical insights and practical recommendations.

**Keywords:** Privacy Concerns, Artificial Intelligence In Gaming, Privacy-Protective Behavior, Privacy Literacy, Achievement Orientation, And User Engagement, India.

Abstract #143

**Mapping the Intellectual Terrain of  
International Human Resource Management  
Insights from Systematic Literature Network Analysis**

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**Abstract**

International Human Resource Management (IHRM) has been studied for decades and reviewed by the years but the studies which specifically explain its role in handling crises have not been reviewed yet. This study addresses the imperative of comprehending (IHRM) in escalating global business activities since effective IHRM practices positively correlate with improved organizational performance in multinational enterprises. The synergy between systematic literature review (SLR) and bibliographic network analysis (BNA) in Systematic Literature Network Analysis (SLNA) is crucial for a comprehensive understanding of knowledge evolution. SLNA's integrated approach facilitates the exploration of interconnectedness, revealing hidden patterns and thematic clusters within the extensive body of IHRM literature. This study proposes a conceptual framework for IHRM, synthesizing diverse perspectives and offering fresh insights by examining citation networks and thematic evolution. The research emphasizes ethical considerations, talent management, and the balance between standardization and localization in HR policies.

**Keywords:** Systematic Literature, International Human Resource Management, Expatriate Management, Diversity, Ethics, Strategy, India.

Abstract #144

## **Grasping the Essence of Social Undermining through a Systematic Literature Review**

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### **Abstract**

This study synthesizes the extant literature on social undermining to identify underlying themes. The current review employs a systematic literature review protocol (PRISMA) to understand the field comprehensively. The review utilized content analysis to generate themes on social undermining. The present article identified three themes of social undermining: antecedents, consequences, and boundary conditions. Further, the identified themes are classified into the individual, group/team, and organizational levels. A conceptual framework shows how antecedents' impact social undermining, leading to psychological and behavioral outcomes. The study results are essential to academicians and practitioners. It will help academicians understand how the field has developed and evolved. Additionally, the review highlights the gaps in the extant literature and provides research directions for the researchers. Likewise, it will help practitioners understand the existence of social undermining and identify potential strategies to evade its adverse effects.

**Keywords:** Social Undermining, Systematic Literature Review (SLR), Antecedents, Consequences, Boundary Conditions, India.

Abstract #145

**Innovative Insurance Solutions for Sustainable Development: Exploring the Potential of Non-Life Insurance in Promoting Environmental Sustainability and Business Growth: An Indian Perspective**

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**Abstract**

This study explores the role of non-life insurance in promoting environmental sustainability and business growth, with a focus on innovative insurance solutions for sustainable development. Non-life insurance promotes sustainability by Managing environmental risks, encouraging sustainable practices, providing environmental liability insurance, building climate change resilience, investing in sustainable projects. Data collection: Using data gathered from major cities across India (637 responses), the research investigates the potential of non-life insurance products in supporting environmentally sustainable practices while fostering business growth. Research Methodology: A multi-method statistical approach was employed. Structural Equation Modelling (SEM) was conducted using Smart PLS 4.0 to examine the direct and indirect relationships among environmental risk management, insurance adoption, and business performance. Confirmatory Factor Analysis (CFA) and Composite Reliability (CR) tests were performed to ensure the validity and reliability of the constructs. Hierarchical Multiple Regression and Moderation Analysis using Process Macro in SPSS provided deeper insights into interaction effects, while Mediation Analysis assessed the role of green insurance as an intermediary variable. Variance Inflation Factor (VIF) was used to test for multicollinearity. Findings: The study reveals that non-life insurance can be a strategic tool for companies aiming to mitigate environmental risks, reduce operational costs, and enhance long-term profitability through sustainable practices. Furthermore, it highlights the emerging trend of integrating environmental sustainability into the core business strategies of organizations, especially in the face of climate change and increasing environmental awareness. Conclusions: By understanding these dynamics, businesses can leverage insurance solutions not only as risk management tools but also as enablers of growth in an eco-conscious market. This paper provides valuable insights for policymakers, businesses, and insurers to design effective strategies

that contribute to both economic and environmental sustainability in the evolving landscape of global business.

**Keywords:** non-life insurance, environmental sustainability, business growth, environmental risk management, green insurance, Smart PLS, confirmatory factor analysis (CFA), moderation analysis, India

Abstract #146  
**Inflation Responses to Commodity Price  
Uncertainty Shocks**

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**Abstract**

This study explores the impact of commodity price uncertainty (CPU) on consumer price inflation (cpi) for a panel of 26 countries employing a panel vector autoregression using monthly data from 1995m1 to 2021m12. We find that the rise in commodity price uncertainty has a deflationary impact on the economy. Further on disaggregation analysis, the effect of commodity price uncertainty is maximum on energy prices followed by food price and core consumer price inflation. We also disaggregate the CPU and find that the effect of energy price uncertainty is highest on cpi, followed by price uncertainty of metals and agricultural commodities. Moreover, investigating the transmission of uncertainty using mixed frequency vector autoregression, we find that rise in uncertainty leads to a rise in firm markup; therefore, CPU transmits through mainly a fall in aggregate demand.

**Keywords:** Commodity Price Uncertainty, Consumer Price Inflation, Firm Markup, Aggregate Demand Channel, India.

Abstract #147

## **National Culture and Bank Earnings Management: Evidence from Emerging Markets**

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### **Abstract**

The influence of national culture extends beyond social behavior—it deeply shapes the way countries design and operate their accounting systems. These cultural underpinnings became particularly evident during the global financial crisis, where countries like the US and the UK experienced far more severe disruptions in their banking sectors than countries such as India or Singapore. Such differences point to the broader role of culture in shaping managerial behavior, financial governance, and institutional resilience. Despite growing research linking national culture to earnings management<sup>1</sup> (EM); most studies focus on industrial firms, leaving the banking sector relatively underexplored—despite its systemic importance and distinct features. Cultural factors influence benchmark beating and income smoothing before the crisis, and lead to higher losses and provisions during the crisis. In contrast, we examine EM via discretionary accruals by decomposing loan loss provisions, focusing on BRICS2 economies instead of the U.S. In banking, where loan portfolios are large and diverse, and operations are inherently complex, the effects of culture may be even more pronounced. The challenges of evaluating credit risk and managing information asymmetry make it essential to understand how cultural contexts influence the quality of reported earnings. As a result, incorporating cultural dimensions into analyses of financial reporting in banks is not just relevant—it is necessary.

**Keywords:** National Culture, Bank Earnings Management, Emerging Markets, India.

Abstract #148

## **Innovations and Fresh Quality Thinking as a Strategic Differentiator for Social Enterprise**

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### **Abstract**

The concept that innovation and quality (I&Q) are somehow mutually exclusive appears on a frequent basis in studies regarding current trends in social enterprise development. This paper covers commercial Research and Development (R&D), as well as insights from emerging firms that are recognized as leaders in both innovation and quality. The study advice and recommendations for businesses seeking to establish a productive balance between creativity and innovation on the one hand, and quality, efficiency, and control on the other. In business requires an interest in innovation displays a dedication to making a difference by fully using the transformative power of quality approaches to improve. The impacts of quality disciplines on innovation and creativity have been encouraged by some highly visible reporting in the business press on an attempt to implement Six Sigma methodology in the R&D functions at Magic, Method, and Mastery (3Ms). The strategy focuses on persistent efficiency. The approach was to deploy Six Sigma procedures throughout 3M, including the R&D areas. Fresh Thinking on I&Q involves either process discipline or creativity discovery, but not both. Uniformity and creativity, with little thought given to the idea that social enterprises can successfully seek both at the same time, or even that a modicum of procedural discipline may encourage innovation. Attention on perceived shortcomings of one or more specific technologies, whereas the true issue could be a flaw in the management approach to initiating change, adopting new tools, and ensuring they are used only in appropriate settings.

**Keywords:** Innovation, Social Enterprise, Strategic Thinking, Total Quality Management.

Abstract #149

**Financial Rewards and Civil Servant Performance  
in Vietnam: The Interplay of Organizational  
Commitment and Public Service Motivation**

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**Abstract**

This study investigates the influence of Financial Rewards (FR) on the Job Performance (JP) of provincial civil servants in Ho Chi Minh City, Vietnam. It specifically examines the mediating effect of Organizational Commitment (OC), proposing that FR indirectly impacts JP through enhanced commitment. Furthermore, the research explores the crucial moderating role of Public Service Motivation (PSM), considering how an individual's intrinsic drive might affect the FR-JP relationship. Employing a quantitative cross-sectional design, data were collected from 420 civil servants at various provincial agencies in Ho Chi Minh City using probability cluster sampling. This research aims to provide empirical evidence of the intricate connections among FR, OC, PSM, and JP within the public sector. The expected findings will offer valuable insights for enhancing civil servants' JP in Ho Chi Minh City, significantly contributing to public human resource management policies in the city.

**Keywords:** Financial Rewards, Organizational Commitment, Public Service Motivation, Job Performance, Civil Servants, Vietnam.

Abstract #150

**Work Engagement and Commitment to Internationalisation  
among Administrative Staff in the Context of Higher  
Education Internationalisation: A Conceptual Paper**

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**Abstract**

This study proposes a conceptual framework based on the job demands-resources model, social exchange theory, and work engagement theory to observe how job characteristics (e.g., job resources, job demands) influence work engagement and commitment among administrative staff involved in internationalisation at Vietnam's universities. Internationalisation has enhanced institutional reputation and educational quality, while also supporting sustainable development; however, administrative staff face increasing complexity and performance demands. Findings show that job resources (e.g., growth opportunities, advancement, and organisational support) positively influence work engagement. In contrast, excessive job demands can lead to stress and reduce engagement. Work engagement, in turn, strengthens employees' commitment to institutional internationalisation strategies. These results may extend the job demands-resources framework by applying it to a new context and highlight the importance of supporting administrative staff during internationalisation. The study may offer practical implications for universities to invest in skill development, supportive work environments, and motivation-enhancing policies to better prepare staff for internationalisation-related responsibilities.

**Key words:** Job Demands-Resources, Work Engagement, Commitment to Internationalisation, Administrative Staff, Higher Education, Vietnam, conceptual paper.

Abstract #151

**Tourist Behaviour and Environmental Concerns:  
How Does Self-Transcendent Well-Being  
Matter As the Locomotive of Co-Creation Value  
in the Sustainability of Nature Heritage Tourism?**

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**Abstract**

In the post-pandemic era, natural heritage tourism has gained renewed significance as a platform for fostering sustainable visitor engagement and environmental awareness. This study examines the impact of co-creation behaviours (i.e., tourist participation and citizenship behaviour) on visitors' perceptions of well-being and environmental concern, and how these perceptions influence their support for sustainable tourism development. A quantitative mass survey is conducted among 297 tourists at Nam Cat Tien National Park in Vietnam, and the conceptual framework is analysed using partial least squares structural equation modelling. It reveals that tourist participation behaviour significantly enhances both emotional and socio-environmental well-being, which in turn serve as significant antecedents of pro-environmental attitudes and concern. In contrast, tourist citizenship behaviour has a limited influence on well-being but contributes to environmental concern through advocacy and tolerance. The study further identifies significant generational differences in environmental concern and pro-environmental behavioral intentions. It may contribute to the literature on co-creation and heritage tourism by clarifying the psychological mechanisms through which visitor engagement fosters environmental responsibility. Practically, it may provide valuable insights for destination managers and tourism agencies in designing participatory, conservation-oriented tourism strategies because enhancing tourists' environmental literacy is essential to promoting meaningful experiences and encouraging long-term commitment to sustainable tourism development.

**Keywords:** Co-Creation Behavior, Natural Heritage Tourism, Well-Being, Environmental Concern, Sustainable Tourism, Nam Cat Tien National Park, Vietnam.

Abstract #152  
**From Notifications to Performance:  
Understanding Technology Distraction among  
Generation Z And Generation Y's Behavior Insights**

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**Abstract**

The increasing integration of digital technologies into organizational life has introduced new challenges to employee performance, particularly through technology distractions. This study investigates the direct and indirect effects of technology distraction on perceived work performance, emphasising the mediating roles of self-regulation and work engagement, drawing on the job demands-resources model and self-regulation theory. Theoretical estimation is conducted with partial least squares structural equation modelling and the mass

survey of 290 office workers in Vietnam. It reveals that technology distraction significantly impairs perceived performance both directly and indirectly by undermining employees' capacity for self-regulation and diminishing their engagement at work. A multigroup analysis further highlights significant differences between Generation Y and Generation X, particularly in terms of self-regulatory behaviour and technology adoption. It may contribute to the organisational behaviour literature by elucidating the mechanisms through which digital distractions affect performance and by providing generational insights into managing employee effectiveness in technology-intensive work environments.

**Keywords:** Technology Distraction, Generation Z, Generation Y, Self-Regulation, Work Engagement, Perceived Performance, Job Demands-Resources, Self-Regulation Theory, Vietnam.

Abstract #153

## **The Impact of Sustainability on FinTech: A Malaysian Perspective**

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### **Abstract**

The convergence of sustainability imperatives and financial technology (FinTech) is reshaping the global financial landscape. As environmental, social, and governance (ESG) considerations gain prominence, FinTech emerges as a pivotal enabler of sustainable finance, offering innovative solutions to address pressing global challenges. FinTech's role in sustainable finance is multifaceted, encompassing the democratization of green investments, enhancement of ESG transparency, and promotion of financial inclusion. Technologies such as blockchain, artificial intelligence (AI), and digital payment systems facilitate the creation of accessible platforms for sustainable investments, enabling real-time tracking of ESG metrics and fostering informed decision-making among investors and consumers. The integration of FinTech with sustainable finance also manifests in the development of green financial products, including green bonds and ESG-compliant investment portfolios. These innovations not only provide avenues for capital allocation towards environmentally responsible projects but also align financial returns with positive societal and environmental outcomes. However, the intersection of FinTech and sustainability is not without challenges. Issues such as regulatory fragmentation, cybersecurity risks, and the digital divide pose significant barriers to the widespread adoption of sustainable FinTech solutions. The lack of standardized ESG metrics and the potential for greenwashing further complicate the landscape, necessitating robust governance frameworks and regulatory oversight to ensure the credibility and effectiveness of sustainable financial practices.

Despite these challenges, the synergy between FinTech and sustainability presents a transformative opportunity for the financial sector. By leveraging

technological innovations, FinTech can drive the transition towards a more sustainable and inclusive financial system, aligning economic growth with environmental stewardship and social equity. This paradigm shift underscores the critical role of FinTech in advancing the global agenda for sustainable development

**Keywords:** Fintech, ESG, Blockchain, Green Finance, Malaysia.

Abstract #154

**Digital Waqf as New Method of Waqf Creation for  
Sustainability of Waqf Properties and  
Development of Islamic Economics across Malaysia**

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**Abstract**

There is no denying the role that Waqf plays in a nation's infrastructural and socioeconomic growth. Thus, the purpose of this paper is to illustrate the critical role that digital Waqf will play in the sustainability of Waqf creation and its properties as well as development of Islamic economics in our modern era, which is characterised by a digital revolution in all aspects of life, particularly in digital transactions, where robots are being used globally to replace people in tasks and transactions that people are unable to complete. Therefore, it is essential to implement digital Waqf creation in Waqf institutions to support the development of socioeconomics, the promotion and development of the Waqf properties, and their sustainability in serving Muslim societies, especially in Malaysia. To ensure the sustainability and perpetuity of Waqf formation, the paper seeks to investigate the extent to which the use of digital Waqf, cryptocurrency, and robots or artificial intelligence (AI) is permissible under Islamic law. This study employs a qualitative research methodology to investigate and evaluate the principles and regulations of digital Waqf, as

perceived by notable Muslim scholars in the modern era. The aim is to harmonise Waqf institutions with global technological advancements, particularly in Malaysia, a technologically advanced nation where digital transactions and communication are essential tools for everyday life. According to the study, the construction of digital Waqf will be essential to the sustainability of Waqf assets and development of Islamic economics as well as to socioeconomic development. These are essential components for the growth and sustainability of national economies around the globe. The study proposes quantitative research on the topic to gain a thorough grasp of digital Waqf in the modern era for the sustainability of Waqf assets and the development of Islamic economics in Malaysia.

**Keywords:** Dital Waqf, Waqf Creation, Sustainability, Development, Islamic Economics, Malaysia.

Abstract #155

**Will Policy Moderate the Role of Timeliness in Intention to Use? A Cross-Sectional Study on Private Motorists Within the Reach of MRT Stations: A Malaysian Perspective**

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**Abstract**

Railway services, which was developed as private owned public utility, serving the dual purpose of earning a profit as well as providing services to the society in form of an affordable transport mode are the essential key under a program called National Transport Policy (NTP). MRT is the latest public transportation system which consist of few phases including the 1st phase from Kajang to Sungai Buloh which have been operated since 2017 and was introduced to strengthen the continuous effort for public transport sustainability. Timeliness refers to time usage or time consumption when utilizing the MRT service. Many studies found that it is a core element affected the passengers' opinions on public transport service. The focus of this research was to determine the relationship between timeliness and policy intervention towards endogenous variable the intention to use. Five hundred and seventeen (517) questionnaires were distributed at selected MRT station around Kuala Lumpur and Selangor through random cluster sampling. Respondents were private car and motorcycle users within 5km vicinity or less within MRT stations. Data which was collected

on-line were analyzed using SPSS version 25 and SEM-PLS version 3.9. Findings indicated that timeliness and policy intervention have the direct effect towards the intention to use, but the indirect effect of policy intervention on timeliness towards the intention to use is insignificant. Even though this study focused only on the Klang Valley private motorists within the reach of MRT stations, the results confirmed a quite number of previous literatures which proved the significance of image and policy towards the intention to use.

