

Academy for Global Business Advancement



AGBA's 21st World Congress

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

AGBA's 2025 Conference Program



Grand Four Wings Convention Hotel
Bangkok, Thailand
July 2 – 4, 2025

"AGBA's 2025 Conference Program"

Edited

by

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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;
- Assistant in the Recruitment of Business Faculty across the World;
- Assistant in the Establishment of Local Campuses of Global Universities;
- Offer customized Training worldwide;
- Offer Professional Development Programs;
- Provide "Global Entrepreneurship Development" services; and
- Provide Complimentary Support for the "Supervision of Doctoral Students" across emerging countries for FREE.

Ayutthaya Historical Park



PREFACE

"AGBA's 2025 Conference Program" contains abstracts of all papers that have been accepted for presentation at AGBA's 21st Annual World Congress to be held at the Grand Four Wings Convention Hotel in Bangkok, Thailand on July 2 -- 4, 2025.

AGBA's Global Board of Trustees extends its sincere appreciation and gratitude to **Prof. Dr. Dheeraj P. Sharma**, Director, Indian Institute of Management Rohtak, India, for his outstanding leadership, valued patronage, and unwavering support in organizing this prestigious global conference.

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 22nd Annual World Congress to be held in **Beijing, China on July 2 -- 4, 2026.**

Thank you very much.

Sincerely,

Kyle S. Wells
Viput Ongsakul
Christopher J. Marquette
Yeran Baishan
Zafar U. Ahmed

Beijing (China's Vibrant Capital)



AGBA's 2025 in Numbers



26 Years in Research and Networking Worldwide



21 Conferences in 26 Years



2 Scopus Indexed Swiss Journals



Over 1000 Members in 50 Countries

Conference in 2025



**Grand Four Wings Convention Hotel
Bangkok, Thailand**

July 2 – 4, 2025

275 Papers

33 Countries

128 Universities

12 Non-University Organizations



More than 20 Distinguished Speakers

10 Faculty Development Workshops



Distinguished Global Dignitaries

Conference Chair	Conference Co-Chair	Keynote Speaker	Patron	Patron
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Patron	Patron	Patron	Patron	Patron
<p>Ha Minh Tri Dean School of Business International University Vietnam National University Ho Chi Minh City VIETNAM</p>	<p>Sarfraz Ali Kyani Coordinator Australian Centre for Entrepreneurship Research Queensland University of Technology AUSTRALIA</p>	<p>Koustab Ghosh Dean of Academics Indian Institute of Management Rohtak State of Haryana INDIA</p>	<p>Mohammad Falahat Nejadmahani Professor and Director Strategic Research Institute Asia Pacific University of Technology & Innovation Kuala Lumpur MALAYSIA</p>	<p>Said Elfakhani Professor and Director Executive MBA Program American University of Beirut LEBANON</p>

Conference Program

Pre-Conference Day (Tuesday, July 1, 2025)

- Please land at the Bangkok International Airport (BKK) (Thailand) on or before July 1, 2025.
- Please check in and settle down at The Grand Four Wings Convention Hotel Bangkok, Thailand.

Early Bird — Pre-Conference Registration:

- Time: 6 pm – 9 pm (Tuesday, July 1, 2025)
- Venue: Lobby of The Grand Four Wings Convention Hotel, Bangkok
- Advise: Please register early on July 1 to avoid long lines at the conference site on July 2.

Sukhothai Historical Park



Conference Day One

Wednesday, July 2, 2025

Venue:
Ballroom (Main Conference Hall)

Features of the Day:

- Conference Registration
- Conference Inauguration
- Global Panel Discussion
- Faculty Development Workshops
- Optional Evening Activity: Luxury Dinner Cruise

Full-Day Schedule

Time	Activity
07:00 – 09:00	<p><u>Conference Registration.</u></p> <p><u>Inauguration Ceremony:</u></p> <ul style="list-style-type: none">• Conference Inauguration by Prof. Dr. Dheeraj P. Sharma <p><u>Welcome Addresses by:</u></p> <ul style="list-style-type: none">• Prof. Kyle S. Wells – Conference Chair• Dr. Viput Ongsakul – Conference Co-Chair <p><u>Keynote Speeches by:</u></p> <ul style="list-style-type: none">• Prof. Dr. Dheeraj P. Sharma, India• Prof. Dr. Hak-Seon Kim, South Korea <p><u>Welcome by AGBA’s Global Patrons:</u></p> <ul style="list-style-type: none">• Vincent Chang, Former Vice-Chancellor, BRAC University, Bangladesh.• Shakil Ahmad Romshoo, Vice Chancellor, Islamic University of Science and Technology, Kashmir Valley, India.

	<ul style="list-style-type: none"> • Rafikul Islam, Vice Chancellor, Aliah University, India. • Imran Ghaznavi, Senior Executive Director , Pakistan’s Oil and Gas Regulatory Authority. Pakistan. • Ha Minh Tri, Dean, School of Business, International University of Vietnam, Vietnam. • Mohammed Ahmad Alhabsi, Former Deputy Vice Chancellor, University of Buraimi, Oman. <p><u>Master of Ceremony (MC):</u></p> <ul style="list-style-type: none"> • Ms. Doan Huyen Tran (Trish), Ho Chi Minh City University of Technology, Vietnam.
10:00 – 10:30	Coffee/Tea Break
10:30 – 12:30	Faculty Development Workshops # 1– 3
12:30 – 14:00	Lunch Break and Global Panel Discussion
14:00 – 16:00	Faculty Development Workshops # 4 – 7
16:00 – 16:30	Coffee/Tea Break
16:30 – 18:00	Faculty Development Workshops # 8 – 10
18:00 – 23:00	<p><u>Optional Activity:</u> Luxury White Dinner Cruise on the Chao Phraya River (Bangkok)</p>

Conference Day Two **Thursday, July 3, 2025**

Venue:

7 Breakout Rooms

Features of the Day:

