



17th NARTI Annual Conference, 26th and 27th June 2024

Business Research for a Sustainable Future

Newcastle Business School, City Campus East-1 (CCE1), Northumbria University, NE2 1XA



Programme Details

Day 1: 26th June

Time	Room Number	Session Type	Speaker	Track	Topic of Discussion	Session Chair
930-1000	CCE1 ground floor, main entrance	Registration and morning tea				
1000-1015	CCE1-003	Opening session	Prof. Robert MacIntosh Prof. Alan Reed Dr David McGrogan Dr Riad Shams		Welcome note	
1015-1115	CCE1-003	Keynote-1	Prof. Daniel Muzio		Top 10 mistakes to avoid when submitting to a leading journal	
1130-1230	CCE1-003	Plenary	Dr David Hart		Mapping out research questions, hypotheses and survey design: A layman's guide to quantitative research design	
1230-1330	CCE1 ground floor, café area	Lunch				
1330-1430	CCE1-007	Parallel	1. Helavalada Fakuade 2. Deniz Cafer 3. Hala Amin	Track-C	1. Women's L&D experiences 2. Academic Writing skills of international students 3. Cyber Academies And Its Impact On International Car Dealership In Sudan	Dr Mark Gatto Dr Oonagh Harness
1330-1430	CCE1-024	Parallel	1. Bingzhi Zhang 2. Felix Nkhoma 3. Fauziah Rizki Yuniarti	Track-A	1. The impact of geopolitical risk on corporate bond yields, credit spreads, and credit default swaps 2. The measurement of digital financial inclusion: A cross country and intertemporal analysis 3. The financial geography of sustainable finance: The role	Dr Mohammed Mazumder

Time	Room Number	Session Type	Speaker	Track	of state actors in Indonesia Topic of Discussion	Session Chair
1330-1430	CCE1-008	Parallel	1. Rania Sherif Abd ELAzim Mohamed Hassan 2. Lloyd Robinson	Track-D	1. A systematic literature review of ethical branding: Definitions, benefits, and dimensions 2. Assessing icons in urban tourism development: A place identity paradigm	Dr Elmira Djafarova
1430-1530	CCE1-003	Plenary	Dr Prabash Edirisingha		Ethnography in practice	
1530-1600	CCE1 ground floor, café area	Afternoon tea				
1600-1700	CCE1-213	Parallel	1. Nicola Kinsey 2. Donna Elaine McLaughlin	Track-C	1. Cultural Variation in Work Design: Home Labour Markets of Returning UK International Graduates 2. Disrupting the field: A Bourdieusian analysis of job interviews for Health Care Support Workers (HSCWs) in an NHS organisation	Dr Catherine Casler Dr Beverly Geesin
1600-1700	CCE1-214	Parallel	1. Albert Amanollahnejad 2. Atefeh Afsari 3. Maryse Abi Haidar	Track-B	1. The technology-organization-environment framework of blockchain technology among small and medium enterprises in the North of England 2. Trust beyond silos: Understanding the dynamics of trust in cross-sector partnerships for sustainable development 3. Pathways to sustainability: A systematic review of community-based entrepreneurship models	Dr Tadhg Blommerde
1600-1700	CCE1-218	Parallel	1. Zhang Qi 2. Charlie Edge 3. Margaret Savage	Track-D and Track-E	1. Artificial intelligence adoption and its impact on firm's innovation capabilities and marketing strategies 2. Urban greenspace management: A sustainable Marketing framework 3. New perspectives on environmental law and compliance	Dr Shenaz Rangwala Dr Riad Shams
1930-2130	Great Hall, Sutherland Building (NE1 8ST)	Conference gala dinner	*Please, see the dinner venue on the campus map, which is just five-minute walk away from the main conference venue (CCE1). Also, our volunteers at the main venue (CCE1) are more than happy to guide you in-person in between 9.30 am to 5.00 pm for the direction to the dinner venue during the day.			