**Keywords:** Intention to Use, Timeliness, Behavioral Study, Policy Intervention, Malaysia.

Abstract #156

**Assessing the Impact of Heatwaves on Food Supply Chains and its Informal Sector Workers in the State of Bihar(India): A Multi-Factor mTISM-Based Study with Case Study and Policy Recommendations**

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**Abstract**

Heatwaves across the state of Bihar are intensifying due to climate change, threatening food supply chains and the informal workers who sustain them. Over 125 years, the state's average temperature has risen by 0.8°C, worsening vulnerabilities in both rural and urban systems. This study explores the multidimensional impacts of heatwaves through mTISM and MICMAC analysis. Drawing from secondary data and expert input, the research identifies and maps interdependencies between twelve critical disruption factors, including health risks to workers, crop yield loss, supply delays, lack of cold storage, migration, and weak governance. A case study on the Mangoes and Litchis supply chain further contextualizes the findings by tracing the socio-economic and environmental disruptions. The study concludes with a strategic policy framework aimed at strengthening Bihar's resilience to heat stress, enhancing agricultural productivity, and protecting vulnerable informal workers within the agro economy.

**Keywords:** Climate Change, Heatwaves, Food Supply Chains, Informal Workers, Agricultural Productivity, State of Bihar, India.

Abstract #157

**Children at Risk in the Digital Age:  
A Strategic Model of Cybercrime Drivers  
in the State of Bihar's (India) Schooling Context**

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**Abstract**

The rapid evolution of Internet technologies has altered how children and adolescents communicate, learn, and socialise online. However, without adequate digital literacy and mentoring, young users, particularly those in India's Bihar, are more vulnerable to cybercrime attacks such as cyberbullying, sextortion, and online harassment. While Bihar has seen an increase in digital adoption with little institutional protection, the current study investigates the risk factors that lead to schoolchildren participating in or becoming victims of

cybercrimes. According to a comprehensive examination of the literature, eight key risk factors have been identified: excessive computer use, a dark personality, a broken family, emotional instability, mental health issues, social support, negative gender norms and stereotypes, and insufficient parental supervision. This study creates a strategic model to investigate interrelationships and hierarchical importance among these factors using the total interpretive structural modelling methodology. This study provides theoretical insights into psychosocial and sociocultural vulnerabilities, as well as immediate policy recommendations for cyber safety literacy, digital ethics education, and parental involvement in future digital societies.

**Keywords:** Cybercrime, School Children, Public Policy, Mental Health, Emotional Instability, State of Bihar, India.

Abstract #158

## **Strategic Enablers of Sustainability Driven Startups: A Study of Bihar's E-Government Ecosystem**

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### **Abstract**

Encouraging entrepreneurship for sustainability has become a global imperative, particularly in emerging markets where startups are the primary drivers of inclusive and equitable development. However, the enablers of sustainable startup ecosystems are still poorly understood in context-specific locations such as Bihar, India, where digital transformation is underway but structural support is limited. This study closes the gap by creating a systems-based strategic framework that employs total interpretive structural modelling to investigate the interdependence of enablers that promote sustainability. This study identified seven key enablers: e-government maturity, entrepreneurial orientation, technology orientation, digital competency, knowledge management capability, business model innovation, and sustainability orientation and performance. The developed framework identifies e-government maturity as the single most powerful influence, causing a chain reaction that promotes innovation and long-term performance among start-ups. This study has theoretical and practical implications for promoting regional entrepreneurial

ecosystems that align with sustainability goals and digital governance frameworks.

**Keywords:** Entrepreneurship; TISM, Digital Government, Sustainability, Technology, State of Bihar, India.

Abstract #159

**Benchmarking eSanjeevani:  
A Hybrid Approach Integrating TISM  
and Strategic Analysis Frameworks**

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**Abstract**

This study conducts a hybrid strategic analysis of eSanjeevani, India's national telemedicine program under the Ministry of Health and Family Welfare, using Total Interpretive Structural Modelling (TISM) and strategic benchmarking techniques. The TISM method was employed to identify and organize internal enablers and inhibitors spanning technological infrastructure, policy support, operational preparedness, stakeholder involvement, system integration, thereby revealing core strengths & weaknesses. Complementing this, Porter's Value Chain and Blue Ocean Strategy Canvas were applied to benchmark eSanjeevani against global telemedicine platforms including NHS 111 (UK), Healthdirect (Australia), Babylon (Rwanda), Ping An (China), Teladoc Health (USA) identifying strategic opportunities and threats. The combined insights were synthesized into a SWOT analysis offering a nuanced understanding of eSanjeevani's strategic position in the global digital health landscape. The study's multi-method research design improves internal and external validity while providing practical recommendations for innovation, policy reform and scaling up telemedicine programs in low- and middle-income countries.

**Keywords:** Health, TISM, SWOT Analysis, Strategy, Esanjeevani, Telemedicine, Blue Ocean Strategy, Porter's Value Chain, Digital Health, India.

Abstract #160  
**Determinants of Buy Now Pay Later (BNPL)  
among Saudi Arabian Consumers:  
Do Religious Beliefs Matter?**

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**Abstract**

In recent years, the rapid growth of financial technology (fintech) has introduced numerous innovative payment solutions that have significantly impacted consumer behavior worldwide. Although Buy Now Pay Later (BNPL), one of these innovative fintech payment methods, has gained popularity among a specific segment of Saudi consumers, particularly the younger and more digitally active, further research is needed. This paper has two objectives. First, it aims to gain a deeper understanding of the underlying drivers of engagement with this technology among current BNPL users in the Saudi market. Secondly, it seeks to investigate whether religious factors play a significant role in the use of BNPL among current users and non-users, as considerable debate has been raised regarding this payment method's compliance with Islamic law. Data is collected using multiple social media platforms, including WhatsApp, Instagram, and X. This will be supplemented by an additional method, involving the invitation of participants while they visit major stores. The proposed model for current users is tested using structural equation modeling, while MANOVA is used to test the differences between users and non-users. Theoretical and managerial implications are highlighted.

**Keywords:** Buy Now Pay Later, Bnpl, Fintech, Adoption, Saudi Arabia

Abstract #161

**Risk and Reward:  
Regulatory Focus Orientation and the  
Effectiveness of Promotion and Prevention  
Targeted Organizational Apologies**

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**Abstract**

Organizations are expected to issue apologies when they cause offense, but apologies sometimes misfire and fail to restore trust. Our research focuses on the intersection of trust restoration and regulatory focus, examining the impact of congruent and non-congruent apology issuances by organizations after an integrity offense. Based on a textual analysis of 38 organizational apologies and data from 300 U.S.-based participants sourced from CloudResearch Connect, it was uncovered that apologies containing promotion focused and prevention focused elements both restored significantly more trust than no apologies or a blank apology without any additional elements. Unexpectedly, no differences were found based on regulatory focus orientation congruence, suggesting that both risk and reward strategies can make apologies more effective for U.S. consumers.

**Keywords:** Regulatory Focus, Trust, Apology, Communication, Forgiveness, USA.

Abstract #162  
**Dynamics of Health Tourism Sector across India**

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**Abstract**

Health tourism, also known as medical tourism, has emerged as a significant sector in India. This paper examines the growth and current trends of health tourism in India and Telangana with the help of secondary data. The study reveals that India has become a preferred destination for medical tourists due to its cost-effective treatments, advanced healthcare facilities, and skilled medical professionals. Similar progress was observed in Telangana, in particular, due to Super Specialty Hospitals and government initiatives. The paper identifies key trends, including the increasing popularity of wellness tourism and the rise of telemedicine, which have further boosted the sector's appeal. The findings highlighted that there is a need for investment on infrastructure and technological advancement to sustain this growth and maintain India's competitive edge in the global health tourism market.

**Keywords:** Health (Medical) Tourism, Wellness Tourism, Health Infrastructure, Government Initiatives, Technological Advancement, India.

Abstract #163

**Mapping the Intellectual Landscape of  
Higher Education Performance (2000 – 2024):  
A Bibliometric Analysis of Intellectual Capital  
and Related Constructs in Vietnam and Beyond**

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**Abstract**

This bibliometric study examines the intellectual structure and thematic evolution of research on intellectual capital (IC) and organisational performance in higher education, drawing on data from Scopus and Web of Science spanning the period from 2000 to 2024. Applying the PRISMA protocol and VOSviewer, the study identifies prominent research clusters, emerging keywords, and co-authorship networks. Particular attention is given to the evolving roles of dynamic capabilities (DC), innovation ambidexterity (IA), and digital transformation (DX) as complementary constructs. While these themes have gained traction globally, integrated research in emerging economies, particularly Vietnam, remains limited. The findings provide conceptual clarity and highlight under-researched intersections among IC, DC, IA, and DX, laying a foundation for future empirical work. This study contributes to the strategic management and higher education literature by identifying research gaps and supporting a contextually grounded agenda for transforming higher education institutions in Vietnam.

**Keywords:** Intellectual Capital, Organizational Performance, Dynamic Capabilities, Innovation Ambidexterity, Digital Transformation, Vietnam.

Abstract #164

**Do Generations Matter in Wellness Tourism?  
Exploring the Attribute–Loyalty Link Across Four Cohorts**

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### **Abstract**

Wellness tourism is rapidly expanding as a key segment of the global travel economy, yet most studies overlook how generational cohorts differ in their responses to specific service attributes. Grounded in the generational theory, this study examines how wellness tourism attributes affect purchase intention and word-of-mouth communication across four cohorts: Baby Boomers, Gen X, Gen Y, and Gen Z. Using a 7-point Likert scale, data were collected from 1,594 respondents via Prolific (Boomers = 380, Gen X = 398, Gen Y = 405, Gen Z = 411). The study incorporates validated constructs from Brüggen et al. (2011), Su et al. (2016), and Kim et al. (2024) to measure perceived service quality, relationship quality, and wellness-specific choice attributes. Hierarchical and k-means cluster analysis will be applied to identify generationally distinct preference profiles and examine how these influence repurchase intentions and advocacy. The study addresses three key questions: (1) Which wellness attributes drive loyalty in each generation? (2) Do attribute clusters reflect generational values? (3) Does generational membership moderate the attribute–loyalty pathway? This TÜBİTAK-supported research advances wellness tourism scholarship by offering a generationally segmented, attribute-based framework to guide strategic market positioning in an increasingly competitive industry.

**Keywords:** Wellness Tourism Attributes, Generations, Consumer Behavior, Repurchase Intention, Word Of Mouth, Cluster Analysis, Turkey.

***Acknowledgement:*** *This study has been sponsored by The Scientific and Technological Research Council of Türkiye (TÜBİTAK)*

Abstract #165

**How Do Experiential and Eudaimonic Drivers Influence  
Loyalty in Wellness Tourism?  
A Cross-National S-O-R Study of Turkiye and the US**

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## Abstract

This study examines whether wellness-tourism experiences foster eudaimonia and, ultimately, behavioural loyalty across cultures. Using 7-point Likert scales, surveys prepared in Google Forms and Qualtrics were administered online in Turkey and via Prolific in the USA to 598 wellness travelers (Turkey = 301; United States = 297). The measurement items were adapted from validated scales to ensure content validity: wellness tourism experience (Li et al., 2023), eudaimonic travel experience (Lengieza et al., 2019), repurchase intentions (Su et al., 2016), and word of mouth (Brüggen et al., 2011). The three experiential stimuli taken from Li et al.'s scale (health restoration, stress relief, self-discovery) comprise the 'S'; personal meaning and self-reflection capture eudaimonia ('O'); and purchase intention and word of mouth comprise the 'R'. Multigroup partial least squares structural equation modeling (SmartPLS 4) will test direct, mediated, and moderating effects and assess invariance.

**Keywords:** Wellness Tourism, Wellness Experience, Consumer Behaviour, Eudaimonia, Word Of Mouth, Loyalty, Culture, Turkey.

**Acknowledgement:** *This study has been sponsored by The Scientific and Technological Research Council of Türkiye (TÜBİTAK)*

Abstract #166

**Modern Portfolio Theory in Emerging Markets:  
Adaptation Challenges and Strategic Opportunities  
in Vietnam's Retail Banking Sector**

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**Abstract**

Modern Portfolio Theory (MPT), introduced by Harry Markowitz in 1952, has become a cornerstone of modern investment management by promoting diversification and quantifying the trade-off between risk and return. While MPT is widely applied in developed markets, its practical relevance in emerging markets remains limited, especially in environments marked by inefficiencies, evolving investor behavior, and constrained financial infrastructure. This paper critically assesses the applicability of MPT within Vietnam's retail investment landscape, with a focus on advisory services offered by Vietnam International Bank (VIB). Over the past two decades, Vietnam's capital market has undergone significant transformation through liberalization, regulatory reform, and growing retail investor participation. Yet, retail investors continue to face challenges such as limited financial literacy, a narrow range of investment options, and speculative tendencies—factors that complicate the direct application of MPT. The study reviews the development of MPT and contrasts it with the structural and behavioral characteristics of Vietnam's investment environment. Key barriers identified include restricted asset class availability, insufficient historical return data, and the underdevelopment of risk profiling tools. In addition, behavioral biases—such as herding, emotional trading, and short-termism—challenge the rational assumptions underpinning MPT. Despite these limitations, the rise of digital financial platforms presents new opportunities for contextualizing MPT within advisory frameworks. The paper proposes an adaptive model that incorporates local market realities, behavioral patterns, and investor segmentation to support more effective portfolio recommendations. By aligning classical investment theory with fintech-enabled customization, this framework aims to improve client outcomes and support the evolution of advisory services in Vietnamese retail banking. This research contributes to both academic literature and practical implementation by offering insights into portfolio optimization strategies suitable for emerging markets. The findings aim to support VIB and similar institutions in delivering data-driven, client-centric investment advice, while also informing broader discussions on financial inclusion and investor protection.

**Keywords:** Modern Portfolio Theory, Vietnam, retail investors, emerging markets, investment advisory, VIB, portfolio optimization, behavioral finance.

Abstract #167

**Personal Resources, Work Engagement and Job Burnout  
among Vietnamese Ground Employees  
in the Aviation Sector**

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**Abstract**

This study investigates the relationship between personal resources, work engagement and job burnout among 230 Vietnamese ground employees in the aviation sector. Partial least squares-structural equation modeling to validate a conceptual model, with personal resources, work engagement and job burnout measured as second-order variables in a hierarchical component model. The research results indicated that personal resources were significantly impacted by self-efficacy, optimism, resilience, and hope; work engagement was significantly impacted by vigor, dedication, absorption; job burnout was significantly impacted by emotional exhaustion, cynicism, reduces professional efficacy. The study highlights empirical evidence of three significant causal relationships among personal resources, work engagement and job burnout. Nevertheless, the authors found a positive relationship between personal resources and work engagement. The direct effect of personal resources on job burnout was supported. The findings further demonstrated positive relationships between work engagement and job burnout. The study also found that the link between personal resources and job burnout is significantly and positively mediated by work engagement.

**Keywords:** Personal Resources, Job Burnout, Work Engagement, Ground Services, Aviation Industry, Vietnam.

Abstract #168

**The Influence of Gamification on Generation Z's Engagement Intentions and Shopping Behavior: A Case Study Of Shopee Vietnam**

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**Abstract**

This study aims to explore how gamification influences engagement intentions (IOE) and purchasing decisions (PD) among 319 GenZ on Shopee Vietnam using quantitative methods. Based on the extended Technology Acceptance Model (TAM), the study examines the relationships among five main factors: perceived usefulness (PU), perceived ease of use (PEOU), perceived social influence (PSI), perceived enjoyment (PE) and perceived rewards (PR) with IOE and PD by employing Partial Least Square - Structural Equation Modeling (PLS-SEM). The results show that while PU, PEOU, and PR all significantly enhance IOE, only PU and PR have a direct impact on PD, and PEOU insignificantly relates to PD. PR serves as a mediator between PSI, PE, and IOE, PD, whereas IOE also functions as a mediator between PU, PEOU, and PD. These findings highlight the role of gamified features in shaping consumer behavior in Vietnam's online marketplace, especially among Gen Z.

**Keywords:** Gamification, TAM, Gen Z, Vietnam, Engagement, Purchasing Decisions, Vietnam.

Abstract #169

**Exploring the Role of Technological Competitiveness in Building Innovation Capabilities of High-Tech Start-Ups: An Indian Perspective**

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**Abstract**

High-tech start-ups are emerging rapidly all over the world, particularly in the developed world and emerging economies, since the early 2010s. India has been identified as one of the potential sources of high-tech start-ups in the global economy for about a decade, but its success rate has been low. This study identifies six key factors that affect technological competitiveness and innovation in high-tech start-ups. This study employs the modified total interpretive structural modelling (M-TISM) technique to build a hierarchical structural model of these factors. The findings indicate that flexible learning, entrepreneurial orientation, technological alliance and collaboration, and knowledge integration capability have a significant impact on technological competitiveness in the context of high-tech start-ups. This study adds to the literature by showing how start-ups use dynamic capabilities to drive innovation. The findings help policymakers, entrepreneurs, and managers use resources better to boost innovation.

**Keywords:** Technological Competitiveness, M-TISM, High-tech start-ups, Dynamic Capability and India

Abstract #170

**Human Capital Management in Tourism and Hospitality  
Industry: A Case Study of Andhra Pradesh Tourism  
Development Corporation (India)**

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**Abstract**

The contribution of human capital is important in sustaining the nation's ability to develop its workforce. Lajili (2012) mentioned that explicit abilities and training is basic for growth-oriented environments. The sign that human capital is a combination of knowledge and skills by individual to expand their value in labor market remain essential in building up any sector in the economy, accordingly this proposes organizations to obtain human capital through people business relationship. Davenport (1998) opines that training and experience fit individual human capital they bring to associations; it predicts the general desire that the more prominent the human capital the more effective the association because of its upper hand of human capital stock. The human capital is the substance of the development of the economies since it is the motor of each industry and firm. The human is the most significant ring during the process of producing product or service. Tourism shows up in the most recent decades as the most significant factor for the monetary development because of its green advantages. Andhra Pradesh because of its fortune of touristic places must give the incredible aim to this part. In this manner, putting resources into the human capital through the training in Andhra Pradesh in the tourism segment will be the proper answer for Andhra Pradesh to make do because of manageability of tourism division.

**Keywords:** Human Capital Management, Tourism and Hospitality Industry, Andhra Pradesh Tourism Development Corporation, India.