- Paper Presentations
- Award Ceremony and Gala Dinner

Full-Day Schedule

Time	Activity
08:00 – 18:00	Conference Registration
08:00 – 10:00	Paper Presentations – <u>Session #1</u> (Rooms #1-7)
10:00 – 10:30	Coffee/Tea Break
10:30 – 12:30	Paper Presentations – <u>Session #2</u> (Rooms #1-7)
12:30 – 14:00	Lunch Break
14:00 – 16:00	Paper Presentations – <u>Session #3</u> (Rooms #1-7)
16:00 – 16:30	Coffee/Tea Break
16:30 – 18:30	Paper Presentations – <u>Session #4</u> (Rooms #1-7)
19:00 – 22:00	Award Ceremony and Gala Dinner Grand Ballroom

Conference Day Three **Friday, July 4, 2025**

Venue:

Hotel Lobby and Offsite Locations

Features of the Day:

- Global Business Forum
- Global Placement
- Networking
- One-to-One Mentoring of Selected Doctoral Students
- Socialization
- Optional Activity: **Full-day Bangkok City Tour**

Session # 1
Thursday, July 3, 2025 08:00 – 10:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
<p>Session Chairs:</p> <p>Ha Minh Tri, International University of Vietnam.</p> <p>and</p> <p>Ashwani Kumar, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Nguyen Giang Do, International University of Vietnam.</p> <p>and</p> <p>Archit Vinod Tapar, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Osama Sam Al-Kwifi, Qatar University, Qatar.</p> <p>and</p> <p>Madhurima Mishra, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Abdullah O. Almashayekhi, King Fahd University of Petroleum and Minerals, Saudi Arabia.</p> <p>and</p> <p>Popy Rufaidah, Padjadjaran University, Indonesia.</p>	<p>Session Chairs:</p> <p>Phuong V. Nguyen, International University of Vietnam.</p> <p>and</p> <p>Ngoc Han Ton Nu, International University of Vietnam.</p>	<p>Session Chairs:</p> <p>Bahaudin G. Mujtaba, Nova Southeastern University, USA.</p> <p>and</p> <p>Saddam Khalid, University of Hyogo, Japan.</p>	<p>Session Chairs:</p> <p>Vincent Chang, Massachusetts Institute of Technology, USA.</p> <p>and</p> <p>Mohammad Shafi Sofi, Islamic University of Science and Technology, India.</p>
<p>Room Managers:</p> <p>Nguyen Truong Son, International University of Vietnam.</p> <p>and</p> <p>Vaibhav Chaudhary, Indian Institute of Technology Delhi, India.</p>	<p>Room Managers:</p> <p>Huynh Tan, International University of Vietnam.</p> <p>and</p> <p>Hitesh Sharma, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuong-Vi Tran, International University of Vietnam.</p> <p>and</p> <p>Lubna Rashid Malik, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Trương Lê Ngọc Trâm, International University of Vietnam.</p> <p>and</p> <p>Tanya Singh, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Narongpol Sanoudontree, Rajamangala University of Technology Tawan- ok, Uthenthawai Campus, Thailand.</p> <p>and</p> <p>Priyanka Thakral, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Salem M. Alanazi, University of Science, Malaysia.</p> <p>and</p> <p>Surabhi Sakshi, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuan-Anh Nguyen, Nguyen Tat Thanh University, Vietnam.</p> <p>and</p> <p>Mariya Firoz, Indian Institute of Management Rohtak, India.</p>

Session # 1
Thursday, July 3, 2025 08:00 – 10:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
<p>Beyond Agent-Driven Change: External Enablement in Sustainable Industry Creation in Australia</p> <p>Sarfraz Ali Kyani Queensland University of Technology Australia</p>	<p>The Dynamic Influence of Peak Events in a Service Experience on Immediate and Delayed Consumer Satisfaction Assessments</p> <p>Thuy Vo Thi Ngoc Hoa Sen University Vietnam</p>	<p>Promoting Organizational Citizenship Behavior in Hospitals</p> <p>Nguyen Van Phuong Tomas Bata University in Zlin Czech Republic</p> <p>Tran Thi My Phuong Ton Duc Thang University Vietnam</p>	<p>An Examination of Experiences of Traditional Thai Massage in Thailand as a “Customer Experience”: Implications for Business Practice and Policy Making</p> <p>Ashok Ashta The University of Kitakyushu JAPAN</p> <p>Peter Stokes De Montfort University United Kingdom</p>	<p>Like Parent, Like Child? Affirmative Action and Intergenerational Occupational Mobility in India</p> <p>Ajay Kumar Samariya Shweta Bahl Dheeraj P. Sharma Indian Institute of Management Rohtak India</p>	<p>Entrepreneurship in Biotechnology and Natural Products: Innovations, Challenges, and Market Potentials across Nigeria</p> <p>Matawalli Ajagana Geidam Borno State University NIGERIA</p>	<p>Determinants of Audit Fees for Robust Financial Report Reliability</p> <p>Said Elfakhani Abdeljalil Ghanem Bassima Hout American University of Beirut LEBANON</p> <p>Yeran Baishan KIMEP University Kazakhstan</p>
<p>Towards a Low-Carbon Future: The Role of Renewable Energy in Developed and Developing Countries</p> <p>Nihal Tiwary Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Country of Origin Effects on Fast Fashion: A Canadian Perspective</p> <p>Tanya Drollinger Razeen Mujarrab University of Lethbridge CANADA</p>	<p>Theory H Leadership in Praxis: Case Studies of King Bhumipol the Great (Thailand) and Lee Kuan Yew (Singapore)</p> <p>Gerald W. Fry University of Minnesota Minneapolis, USA</p>	<p>Continuance Intention to Use Mobile Health: An Integrated View of Health Belief Model, Expectation Confirmation Model, and Moderating Role of Innovativeness across Vietnam</p>	<p>Determinants of Kashmir’s Destination Image Across India</p> <p>Suhail Ahmad Bhat Parvez Ahmad Mir Islamic University of Science and Technology INDIA</p>	<p>The Role and Prospects of Islamic Entrepreneurship in Nigeria: Challenges, Opportunities, and Economic Impact</p> <p>Ibrahim Lawan Borno State University NIGERIA</p>	<p>Asymmetric Impacts of Macroeconomic and Policy Variables on Momentum Portfolio Return in MENA Countries: A NARDL Model Approach</p> <p>Mohamed Shehata Qatar University QATAR</p>