Day 2: 27th June

Time	Room Number	Session Type	Speaker	Track	Topic of Discussion	Session Chair
930-1000	CCE1 ground floor, main entrance	Registration and morning tea				
1000-1100	CCE1-003	Keynote-2	Prof. Nadja Damij		Digital platforms and circularity	
1115-1230	CCE1-003	Plenary	Prof. Kate Black and Prof. John Blenkinsopp		What's my academic future?: Demystifying academic careers#	
1230-1330	CCE1 ground floor, café area	Lunch				
1330-1430	CCE1-003	Plenary	Prof. Magnus Klofsten		Intrapreneurial academia – Navigating challenges and seizing opportunities	
1430-1530	CCE1-221	Parallel	1. Emmanuel Morrison 2. Ezechias Harry Azokly 3. Lucy Gabrielle Aboyadana	Track-A	1. From Boardroom to Carbon Footprint: Dissecting the Impact of Corporate Governance on Greenhouse Gas Performance 2. Towards Inclusive Finance: Understanding the Role of Open Banking in Promoting Financial Inclusion 3. Board gender diversity (BGD) and Bank Risk Taking (BRT) during Crises: A Global Perspective	Dr Ahmed Sarhan
1430-1530	CCE1-222	Parallel	1. Ha Nguyen 2. Dina Mohamed 3. Martha Chinyere Okonkwo	Track-C	1. The relationship between mobile communication technology and work-life balance in Vietnam 2. Employees' perception of talent management 3. Retention issues in hospitality organisations	Dr Shaima' Moh'd Dr Imane El Hakimi
1430-1530	CCE1-218	Parallel	1. Metrey Mashapuri 2. Rodrigo Frias 3. Jacqueline Claire Dallas	Track-B	1. An evaluation of the potential impact of inclusive agribusiness models 2. Designing context-sensitive rural entrepreneurship Policy 3. Sustainability endorsed stakeholders' breakthrough inequity barriers in an entrepreneurial ecosystem	Prof. Gary Bosworth
1530-1600	CCE1 ground floor, café	Afternoon tea				

	area						
Time	Room Number	Session Type	Speaker	Track	Topic of Discussion	Session Chair	
1600-1700	CCE1-213	Parallel	1. Yinyin Chen 2. Rami El Hamad 3. Qian Jing	Track-A	1. Examining factor misallocation and productivity growth: Insights from China's sectoral data 2. Relationship between maternal acceptance of intimate partner violence and under-5 child malnutrition in Egypt 3. Developing a theoretical framework for electric vehicle market analysis	Dr Ahmed Sarhan	
1600-1700	CCE1-214	Parallel	1. Patrick Usenobong Etokudo 2. Francisca Arboh 3. Beimote Etim	Track-C	1. Managing for sustainability in SME 2. From fear to empowerment: The dual impact of AI awareness on employee workplace well-being 3. Sustainable diversity management in multi-cultural institutions	Dr Imane El Hakimi Dr Helen Kopnina	
1600-1700	CCE1-024	Parallel	1. Shahrukh Mushtaq 2. Adeel Ali 3. Muhammed Karayagli	Track-D and Track-E	1. Mitigating cybercrimes in e-government services of Pakistan 2. Barriers to integrate AI-enabled cybersecurity in the banking sector 3. The definitional problem of terrorism	Prof Dilek Onkal Dr Marcelo Martins Sa	
1600-1700	CCE1-222	Parallel	1. Hibba Saeed 2. Kwame Ntim Sekyere 3. Kenneth Chukwudi Egedi	Track-B	1. Exploring the role of stakeholders' sense of place and place-based tensions in multi-Stakeholder Partnerships 2. Green coordination activities and UK SMEs green innovation outcomes 3. Inward and outward FDI	Prof. David Charles	
1600-1700	CCE1-218	Parallel	1. Caroline Makoni 2. Geoffrey Bwireh 3. Nguyen Huyen Trang (Paige)	Track-B	1. Exploring the multi-actor multimodal framing of social issues 2. Volunteerism, mixed embeddedness and meaning of work for Congolese Refugees 3. Reconstructing identities: A study of Vietnamese returnee entrepreneurs	Dr Chris Storey	
1700-1730	CCE1-003	Closing session and award ceremony	*Thank you for your contribution to the NARTI-2024. Hope, the Conference motto (Business Research for a Sustainable Future) will inspire your research to contribute to our global pursuit of the United Nations' Sustainable Development Goals.				

*Luggage room: CCE1-021, Quite room: CCE1-018