Abstract #171

**The Impact of Digital Human Resources on Extra-Role Behavior: A Study of the Mediating Relationship Between Organizational Pride and Employees' Psychological Contract: A Vietnamese Perspective**

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**Abstract**

This study develops the understanding of how digital human resources management practices impact employee work behavior, specifically extra-role

behavior. With the mediating effect of organizational pride, employee psychological contract and the moderating effect of transformational leadership based on the foundation of social identity theory. R-studio software will be used to analyze data collected from a survey with 723 valid respondents. The result, indicating a positive relationship between digital human resources management practices and employee extra-role behavior, suggests that adopting digital development in HR can encourage employees to go beyond their defined roles and contribute to organizational goals in unexpected ways. The application of digital human resource management tends to satisfy employee expectations and meet the psychological contract, creating pride in the organization, making employees tend to perform extra-role behaviors. Thereby proving the moderating relationship of psychological contract and organizational pride in the study. Additionally, the research results also show that the moderating relationship of transformational leadership on the model is supported. Thus, the study will contribute to the literature of HRM practices and provide suggestions on practical implications for managers in organizations, showing that enhancing technology in human resource management can bring about positive employee behaviors.

**Keywords:** Digital HRM, Extra-Role Behavior, Organizational Pride, Psychological Contract, Transformational Leadership, Social Identity Theory. Vietnam.

Abstract #172

**The Impact of Innovative Leadership in  
Enhancing Job Performance to Support  
Qatari Companies and Entrepreneurs:  
A Case Study of Qatar Development Bank**

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**Abstract**

This study examines the influence of innovative leadership on improving job performance to assist Qatari companies and entrepreneurs, particularly those backed by Qatar Development Bank. It employed a descriptive analytical methodology and utilized a random sample of 105 individuals from companies and entrepreneurs supported by Qatar Development Bank in the State of Qatar during 2025. The primary data collection instrument was a questionnaire developed based on prior studies and the theoretical framework. The study yielded several findings, which are summarized as follows: A correlation exists between innovative leadership and corporate support, encompassing product development, training, and financial assistance. Innovative leadership significantly and positively influences the support offered to companies and entrepreneurs backed by Qatar Development Bank, thereby enhancing processes such as delivery speed, requirement clarity, and time efficiency, which reflect the flexibility of communication and internal procedures related to product development, training, and financial support. These findings are valuable for leaders and decision-makers at Qatar Development Bank in enhancing the support provided to companies and entrepreneurs.

**Keywords:** Innovative Leadership, Job Performance, Qatari Companies, Qatari Entrepreneurs, Qatar Development Bank, Qatar.

Abstract #173

**Leveraging Intellectual Capital and Knowledge Management  
for Enhancing Organizational Performance in  
Vietnamese Higher Education Institutions:  
A Qualitative Approach**

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**Abstract**

In the context of global educational transformation and sustainable development, Vietnamese higher education institutions (HEIs) face increasing pressure to enhance their organizational performance. This study aims to explore how HEIs in Vietnam currently leverage intellectual capital (IC) comprising human capital (HC), structural capital (SC), and relational capital (RC) and implement knowledge management (KM) practices to achieve successful organizational outcomes. This study employed a qualitative analysis with a sample of 25 participants from diverse roles within public and private HEIs, including academic staff, university administrators, and department leaders. Semi-structured interviews were conducted to examine how intellectual capital is utilized, how KM initiatives are integrated, and what enabling or hindering factors affect their implementation. The findings suggest that while

Vietnamese HEIs have begun to tap into internal knowledge and resources, structural and cultural challenges still hinder full alignment with strategic objectives. This study offers actionable insights to help institutions better leverage intellectual capital and knowledge management for improved organizational performance, contributing to SDG 4 and SDG 9.

**Keywords:** Intellectual Capital (IC), Knowledge Management (KM), Organizational Performance (OP), Higher Education Institutions (HEIS), Qualitative Research, Vietnam.

Abstract #174

## **Enhancing Construction Efficiency Through the Use of Fully Precast Concrete Structural Systems**

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### **Abstract**

This study examines the efficiency of construction projects employing fully precast concrete systems in mid-rise residential condominiums (up to 8 stories) located near transit stations in Bangkok. The study investigates the benefits, limitations, and key factors affecting productivity and cost in the installation process of precast concrete components. Data were collected from three real estate development companies listed on the Stock Exchange of Thailand, with analysis focused on projects developed between 2015 and 2024. The methodology incorporates process mapping, time-cost analysis, and error point identification during structural assembly. Results highlight that, despite advantages such as accelerated construction, improved quality control, and reduced labour demands, several obstacles persist—particularly related to joint installation techniques, design coordination, and site constraints. A comparative assessment between corrugated duct systems and grout-filled coupling sleeves was conducted, indicating the latter to be more effective in minimizing reinforcement congestion and increasing joint strength. The research proposes an optimized workflow and scheduling framework that aligns precast component production, transportation, and site installation, contributing to cost efficiency and reduced construction delays. This study contributes practical guidelines for engineers, contractors, and project managers, facilitating higher construction productivity and quality in precast concrete systems. It also supports the strategic shift toward industrialized construction practices in urban housing development in Thailand. **Keywords:** Precast concrete, construction efficiency, joint systems, industrialized building, productivity improvement, mid-rise condominiums.

**Keywords:** Construction Efficiency, Fully Precast Concrete Structural Systems, Thailand.

Abstract #175

**Assessing the Impact of Star Alliance Membership  
on Thai Airways' International Competitiveness:  
A Case Study**

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**Abstract**

In the highly competitive global market, discrepancies in skill endowments among international firms necessitate collaborations to enhance global competitiveness. Leveraging partnerships through global alliances allows firms to internalize diverse competencies, ultimately fostering a competitive edge in the international arena. This study centers on the potential influence of such alliances on Thai Airways' international competitiveness, primarily through its affiliation with the Star Alliance. Utilizing a case study approach, this research scrutinizes the implications of Thai Airways' membership in the Star Alliance. Specifically, the study investigates (i) the impact of this membership on Thai Airways, (ii) the ramifications of the alliance on the airline's global position, and (iii) the potential enhancements in international competitiveness accrued through collaborative efforts facilitated by the alliance. The research underscores the crucial roles of interpartner relations – including trust, cooperation, and commitment – absorptive capacity, alliance management, and

alliance marketing, in addition to aspects of integration and training in shaping the international competitiveness of Thai Airways.

**Keywords:** Star Alliance; Thai Airways; International Competitiveness; Global Alliances; Inter-Partner Relations; Absorptive Capacity; Alliance Management; Alliance Marketing; Integration and Training, Thailand.

Abstract #176

**Modeling Determinants of Foreign Direct Investment  
Inflows into Thailand using Total Interpretive  
Structural Modelling (TISM)**

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**Abstract**

This study investigates the factors influencing Foreign Direct Investment (FDI) inflows in Thailand, a critical aspect of economic growth in emerging markets. It seeks to identify key determinants of FDI and assess their impact on Thailand's economic landscape. Employing Total Interpretive Structural Modelling (TISM), the study categorizes ten crucial determinants of FDI inflows identified from existing literature. TISM is utilized to systematically analyze these determinants, examining their roles as drivers and dependents in the context of Thailand's FDI landscape. The research identifies labor force dynamics, capabilities for technical innovation, and environmental security as primary driving forces influencing FDI inflows into Thailand. The study provides a nuanced understanding of these determinants, offering valuable insights for policymakers and practitioners. While the study offers comprehensive insights into the dynamics of FDI in Thailand, its focus on a single country may limit the generalizability of its findings. However, it serves as a pioneering effort in applying TISM in FDI determinant analysis. The findings are intended to assist

Thai policymakers and practitioners in developing strategies and policies that foster a conducive environment for FDI, thereby enhancing economic performance in the competitive international arena. This research not only provides a detailed analysis of FDI determinants in Thailand but also introduces the application of TISM in this field. It fills a significant gap in contemporary literature and offers a new perspective in emerging market research.

**Keywords:** FDI, Economic Performance; TISM; Total Interpretive Structural Modelling; Thailand.

Abstract #177

**Exploring the ESG–Marketing Gap in Vietnamese SMEs:  
A Qualitative Study of Natural House Co., Ltd.  
and Peer Enterprises**

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**Abstract**

This study explores how small and medium-sized enterprises (SMEs) can transform Environmental, Social, and Governance (ESG) practices into strategic marketing assets. Focusing on Natural House Co., Ltd., a Vietnamese personal and homecare SME, the research highlights a disconnect between the company's strong ESG efforts—such as sustainable sourcing, waste reduction, and local partnerships—and its external marketing strategy. Using a qualitative research approach, the study draws on internal ESG reports, semi-structured interviews, and stakeholder insights to assess this misalignment. Findings reveal that although Natural House has embedded ESG into its operations, these efforts are not effectively communicated to consumers or stakeholders. To address this gap, the study proposes a roadmap that includes ESG narrative development, influencer engagement, digital transparency tools, and ESG-based KPIs. These strategies aim to improve brand differentiation and stakeholder trust. The study

offers practical insights for SMEs seeking to convert ESG compliance into marketing advantage and long-term value creation.

**Keywords:** Environmental, Social, And Governance (ESG); Strategic Marketing; Small and Medium-Sized Enterprises (SMEs); Stakeholder Engagement; ESG Communication; Vietnam.

Abstract #178

**The Influence of Short Videos on Intention to Use Services of Aesthetics from Customers' Perspectives in Vietnam: The Mediating Role of Telepresence and Customer Attitudes**

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**Abstract**

With the emergence of platforms like YouTube Shorts, TikTok, Instagram, and Reels, this article explores attributes of short videos and investigates the impact of short videos on the intention to use aesthetic services from the perspectives of 225 customers in Vietnam. The study employs the SOR theory to develop a comprehensive framework to explain the effect chain from short videos to intention to use aesthetic services through telepresence and customer attitudes. It also emphasizes how the sense of being present of customers and their attitudes are significantly triggered through watching short videos. The findings theoretically contribute to the neural mechanism literature related to short videos in global academia and imply the integration of short videos into the marketing strategy of retailers to attract more potential customers from a distance.

**Keywords:** Short Videos, Telepresence, Customer Attitudes, Intention To Use Services, Medical Aesthetics, Marketing, Vietnam.

Abstract #179

**The Role Of Social Media Marketing in Improving Tax Awareness And Its Implications on Tax Payment Intention and Compliance: Trust and Income Moderation Analysis On Taxpayers**

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**Abstract**

This study examines the role of social media marketing in enhancing tax awareness and its implications for taxpayers' intentions and compliance behavior. Additionally, the research examines the moderating roles of trust in government and taxpayer income in strengthening the relationship between tax payment intention and compliance. Using a quantitative approach and Structural Equation Modeling (SEM), data were collected through a survey of motor vehicle taxpayers in Lampung Province, Indonesia. The results reveal that social media marketing has a positive and significant effect on tax awareness. Furthermore, tax awareness significantly increases taxpayers' intention to pay taxes, which in turn has a strong positive impact on tax payment compliance. Importantly, the study finds that trust significantly moderates the relationship between tax payment intention and compliance; taxpayers with higher trust in government are more likely to translate their tax payment intention into compliant behavior. Similarly, income also strengthens the relationship between tax payment

intention and compliance; individuals with sufficient income are more capable of fulfilling their tax obligations than those with lower income levels. These findings confirm that a strategically managed social media marketing approach can serve as an effective tool for improving tax awareness and compliance. The study contributes theoretically to the development of taxpayer behavior models based on the Theory of Reasoned Action and provides practical insights for governments to design more effective, adaptive, and participatory tax communication strategies.

**Keywords:** Social Media Marketing, Awareness, Tax Payment Intention, Tax Compliance, Trust, Income, Indonesia.

Abstract #180

## **An Experimental Study Model on Revisit Intention in Sport Tourism: A Value Expectancy Theory Approach**

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### **Abstract**

This study aims to develop and empirically test a model of revisit intention within the context of sport tourism, grounded in the Value Expectancy Theory. The research investigates health risk-based motivation and hobby-driven cultural influence on tourist satisfaction, bringing about revisit intention. The moderating role of virtual experience is also examined, which enhances the relationship between satisfaction and revisit intention. Adopting an experimental research design, this study involves university students as participants, representing a key demographic in the emerging domestic sport tourism market. This study contributes to the theoretical advancement of sport tourism research and offers valuable practical insights for tourism stakeholders in crafting engaging, value-aligned experiences for younger travelers in the digital age.

**Keywords:** Sport Tourism, Motivation, Culture, Satisfaction, Revisit Intention, Virtual Experience, Value Expectancy Theory, Experimental Design, Indonesia.

Abstract #181  
**Sustainable Consumption Behavior about  
Organic Food in Indonesia**

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**Abstract**

This study aims to analyze the sustainable consumption behavior of organic food in Indonesia, taking into account the factors that influence consumer decisions to choose organic products. Based on the Theory of Planned Behavior (TPB), this study examines the influence of environmental awareness and motivation, as well as the moderating role of Health Consciousness and Social Media Influencer on consumer attitudes influencing sustainable consumption. A qualitative survey research design with an in-depth interview approach to 400 respondents of organic food consumers in Indonesia. The results of this study are expected to provide insight into how psychological and social media influencers play a significant role in shaping consumer attitudes toward organic foods and contribute to the development of marketing policies in Indonesian sustainable consumption behavior and extending TPB.

**Keywords:** Sustainable Consumption Behavior, Environmental Concern, Motivation, Health Consciousness, Social Media Influencer, Indonesia.

Abstract #182  
**Dynamics of E-CRM Model of Digital Banking across  
Indonesia**

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**Abstract**

This study aims to analyze the effect of Electronic Perceived Value on Electronic Loyalty customers mediated by Electronic Customers Relationship Management (E-CRM) and moderated by Electronic Perceived Risk, and Trust, based on the multigroup moderating of Conventional and Islamic Banks. This study develops a conceptual model using Relationship Marketing Theory as a middle-range theory. By using a quantitative research design, this study used a non-probability sampling technique and semi-structured interviews with 450 respondents of digital banking customers, also applied SEM with the Amos 24 application. The results show that Electronic Perceived Value mediated by E-CRM and moderated by Electronic Perceived Risk, and Trust have a significant positive effect on Electronic Loyalty. Also, the multigroup of Conventional and Islamic Banks has a significant effect on digital banking customers' loyalty.

**Keywords:** Perceived Value, E-CRM, Perceived Risk, Trust, Conventional and Islamic Banks, E-Loyalty, Indonesia.

Abstract #183  
**E-Government Quality Dimensions  
in Public Value Performance:  
A Literature Review**

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**Abstract**

The implementation of e-government quality services has become a strategic agenda to improve the efficiency, transparency, and responsiveness of public services. However, deficiencies in the E-Government quality dimensions may undermine system use, reduce user satisfaction, and limit the creation of public value, thereby impacting both individual and organizational performance. Prior empirical studies examining these relationships remain fragmented and inconclusive, under a systematic and integrative literature review. This study aims to assess the extent to which system quality, information quality, and service quality influence system use, user satisfaction, and public value, and to explore their implications for individual and organizational performance in e-government contexts. A *Systematic Literature Review (SLR)* will be conducted according to the PRISMA 2020 guidelines. Articles will be selected from Scopus, Web of Science, and ScienceDirect databases, covering peer-reviewed publications from 2013 to 2024, involving four stages: identification, screening, eligibility, and inclusion. Quality assessment will be performed using the Q-SSP

checklist for quantitative studies. Data extraction will capture key constructs, contextual settings, analytical approaches, and empirical findings. The review is expected to generate a structured conceptual framework that consolidates key quality dimensions of e-government and their interrelationships with system use, user satisfaction, and public value. It will uncover patterns of theoretical convergence and divergence, clarify the roles of mediating variables, and expose underexplored linkages across empirical contexts. The findings will contribute to theory refinement in the field of digital governance and guide future research in designing more targeted models to assess factors influencing user behavior and institutional performance in public service innovation.

**Keywords:** E-Government Implementation; Information System Quality; Literature-Based Synthesis; Public Value Creation; System Use and User Satisfaction, Indonesia.

Abstract #184

**Responsible, Recognition and Self-confidence:  
A Novel Approach to Female Entrepreneurial Success**

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**Abstract**

This study examines the impact of various factors on the success of women-led start-ups in Vietnam, with a particular focus on the role of entrepreneurial responsibility. Through an online survey method, data were collected from 415 Vietnamese female entrepreneurs. The results of the study show that there are three main factors influencing women's entrepreneurial journey: entrepreneurial responsibility, business opportunity recognition, and self-confidence. The results of the study show that entrepreneurial responsibility, business opportunity recognition, and self-confidence have a strong impact on women entrepreneurs' entrepreneurial success. And the above relationships will be weaker when women entrepreneurs perceive higher levels of gender discrimination. Our findings highlight the importance of both responsible entrepreneurship, opportunity recognition, and self-confidence in promoting the success of women entrepreneurs. The authors suggest that managers, especially women entrepreneurs, need to address gender stereotypes, improve entrepreneurship education, and actively nurture women's entrepreneurial aspirations in order to create a supportive environment for

women entrepreneurs to thrive. These recommendations underscore the importance of building an ecosystem that is conducive to women-led businesses.

**Keywords:** Attention Of The State, Business Start-Up Education, Vietnam Gender Stereotypes, School Building Leader, Women Entrepreneurs, Vietnam.

Abstract #185

**Achieving Sustainable Performance through Green Human Resource Management and Green Innovation: The Role of Circular Economy Practices in SMEs of Vietnam**

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**Abstract**

This study examines the relationships between green human resource management (GHRM), green innovation, corporate social responsibility (CSR), circular economy practices, and sustainable performance in Vietnam's pharmaceutical industry. Using structural equation modeling on data collected from 550 SMEs, we investigate how GHRM and green innovation contribute to sustainable performance, and how CSR and circular economy practices mediate these relationships. Results indicate that both GHRM and green innovation positively influence sustainable performance. Furthermore, CSR and circular economy practices partially mediate the effects of GHRM and green innovation on sustainable performance. The findings highlight the importance of integrating environmental considerations into human resource practices and innovation processes, while emphasizing the role of CSR and circular economy principles in enhancing sustainability outcomes. This research contributes to the growing body of literature on sustainable business practices in emerging economies and

offers practical implications for SMEs seeking to improve their environmental and economic performance.

**Keywords:** Circular Economy; Corporate Social Responsibility (CSR), Green Human Resource Management (GHRM); Green Innovation; SMEs; Sustainable Performance; Vietnam.