Session # 1
Thursday, July 3, 2025 08:00 – 10:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
			Giang-Do Nguyen Thu-Hien Thi Dao Vuong-Bach Vo Nguyen Tat Thanh University VIETNAM	Zafar U. Ahmed Academy for Global Business Advancement (AGBA) USA		
Shaping Pro- Environmental Intentions: A Theory of Planned Behavior- Guided Study on Plastic Use in Texan High Schools Alejandro Fernandes Gregory Fernandes Cyfair High School USA Bahaudin G. Mujtaba Nova Southeastern University USA	From Loom to Laptop: Empowering Indian Weavers through Digital Marketing for Sustainable Growth Sreeramulu Gosikonda Banaras Hindu University INDIA	Strengthening the Commitment- Engagement Nexus: Power of Supervisor, Co-worker, and Organizational Support in Banking Workplaces: A Bangladesh Perspective Alima Aktar North South University BANGLADESH Syed A. Mamun BRAC University BANGLADESH	Customer Relationship Management, Relationship Quality and Firm Performance Amongst Star Rated Hotels across Kenya Davies Mbaabu Kajogu Charles Lagat Ronald Bonuke Moi University KENYA	Keynote Speech "Somalia Beyond Debt": Leveraging the HIPC Milestone for Sustainable Economic Renewal of an Emerging Nation Dr. Ali Yassin Sheikh Ali Central Bank of Somalia SOMALIA	Post-COVID Constructive Transformation Of Qatari Entrepreneurial Ecosystem – A Multi Stakeholder Perspective Khurram Sharif Qatar University QATAR	ESG Disclosure Practices of Islamic Banks in Asian Countries: Does COVID-19 Matter? Rabeya Basri Syed A. Mamun BRAC University BANGLADESH Alima Aktar North South University BANGLADESH
The Impact of Online Corporate Social Responsibility (CSR) on Advocacy Behavior through Altruism and Customer Emotions: A Study of	Determinants of Consumers' Attitude Towards Global Luxury Car Brand Purchase Intention: A Sri Lankan Perspective	Reputation Management and Crisis Communication: A Study of the Corporate Sector	You Really Think This Can Be a Career?" An Interpretative Phenomenological Analysis of Career Transitions from Traditional Work	Impact of World Trade Organization (WTO) Dispute Filings on Trade Performance: Testing of Optimal Initiation Theory	Female Entrepreneurship Research in Saudi Arabia: A Bibliometric Analysis and Research Outlook	Cross - Asset Volatility Spillover: BRICS Markets, Metals and Major Commodities Dimple Bhojwani Samik Shome

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Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
<p>Vietnamese Hospitality Industry</p> <p>Quoc-Loc Nguyen Mai-Thanh-Thao Nguyen Ton Duc Thang University VIETNAM</p>	<p>S. Sumith de Silva Airport and Aviation Services (Sri Lanka) (Private) Limited Bandaranaike International Airport SRI LANKA</p> <p>Kyle S. Wells Utah Tech University USA</p> <p>Zafar U. Ahmed Academy for Global Business Advancement (AGBA) USA</p>	<p>Imran Ghaznavi Pakistan Oil and Gas Regulatory Authority PAKISTAN</p>	<p>to Becoming a Social Media Influencer: A Malaysian Perspective</p> <p>Che Aniza Binti Che Wel Kaukab Abid Azhar Siti Ngayesah Ab. Hamid Universiti Kebangsaan Malaysia MALAYSIA</p>	<p>Sofi Mohammad Shafi Islamic University of Science and Technology INDIA</p> <p>Iqra Yaseen University of Dubai UNITED ARAB EMIRATES</p>	<p>Maher N. Itani Ajman University UNITED ARAB EMIRATES</p> <p>Bassem M. Nasri Prince Mohammad Bin Fahd University KINGDOM OF SAUDI ARABIA</p>	<p>Nirma University INDIA</p> <p>Prakash Singh Indian Institute of Management Lucknow INDIA</p> <p>Jayanta Kumar Seal Indian Institute of Foreign Trade INDIA</p>
<p>Materiality Matters: Climate Risk Reporting under Competing Disclosure Frameworks</p> <p>Amr El-Alfy University of Waterloo CANADA</p>	<p>Digital Marketing and Business Performance Among Youth Entrepreneurs in the Hospitality Sector of Kenya</p> <p>Davies Mbaabu Kajogu Moi University KENYA</p>	<p>The Impact of Knowledge-Oriented Leadership on Thriving at Work: A Parallel Mediation Analysis</p> <p>Eram Fatima Siddiqui Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Leveraging Circular Economy and Industry 4.0 for Holistic Firm Performance: The Case of Vietnam</p> <p>Minh-Tri Ha Son-Tung Mai Tien-Khoa Tran Vietnam National University VIETNAM</p>	<p>Exploring Inter-se Comparative Advantages in Services Trade: Insights from Selected Thirteen Emerging Economies</p> <p>Farhat Azad University of Kashmir INDIA</p>	<p>Evolution of Sustainable Entrepreneurship: A Systematic Literature Review and Bibliometric Analysis</p> <p>Sarfraz Ali Kyani Queensland University of Technology AUSTRALIA</p>	<p>Does ESG Initiative Leads to Better Firm Performance: A Transaction Costs Perspective</p> <p>Uttam Karki Vaneet Bhatia Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>

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Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
	Janis Makena Mugambi Aquasantec International Limited KENYA			Sofi Mohammad Shafi Islamic University of Science & Technology INDIA		
Sustainable Consumption Behavior about Organic Food in Indonesia Maya Meilia Ribhan Roslina University of Lampung INDONESIA	Managing Brand Reputation Through Social Media: A Consumer-Centric Study: An Indian Perspective Gagandeep Kaur Nagra Amity Global Business School INDIA Priya Vij D.Y. Patil Deemed to be University INDIA	Leveraging Intellectual Capital and Knowledge Management for Enhancing Organizational Performance in Vietnamese Higher Education Institutions: A Qualitative Approach Minh-Tri Ha Nhu-Y Tran-Thi Nguyen Hung Thai Vietnam National University VIETNAM	Eco-Friendly Brands and Social Media Influence in Emerging Markets: Strategies for Effective Consumer Engagement Sahil Raj Amanpreet Singh Punjabi University INDIA Dana-Nicoleta Lascu University of Richmond USA Amit Kumar Bhardwaj Thapar Institute of Engineering & Technology INDIA Zafar U. Ahmed King Fahd University of Petroleum and Minerals SAUDI ARABIA	Benchmarking eSanjeevani: A Hybrid Approach Integrating TISM and Strategic Analysis Frameworks Pranshu Bhagat Wadhvani AI LEHS INDIA Rishabh Rajan Chandragupt Institute of Management INDIA	Strategic Enablers of Sustainability Driven Startups: A Study of Bihar's E-Government Ecosystem Rishabh Rajan Kumod Kumar Rana Singh Chandragupt Institute of Management INDIA Sanjay Kumar Babasaheb Bhimrao Ambedkar Bihar University India	Modern Portfolio Theory in Emerging Markets: Adaptation Challenges and Strategic Opportunities in Vietnam's Retail Banking Sector Truong Le Ngoc Tram Nguyen Nhu Ty Vietnam National University VIETNAM

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<p>Achieving Sustainable Performance through Green Human Resource Management and Green Innovation: The Role of Circular Economy Practices in SMEs of Vietnam</p> <p>Minh-Tri Ha Tan Huynh Vietnam National University VIETNAM</p>	<p>Navigating Digital Spaces: An Investigation of Social Media Usage at The Bottom of Pyramid across Emerging Economies</p> <p>Archit Vinod Tapar Indian Institute of Management Rohtak INDIA</p> <p>Jitender Kumar Maharshi Dayanand University INDIA</p> <p>Gurbir Singh Indian Institute of Management Amritsar INDIA</p>	<p>Enablers of Artificial Intelligence (AI) Driven Digital Transformation in Indian Manufacturing Small and Medium Enterprises (SMEs): A TISM-Based Structural Model</p> <p>Vishakha Yadav Seema Sharma Indian Institute of Technology Delhi INDIA</p>	<p>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</p> <p>Xuan-Nhi Nguyen Hoang-Dung Pham Tuan-Anh Nguyen Nguyen Tat Thanh University VIETNAM</p>	<p>E-Government Quality Dimensions in Public Value Performance: A Literature Review</p> <p>Weda Helmina Satria Bangsawan Yuniarti Fihartini University of Lampung INDONESIA</p>	<p>Renaissance of Entrepreneurial Ecosystem in Fragile Contexts: An Indian Perspective</p> <p>Parvez Ahmad Mir Suhail Ahmad Bhat Islamic University of Science and Technology INDIA</p>	<p>Mind Over Markets: Exploring Core Self-Evaluation and Value Orientation in Sustainable Investment</p> <p>Surbhi Verma Indian Institute of Management Rohtak INDIA</p>
<p>Green Human Resource Management and Circular Economy Practices: Evidence From Vietnamese SMEs</p>	<p>The Role Of Social Media Marketing in Improving Tax Awareness And Its Implications on Tax Payment Intentiona and Compliance: Trust and Income Moderation Analysis On Taxpayers</p>	<p>Exploring the Impact of Intellectual Capital on Organizational Performance through Innovation: The Mediating Role of Innovation Capabilities and the Moderating Role of Ambidextrous</p>	<p>Social Media Influencers and Their Effects on Attitude, Intention, and Behavior of Consumers in Tourism:A Vietnamese Perspective</p>	<p>Evaluating the Economic Viability of Vertical Farming as a Climate Adaptation Strategy across United Arab Emirates</p>	<p>From Employment to Enterprise: Investigating Entrepreneurial Intentions in Rural Professional Contexts</p>	<p>The Impact of ESG Strategies on Financial Performance: The Mediating Role of Commitment, Loyalty, and Brand Equity in Vietnamese Manufacturing Enterprises</p>

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Minh-Tri Ha Tan Huynh Vietnam National University VIETNAM	Nurul Fajri Satria Bangsawan Roslina University of Lampung INDONESIA	Leadership and Artificial Intelligence Minh-Tri Ha Nguyen Hung Thai Nhu-Y Tran-Thi Vietnam National University VIETNAM	Nguyen Thi Anh Van Khac Hieu Nguyen University of Technology and Education VIETNAM Ly Thi My Hanh Hoa Sen University VIETNAM	Jasmeet Kaur Lamba O. P. Jindal Global University INDIA	Suhail Mohammad Ghouse Dhofar University OMAN Alhaitham Jamal Alhooti Dhofar University OMAN	Nguyen Van Thu Ho Chi Minh University of Banking VIETNAM
Harnessing AI and Biotechnology for Sustainable Business Innovation: A Systematic Review of Eco-Industrial Advancements Melisa.A. Cobanoglu State College of Florida Collegiate School USA Tahir Cetin Akinci University of California Riverside USA	Investigating Green Purchase Behavior Among Generation-Y and Generation-Z in Vietnam Dao Thi Ha Anh Nguyen Thanh Thao Phan Vu Linh Giang Vietnam National University VIETNAM	Enterprise Risk Management and Corporate Performance: The Mediating Role of Sustainability Risk Management in the United Arab Emirates Shoeb Ahmad Fahad Bin Sultan University SAUDI ARABIA Maher N. Itani Jihane Sabir Ajman University UNITED ARAB EMIRATES	Factors Affecting the Brand Reputation of Universities: A Case Study in Vietnam Dao Thi Ha Anh Nguyen Thi Thu Huong Dang Thi Huong Bui Thi Quyen Vietnam National University Vietnam	Economic Implications of Smart City Technologies: A Systematic Literature Review Vaibhav Chaudhary Rashmi Chaudhry Purari Kumar Indian Institute of Technology Delhi INDIA Prakash Singh Indian Institute of Management Lucknow INDIA	Organizational Factors Influencing Big Data Analytics Adoption for Achieving SMEs Performance Muzaffar Asad Aldahir Caballero Tecnologico De Monterrey MEXICO Muhammad Uzair Asif University Utara Malaysia MALAYSIA	Do Institutional Investors Boost Market Variation? A Study about the Stock Exchange of Thailand Kriangkrai Lertphokanont National Institute of Development Administration THAILAND Aekkachai Nittayagasetwat Associate Professor Department of Finance NIDA School of Business National Institute of Development Administration THAILAND