Abstract #186  
**Green Human Resource Management  
and Circular Economy Practices:  
Evidence From Vietnamese SMEs**

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**Abstract**

Through the activation of the triad of circular economy practices (CEPs)—Internal Environmental Management, Eco-Design, and Investment Recovery—this study explores how Green Human Resource Management (GHRM) enhances the environmental performance of Vietnamese SMEs. Between February and April 2025, 219 manufacturing-oriented SMEs provided survey data, which was then analyzed using partial least squares structural equation modeling (PLS-SEM). The findings reveal three important revelations. First, there is a clear and positive correlation between environmental performance and GHRM procedures (green hiring, training, evaluation, and reward). By encouraging each of the CEP dimensions, GHRM has an even greater indirect impact: (i) Internal Environmental Management incorporates continuous improvement; (ii) Eco-Design incorporates life-cycle thinking into the development of products and processes; and (iii) Investment Recovery generates revenue from waste streams through secondary markets, remanufacturing, or reuse. Third, mediation analysis reveals that these three CEPs account for a significant portion of the overall effect, partially transmitting the influence of GHRM to

environmental performance. The findings provide managers and policymakers with practical advice: the most effective way to invest in green HR systems is in conjunction with focused circular strategies that integrate sustainability into design processes, institutionalize environmental stewardship within the company.

**Keywords:** Green Human Resource Management, Circular Economy Practices, Environmental Performance, Vietnam Smes, Sustainability Strategies, Vietnam.

Abstract #187

**Exploring the Impact of Intellectual Capital on  
Organizational Performance through Innovation:  
The Mediating Role of Innovation Capabilities and the  
Moderating Role of Ambidextrous Leadership  
and Artificial Intelligence**

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**Abstract**

This study examines how intellectual capital (IC) influences organizational performance (OP) in Vietnamese higher education institutions (HEIs). OP is conceptualized through six dimensions: student and staff satisfaction, research and publication, internationalization, financial performance, and industry-community engagement. The research explores the mediating roles of administrative (AD INNO) and technical innovation (TECH INNO), and the moderating roles of ambidextrous leadership (AL) and artificial intelligence (AI). Data were collected from 465 respondents, including faculty leaders, lecturers, department heads, and institutional officers, by using snowball sampling. Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied to test the model. Findings reveal that human capital significantly enhances both types of innovation, which in turn improve OP. AI strengthens the link between IC and

innovation, while AL reinforces the relationship between innovation and OP. Grounded in the Resource-Based View (RBV) and Knowledge-Based View (KBV), the study offers theoretical and practical insights into how intangible assets and leadership dynamics foster innovation and performance in emerging higher education systems.

**Keywords:** Intellectual Capital (IC), Organizational Performance (OP), Innovation (INNO), Artificial Intelligence (AI), Ambidextrous Leadership (AL), HEIS, Vietnam.

Abstract #188

**The Role of Intellectual Capital in Driving Administrative and Technical Innovation in Vietnamese HEIs: The Mediating Role of Knowledge Management and the Moderating Role of Government Policies and Ambidextrous Leadership**

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**Abstract**

This study explores how intellectual capital (IC), comprising human capital (HC), structural capital (SC), and relational capital (RC), impacts innovation capabilities (INNO) in Vietnamese higher education institutions (HEIs). Innovation is measured through administrative (AI) and technical innovation (TI). It also investigates the mediating role of knowledge management (KM) and the moderating effects of government intellectual capital (GIC) policies and ambidextrous leadership (AL). Data from 465 respondents, including faculty leaders, lecturers, and department heads, were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that HC and SC positively affect both AI and TI, while RC mainly influences AI. KM partially mediates the link between IC and innovation, highlighting its role in leveraging knowledge resources. GIC policies strengthen the HC - TI relationship, and AL

moderates the IC - INNO link by promoting the balance between exploration and exploitation. Based on the Resource-Based and Knowledge-Based Views, this study provides practical insights for HEIs aiming to improve innovation through internal capabilities, leadership, and policy alignment.

**Keywords:** Intellectual Capital (IC), Knowledge Management (KM), Innovation (INNO), Ambidextrous Leadership (AL), Higher Education Institutions (Heis), Vietnam.

Abstract #189

**Linking Team Exploitative Learning to Employee Performance in Aviation: The Mediating Role of Innovation and the Moderating Role of Social Media Usage**

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**Abstract**

This study investigates the relationship between Team Exploitative Learning (TIL) and Employee Performance (EP) in the Aviation and Tourism sectors. Despite growing interest in innovation outcomes, limited research has examined the role of team exploitative learning, especially within the aviation sector. Drawing upon social learning theory and social exchange, this study examines the linking of Team Exploitative Learning (TIL) to Employee Performance (EP) in Aviation with the mediating role of Team Innovation (TI) and Employee Innovation (EI), as well as the moderating role of Social Media Usage (SMU). A structural equation model was tested via PLS-SEM using survey data collected from operational staff and service professionals in Airlines and Tourism-related enterprises of 486 employees from 49 organizations (airlines carriers, aviation organizations, and tourism companies). The results reveal that TIL significantly enhances both TI and EI, with EI as a key driver of employee performance. SMU directly affects EP, confirming its value in improving engagement and learning access. The findings offer important

implications for managing innovation-based performance in digitally connected, customer-facing service sectors like aviation and tourism. The study also provides valuable theoretical contributions and actionable insights for navigating innovation challenges in dynamic and service-intensive environments.

**Keywords:** Team Exploitative Learning, Employee Innovation, Team Innovation, Employee Performance, Czech Republic.

Abstract #190

**Social Media Influencers and Their Effects on Attitude,  
Intention, and Behavior of Consumers in Tourism:  
A Vietnamese Perspective**

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**Abstract**

Social media influencers (SMI) growth is reshaping how consumers plan and book travel. This study investigates the impact of trust in SMI on Vietnamese consumers' travel decision-making, explicitly examining how SMI trust influences customer attitudes, intentions, purchasing decisions, and sharing experiences. We developed hypotheses based on the Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM). We tested them with survey data from 318 social media users in Vietnam using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that SMI trust significantly enhances consumers' attitudes toward SMI-endorsed destinations and elevates their intention to travel, which drives actual purchasing decisions. SMI trust also directly encourages post-travel sharing experiences on social media. However, the influence of the purchasing decision on sharing experience was insignificant, suggesting that not all purchases lead to online word-of-mouth without other factors such as service quality and satisfaction. These findings highlight influencer trust's pivotal role in shaping the travel decision journey.

The study contributes to theory by integrating ELM into TPB's framework in the context of influencer marketing. It offers practical implications for tourism marketers, hospitality professionals, and influencer agencies to optimize their strategies for engaging consumers effectively.

**Keywords:** Social Media Influencers, Trust; Attitude, Travel Intention, Booking Decision, Social Media Sharing, Vietnam.

Abstract #191

**How Does SRHRM Boost Employee Extra-Role Behavior?  
A Moderated Serial Mediation Analysis of Work  
Meaningfulness, Social Community, and Well-Being:  
A Vietnamese Perspective**

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## **Abstract**

Drawing on the Conservation of Resources (COR) theory, this study examines how Socially Responsible Human Resource Management (SRHRM) fosters employee extra-role behavior. A survey of 857 employees from foreign direct investment (FDI) companies in Vietnam was conducted, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. Results show that SRHRM positively influences extra-role behavior through a serial mediation pathway involving social well-being and work meaningfulness. This relationship is further strengthened by a supportive social community at work. The findings suggest that SRHRM practices that build employee well-being and a sense of meaning, especially in socially cohesive environments, can increase extra-role behaviors. This study contributes to HR research by integrating social and psychological resource perspectives and highlighting the role of resource-enhancing HR practices in driving positive organizational outcomes.

**Keywords:** SRHRM, Social Community At Work, Social Well-Being, Work Meaningfulness, Employee Extra Role Behavior, Conservation Of Resources Theory, Vietnam.

Abstract #192

**Corporate Social Responsibility Implementation In Textile  
And Garment Industry: Focusing On Stakeholder Influence,  
Person-Organization Fit, And Employee Loyalty**

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**Abstract**

The textile and garment industry is one of Vietnam's key export sectors, contributing significantly to the national economy. However, the industry is facing several challenges in practicing corporate social responsibility, including higher international standards and national requirements related to compensation and occupational safety and health. These challenges can affect employee loyalty, which is crucial to the labor-intensive production sector, such

as the Vietnamese textile and garment industry. The stakeholder theory and social identity theory provide the theoretical basis for understanding how stakeholders can influence corporate social responsibility activities to enhance employee loyalty. This study aims to investigate: (1) causal relationships between employee & environment and CSR implementation; and (2) triangular relationships among CSR implementation, person-organizational fit, and employee loyalty. This study employed a quantitative research method with non-probability sampling to distribute questionnaires to employees working in the textile and garment industry in Vietnam. A total of 270 valid cases were collected from the mass survey for further data analysis with partial least squares structural equation modelling. It found that business practice CSR was significantly influenced by employees (i.e., related to employee well-being) and the environment (i.e., related to the working environment). It reveals significant triangular relationships with all positive impacts among CSR implementation, person-organizational fit, and employee loyalty. It may have both theoretical and practical implications for stakeholder considerations and CSR implementation as new business practices emerge in the pursuit of sustainability.

**Keywords:** Corporate Social Responsibility Implementation, Stakeholder Theory, Social Identity, Person-Organisational Fit, Employee Loyalty, Textile and Garment Industry, Vietnam.

Abstract #193

**Evaluating the Economic Viability of Vertical Farming as a Climate Adaptation Strategy across United Arab Emirates**

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**Abstract**

Food security in the United Arab Emirates (U.A.E.) is heavily impacted by factors like erratic climate patterns, limited arable land, and substantial dependence on imports. To mitigate these challenges, the UAE has invested in vertical farming projects as a means to achieve independence and food security. It is rapidly establishing itself as a key leader globally in sustainable agriculture. The Bustanica facility in Dubai, spanning over 330, 000 sq. ft. is the world's largest vertical farm, and an exemplary testament to UAE's green commitment, amongst others such as Badia Farms. The Bustanica facility produces over 1 million kilograms of leafy greens by deploying 95% less water than traditional methods and producing largely pesticide-free products only. This study explores whether vertical farming in the UAE can be both financially feasible and potentially yield food security, reduce environmental harms, and simultaneously contribute to diversifying the UAE's economy. This research has employed an effective mixed-methods approach, combining cost-benefit analysis, interviews with key stakeholders and a review of policies, to investigate operational performance, participation in the market, and cooperation with major plans such as the UAE's Net Zero by 2050 initiative. Preliminary findings suggest that, whilst vertical farming requires a hefty initial investment, it offers long-term financial and environmental benefits, supporting its value as a climate solution. The study is designed to offer practical advice and actionable insights to policymakers, investors, and those involved in agritech who want to see arid regions' food systems become more sustainable and self-reliant.

**Keywords:** Economic Viability, Vertical Farming, Climate Adaptation Strategy, UAE.

Abstract #194

## **Renaissance of Entrepreneurial Ecosystem in Fragile Contexts: An Indian Perspective**

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### **Abstract**

Entrepreneurship in the regions marked by geo-political instability and prolonged conflict has remained an under-researched area. The existing Entrepreneurial Ecosystem models emphasize coordinated interactors among various institutional and non-institutional actors in a stable environment; however little is known about how entrepreneurial mindset emerges, adopts and evolve as successful startups in a conflict-affected regions where opportunities are limited and constraints pervasive. This paper applies a qualitative approach by way of interviewing the entrepreneurs, government officials, support organizations, and civil society actors of the fragile region of Kashmir to explore the factors that draws the entrepreneurial motivation and commitment to build an entrepreneurial ecosystem in a fragile region. Located in the northern part of Indian subcontinent, Kashmir owns a fragile geo-political status, and a prolonged instable political landscape making it an apt location for accomplishing the objectives of the study. The current study attempts to explore the factors that draws the entrepreneurial motivation and commitment that helps to build an Entrepreneurship Eco-system in a fragile region and the role of informal networks, mentorship, access to capital, government support, and public acceptance. The study also attempts to explore why (the need to implement the adoptive strategies); what (the characteristics of the adoptive strategies); and how (the innovative approach/ methods of implementation) of the adoptive strategies that are being employed by the entrepreneurs in the face of the economic, geo-political and infrastructural constraints. This study will contribute

towards the entrepreneurship literature by advancing an alternative lens on Entrepreneurship Ecosystem and will open avenues for future research. The study will also propose implications for policy making and developing strategies for nurturing an entrepreneurship mindset under adversity and instability.

**Keywords:** Entrepreneurial Ecosystem; Innovation; Startups; Fragile Contexts, Entrepreneurial Motivation, Mentorship, Jammu and Kashmir, India.

Abstract #195

**Managing Brand Reputation Through Social Media:  
A Consumer-Centric Study:  
An Indian Perspective**

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**Abstract**

The rapid evolution of social media has reshaped consumer behavior, influencing purchasing decisions, brand engagement, and long-term loyalty. This study examines the role of social media marketing (SMM) in driving consumer purchasing behavior, the impact of promotional strategies on engagement and retention, consumer responses to brand controversies, and key brand attributes that enhance loyalty. Utilizing a mixed-methods approach, quantitative data from 200 respondents was analyzed using statistical techniques, while qualitative insights from interviews provided deeper consumer perspectives. Findings reveal that social media engagement has a weak direct impact on purchasing decisions ( $r = 0.034$ ) but plays a crucial role in brand awareness. Promotional strategies increase short-term engagement but do not significantly drive long-term loyalty ( $r = 0.151$ ). Brand controversies have minimal influence on loyalty unless mismanaged ( $r = 0.025$ ), while social media engagement strongly predicts brand loyalty ( $\beta = 0.275$ ,  $p < 0.001$ ). Consumers value transparency, authenticity, and social responsibility as critical factors in fostering lasting brand relationships. The study highlights the need for brands to prioritize interactive engagement, value-driven promotions, effective crisis management, and emotional consumer connections to sustain long-term brand equity. Recommendations include leveraging personalized content, storytelling, and influencer partnerships to enhance consumer trust and loyalty in an increasingly digitalized marketplace.

**Keywords:** Social Media Marketing, Consumer Behavior, Brand Loyalty, Promotional Strategies, Brand Controversies, Digital Engagement, India.

Abstract #196

**Examining Retail Investors' Resistance and Inertia Towards  
Socially Responsible Investment:  
A Hybrid SEM-ANN Approach**

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**Abstract**

Global issues, such as climate change, poverty, inequality, resource depletion, and humanitarian crises due to international conflicts, are looming large, significantly denting the prospects of UN SDGs attainment (Mehta *et al.*, 2020, 2022; Nair and Ladha, 2014; Palacios-González and Chamorro-Mera, 2018). This makes the reordering of priorities in the finance and investment landscape imminent, especially in channeling funds towards the attainment of SDGs (Cunha *et al.*, 2021). Significant progress has been observed in this regard, especially after calls for the integration of ESG principles into investment. However, this progress has been dominated by institutional investors mainly, as retail investors' participation has been sluggish (Friede, 2019; Losse and Geissdoerfer, 2021; Meunier and Ohadi, 2022). Prior research examining the factors determining SRI behavior of retail investors has highlighted several economic, social, and personal goals of investors (Fan *et al.*, 2022; Nath, 2021). Studies on drivers of SRI behavior dominate the literature. Despite considerable research in this domain, barriers to SRI adoption remains under-theorized, especially in the emerging markets (Mishra *et al.*, 2023; Yee *et al.*, 2022). Existing studies focus on awareness or risk-return perceptions but overlook behavioral frictions such as resistance and inertia. The Resistance Adoption Inertia Continuance (RAIC) framework proposed by Seth *et al.* (2020) offers a more nuanced understanding of these phenomena but has yet to be empirically tested in the SRI domain among Indian retail investors. Although institutional investors have embraced SRI, retail investors' engagement remains a concern, particularly in emerging economies like India. This under participation limits the scalability of SRI (Heinemann *et al.*, 2018; Paetzold and Busch, 2014; Prasad and Sud, 2019; Strauß, 2021). To uncover this phenomenon, the present study applies the RAIC framework, which captures two distinct behavioral frictions: resistance and inertia. The study conceptualizes three categories of investor-perceived barriers-Functional, Individual, and Market barriers, as higher-order constructs composed of multiple lower-order dimensions. These barriers are hypothesized to influence resistance and inertia directly and indirectly, with resistance also functioning as a mediator. This framework provides a comprehensive basis for understanding the complex behavioral dynamics that hinder retail investors from embracing SRI products.

**Keywords:** Retail Investors' Resistance, Socially Responsible Investment, Hybrid SEM-ANN Approach, India.

Abstract #197

**Eco-Friendly Brands and Social Media Influence  
in Emerging Markets: Strategies for  
Effective Consumer Engagement**

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## Abstract

Within the rapidly evolving digital landscapes of culturally diverse emerging markets, social media influencers represent a cost-effective and integral component of contemporary marketing strategies. Among social media influencers, green influencers play a vital role in promoting sustainable development, as well as in encouraging the adoption of environmentally responsible, eco-friendly products. This study investigates the multifaceted factors that drive the effectiveness of green influencers and introduces a comprehensive framework that integrates influencer characteristics, social media user expectations, and message-related dynamics. The study reveals that message credibility and brand familiarity act as key mediators in the formation of green trust, which significantly influences consumer perceptions of eco-friendly brands. By identifying previously unexplored antecedents of trust in green influencer marketing, this study contributes an integrative theoretical framework and extends foundational concepts from social psychology and communication theory to the context of sustainability-driven digital marketing.

**Keywords:** Eco-Friendly Brands, Social Media Influence, Emerging Markets, Strategies, Effective Consumer Engagement, India.