Session # 1
Thursday, July 3, 2025 08:00 – 10:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Social Responsibility	Marketing	Management	Marketing	Public/ International	Entrepreneurship	Finance/ Accounting
Does Doing Good Mean Speaking Clearly? CSR, Financial Statement Readability and Financial Constraints across India Somya Arora Indian Institute of Management Rohtak INDIA	Personal Branding and Perceived Career Success in the Digital Age: A Vietnamese Perspective Dao Thi Ha Anh Phan Vu Linh Giang Nguyen Thanh Thao Nguyen Bui Thi Thao Hien Vietnam National University VIETNAM	The Effect Of Sustainable Leadership on Employee Intrapreneurial Behavior Through High-Performance Work Systems and Perceived Organizational Support: A Vietnamese Perspective Truc Do Thi Thanh Vietnam Aviation Academy Ho Chi Minh City VIETNAM Khai Nguyen The University Canada West CANADA Tung Dao Duy Vietnam Aviation Academy VIETNAM Le Thi Kieu Anh Thai Binh Duong University VIETNAM	Employer Branding: Content Analysis Popy Rufaidah Universitas Padjadjaran INDONESIA	Trading Through Turbulence: How India and Iran Kept Commerce Alive Amid Global Upheaval (1991–2020) Savita Singh University of Delhi INDIA Aditya Singh BUSINESSNEXT INDIA	At the Crossroads: Exploring the Challenges and Opportunities of Trained Generation-Z Entrepreneurs in a Developing Economy: An Indian Perspective Shaju Meetna Raies Hamid Jefin Jo Thomas Kuyyalath Nandaprayag University of Calicut INDIA	

Session # 2
Thursday, July 3, 2025 --- 10:30 – 12:30

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
<p>Session Chairs:</p> <p>Kyle S. Wells, Utah Tech University, USA</p> <p>and</p> <p>Aekkachai Nittayagasetwat, National Institute of Development Administration, Thailand.</p>	<p>Session Chairs:</p> <p>Praveen Ranjan Srivastav, Indian Institute of Management Rohtak, India</p> <p>and</p> <p>Dinh Minh Tri, International University of Vietnam.</p>	<p>Session Chairs:</p> <p>Abdul Razak Bin Ibrahim, University of Kuala Lumpur, Malaysia</p> <p>and</p> <p>Maher Itani, Ajman University, UAE.</p>	<p>Session Chairs:</p> <p>Hermann Lassleben, Reutlingen University, Germany.</p> <p>and</p> <p>Koustab Ghosh, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Mohammad Falahat Nejadmahani, Asia Pacific University of Technology & Innovation, Malaysia.</p> <p>Sarfraz Ali Kyani, Queensland University of Technology, Australia.</p>	<p>Session Chairs:</p> <p>Alang Tho, International University of Vietnam, Vietnam.</p> <p>and</p> <p>Che Aniza Binti Che Wel, University of Kebangsaan Malaysia.</p>	<p>Session Chairs:</p> <p>Gagandeep Kaur Nagra, Amity Global Business School, India.</p> <p>and</p> <p>Ghazanfar Ali Abbasi, King Fahd University of Petroleum and Minerals, Saudi Arabia.</p>
<p>Room Managers:</p> <p>Nguyen Truong Son, International University of Vietnam.</p> <p>and</p> <p>Vaibhav Chaudhary, Indian Institute of Technology Delhi, India.</p>	<p>Room Managers:</p> <p>Huynh Tan, International University of Vietnam.</p> <p>and</p> <p>Hitesh Sharma, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuong-Vi Tran, International University of Vietnam.</p> <p>and</p> <p>Lubna Rashid Malik, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Trương Lê Ngọc Trâm, International University of Vietnam.</p> <p>and</p> <p>Tanya Singh, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Narongpol Sanoudontree, Rajamangala University of Technology Tawan-ok, Uthenthawai Campus, Thailand.</p> <p>and</p> <p>Priyanka Thakral, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Salem M. Alanazi, University of Science, Malaysia.</p> <p>and</p> <p>Surabhi Sakshi, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuan-Anh Nguyen, Nguyen Tat Thanh University, Vietnam.</p> <p>and</p> <p>Mariya Firoz, Indian Institute of Management Rohtak, India.</p>

Session # 2
Thursday, July 3, 2025 --- 10:30 – 12:30

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
<p>Tax-Induced Earnings Management: An Empirical Analysis Of Indian Firms' Response to Post 2019 Tax Cuts</p> <p>Aprajita Pandey Ayan Bera Birla Institute of Technology and Science INDIA</p> <p>Prakash Singh Indian Institute of Management Lucknow INDIA</p>	<p>Application of Artificial Intelligence (AI) to Payment System of Local Government in Nigeria: Legal Challenges and Prospects</p> <p>Yahaya Alhaji Borno State University Maiduguri NIGERIA</p>	<p>The Invisible Thread: A Systematic Literature Review of Tacit Knowledge Sharing</p> <p>Mariya Firoz Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Talent Analytics: A Systematic Review and Topic Modeling Approach</p> <p>Priyanka Thakral Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak India</p>	<p>Assessing the Impact of Social Entrepreneurship on Youth Livelihoods and Economic Resilience in Post-Insurgency Borno State (Nigeria)</p> <p>Mustafa Alhaji Isa Borno State University NIGERIA</p>	<p>An Empirical Investigation into the Online Grocery Purchasing Behavior of Female Indian Consumers: Extending the Technology Acceptance Model</p> <p>Baby Iffat Jahangir Chauhan Aligarh Muslim University INDIA</p> <p>Shoeb Ahmad Fahad Bin Sultan University SAUDI ARABIA</p> <p>Suraiya Rajput Glocal University INDIA</p>	<p>Understanding Customer Emotions in Double Deviation: A PRISMA-Based Systematic Review</p> <p>Jingyi Deng Che Aniza Binti Che Wel Siti Ngayesah Ab. Hamid Universiti Kebangsaan Malaysia MALAYSIA</p>
<p>Carbon Finance: A Systematic Literature Review</p>	<p>Usage of Artificial Intelligence in Mobile Banking Services: Perspective of User Adaptation and Task-Technology Model across Vietnam</p>	<p>The Antecedents of Employees' Readiness towards Artificial Intelligence Adoption: A Study in Vietnam</p>	<p>Leveraging Green Human Resources Management for Organizational Success: Examining Its Impact on Employee Attitudes and Job Performance across Vietnam</p>	<p>Fuel or Foe? The Dual Impact of Entrepreneurial Passion on History Imprints— Innovation Pathway in New Ventures</p>	<p>Exploring the Impact of O2O Service Quality on Customer Satisfaction and Continuous Use Intention in the Cosmetics Industry: The Role of Artificial Intelligence (AI)</p>	<p>Understanding Impulse Buying Behavior through the Role of Social Influence, Cultural Values and Cognitive Dissonance: The Case of Generation Z in Vietnam</p>