Abstract #198

**Does Financial Distress Impact the Financial Health of Commercial Banks? Investigating the Moderating Role of ESG Scores: Empirical Evidence from the Indian Banking Sector**

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**Abstract**

Banks serve as financial intermediaries, linking savers with surplus funds to borrowers in need of capital, thereby facilitating economic growth. They generate profits by charging higher interest rates on loans than they pay on deposits. The growing prevalence of financial scandals and non-performing assets (NPAs) in India underscores the urgent need for predictive models to assess financial distress in banks. Financial distress, often referred to as "industrial sickness," arises when institutions fail to meet their financial obligations, potentially leading to bankruptcy (Brown, 2003; Safiullah, 2010; Olson & Zoubi, 2011). Early detection of financial difficulties, typically observable up to five years before bankruptcy, is crucial for timely intervention and mitigation. The global financial crisis of 2007–2010 highlighted the interconnectedness of financial systems, with the subprime crisis severely disrupting global fund flows. This underscores the need for regular monitoring of banking activities to ensure financial stability. Therefore, this study examines the influence of financial distress on the financial health of listed Indian

commercial banks from 2015 to 2022. Additionally, it aims to examine whether ESG disclosure scores play a moderating role in the relationship between financial distress and the financial health of Indian banking sector. The analysis of financial health, risk management, and performance dynamics in Indian banks offers valuable insights into the factors driving profitability and stability. The study also highlights the resilience of Indian banks during the COVID-19 pandemic, demonstrating robust risk management practices that helped maintain financial stability and profitability despite economic disruptions. The research underscores the intricate interplay between financial stability, risk management strategies, economic conditions, and market dynamics in shaping bank performance. These findings are essential for policymakers, regulators, and stakeholders aiming to strengthen the banking sector's resilience and profitability amid evolving challenges. Future studies could delve into the role of sustainability metrics, such as ESG criteria, in further enhancing bank performance and resilience in the face of global economic uncertainties.

**Keywords:** Financial Distress, Financial Health, Commercial Banks, ESG Scores, Banking Sector, India.

Abstract #199

**Hybrid Global Enterprise Career Development and  
Advancement Internet Catalyst for  
Institutional Transformation,  
Youth Empowerment, and Global Peace:  
An Indian Perspective**

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**Abstract**

India's demographic dividend presents a historic opportunity, with over 650 million Indian citizens in the 20–35 age group. This case study serves as a strategic guide for academic institutions in India to implement the National Innovation and Startup Policy (NISP) by establishing Institution Innovation Councils (IICs) and transforming their Training & Placement Cells into Career Development Centers of Excellence. Leveraging Hybrid Global Enterprise Technology, institutions can provide customized, future-ready services that support student, faculty, and alumni startups as value-added services that can be extended to support the startup ecosystem. By skilling youth in contemporary global technologies and standards—and connecting them virtually with startups and MSMEs in developed nations like the U.S.—India can generate high-quality global startup and MSME jobs. These roles, supported by Hybrid Global Enterprise platforms, often surpass traditional entry-level corporate jobs in terms of compensation, autonomy, and innovation exposure. The study also examines the Great Resignation trend in the U.S., where over 20 million jobs remain unfilled due to a growing preference for flexible, remote, and meaningful work. This shift signals an impending transformation in India's employment landscape as well. The proposed model demonstrates how Indian corporates can proactively restructure themselves and align their CSR efforts to embrace this change, unlocking massive employment potential for Indian youth while addressing global talent shortages. Finally, the case study invites academic institutions worldwide—especially those participating in AGBA Global Conferences—to collaborate in shaping a shared Global Technology Infrastructure Standardization Initiative. This initiative aims to foster a peaceful, innovation-driven partnership between India and America and to serve as a process asset for G21 nations committed to sustainable global leadership.

**Keywords:** Hybrid Global Enterprise, Career Development, Advancement Internet Catalyst, Institutional Transformation, Youth Empowerment, Global Peace, India.

Abstract #200

**Enterprise Risk Management and Corporate Performance:  
The Mediating Role of Sustainability Risk Management in the  
United Arab Emirates**

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**Abstract**

Advanced practices in enterprise risk management (ERM) have geared up to encompass environmental, social, and governance (ESG) along with other traditional risks. This study underlines the connection between ERM, sustainability risk management (SRM), and corporate performance (CP). It addresses the impact of ERM on financial and operational performances while focusing on the mediating role of SRM. It examines how effective ERM is in terms of risk mitigation, decision-making, and corporate governance, as well as the extent of sustainability integration in the ERM framework contributes to enhancing the corporation's performance. Data was collected through administered questionnaires targeting companies based in the UAE. It was found that ERM and SRM have a significant positive impact on corporate performance, and hence it is important to encompass sustainability practices to enhance resilience and stakeholder value. The findings can assist managers in deciding where to invest in sustainability and risk management projects, so they can stay competitive and adaptable amidst changing challenges.

**Keywords:** Sustainability, Risk Management, Enterprise Risk Management, Corporate Performance, Risk Mitigation, UAE.

Abstract #201

**Enablers of Artificial Intelligence (AI) Driven Digital Transformation in Indian Manufacturing Small and Medium Enterprises (SMEs):  
A TISM-Based Structural Model**

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**Abstract**

Artificial Intelligence (AI) and digital technologies are rapidly transforming global manufacturing, yet many Indian Small and Medium Enterprises (SMEs) remain on the sidelines of this shift. While these technologies offer immense potential for growth, most SMEs face real challenges—limited resources, lack of digital skills, and uncertainty about where to begin. This study aims to bridge that gap by identifying the key factors that can enable AI-led digital transformation in Indian manufacturing SMEs. Using Total Interpretive Structural Modelling (TISM), we developed a structured model based on expert insights and literature review. The findings reveal a clear hierarchy of seven enablers, starting from core drivers like top management support, government policy, and digital skill development, progressing through technology infrastructure, cost-effective AI tools, and vendor/startup collaboration, and culminating in awareness of benefits. Practical examples from Indian SMEs show that when these building blocks are in place, even small firms can begin their digital journey with confidence. This research not only offers a simple roadmap for SME leaders but also highlights how digital transformation also requires the right mindset and support.

**Keywords:** Enablers, Artificial Intelligence (AI), Digital Transformation, Indian Manufacturing Small and Medium Enterprises (SMEs), TISM-Based Structural Model, India.

Abstract #202

## **Economic Implications of Smart City Technologies: A Systematic Literature Review**

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### **Abstract**

Smart cities are characterized as technologically advanced urban areas that integrate people, information, and city infrastructure through cutting-edge technologies. Their goal is to foster sustainability, promote greener environments, enhance economic competitiveness and innovation, and improve the overall quality of life for residents (Marchesani & Ceci, 2025). Smart cities help in the economic development of the city by promoting employment, innovation, and other economic activities (Marchesani et al., 2023; Mora et al., 2023). The economic implications of smart city technologies are varied, with

some researchers linking the smart city technologies with digital divide and urban unemployment (Cao et al., 2023; Caragliu & Del Bo, 2022). There is hardly any review that focuses on the economic implications of smart city technologies. Therefore, this study surveys 170 high-quality papers to study the economic implications of smart city technologies. The study uses the Systematic Literature Review (SLR) method for rigorous analysis of the relevant literature to identify major smart city technologies and the economic implications arising from them (Paul & Criado, 2020). SPAR-4-SLR protocol is used for assembling, arranging, and assessing the relevant studies as shown in Figure 1 (Paul et al., 2021). The thematic analysis method as described by Braun & Clarke (2006) is used to identify major economic implications of smart city technologies and guide future research directions.

**Keywords:** Economic Implications of Smart City Technologies:  
A Systematic Literature Review, India.

Abstract #203  
**Trading Through Turbulence:  
How India and Iran Kept Commerce Alive  
Amid Global Upheaval (1991–2020)**

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**Abstract**

India and Iran have had a rich civilizational history, going back to several millennia. India had a common border with Iran before partition and the emergence of Pakistan. The two countries have maintained steady trade and economic relations. This paper presents a longitudinal analysis of bilateral trade dynamics from 1991 to 2020, a period that witnessed three distinct phases of transformation shaped by global sanctions regimes, regional realignments, and both nations' evolving developmental priorities. The study reveals how these two ancient civilizations navigated the turbulent waters of international pressure while attempting to preserve centuries-old commercial ties, offering critical insights into how emerging economies can adopt a hybrid trade strategy and maintain trade continuity amid geopolitical upheaval. During the foundational period (1991-2005), bilateral trade grew at a compound annual growth rate (CAGR) of 11.3%, surging from \$722 million to \$5.9 billion. This phase was characterized by traditional complementarities - India's insatiable demand for crude oil (meeting 12-16% of its total imports through the 1990s) found its match in Iran's need for refined petroleum products, pharmaceuticals, and engineering goods. The establishment of the rupee-rial trade mechanism in 1993 laid early institutional foundations, while cultural affinities facilitated business networks, particularly among Mumbai's Parsi and Shia merchant communities. However, this period also sowed the seeds of structural imbalance, with hydrocarbons consistently comprising 78-84% of India's import basket from Iran. The sanctions era (2006-2015) represents perhaps the most analytically rich phase, during which bilateral trade became a litmus test for India's strategic autonomy. As U.S. and EU sanctions tightened following Iran's nuclear program controversy, annual trade volatility increased dramatically,

peaking at \$13.7 billion in 2011 before collapsing to \$2.9 billion by 2015. The study meticulously documents India's innovative circumvention strategies, including the UCO Bank payment channel (processing \$20 billion in oil payments between 2012-2015), wheat-for-oil barter deals, and the strategic use of Dubai-based intermediaries. Sectoral analysis reveals surprising resilience in non-energy trade: pharmaceutical exports grew by 137% between 2010-2015, while Iran emerged as India's second-largest basmati rice market, absorbing 1.2 million metric tons annually at its peak. The post-Joint Comprehensive Plan of Action period (2016-2020) presents a paradox of unfulfilled potential. While the nuclear deal temporarily eased sanctions, restoring trade to \$13.7 billion by 2019, structural shifts had permanently altered the relationship. India's crude imports never regained pre-2012 levels due to diversification to Saudi Arabia and Iraq, while China's strategic pivot into Iran through its 25-year comprehensive partnership agreement redirected Tehran's economic gaze eastward. The operationalization of Chabahar Port's first phase in 2018, with India investing \$500 million in infrastructure, stands as this era's enduring legacy, though its utilization remained 40% below capacity due to lingering U.S. secondary sanctions fears.

**Keywords:** Bilateral trade, Sanctions, Payment mechanisms, Joint Comprehensive Plan Of Action, Iran, India.

Abstract #204

**Harnessing AI and Biotechnology for  
Sustainable Business Innovation:  
A Systematic Review of Eco-Industrial Advancements**

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**Abstract**

This study offers a systematic and bibliometric analysis of the intersection between artificial intelligence (AI) and biotechnology, emphasizing their role in driving sustainable innovation. By examining 422 peer-reviewed articles indexed in the Science Citation Index (SCI) and retrieved from the Web of Science Core Collection between 2015 and 2024, this research explores how the convergence of AI and biotechnology contributes to environmental resilience, economic efficiency, and industrial transformation within the framework of sustainability. Utilizing TF-IDF modeling, principal component analysis (PCA), and K-means clustering, four thematic clusters were identified: (1) foundational AI technologies, (2) clinical diagnostics, (3) molecular biology and biomarkers, and (4) eco-industrial biotechnology. The thematic segmentation was quantitatively validated through a Jaccard similarity matrix, which revealed minimal lexical overlap (as low as 0.00 in some inter-cluster comparisons), highlighting clear conceptual boundaries between research subdomains. Further semantic analyses, including co-occurrence networks and temporal keyword trends, underscored the dominance of AI-centric terms while also revealing the intermittent presence of ethically and environmentally oriented keywords such as "ethics" and "climate." This suggests a growing but still uneven integration of sustainability values within the technological discourse. The study also introduces a methodological workflow combining quantitative bibliometric and qualitative semantic approaches, offering a replicable framework for analyzing interdisciplinary research landscapes. The findings emphasize the transformative potential of AI-biotech integration, while also calling attention to underrepresented areas such as ethical governance and policy alignment. Overall, this work contributes to a more holistic understanding of how

technological convergence can drive innovation aligned with global sustainability objectives.

**Keywords:** AI, Biotechnology, Sustainability, Bioeconomy, Eco-Industry, Systematic Review, Eco-Industrial Innovation, Bio-Industrial Convergence, Regulatory Ethics, Bio-AI Synergy, USA.

Abstract #205

**Risk Management as a Catalyst for Green Innovation and Sustainable Performance: The Role Of Green Knowledge Management and Technological Spillovers**

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**Abstract**

This study investigates the collective impact of green knowledge management, risk management, technological spillovers, and green innovation on sustainable performance within the context of Vietnam Airlines Corporation, as rooted in the Resource-Based View (RBV) theoretical framework. Data were

collected from a minimum of 145 top-level managers in Vietnam Airlines Corporation and analyzed by applying the PLS-SEM method, employing a quantitative research approach. The results indicate that green innovation is a significant factor in promoting sustainable performance, and that technological spillovers, risk management, and green knowledge management all have a positive impact on green innovation. Nevertheless, sustainable performance is not directly influenced by technological spillovers with any significant impact. Additionally, it should cultivate strategic partnerships to facilitate technological transfer. The research also contributes to RBV theory by underscoring the mediating role of green innovation in the utilization of both internal and external resources to attain sustainability.

**Keywords:** Risk Management, Green Innovation, Green Knowledge Management, Technological Spillovers, And Sustainable Performance, Vietnam.

Abstract #206

**The Role of Green Finance and Government Support in  
Enhancing Sustainable Performance: The Mediating Effects  
of Green Innovation and Digital Transformation**

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**Abstract**

This study explores the impact of green finance (GF) and government support (GS) on sustainable performance (SP). The study also focuses on the mediating role of green innovation (GI) in these relationships, while examining the impact of digital transformation (DT) on SP and the role of GS in driving DT.

A questionnaire was used as part of a quantitative method to collect primary data from Vietnam Airlines Corporation. The partial least squares structural equation modeling method was employed to analyze a dataset consisting of 268 responses and test the research hypotheses. The findings show that GF positively impacts SP and GI; GS positively affects SP, GI, and DT. And a significant positive correlation exists between GI and SP. While GI significantly enhances the relationship between GF and SP as well as the relationship between GS and SP. The contribution of this study is provided through exploring the interactions between these relationships simultaneously in terms of the aviation industry in Vietnam. Furthermore, the research offers useful information for Vietnamese businesses striving to improve SP through the application of GF, GS, GI, and DT.

**Keywords:** Sustainable Performance, Green Finance, Green Innovation, Government Support, Digital Transformation. Vietnam.

Abstract #207

**Does Doing Good Mean Speaking Clearly?  
CSR, Financial Statement Readability  
and Financial Constraints across India**

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**Abstract**

This paper examines the relationship between corporate social responsibility (CSR) expenditure and the readability of financial disclosures among Indian listed firms. Using a sample of 2,000 firm-year observations from NSE and BSE non-financial companies between 2017 and 2022, we assess whether CSR engagement improves the clarity of the Management Discussion and Analysis (MDA) section. Readability is measured using the Fog Index, where lower scores indicate clearer, more accessible language. The results suggest that firms investing more in CSR activities tend to prepare more readable disclosures, particularly those that are financially constrained or not affiliated with business groups. Subsample analysis by firm size and group affiliation reveals that standalone and large firms show stronger positive associations between CSR and readability. Further, we address potential endogeneity using System GMM estimations, which confirm the robustness of our findings. The study offers new evidence from an emerging economy context, highlighting the communicative function of CSR under financial constraints.

**Keywords:** Corporate Social Responsibility (CSR), Readability, Financial Constraints, Fog Index, Disclosure Quality, India, System GMM, India.

Abstract #208

**Mind Over Markets:  
Exploring Core Self-Evaluation and  
Value Orientation in Sustainable Investment**

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**Abstract**

This study provides an in-depth analysis by integrating Core Self-Evaluation (CSE) traits and Social Value Orientation (SVO) within a structural framework aimed at exploring the intricate psychological and value-driven factors that impact socially responsible investment behaviour (SRIB). We conducted a multi-group path analysis using survey data collected from 444 Indian investors to examine how these psychological traits influence SRIB across two distinct investor categories: prosocial and proself. Our findings highlight notable and significant differences between the two groups. Prosocial investors, motivated by altruistic concerns, are influenced by traits such as neuroticism and risk tolerance, in addition to various demographic factors that shape their investment decisions. Conversely, proself investors, who prioritise personal gains, are primarily driven by their locus of control, levels of neuroticism, age, and investment experience. The observed differences in structural weights, covariances, and residuals between the two groups underscore the unique behavioural dynamics that arise from their differing value orientations. These results challenge the effectiveness of generic, one-size-fits-all approaches to promoting sustainable investing, emphasising the urgent need for tailored strategies that recognise the diverse motivations driving investor behaviour. This study significantly contributes to the behavioural finance literature by offering actionable insights that can facilitate the development of more targeted and effective socially responsible investment initiatives. By integrating psychological constructs that have seldom been explored in this context, we provide a novel perspective that enriches the discourse on sustainable investing.

**Keywords:** Core-Self Evaluation; Socially Responsible Investment Behaviour; Social Value Orientation, India.

Abstract #209  
**Navigating Digital Spaces:  
An Investigation of Social Media Usage at The  
Bottom of Pyramid across Emerging Economies**

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**Abstract**

The widespread adoption and engagement level on social media is particularly notable in emerging economies, due to more accessible and affordable digital tools and technology, such as smartphones and internet access, especially at the bottom-of-pyramid (BOP), which has become an integral part of their daily life contributing to the social inclusion and economic participation of BOP communities. While extant literature has explored various social media usage by BOP, the factors that motivate or limit them from using social media have rarely been explored. Therefore, the present study examines the factors that enable and inhibit BOP from using social media and also highlights various outcomes of using social media. An inductive qualitative study was conducted using semi-structured interviews with BOP social media users. Using the approach, the study aligns with the dual-factor theory to better understand BOP's behavior regarding social media use. The study identified factors that enable BOP to use social media are aspirational motivation, leisure

activities, expression grounds, networking, and resource empowerment. The findings also reflected that factors enabling and inhibiting BOP to use social media can have positive consequences like epiphany and well-being and negative consequences like alienation and problematic consumption patterns. This study explored factors that enable and inhibit BOP from using social media. The study also presented various outcomes of social media usage, which can provide a springboard for future studies.

**Keywords:** Digital Spaces, Social Media Usage, Bottom Of Pyramid, Emerging Economies, India.

Abstract #210  
**From Employment to Enterprise:  
Investigating Entrepreneurial Intentions  
in Rural Professional Contexts**

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**Abstract**

This study investigates the determinants of entrepreneurial intention among working professionals in rural regions, with a focus on understanding how individual, social, and contextual factors influence the decision to pursue entrepreneurship. Drawing on the Theory of Planned Behaviour (TPB) and extending it with constructs such as job satisfaction, financial security, career aspirations, risk tolerance, work experience, and access to professional networks, the research develops a comprehensive framework tailored to the rural professional context. A structured questionnaire was administered to a sample of rural professionals, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that perceived behavioural control, subjective norms, and attitude significantly predict entrepreneurial intentions. Additionally, job satisfaction and career aspirations positively influence entrepreneurial attitudes, while financial security and risk tolerance impact perceived behavioural control. The study contributes to the growing body of literature on rural entrepreneurship and sustainability-oriented education by offering insights that can guide educational institutions, policymakers, and rural development agencies in designing targeted interventions to foster entrepreneurial mindsets among rural professionals.

**Keywords:** Entrepreneurial Intention, Rural Professionals, Theory of Planned Behaviour, Job Satisfaction, Sustainability Education, Oman.

Abstract #211

## **Organizational Factors Influencing Big Data Analytics Adoption for Achieving SMEs Performance**

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### **Abstract**

Big data analytics has become very vital nowadays and is supposed to be a game changer for the small and medium enterprises that are interested in boosting their productivity. Small and medium enterprises are critical to any economy, yet when it comes to adopting big data analytics, they are far behind. By integrating the resource-based view into big data analytics adoption, the research aims to provide a unified and consistent paradigm for big data analytics adoption among small and medium-sized enterprises in developing nations. A survey of 384 Pakistani small and medium enterprises in the manufacturing field was conducted for evaluating the research framework. Next, the collected data was evaluated by applying "Partial Least Squares – Structural Equation Modelling (SEM)" through "SMART PLS-3". The findings confirmed that big data analytics holds a mediating effect in the impact of top management support and organizational readiness over small and medium enterprises performance. The findings have also shown that big data analytics adoption plays a very crucial role in mediating the impact of organizational readiness and top management

support, which also shows that top management support and organizational readiness have a substantial influence over big data analytics adoption. This research ends up with significance of the findings for the academicians as well as practitioners by identifying the factors that need to be further researched as well as the factors that should be catered by the policy makers to make small and medium enterprises more inclined towards big data analytics adoption.

**Keywords:** Big Data Analytics, Performance, Sustainability, Organizational Factors, Entrepreneurship, Mexico.

Abstract #212

**Digital Literacy and Eco-Friendly Behaviour  
as Predictors of Green Purchase Intention:  
A Consumer-Centric Study**

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**Abstract**

As environmental concerns continue to reshape consumer behaviour, understanding the drivers of green purchase intention has become increasingly vital. This study examines the relationship between digital literacy and eco-friendly behavior in predicting consumers' intention to purchase environmentally sustainable products. Building on a consumer-centric framework, the study also examines how perceptions of eco-labels, eco-brands, and environmental advertisements influence trust in eco-labels and eco-brands, which is further explored as a mediating construct. A structured questionnaire was administered among a diverse sample of consumers, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that both digital literacy and eco-friendly behaviour significantly enhance green purchase intention. Furthermore, trust in eco-labels and eco-brands mediates the relationships between eco-label perception, eco-brand perception, and environmental advertisement with green purchase intention. The study contributes to the literature by integrating digital engagement and trust mechanisms into the green consumer behaviour model. Practical implications

are discussed for marketers, policymakers, and sustainability advocates aiming to foster responsible consumption through digital channels and credible green branding.

**Keywords:** Green Purchase Intention; Digital Literacy; Eco-Friendly Behaviour; Eco-Label Perception; Sustainable Consumer Behaviour, Oman.

Abstract #213

**Exploring Gender Differences in the Green HRM–  
Environmental Performance Link: The Mediating Role of  
Environmental Knowledge**

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**Abstract**

Research on green human-resource-management (GHRM) has established its positive impact on employee environmental performance (EEP), yet the role of gender differences in this relationship remains underexplored. Addressing this gap, this study applies social exchange theory to examine how environmental knowledge (EK) mediates the GHRM–EEP link and how gender moderates this effect. A two-wave, time-lagged survey was conducted with **321** employees in Vietnam’s aviation industry. Findings show that GHRM enhances both EK and EEP, with EK acting as a significant mediator. Notably, the positive effect of GHRM on EEP is stronger among male employees, highlighting gender-based differences in the effectiveness of GHRM practices. This study contributes to the literature by revealing the gender-specific impacts of GHRM, offering practical insights for developing inclusive, gender-sensitive green HRM strategies to promote environmental performance.

**Keywords:** Green Human Resource Management (GHRM), Employee Environmental Performance (EEP), Environmental Knowledge, Gender Differences, Social Exchange Theory, Vietnam.

Abstract #214

## **The Impact of ESG Strategies on Financial Performance: The Mediating Role of Commitment, Loyalty, and Brand Equity in Vietnamese Manufacturing Enterprises**

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### **Abstract**

This study explores how Environmental, Social, and Governance (ESG) strategies influence the financial performance of manufacturing enterprises in Vietnam, with a specific focus on the mediating roles of organizational commitment, customer loyalty, and brand equity. Drawing upon established theoretical frameworks and prior empirical evidence, the research develops a conceptual model encompassing six core variables: ESG, commitment, loyalty, satisfaction, brand equity, and financial performance. To test the proposed relationships, data will be gathered through structured questionnaires administered to managers and senior personnel within Vietnamese manufacturing firms. An estimated 525 valid responses are expected for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), conducted via the SMARTPLS software. In addition, exploratory and confirmatory factor analyses will be employed to verify the validity and reliability of the measurement instruments. The study anticipates that ESG practices will exert both direct and indirect positive effects on financial performance, mediated by increased levels of commitment, loyalty, and brand equity. These outcomes are expected to underscore the strategic value of ESG implementation in fostering stakeholder trust, reinforcing brand image, and ultimately enhancing financial results. By enriching the existing body of knowledge on sustainable business models in developing economies, this research also aims to offer actionable insights for manufacturing firms seeking to improve financial efficiency through ESG alignment. Furthermore, the study provides meaningful recommendations for policymakers and corporate leaders in Vietnam striving to advance sustainable industrial growth.

**Keywords:** ESG, financial performance, manufacturing firms, Vietnam, organizational commitment, customer loyalty, brand equity, PLS-SEM, sustainable business models, stakeholder trust, Vietnam

Abstract #215

**At the Crossroads:  
Exploring the Challenges and Opportunities of Trained  
Generation-Z Entrepreneurs in a Developing Economy:  
An Indian Perspective**

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**Abstract**

Entrepreneurship plays an important role in the stabilization of economic activities in any country. In India, many promotional policies and educational institutions have focused on entrepreneurship education (EE) for the development of future entrepreneurs. While entrepreneurship classes are designed to give budding entrepreneurs the tools to turn a new idea into reality, their value may be even greater than that. Though the impact of entrepreneurial

education on students has been studied in multiple contexts, the same remains an overlooked topic in the context of Gen Z of developing economies. In order to address this research gap, we conduct a phenomenological study to explore the lived experiences of students attended formal education on entrepreneurship in India. Towards this, we conducted 28 in-depth interviews of MBA alumni and students of a top-tier business school in India with specialization in Entrepreneurship. Our exploration was broadly around individual's attitude towards entrepreneurship and education in entrepreneurship, social approach towards entrepreneurship, opportunities and challenges for entrepreneurship in Indian Gen Z students, financial supports and challenges, etc. Analysis of their responses was carried out in an inductive-deductive approach and revealed nine themes like Educational impact on entrepreneurial readiness, Institutional support and structural challenges, Internal motivations and entrepreneurial drive, Challenges in entrepreneurial journey, Experiential learning and self-efficacy, Ecosystem and policy perception, Personal growth and resilience, Aspirations and strategic vision, Collaborative learning and peer networks. Theoretical and practical implications of this study are also discussed.

**Keywords:** Entrepreneurship, Entrepreneurship Education, Qualitative, Phenomenology, Generation Z, Developing Economy, India.

Abstract #216

**The Effect Of Sustainable Leadership on Employee  
Intrapreneurial Behavior Through High-Performance Work  
Systems and Perceived Organizational Support:  
A Vietnamese Perspective**

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**Abstract**

This study examines the mediating role that employee intrapreneurial conduct plays in the relationship between sustainable leadership and employee intrapreneurial behavior. The study sample consisted of 397 healthcare staff in Ho Chi Minh City, Vietnam. SEM, or structural equation modeling, was used to examine the data. According to the goodness-of-fit metrics, the model fits the

empirical data quite well, according to the findings. By means of the influencing mechanisms of high-performance work systems and perceived organizational support, the estimated results demonstrated the strong overall benefits of sustainable leadership on employee intrapreneurial behavior. One essential component of employee intrapreneurial conduct is sustainable leadership. Employee intrapreneurial conduct has the potential to produce success for sustainable enterprises. Businesses should develop organizational support for intrapreneurship as well as high-performance work processes.

**Keywords:** Sustainable Leadership, Intrapreneurial Behavior, High-Performance Work Systems, Organizational Support, Vietnam.

Abstract #217

**Safety Leadership and Safety Behavior:  
The Mediating Role of Safety Cultural  
at the Tan Son Nhat Airport (Vietnam)**

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**Abstract**

This study examines the relationship between safety leadership and safety behavior, with a particular focus on the mediating role of safety cultural among service employees at Tan Son Nhat Airport. A total of 359 service employees participated in the research by responding to a structured questionnaire that assessed their perceptions of safety leadership, safety cultural, and their own safety behaviors. Hierarchical regression analysis was employed to determine the direct effects of safety leadership on safety compliance and safety participation behaviors, and to explore whether safety cultural mediating these relationships. The findings indicate that safety leadership is a significant predictor of both safety compliance and safety participation. Moreover, safety cultural was found to significantly mediating the relationship between safety leadership and safety behaviors, with stronger leadership effects on safety behaviors being observed in a more positive safety cultural. These results underscore the importance of fostering both strong safety leadership and a supportive safety cultural to enhance safety behaviors among airport service

employees. The study provides valuable implications for improving workplace safety management at Tan Son Nhat Airport and suggests directions for future research on safety leadership and safety cultural in high-risk environments.

**Keywords:** Safety Leadership, Safety Behavior, Safety Cultural, Safety Compliance, Safety Participation, Vietnam.

Abstract #218

**Influence of Digital Orientation on the Intention to Use Artificial Intelligence for Human Resource Management: A Case Study of Tourism Enterprises across Vietnam**

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**Abstract**

Artificial Intelligence (AI) is fundamentally transforming the operations of human resource management, encompassing recruitment, training, performance evaluation, and workforce retention. However, in the tourism sector, AI applications remain relatively underutilized and have not been effectively integrated into human resource management practices. Consequently, this study aims to investigate the factors influencing the intention to use AI in human resource management within tourism enterprises, particularly focusing on the role of digital orientation in shaping this behavioral intention. The research employs a quantitative methodology, targeting human resource managers in tourism businesses in Vietnam. After screening, a total of 340 valid questionnaires were collected. To analyze the research data, a Structural Equation Modeling (SEM) approach was utilized. The data analysis results indicate that digital orientation impacts the intention to utilize AI in human resource management through mediating factors such as ethical

concerns, outcome expectations, and innovation motivation. These findings provide enterprises with strategies to accelerate the adoption of AI in their human resource management practices.

**Keywords:** Digital Orientation, Artificial Intelligence (AI), Human Resource Management, Tourism Enterprises, Ethical Concerns, Vietnam.

Abstract #219

**Effects of Security Risk Concerns of Generative Artificial Intelligence (AI) on Motivation and Effectiveness of AI Usage: A Study about Tourist Behavior Towards Travel Support Applications.**

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**Abstract**

Generative Artificial Intelligence (AI) is reshaping various sectors, including tourism, by enhancing travel support applications. However, concerns regarding security risks associated with generative AI may hinder its effective utilization and influence user motivation. Consequently, this study aims to examine how security risk concerns impact the motivation to use AI and its effectiveness in enhancing the travel experience. The research employs a quantitative methodology, targeting 453 tourists in Khanh Hoa who utilize AI-driven travel applications. After screening, data was collected through structured questionnaires. To analyze the research data, a Structural Equation Modeling (SEM) approach was utilized. The results reveal a significant correlation between security risk concerns and both motivations to use AI and its effectiveness in travel applications. These findings provide valuable insights for developers and marketers in the tourism sector, helping them address security concerns and improve user engagement with AI technologies.

**Keywords:** Security Risks, Generative AI, Motivation to Use AI, Effectiveness of AI Usage, Tourist Behavior, Vietnam.

Abstract #220

**Understanding Work-Family Balance in Hybrid Work:  
The Mediating Roles of Integration Preferences and the  
Moderating Effect of Work-Related Loneliness:  
A Vietnamese Perspective**

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**Abstract**

The rising popularity of hybrid work models brings new challenges and opportunities in managing work-family boundaries, directly affecting employees' work-family balance (WFB). This study fills the knowledge gap on the impacts of adaptive boundary preferences, work-to-family conflict (WTFC), family-to-work conflict (FTWC) on WFB, especially when work-related loneliness is taken into account in the context of rising hybrid work models in Vietnam. Based on the theories of adaptation and boundary, the study looks at how work integration preference (WIP) and family integration preference (FIP) mediate these relationships and how work-related loneliness modifies them. SEM was used to examine survey data from 400 hybrid workers in Vietnam. Using Latent Change Score analysis, findings show that WTFC positively relates to WIP and FTWC to FIP. Both WIP and FIP positively influence WFB. Essentially, WRL negatively moderates the FIP-WFB relationship, implying that loneliness diminishes the benefits of family integration, while not significantly moderating the WIP-WFB

link. This research clarifies WFB dynamics in hybrid settings, offering insights for employers to support employees through flexible boundary management and by addressing loneliness.

**Keywords:** Work-Family Conflict, Work Integration Preference, Family Integration Preference, Work-Family Balance Satisfaction, Vietnam.

Abstract #221

**A Moderated Mediation Model of SRHRM  
and Employee Behavior:  
The Roles of Well-being and Empowering Leadership**

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## **Abstract**

This study examines the effects of Socially Responsible Human Resource Management (SRHRM) on employee in-role behavior and well-being, using data from 857 employees in foreign direct investment (FDI) companies in Vietnam. Drawing on social exchange theory, the research proposes and tests a moderated mediation model. Findings show that SRHRM positively influences both employee in-role behavior and wellbeing. Furthermore, employee wellbeing mediates the relationship between SRHRM and in-role behavior. The results also indicate that empowering leadership moderates this indirect effect, such that the positive influence of SRHRM on in-role behavior via wellbeing is stronger under high levels of empowering leadership. These findings highlight the mechanisms and boundary conditions through which SRHRM contributes to employee outcomes. The study contributes to HRM and organizational behavior literature by clarifying how and when SRHRM practices lead to desirable employee behaviors, particularly in the context of emerging economies and international business operations.

**Keywords:** SRHRM, Well-being, Employee behavior, Empowering Leadership, Vietnam.

Abstract #222

**Factors Affecting the Brand Reputation of Universities:  
A Case Study in Vietnam**

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**Abstract**

This study explores the factors influencing the brand reputation of Vietnamese universities, with a particular focus on social responsibility and innovation. In an increasingly competitive educational landscape, understanding these factors is crucial for the sustainable development of each institution. To

achieve this, the research employs a quantitative approach, utilizing the partial least squares structural equation modeling (PLS-SEM) to analyze data from 637 student surveys and interviews. The analysis reveals that both social responsibility and innovation significantly and positively impact the brand reputation of universities. Notably, this influence is strongly reinforced by the mediating roles of student satisfaction and trust. The research offers contributions to both theory and practice, providing insights into building brand reputation in higher education and offering specific recommendations for university administrators in Vietnam.

**Keywords:** Social Responsibility, Innovation, Satisfaction, Trust, Brand Reputation, Vietnam.

Abstract #223

## **Investigating Green Purchase Behavior Among Generation-Y and Generation-Z in Vietnam**

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### **Abstract**

This study explores the factors influencing green purchase behaviour among young consumers in Vietnam, focusing on Millennials and Generation Z. Grounded in the Theory of Planned Behavior (TPB) and extended with green marketing variables and generative AI usage, the study proposes a conceptual model to examine the role of environmental concern, green advertising, and green packaging on purchase intention and behaviour. A structured questionnaire was administered to 506 respondents, and structural equation modelling (SEM) was used to test the hypotheses. The findings reveal that (1) environmental attitude, subjective norms, and perceived behavioural control significantly affect green purchase intention; (2) green purchase intention plays a strong mediating role between those cognitive factors and actual green

behaviour; (3) while generative AI usage has no direct effect on purchase intention, it moderates the relationship between environmental attitude and intention, particularly among Gen Z. This study offers both theoretical and practical implications, highlighting the importance of adapting TPB to the digital age and tailoring green marketing strategies to distinct generational profiles.

**Keywords:** Green Purchase Behavior; Environmental Concern; Green Advertising; Green Packaging; Generative AI, Vietnam.

Abstract #224

**Personal Branding and Perceived Career Success  
in the Digital Age: A Vietnamese Perspective**

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## **Abstract**

In today's digital economy and knowledge-based professions, personal branding is crucial for enhancing perceived career success. This study investigates how brand appeal, brand recognition, and brand differentiation directly and indirectly impact perceived career success, with personal brand equity acting as a key mediator. The proposed research model was tested using a quantitative methodology, specifically Partial least squares structural equation modeling. Data was collected from 513 individuals in Vietnam who are actively building their online personal brands and have achieved a certain level of career success. The analysis reveals that Brand appeal, Brand recognition, and brand differentiation have a positive and significant impact on Perceived career success, primarily through the mediating role of Personal brand equity. This research offers empirical evidence from an emerging market like Vietnam, clarifying the complex ways personal branding drives career development. The practical implications provide valuable insights for individuals, organizations, and HR strategists navigating digital transformation.