Session # 2
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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
Darshan N. M. Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Thu-Hien Thi Dao Giang-Do Nguyen Vuong-Bach Vo Nguyen Tat Thanh University VIETNAM	Giang-Do Nguyen Duy-Phuc Dang Nguyen Tat Thanh University VIETNAM Minh-Tri Ha Vietnam National University VIETNAM	Tam Thi Thu Chan Minh Thi Ngoc Phan Vietnam National University HCMC VIETNAM	Mumin Dayan Sabaa Sayed United Arab Emirates University United Arab Emirates Omer F. Genc Youngstown State University USA Ebru Genc Hiram College USA	Technology and Comparative Analysis Nhu Quynh Doan NGUYEN Technical University of Ostrava CZECH REPUBLIC Tri Minh Nguyen University of Economics and Finance VIETNAM	Minh-Tri Ha Truong-Son Nguyen Vietnam National University VIETNAM
Gold ETFs in India: A Comparative Study of Gold ETF Performance in the Indian Capital Market Koti Surya Prakasha Rao Bolla Papua New Guinea University of Technology PAPUA NEW GUINEA	Artificial Intelligence's (AI's) Influence on Vocational Training: Insights from PLFS Data and Occupational Exposure Shambhavi Mishra Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	The Role of Artificial Intelligence in Advancing Project Management Practices in tune with Saudi Arabia's Vision 2030 – A Delphi Study Perspective Nada Al-Dossary Prince Mohammad Bin Fahd University SAUDI ARABIA	The Light and Dark Sides of Human Resource Management: A Bibliometric Review of Employee Well-Being Research Diep Thi Phuong Thao Petra Horváthová VSB - Technical University of Ostrava CZECH REPUBLIC	Embracing the Dragon's Tech: Market Entry and Adoption Dynamics of Chinese Vehicles in the Competitive Landscape of Kuwait Sam Toglaw Gulf University for Science and Technology KUWAIT	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	Improving Health Economics and Hospital Management Using Marginal Analysis and Brand Equity in Service Quality Somnath Chatterjee Asraful Islam Aliah University INDIA

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
Bathini Hari Babu Vignan's Foundation for Science, Technology and Research INDIA					Kaukab Abid Azhar Che Aniza binti Che Wel Universiti Kebangsaan Malaysia MALAYSIA	
The Impact of Herding Behavior on Investment Decisions for the New Investor in Indonesia: Over Confident and Risk Tolerance as Moderating Variables Syukri Lukman Institut Teknologi Batam INDONESIA Syailendra Eka Saputra PGRI University of West Sumatera INDONESIA	Public Discourse about the AGNI-Path Scheme: Analyzing Sentiments of Citizens Using Youtube Comments Surabhi Sakshi Praveen Ranjan Srivastava Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Management Skills of Vietnamese and Americans: Examining their Technical, Human and Conceptual Scores based on Culture and Gender Bahaudin G. Mujtaba Nova Southeastern University USA	Turning Stress into Strength: The Unexpected Role of Psychological Distress and Resilience in Employee Engagement A Vietnamese Perspective Tran Thi Thu Hang Nguyen Ngoc Thanh Nhi Cong Duc Tran Nguyen Tran Anh Tho Ton Duc Thang University VIETNAM	Entrepreneurs' Religiousness as a Control Mechanism in Reducing Moral Disengagement and Unethical Decision Making: A Multi-Country Study Saddam Khalid University of Hyogo JAPAN	The Effects of Shopping E- Commerce Live- Streaming Features on Vietnamese Consumer Purchase Intentions: The Mediating Roles Of Flow Experience and Trust Minh-Tri Ha Mai-Linh Ngo- Nguyen Vietnam National University VIETNAM	Trust Me, It's Worth It: Online Reviews and Consumer Behavior on E-Commerce Platforms in Vietnam's Cosmetics Market Nguyen Khanh Linh Le Nguyen Thi Hong Ton Duc Thang University VIETNAM
Board Gender Diversity and Stock Market Performance of Listed Companies in an Emerging Economy:	Exploring the Impact of Artificial Intelligence (AI) – Driven Job Crafting on Employee Performance:	The Impact of Intellectual Capital on Organizational Performance in the Public Sector Organizations across	Influence of Workplace Gossip on Employee Wellbeing: Examining the role of Social Inclusion and	Building a Sustainable Future: The Role of Small and Medium Enterprises (SMEs) in Green Business and Climate	Understanding the Demand for Passenger Cars and Lending Rates Relation Through Mixed	Service Excellence in Bangladesh's Conventional Banks: Challenges and Critical Success Factors