**Keywords:** Personal Brand Equity, Brand Appeal, Brand Recognition, Brand Differentiation, Personal Brand Equity, Perceived Career Success, Vietnam.

Abstract #225

**Task Significance as a Moderating Factor in  
the Relationship Between Intrinsic Motivation and  
Employee Creativity: The Non-Public  
High Schools' Context in Vietnam**

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**Abstract**

This study examines the relationship between creative self-efficacy and intrinsic motivation for creativity. Task significance is used to clarify the impact of Intrinsic motivation for enjoyment and Employee creativity. This research has not been previously conducted in the educational environment of the non-public high schools' context in Vietnam. This study analyses 260 valid responses through Smart-PLS 4 to test the relationships in the structure. Results of the study show that the Task significance variable moderates the relationship between the Intrinsic Motivation of Enjoyment variable and the Employee Creativity variable through the mediating variable Creative Self-Efficacy. Although the cross-sectional design limits causal inference. This study contributes to a deeper understanding of Intrinsic Motivation of Enjoyment that stimulates creative behaviour. Future studies should continue to explore the role of other moderators and test these relationships in diverse organizational and

cultural settings, including educational contexts and across different objects (e.g., teachers, novice employees).

**Keywords:** Task Significance, Intrinsic Motivation, Creative Self-Efficacy, Vietnam Employee Creativity, Self-Determination Theory, Non-Public High Schools, Vietnam.

Abstract #226

**Cybersecurity Risk Management in Smart and Sustainable Projects: A Review of Threats, Vulnerabilities, and Green Business Mitigation Frameworks**

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### **Abstract**

The development of smart and sustainable projects has created a new paradigm in digital transformation, resulting in increased efficiency, performance, and environmental results. However, the use of networked technology exposes these systems to increased cybersecurity vulnerabilities. This paper provides a complete analysis of cybersecurity risk management in smart and sustainable projects, with an emphasis on digital threats, system vulnerabilities, and effective mitigation methods. The investigation begins by dividing risks into two major categories: hazard-related risks and cyber risks, emphasizing the complex danger landscape produced by digital connections in smart settings. It investigates significant vulnerabilities across smart city operations and project life cycles, focusing on interdependencies in supply chains, data systems, and green infrastructure. Key mitigation measures are assessed, including cyber-physical protection, smart sensing, policy-driven governance, nature-based solutions, and AI-powered monitoring systems. The impact of innovation management and green business practices in improving cyber resilience is also investigated, emphasizing the need of matching security aims with sustainability objectives. Furthermore, the paper examines governance structures, public-private collaborations, and standardization initiatives that promote cross-sectoral cybersecurity measures. Emerging technologies, like as artificial intelligence and digital twins, are recognized as critical tools for creating proactive, adaptable, and secure project environments. This study finishes by detailing existing issues, research gaps, and future prospects, arguing for an interdisciplinary strategy that combines cybersecurity, sustainability, and innovation to ensure the future of smart project development.

**Keywords:** Cybersecurity, Smart Projects, Risk Management, Green Resilience, AI Innovation. Saudi Arabia.

Abstract #227

**A Comprehensive Review of Sustainable Supply Chain  
Management in Construction and Business:  
Trends, Challenges, and Strategic Innovations**

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**Abstract**

Sustainable Supply Chain Management (SSCM) is becoming more widely acknowledged as a strategic need in both the construction and commercial sectors, owing to rising environmental restrictions, stakeholder expectations, and global sustainability initiatives. This thorough analysis explores the growing trends, recurring obstacles, and practical implementation techniques of SSCM in these two diverse but interrelated sectors. The study identifies key trends such as the rise of circular economy practices, the digitalization of supply chains via technologies such as blockchain and IoT, and the incorporation of Environmental, Social, and Governance (ESG) criteria into procurement and operational decisions by systematically analyzing over a decade of academic literature, industry reports, and global standards. Despite increased interest, both industries confront substantial obstacles in integrating sustainability into their supply chain operations. These include fragmented supply networks, low supplier participation, insufficient data infrastructure, regulatory uncertainty, and opposition to organisational change. In construction, project-based delivery and poor supply chain maturity exacerbate these difficulties, but in business, globalization and cost-driven strategies impede long-term sustainability investments. The article categorizes and critically examines several implementation tactics used to overcome these hurdles, including green procurement, stakeholder cooperation, performance assessment frameworks, and digital transformation projects. The analysis concludes with the development of a cross-sectoral strategic plan for SSCM implementation that prioritizes flexibility, stakeholder integration, and technological adoption. This research provides a significant information foundation for academics, practitioners, and policymakers seeking to transition to more sustainable and resilient supply chain ecosystems in the construction and business sectors.

**Keywords:** Sustainable Supply Chain Management (SSCM), Construction Industry, Business Supply Chains, Implementation Strategies, Digital Transformation, Sustainability Challenges, Saudi Arabia.

Abstract #228

**Enhancing Cybersecurity in Digital Health Services:  
Artificial Intelligence (AI) Driven Risk Mitigation Strategies  
for Secure Data Management**

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**Abstract**

The rapid adoption of artificial intelligence (AI) in digital health services has significantly improved patient care, diagnostics, and treatment personalization. However, this advancement also introduces critical cybersecurity risks, including data breaches, system vulnerabilities, and sophisticated cyber threats, which jeopardize the confidentiality and integrity of electronic health records (EHRs). Ensuring robust security measures is essential to maintaining trust in AI-driven healthcare systems. This study proposes an AI-driven risk mitigation framework that integrates machine learning-based intrusion detection systems (IDS) to enhance EHR security. The framework analyzes real-world cyberattack patterns, detects anomalies, and mitigates threats in real time. A combination of simulations and empirical case studies is employed to validate its effectiveness in identifying cyber threats and preventing unauthorized access. Results demonstrate that the proposed framework significantly reduces the risk of security breaches while ensuring compliance with healthcare cybersecurity standards. The findings highlight the potential of AI in proactively addressing cyber threats, enhancing data privacy, and improving overall system resilience. This study provides valuable insights for researchers, policymakers, and cybersecurity professionals, contributing to the development of secure AI deployment strategies in digital health. Future research should explore the integration of adaptive learning techniques to further enhance cybersecurity defences.

**Keywords:** Cybersecurity, Artificial Intelligence, Digital Health, Intrusion Detection, Data Privacy, Risk Mitigation, Saudi Arabia.

Abstract #229

**Reinforcement Learning with Human Feedback for  
Personalized Therapy Recommendation  
Using Real-World MIMIC-III Data**

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**Abstract**

Personalized therapy recommendation is a critical challenge in healthcare, requiring models that align with clinical expertise while optimizing patient outcomes. This paper presents a Reinforcement Learning with Human Feedback (RLHF) framework using Proximal Policy Optimization (PPO) to recommend medication dosages based on real-world data from the MIMIC-III dataset. We develop a reward model trained on patient demographics, diagnoses, prescriptions, and simulated outcomes to emulate clinician feedback, integrated into an RL environment that updates patient health scores dynamically. Our approach addresses the alignment of AI-driven recommendations with human preferences, a key concern in clinical decision support. Experiments on a subset of 10,000 patient records demonstrate improved learning stability and dosage distribution, though challenges remain in achieving low Mean Absolute Error (MAE) between clinician and PPO rewards (currently 0.20). We discuss the impact of real data integration, propose enhancements to leverage actual clinical outcomes, and outline future directions for validating the model in real-world settings. This work contributes to the growing field of AI-assisted healthcare by bridging simulated RL environments with real patient data.

**Keywords:** Healthcare Ai, Reinforcement Learning, Human Feedback, Therapy Recommendation, Proximal Policy Optimization (Ppo), Saudi Arabia.

Abstract #230

**Enhancing Nursing Safety in Malaysia:  
A Study about Risk Factors, Compliance,  
and Workplace Interventions**

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### **Abstract**

Ensuring patient and healthcare worker safety is a critical priority in nursing. However, safety challenges such as workplace hazards, procedural errors, and staff fatigue continue to impact healthcare environments. This study aims to evaluate and enhance nursing safety practices in Malaysia by assessing risk factors, compliance with safety protocols, and the effectiveness of existing interventions. A cross-sectional survey was conducted among 371 nurses from various healthcare facilities across Malaysia. The study measured key safety indicators, including adherence to infection control measures, incident reporting rates, workload management, and the use of personal protective equipment (PPE). Statistical analyses revealed that 68% of respondents reported high adherence to safety protocols, while 24% identified excessive workload and understaffing as primary safety concerns. Additionally, 18% of nurses reported experiencing workplace injuries or exposure to hazardous materials in the past year, highlighting critical areas for intervention. The findings underscore the need for targeted training programs, enhanced staffing policies, and technology-driven safety solutions to mitigate risks. Strengthening organizational safety culture and improving access to resources can significantly enhance nursing safety and patient outcomes. Future research should focus on longitudinal assessments and intervention-based studies to further refine safety strategies in Malaysian healthcare settings. This study provides evidence-based insights that can inform hospital policies and contribute to the development of a more resilient and safer nursing workforce, ultimately improving healthcare quality and patient care standards.

**Keywords:** Nursing Safety, Healthcare Risk Management, Workplace Hazards, Safety Culture in Healthcare and Malaysia Healthcare Safety, Malaysia.

Abstract #231

**Towards Smart and Proactive Risk Management:  
An Artificial Intelligence (AI) Powered Framework for  
Public-Private Partnership (PPP) Megaprojects**

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**Abstract**

Public-Private Partnership (PPP) megaprojects for infrastructure development are cornerstones but tend to be exposed to complicated, dynamic risks that traditional means are unable to sufficiently address. This paper presents the former, an Artificial Intelligence (AI)-driven framework to dramatically improve risk management for these mega projects. By utilizing machine learning for risk predictions, Natural Language Processing (NLP) for early identification of risks from unstructured data, and expert systems to support decision-making, the objective is to move away from reactive risk management toward more proactive risk management. It stresses the importance of good-quality data, good data infrastructures, and ethics such as transparency, explainability, bias mitigation, etc. The proposal of this framework is also an opportunity to use AI and provide project performance management solutions that will help mitigate such concerns, as well as increase efficiencies and contribute to a new paradigm of the development of and response to globalized and digitalized PPP megaprojects.

**Keywords:** Artificial Intelligence, Risk Management, PPP Megaprojects, Machine Learning, Natural Language Processing, Sustainability, Saudi Arabia.

Abstract #232

**Algorithmic Fairness and Ethical Corporate Social Responsibility (CSR) in Artificial Intelligence (AI)  
- Powered Construction Project Scheduling:  
A Framework for Mitigating Bias**

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### **Abstract**

The use of artificial intelligence (AI) is rapidly transforming the scheduling of construction projects and offers hitherto unattainable efficiency and optimal results. Yet, the critical ethical problem is that this technological leap may also reproduce and accentuate social inequalities using algorithmic bias in contrast to the principles of Corporate Social Responsibility (CSR). This tension is addressed in the following literature review, where sources of and biases found in AI-powered scheduling in the construction industry are broken down before exploring potential solutions. Diseases of Despair is a theoretical counter-mapping exercise that pairs two sets of key ethical CSR considerations with the AI lifecycle: fairness, transparency, accountability, and human oversight.' This literature review incorporates the current studies on bias mitigation techniques, such as fairness-aware algorithms and explainable AI (XAI), along with methods proposed through data governance, leading towards the development of a new framework: the Multi-stage Framework for Mitigating Bias. The latter can serve as a practical reference for addressing ethical issues in the entire lifecycle of AI, from data pre-processing to ongoing supervision. Concerning issues surrounding data quality, algorithmic complexity, and the research-practice gap, this paper argues for the need to go beyond strict technical optimization. This provides one way through which this can be done, responsibly, in the construction industry and allows for efficiencies to be gained, while also ensuring that they are dealt with a long line of algorithmic fairness and ethics in project management that strive for a more equitable future.

**Keywords:** AI In Construction, Project Scheduling, Algorithmic Fairness, Ethical AI, Responsible Innovation, Saudi Arabia.

Abstract #233  
**Employer Branding:**  
**Content Analysis**

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**Abstract**

The aim of this paper is to review articles that provide an exemplary insight into employer brand and its importance for corporations, particularly stated owned enterprises based on research on this topic available to date. The design of the study used an examination and critical evaluation of 50 research articles. The selection of articles was based on conducted content analysis. The findings of the study shows that the employer brand has become of utmost importance for many organizations since it was first described in academic literature in the mid-1990s. The research provides limitations where the review is based on a small number of articles available in the databases and only the research papers written in English were included in the review. The value of this paper offers a unique overview of literature on employer branding within state-owned enterprises. Employer branding literature has so far been very wide where it is important to explore the uniqueness in its dimensions. This paper contributes significantly by pioneering a comprehensive approach to investigate dimensions of employer branding within the state-owned enterprises sector, thus addressing a notable gap in current research literature.

**Keywords:** Stated-Owned Enterprises, Employer Branding, Literature Review, Indonesia.

Abstract #234

## **Strategic Framework for Localizing the Maritime Industry in Saudi Arabia: Challenges, Opportunities, and Implementation Roadmap**

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### **Abstract**

The localization of the maritime industry is a strategic priority under Saudi Arabia's Vision 2030, aimed at reducing oil dependency and promoting economic diversification. Despite substantial investments, most notably the King Salman International Complex for Maritime Industries, the sector continues to face structural challenges, including reliance on foreign expertise, underdeveloped supply chains, limited technology transfer, and a shortage of skilled local workforce. This study adopts a qualitative methodology, integrating expert interviews with comparative analysis of latecomer nations such as Japan, South Korea, and China. These countries transitioned into global shipbuilding leaders through government-backed policies, robust workforce development, and international partnerships. As Chang, Sohn, and Song (2009, p. 14) note, "latecomer strategies are most successful when anchored in consistent policy support and knowledge absorption frameworks." The research identifies key gaps in Saudi Arabia's maritime localization efforts and proposes a strategic roadmap built on four pillars: regulatory reform, workforce development, technology transfer, and supply chain integration. Findings emphasize the importance of sustained policy incentives, investment in maritime education, formalized knowledge-sharing, and the growth of domestic manufacturing capabilities. By adapting international best practices to the Saudi context, this thesis provides actionable insights for policymakers, investors, and industry leaders. It ultimately contributes to Vision 2030's objectives of industrial self-reliance and global maritime competitiveness (Saudi Vision 2030, 2017).

**Keywords:** Localization, Maritime, Vision 2030, Oil & Gas, Shipbuilding, Saudi Arabia.

Abstract #235

**Supplier Performance Management System in Petrochemical Manufacturing Organizations: Implications for Saudi Supply Chain Management System**

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**Abstract**

This study investigates the role of Supplier Performance Management (SPM) systems in petrochemical manufacturing organizations and their implications on Supply Chain Management (SCM). Applying a mixed-methods approach that includes case studies, surveys, and data analysis of various petrochemical manufacturing firms within SABIC affiliates (SABIC subsidiaries), we explore the effectiveness of different SPM strategies and their direct impact on SCM. The findings reveal that robust SPM systems contribute significantly to improved supply chain efficiency, reduced costs, and enhanced supplier relationships in the petrochemical industry. Advanced performance metrics, real-time data tracking, and regular supplier evaluations were particularly effective in improving the supply chain's reliability, supply surety risk mitigations, and performance. The research highlights the critical role of comprehensive SPM systems in enhancing the competitiveness of petrochemical manufacturing organizations. Given their significant implications for overall supply chain management, it underscores the need for firms to invest in advanced SPM systems and practices. Future research should further explore integrating digital technologies into SPM systems to maximize supply chain performance in the industry.

**Keywords:** Supplier Performance Management, Supply Chain Management, Petrochemical Manufacturing, Performance Metrics, Supplier Relationships, Saudi Arabia.

Abstract #236

**Benchmarking Procurement Classifications:  
A Comparative Study of Saudi Oil,  
Gas and Petrochemical Industries**

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**Abstract**

This study compares Saudi Oil, Gas and Petrochemical industries procurement classifications with Texaco, Exxon, and Shell, to whom the current classifications are linked, and where it is ascertained whether or not they are compliant with the UNSPSC standard. The study assesses the current state of the nine categories defined in the UNSPSC standard, and the results from data collection interviews and focus groups, along with gap analysis, are provided with recommendations and best-practice implications. Research data imply that the level of alignment of the companies is somewhat unpredictable, and additional differences refer to Saudi Oil, Gas and petrochemical industries in terms of classifications. Based on the analysis, the study provides suggestions for technological acquisitions and a plan to phase in to improve procurement operations' effectiveness and performance, costs, and risks. The findings of this study can help Saudi industries realize the vision of the level 4 procurement strategy map by outlining the process needed to reach standardization of operations.

**Keywords:** Procurement, Procurement Classifications, UNSPSC, Supply chain management, Oil & Gas Industry, Petrochemical Industry, Saudi Arabia.

Abstract #237

**Contribution of Supply Chain Competitiveness to the  
Localization of Oil & Gas in Saudi Arabia**

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## Abstract

This study explores the strategic implementation of local content policies within the oil and gas sector, focusing on how these policies enhance local economic development and address operational challenges. It addresses the question of what the key elements of contextual localization are that have been prioritized during the 2030 transformation, and to what extent the competitiveness of identified supply chain elements have contributed to the localization goals in the sector. Utilizing qualitative methodologies, including interviews with senior decision-makers in the supply chain, the research highlights the pivotal role of local workforce participation in driving economic retention and skill development within host countries. Key findings reveal that increased local participation not only meets immediate project needs but also fosters long-term sustainability and economic diversification. However, the study also identifies significant barriers to effective localization, such as inadequate infrastructure and prevalent skill gaps, which impede the realization of local content benefits. These challenges require sound multiple pronged approaches that cut across government intervention, corporate social responsibility, and public involvement. Through responses received from the senior industry professionals, this research gives understanding about the factors that make it challenging to incorporate local content policies into supply chain management and its effect on the localization of the Saudi Arabian oil and gas sector. The results also emphasize the continued policy assessment and adjustment to guarantee that local content policies play the intended role of advancing sustainable development and market diversification. Basically, this research is informative to shape a sustainable and inclusive transformation within the global oil and gas sector: employing local content policies as key policy instruments; invaluable to policymakers, industry leaders, and community advocates alike.

**Keywords:** Localization; Competitiveness; Supply Chain; Oil & Gas; Saudi Arabia.

Abstract #238

## **Advancing Digital Transformation across Saudi Arabian Companies in the Post-COVID-19 Era**

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### **Abstract**

The COVID-19 pandemic served as a global catalyst for digital transformation, accelerating technological adoption across multiple sectors. In the post-pandemic landscape, this transformation continues to influence how healthcare, education, and business systems operate. This study investigates the enduring impact of digital transformation in Saudi Arabian organizations, emphasizing the sustained integration of digital technologies beyond the crisis period. In the healthcare sector, telemedicine and digital health platforms, initially deployed to manage remote care during the pandemic, have become foundational to modern healthcare delivery. In education, the abrupt shift to virtual learning has evolved into hybrid instructional models, prompting investments in digital infrastructure and pedagogical innovation. Small and medium-sized enterprises (SMEs), which rapidly adopted e-commerce and digital management tools to survive the disruption, have now embedded these tools into their core operations. The research also examines the long-term psychological effects experienced by frontline healthcare providers, educators, and students, underscoring the growing relevance of mental health support in a digitally dependent society. Additionally, the study evaluates the role of government initiatives in reinforcing digital resilience through e-government platforms and policy frameworks. Using Saudi Arabia as a case study, this research offers strategic insights into how digital transformation has transitioned from a reactive measure to a proactive, sustainable model of national development. The findings highlight the need for continued investment in digital

infrastructure, inclusive access, and human capital development to foster long-term resilience and innovation in the post-pandemic era.

**Keywords:** Post-COVID-19, Digital Transformation, Telemedicine, Hybrid Learning, E-Commerce, SMEs, Mental Health, Saudi Arabia, Digital Resilience, E-Government, Saudi Arabia.

Abstract #239

## **Impact of E-Marketing on Consumer Purchase Decisions: The Case Study of the Retail Industry in Saudi Arabia**

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### **Abstract**

The evolution of digital technologies has profoundly reshaped marketing strategies across the globe, and Saudi Arabia is no exception. This study investigates the impact of e-marketing on consumer purchase decisions within the Kingdom's retail sector, focusing on how digital platforms influence buyer behavior amid shifting socio-cultural, generational, and technological dynamics. Guided by the Consumer Behavior Theory, Technology Acceptance Model (TAM), and Diffusion of Innovation Theory, the research explores the roles of perceived convenience, trust, personalisation, brand engagement, and consumer awareness. A quantitative methodology was employed using survey data from 400 Saudi consumers, analyzed through SPSS with correlation and regression techniques. Findings reveal that perceived convenience, brand engagement, and consumer awareness significantly predict purchase decisions, while trust and personalization—though moderately correlated—did not show strong predictive power within the multivariate model. Moreover, the study confirms brand engagement as a key mediator in the relationship between e-marketing strategies and consumer behavior. It also highlights the differential responses across generational cohorts, with younger consumers favoring personalized digital experiences, while older consumers emphasize trust and simplicity. The study offers theoretical contributions by contextualizing established marketing models within a culturally unique environment and reveals practical implications for marketers targeting the Saudi market. These include the need for culturally sensitive content, generational segmentation, and strategic brand engagement via popular platforms such as Snapchat, TikTok, and X. Ultimately, the research

underscores the importance of aligning digital strategies with local values, consumer expectations, and emerging technological trends to foster trust, loyalty, and conversion in Saudi Arabia's digital economy.

**Keywords:** E-Marketing, Consumer Behavior, Saudi Arabia, Digital Marketing, Brand Engagement, Generational Differences, TAM, Consumer Trust, Social Media Marketing, Saudi Arabia.

Abstract #240

## **Contributing Factors to Successful Workforce Saudization in the Saudi Arabian Oil and Petrochemical Industries**

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### **Abstract**

This study investigates contributing factors to successful workforce nationalization in the Saudi Arabian oil and petrochemical industry. It assesses the impact of government regulations on the successful implementation of the nationalization program in the Kingdom's oil and petrochemical industry. It identifies the Saudization roles and initiatives of major corporations within the Saudi Arabian oil and petrochemical industry. It examines the challenges the skills gap poses to the sustainable development of the Kingdom's oil and petrochemical sector. It also investigates potential solutions to addressing the skills gap within the KSA's oil industry. The study adopted a qualitative approach that involved inductive reasoning in gathering and analyzing data to understand stakeholder perspectives regarding the factors contributing to the successful

implementation of Saudization programs in the oil and petrochemical industry. Simple random sampling was used to identify and categorize data sources utilized during this study. The strategy entailed using the Google search engine keywords and phrases to identify published materials with the required information. The second stage involved evaluating the sources for credibility, focusing on the year of publication and a brief review to determine whether they contained the required information. The study utilized content analysis method to evaluate the gathered data and generate findings that addressed the knowledge gap. Our study's findings indicate that the Saudi government is leading initiatives to increase representation of nationals in the oil and petrochemical industry. The efforts are centered on new supportive policies, international research and innovation collaborations, and diversifying the economy to create more employment and training opportunities for nationals. However, the skills gap continues to be challenge since it is threatening the Kingdom's global competitiveness in the energy and related manufacturing industry. The Saudi oil and petrochemical industry face a skills gap challenge that is impeding the kingdom's efforts to diversify the economy. Nonetheless, the government continues to institute radical measures to strengthen the industry's competitiveness. The primary measures include funding research and innovation programs, establishing training facilities, fostering PPPs to hasten skills transfer to locals, and international collaboration with countries with an absolute advantage in in the field. A continuity of interventions Is necessary to sustain the Kingdom's current position which requires continued partnerships with the private sector and international players. Regular benchmarking excursions among Saudi employees in the industry involve vising foreign firms known to operate at advanced levels to facilitate learning and idea exchange. The intervention should be integrated with training programs and mentorship to ensure employees have the right competencies to effectively execute their roles. Effective implementation of these suggestions will require extensive collaborations with the private sector through funding and other incentives.

**Keywords:** Workforce; Nationalization; Oil and Petrochemical Industry; Saudi Arabia.

Abstract #241

## **The Impact of E-commerce Growth on Small and Medium Enterprises (SMEs) across Saudi Arabia**

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### **Abstract**

This study examines the impact of e-commerce growth on Small and Medium Enterprises (SMEs) in Saudi Arabia, within the broader scope of the Kingdom's Vision 2030 and the accelerating shift toward digital transformation. Leveraging an integrated framework of the Technology Acceptance Model (TAM), Resource-Based View (RBV), and Entrepreneurial Orientation (EO), the research investigates how organizational readiness, technological infrastructure, and cultural factors influence e-commerce adoption. It further explores the moderating role of government support and the mediating role of e-commerce adoption on SME performance—measured in terms of profitability, market reach, and customer satisfaction. A quantitative approach was employed, with data collected from 300 SMEs across diverse regions and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that organizational readiness and technological infrastructure significantly drive e-commerce adoption, which in turn positively impacts SME performance. Government support was confirmed as a key moderator, strengthening the relationship between digital adoption and performance outcomes. Cultural factors were found to influence adoption but varied in strength depending on regional and demographic contexts. This study contributes to the academic literature by contextualizing global digital adoption theories within the rapidly evolving Saudi SME landscape. It also provides practical implications for policymakers, technology providers, and SME owners by identifying strategic enablers and barriers to successful digital integration. The research underscores that aligning e-commerce strategies with supportive governmental initiatives

and internal organizational capabilities is essential to enhancing SME resilience and competitiveness in the Kingdom's digital economy.

**Keywords:** E-Commerce, SMEs, Digital Transformation, Vision 2030, TAM, RBV, Entrepreneurial Orientation, Government Support, SME Performance, Saudi Arabia.

Abstract #242

**The Strategic Impact of Additive  
Manufacturing in Aerospace Applications:  
A Saudi Perspective**

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**Abstract**

The aerospace industry has long grappled with challenges related to cost, production timelines, and innovation barriers. This proposed research will investigate the potential of additive manufacturing (AM) to address these issues and enable both emerging companies and defense organizations to gain strategic advantages in a traditionally rigid industry. Focusing on Relativity Space's use of advanced AM techniques at its Portal facility, and the U.S. Air force's integration of AM into aircraft maintenance programs. Relativity Space's development of Terran 1, the world's first primarily 3d-printed rocket, exemplifies how AM can allow agile startups to disrupt a field traditionally dominated by large incumbents. Simultaneously, the U.S. Air Force demonstrates the strategic value of AM by fabricating aircraft components in-house, reducing part costs significantly and improving fleet readiness thus enabling a unique self-sufficiency to produce parts and forms that would otherwise have a long lead time. This proposed research aims to demonstrate that additive manufacturing has the potential to revolutionize aerospace production by enabling rapid, cost-effective manufacturing and fostering supply chain independence. By examining both civilian and military applications, the study seeks to argue that AM is not only a technological advancement, but also a strategic enabler that could reshape the future of aerospace engineering.

**Keywords:** Additive Manufacturing, Aerospace, 3d Printing, Relativity Space, U.S. Air Force, Terran 1, Defense Innovation, Saudi Arabia.

Abstract #243

**The Role of Artificial Intelligence (AI)  
In Strategic Marketing Decision-Making:  
Opportunities, Challenges, and Best Practices:  
A Saudi Perspective**

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**Abstract**

The distinction between human and computer decision-making in marketing is becoming increasingly blurred as Artificial Intelligence (AI) plays an expanding role in shaping strategic business outcomes. AI-driven tools and machine learning algorithms are now integral to marketing decision-making, enabling organizations to enhance accuracy, streamline processes, boost productivity, and improve competitiveness. This research investigates the evolving relationship between AI and strategic marketing decisions, analyzing the current landscape of AI technologies, their transformative potential, and the key challenges organizations face in implementation. Employing both qualitative and quantitative research methods, the study reveals three main findings: (1) there is a general consensus that AI positively impacts marketing decision-making; (2) despite its benefits, significant challenges remain, particularly concerning ethical considerations and the lack of clear guidelines; and (3) there is an evident skills gap among employees regarding AI utilization. The research highlights best practices for effective AI adoption in marketing, including the need for comprehensive employee training, the development of explicit ethical frameworks, and the reinforcement of leadership support to drive AI integration. Additionally, the study identifies future research directions to address these gaps and optimize AI's role in strategic marketing decisions.

**Keywords:** Artificial Intelligence, Strategic Marketing, Decision-Making, Ethics, Business Performance, Challenges, Best Practices, Saudi Arabia.

Abstract #244

**When Less is More:  
Counterintuitive Effects of Nostalgic Appeals  
on Digital Brand Engagement  
An Indian Perspective**

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**Abstract**

This study explores the synergistic effects of digital sensory branding, storytelling, and nostalgia on customer brand engagement and psychological ownership in the chocolate sector. Employing a 2×2×2 between-subjects factorial design, we investigated 300 people between the ages of 18 and 25

using manipulated YouTube ads that varied according to three independent variables: storytelling (present vs. absent), digital sensory branding (improved vs. basic), and nostalgia (high vs. low). The three-way ANOVA results indicated that storytelling ( $F = 5.821, p = 0.016$ ) and nostalgia ( $F = 5.582, p = 0.019$ ) had significant main effects on psychological ownership. Critically, we identified an intriguing interaction between digital sensory branding and nostalgia ( $F = 5.520, p = 0.019, \eta^2p = .018$ ), indicating that enhanced sensory elements are practical when combined with nostalgic appeals. The results of the mediation analysis found that brand familiarity significantly mediates the relationship between brand engagement and psychological ownership ( $\beta = 0.3497, 95\% \text{ CI} = [0.2947, 0.4058]$ ). In contrast to high nostalgia conditions, there was a greater level of cognitive ( $d = 0.98$ ), emotional ( $d = 1.12$ ), and behavioral engagement ( $d = 1.34$ ) with lower nostalgia conditions. The study demonstrates that although individual communication elements affect customer reactions, their combined effects lead to a better overall brand experience. The findings provide useful insights for chocolate marketers who intend to strategically combine nostalgic elements with improved sensory experiences to optimise digital brand communication strategies.

**Keywords:** Storytelling, Digital Sensory Branding, Psychological Ownership, Nostalgic Marketing, And Brand Engagement, India.

Abstract #245

## **Do Institutional Investors Boost Market Variation? A Study about the Stock Exchange of Thailand**

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### **Abstract**

This study investigates the dynamic relation between aggregate institutional trading, market-wide return and market-wide volatility along with the linkage with market sentiment as assessed based on headlines of financial news from 2020 to 2024 in the Stock Exchange of Thailand ("SET"). The trading volumes by investor groups in SET are classified into 4 groups: 1) institutional investors, 2) proprietary accounts, 3) foreign investors, and 4) retail investors. First, this study tests the lead-lag relationship between the market sentiment, the aggregate institutional trading, and the market-wide return & volatility by applying the Vector Autoregression ("VAR") Model as well as the Granger causality test. It is found that, in Thai stock market, the lagged daily average market sentiment measures negatively causes the institutional net trading transactions on the following day, and the lagged institutional net trading transactions boost the market volatility on the following day. The study further investigates and found that the institutional buy transactions are negatively caused by the lagged daily average market sentiment in Thai stock market and the market volatility are positively caused by the institutional buy transactions. In addition, this study further examines the trading interactions between investors groups in Thai stock market and their respective impact on the market volatility by identifying which investor groups tend to demand or supply market liquidity by considering the overall trading patterns. Based on the buy transactions, this study found that the buy volumes of the institutional investors are deemed to demand market liquidity, since their buy transactions follow momentum trading patterns in response to the rising market returns. On the sell side, this study also found that the sell volumes of the retail investors are deemed to supply market liquidity, since their sell transactions are deemed to

follow contrarian patterns in response to the market returns. The key finding of this study is that a major cause of market liquidity mutually stems from the buy and sell trading patterns of the institutional investors and the retail investors as well as the foreign investors and the retail investors, leading to boosting the market volatility at the end. Furthermore, this study found that the market volatility is higher when there are greater sell MPR of the contrarian investors but smaller buy MPR of the momentum investors, i.e. loose market liquidity situations. Especially, the market volatility reaches the highest point when there are greater sell MPR of the retail investors but smaller buy MPR of the foreign investors. The market volatility increases by more than 33.8% in the mean and 23.4% in the median, as compared to those of the overall sample. On the contrary, this study found extremely low market volatility when momentum investors (who demand liquidity or foreign investors) participate in buy transactions less and the liquidity providers (contrarian investors or retail investors in this case) participate less in sell transactions as well. The market volatility dropped by 16.1% in the mean and 7.7% in the median, as compared to those of the overall sample. In summary, this study indicates that demand for and supply of trading liquidity of each investor groups are mutual factors that impact the market volatility in the Stock Exchange of Thailand.

**Keywords:** Institutional Investors, Boost Market Variation, Stock Exchange, Thailand.

Abstract #246

**3-D Printing:**

**What is the Impact of 3D Printing on Operation Strategy:  
An Indian Perspective**

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**Abstract**

Although previous studies have advanced understanding of the effects of Additive Manufacturing & 3-D Printing in different areas of Operations and Supply Chain Management (OSCM), a relevant knowledge gap remains concerning how Additive Manufacturing & 3-D Printing impact the main competitive dimensions of operations strategy, and how they can be applied to influence the strategic priorities of the firm. To fill this knowledge gap, in the present research work, we extended the operations strategy to the Additive Manufacturing & 3-D Printing context to examine with more precision the influence of Additive Manufacturing & 3-D Printing upon the competitive priorities i.e., high speed, on-time delivery, high Flexibility, low cost, and high quality. A multi-method research approach has been adopted, combining both qualitative and quantitative approaches. Findings suggest that the primary competitive dimensions leveraged by Additive Manufacturing & 3-D Printing are on-time delivery and high speed, followed by high Flexibility. This paper's first contribution is to better comprehend the significant overlaps between Additive Manufacturing & 3-D Printing and their simultaneous influence on the operational performance of an automobile company. Second, we provide prescriptive strategies to the automobile company for prioritizing managerial efforts and resources while implementing Additive Manufacturing & 3-D Printing in isolation or combined with other management philosophies. Third, the paper enhances understanding of improving decision-making and managing conflicting strategic objectives affecting the firms' competitiveness.

**Keywords:** 3-D Printing, Impact, Operation Strategy, India.

Abstract #247

**Telemedicine in Saudi Arabia:  
Transformative Applications and Future Horizons**

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**Abstract**

Telemedicine has rapidly evolved into a cornerstone of healthcare delivery in Saudi Arabia, driven by advancements in technology and the need for accessible, patient-centered care. This paper explores the current state of telemedicine in the Kingdom of Saudi Arabia, highlighting its experience with the applications across various healthcare sectors. Through case studies, the paper explores the successes and challenges of implementing telemedicine solutions, emphasizing the role of government initiatives and public-private collaborations in driving its adoption. Looking ahead, the study identifies future directions, including integrating AI and IoT into telemedicine, expanding services to rural areas, and developing regulatory frameworks to ensure quality and security. These insights provide a roadmap for leveraging telemedicine to achieve sustainable, equitable healthcare in Saudi Arabia.

**Keywords:** Telemedicine, Applications, Healthcare, Vision 2030, Saudi Arabia.

Abstract #248

## **The Future of Medical Tourism in Saudi Arabia: Current Status, Challenges, and Strategic Directions**

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### **Abstract**

Saudi Arabia is emerging as a major player in the global medical tourism landscape, leveraging its advanced healthcare infrastructure, world-class medical facilities, and a strategic focus aligned with Vision 2030. This paper provides a comprehensive review of the current state of medical care in the Kingdom, analyzing the strengths and challenges shaping its trajectory. Key aspects such as infrastructure development, healthcare quality, and government initiatives are explored to understand the nation's potential as a premier medical tourism destination. Additionally, the study outlines future strategies to enhance Saudi Arabia's competitive edge, including fostering partnerships, promoting specialized medical services, and integrating digital health solutions. By addressing gaps and capitalizing on opportunities, Saudi Arabia can position itself as a hub for medical excellence and patient-centered care on the global stage.

**Keywords:** Medical Care, Healthcare destinations, Hospitals, Strategies, Vision 2030, Saudi Arabia.