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
Does Ownership Matter across Bangladesh Syed A. Mamun Khujista Ayeshta Binte Alamgir A. S. M. Shakil Haider BRAC University BANGLADESH Alima Aktar North South University BANGLADESH	A Bibliometric Analysis and Research Agenda Tri Minh Nguyen University of Economics and Finance VIETNAM Nguyen Le Khanh Trang Vietcombank VIETNAM Nhat Tan Pham Vietnam National University VIETNAM	Ho Chi Minh City (Vietnam) Minh-Tri Ha Phi-Phuong Pham Vietnam National University VIETNAM	Organizational Based Self-esteem Eram Fatima Siddiqui Madhurima Mishra Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Adaptation in Northeast Nigeria Maryam Imam Ibrahim Borno State University NIGERIA	Methods: Empirical Evidence from Emerging Economies Vaibhav Chaudhary Indian Institute of Technology Delhi INDIA Prakash Singh Indian Institute of Management Lucknow INDIA	Mohibba Tabassum Tanny Wan Rohaida Wan Husain International Islamic University Malaysia MALAYSIA Rafikul Islam Aliah University INDIA
Digital Waqf as New Method of Waqf Creation for Sustainability of Waqf Properties and Development of Islamic Economics across Malaysia	Advancing Digital Transformation across Saudi Arabian Companies in the Post-COVID-19 Era Abdulaziz Alsalloum Shubashini Velu Prince Mohammad Bin Fahd University SAUDIA ARABIA	Enhancing Construction Efficiency Through the Use of Fully Precast Concrete Structural Systems Narongpol Sanoudontree Rajamangala University of Technology Tawan-ok, THAILAND	How Does SRHRM Boost Employee Extra-Role Behavior? A Moderated Serial Mediation Analysis of Work Meaningfulness, Social Community, and Well-Being: A Vietnamese Perspective Chau Hoai Bao Nguyen Phan Thu Hang	Exploring Perceptions of Intellectual Capital and its Effects on Startups across Vietnam: A Qualitative Study Minh-Tri Ha Thi-Hien Phan Vietnam National University VIETNAM	Impact of E-Marketing on Consumer Purchase Decisions: The Case Study of the Retail Industry in Saudi Arabia Alya Wasel S. Alahmdi Shubashini Velu Prince Mohammad Bin Fahd University SAUDIA ARABIA	When Less is More: Counterintuitive Effects of Nostalgic Appeals on Digital Brand Engagement An Indian Perspective Debora Dhanya A. Christ University INDIA

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Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
Chaibou Issoufou Abdul Razak Bin Ibrahim Mohd Hanafia Huridi Universiti Kuala Lumpur MALAYSIA		Viput Ongsakul National Institute of Development Administration THAILAND	Le Nguyen Binh Minh Saigon University VIETNAM Tran Hoang Phuc Vietnam National University VIETNAM			Rishabh Shekhar Symbiosis International University INDIA Biswajit Acharjya Birla Global University INDIA Baskar B SRM Institute of Science and Technology INDIA
Dynamics of E-CRM Model of Digital Banking across Indonesia Nurul Kholifah Satria Bangsawan Yuniarti Fihartini University of Lampung INDONESIA	The Role of Artificial Intelligence (AI) In Strategic Marketing Decision-Making: Opportunities, Challenges, and Best Practices: A Saudi Perspective Laura Faisal Hakeem Rabaa Saleh Alabdulrahman Prince Mohammad Bin Fahd University SAUDIA ARABIA	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 Minh-Tri Ha Nguyen Hung Thai Nhu-Y Tran-Thi Vietnam National University VIETNAM	Enhancing Nursing Safety in Malaysia: A Study about Risk Factors, Compliance, and Workplace Interventions Gehad Mohammed Ahmed Naji Universiti Sains Malaysia MALAYSIA Khairul Shafee Kalid Universiti Teknologi PETRONAS MALAYSIA	The Impact of E-commerce Growth on Small and Medium Enterprises (SMEs) across Saudi Arabia Abdullah Almkaram Shubashini Velu Prince Mohammad Bin Fahd University SAUDIA ARABIA		

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
			Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA Bassem Nasri Salem Mofadhi Al Anazi Prince Mohammad Bin Fahd University SAUDI ARABIA			
Does Financial Distress Impact the Financial Health of Commercial Banks? Investigating the Moderating Role of ESG Scores: Empirical Evidence from the Indian Banking Sector Preksha Tanan Mohanlal Sukhadia University INDIA Sagar Gujjar Satyawati College INDIA	Cybersecurity Risk Management in Smart and Sustainable Projects: A Review of Threats, Vulnerabilities, and Green Business Mitigation Frameworks Saleem Ahmed Al-Azazi Taiz University YEMEN Basheer M. Al-Ghazali King Fahd University of Petroleum and Minerals SAUDI ARABIA	Linking Team Exploitative Learning to Employee Performance in Aviation: The Mediating Role of Innovation and the Moderating Role of Social Media Usage Ly Thi My Hanh Vu Manh Quynh Tomas Bata University CZECH REPUBLIC Nguyen Thi Anh Van University of Technology and Education VIETNAM	Influence of Digital Orientation on the Intention to Use Artificial Intelligence for Human Resource Management: A Case Study of Tourism Enterprises across Vietnam Van Huu Quang Nhat Le Thi Kieu Anh Thai Binh Duong University VIETNAM Tran Hoang Minh Lac Hong University VIETNAM	Empowering Communities Through Green Entrepreneurship: Strategies for Poverty Alleviation in Climate-Vulnerable Borno State (Northeast Nigeria) Wakil Malah Bukar Borno State University NIGERIA		

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Finance/ Accounting	Information Technology	Management	Human Resources	Entrepreneurship	Marketing	Marketing
Vaibhav Chaudhary Indian Institute of Technology Delhi INDIA	Mohammed Abdulrazzaq Alaghbari Applied Science University BAHRAIN Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA					

Chatuchak Weekend Market (Bangkok)



Session # 3
Thursday, July 3, 2025 --- 14:00 – 16:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
Session Chairs: Hak-Seon Kim, Kyungsung University, South Korea. and Viput Ongsakul, National Institute of Development Administration, Thailand	Session Chairs: Ashok Ashta, University of Kitakyushu, Japan. and Suhail M. Ghouse, Dhofar University, Oman.	Session Chairs: Obaid M. Al-Shuridah, King Fahd University of Petroleum and Minerals, Saudi Arabia. and Guillermo Gibens, Community College of Baltimore County, USA.	Session Chairs: Gerald W. Fry, University of Minnesota, USA. and Omer F. Genc, Youngstown State University, USA.	Session Chairs: Pham Tan Nhat, International University of Vietnam. and Sudaporn Sawmong, King Mongkut's Institute of Technology Ladkrabang, Thailand.	Session Chairs: Chris Healy, Utah Tech University, USA and Pranav Dharmani, Indian Institute of Management Rohtak, India.	Session Chairs: Jasmeet Kaur Lamba, O. P. Jindal Global University, India. and Sorasak Tangthong, King Mongkut's Institute of Technology Ladkrabang, Thailand.
Room Managers: Nguyen Truong Son, International University of Vietnam. and Vaibhav Chaudhary, Indian Institute of Technology Delhi, India.	Room Managers: Huynh Tan, International University of Vietnam. and Hitesh Sharma, Indian Institute of Management Rohtak, India.	Room Managers: Tuong-Vi Tran, International University of Vietnam. and Lubna Rashid Malik, Indian Institute of Management Rohtak, India.	Room Managers: Trương Lê Ngọc Trâm, International University of Vietnam. and Tanya Singh, Indian Institute of Management Rohtak, India.	Room Managers: Narongpol Sanoudontree, Rajamangala University of Technology Tawan-ok, Uthenthawai Campus, Thailand. and Priyanka Thakral, Indian Institute of Management Rohtak, India.	Room Managers: Salem M. Alanazi, University of Science, Malaysia. and Surabhi Sakshi, Indian Institute of Management Rohtak, India.	Room Managers: Tuan-Anh Nguyen, Nguyen Tat Thanh University, Vietnam. and Mariya Firoz, Indian Institute of Management Rohtak, India.

Session # 3
Thursday, July 3, 2025 --- 14:00 – 16:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
<p>The Effects of Artificial Intelligence (AI) and Cognitive Dissonance on Tourist Decisions: A Vietnamese Perspective</p> <p>Ngan Nguyen Hoang Thanh National Kaohsiung University of Science and Technology TAIWAN</p> <p>Le Nguyen Ngoc Thanh Vo Hong Son Ho chi Minh City University of Economics and Finance VIETNAM</p>	<p>Analyzing Barriers to Digitalization for Sustainable Consumption and Production in the Food Supply Chain: A TISM-Based Approach</p> <p>Mohd Ziyauddin Khan Ashwani Kumar Indian Institute of Management Rohtak INDIA</p>	<p>Attitudes of Saudi Consumers Towards European Products and Brands from the Context of Quran Burning</p> <p>Zafar U. Ahmed Abdullah Almashayekh Brian Chabowski King Fahd University of Petroleum and Minerals SAUDI ARABIA</p>	<p>The Effect of Organizational Ambidexterity as Dynamic Capabilities in International Business: A Systematic Review and Future Agenda</p> <p>Pranav Dharmani Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Social Media Strategy for B2B: A Topic Modeling Analysis</p> <p>Sakshi Yadav Rubina Chakma Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Working Through Illness: A Conceptual Exploration Of How Sickness Presenteeism Shapes Career Agency</p> <p>Ayushi Srivastava Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Symphony Ice Cream: A Strategic Approach Using Compensation Modeling to Improve Profitability</p> <p>Christine Healy Kaplan Sanders Kyle S. Wells Utah Tech University USA</p>
<p>Push-Pull Motivations in Tourism: The Role of Resident-Tourist Interactions across Vietnam</p> <p>Nhan PHAN TRONG Vietnam National University VIETNAM</p>	<p>Understanding Consumer Responses to Corporate Social Irresponsibility: A Systematic Literature Review of Punitive and Non-Punitive Pathways</p>	<p>How Consumer Participation Enhances Consumer-Brand Engagement and Behavioral Intentions on Social Media among Generation Z</p> <p>Nguyen Thi Hong Le Thi Phuong Thanh Nguyen Thuy Linh Ton Duc Thang University Vietnam</p>	<p>The Impact of Mindfulness on Work Engagement: Work Stress and Employee Well-being as Mediators and Age as the Moderator: A Vietnamese Perspective</p> <p>Huong Huynh Pham Thuy Ngoc Thi Vo Hoa Sen University VIETNAM</p>	<p>Investigation of the Millennials' Intentions towards Green Eco-Label Products Usage: A Vietnamese Perspective</p> <p>Vi Thi Tuong Tran Nguyen Tat Thanh University Vietnam</p>	<p>An Integrated Model of Organizational and Psychological Factors Predicting Job Performance: Case of Retail Service Sector in Vietnam</p> <p>Giang-Do Nguyen Thanh-Tu Tran Nguyen Tat Thanh University VIETNAM</p>	<p>"Entrepreneurship in Art" – "The Roger de Tanios Global Case Study"</p> <p>Roger Tanios INDEVCO Group LEBANON</p>

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
Thuy VO THI NGOC Vi HO TRUC Hoa Sen University VIETNAM	Su Kexin Siti Ngayesah Ab. Hamid Che Aniza Binti Che Wel Universiti Kebangsaan Malaysia MALAYSIA			Quang Nhut Ho Ngoc Nhu Huynh Vietnam National University VIETNAM	Hoang-Phu Nguyen Vietnam National University VIETNAM	
Experience Economy in Tourism: A Systematic Literature Review and Future Pathways Tanya Singh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	The Role of Corporate Social Responsibility in Mediating the Impact of Corporate Governance on Sustainability Performance across Indonesia Abel Tasman Gita Elfira Universitas Negeri Padang INDONESIA Syukri Lukman Institut Teknologi Batam INDONESIA	Turning Engagement into Footfall: The Effects of Visual Complexity in Social Media Marketing Ankit Tiwari Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Strategists' Perception and Business Performance: A Cognitive-Based Performance Model Mai Ngoc Khuong Nguyen Ngoc Anh Thu Vietnam National University VIETNAM	Fan Engagement Dimensions and Their Impact on Stadium Attendance: Conceptual Framework Aishah Nadirah Mohamed Alauddin Universiti Teknologi MARA Che Aniza Binti Che Wel Siti Ngayesah Ab. Hamid Hafizah Omar Zaki Universiti Kebangsaan Malaysia MALAYSIA	The Relationship between Diversity, Equity, and Inclusion (DEI) Initiatives and Rocksteady Studios' Performance across Vietnam Khoa Dang Truong Vietnam National University VIETNAM Tri Minh Nguyen University of Economics and Finance VIETNAM Nguyen Le Khanh Trang Vietcombank VIETNAM	The Impact of International Work Experience on Career Advancement: Examining the Career Trajectories of International Business Graduates Hermann Lassleben Reutlingen University GERMANY

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
<p>Digitalization and Digital Transformation in the Tourism Industry: A Bibliometric Review and Research Agenda</p> <p>Henok Bekele Arba Minch University ETHIOPIA</p> <p>Sahil Raj Punjabi University INDIA</p>	<p>Consumer Minimalism and Pro-Environmental Behavior: An Integrated Framework among Vietnamese Minimalist Generation Z</p> <p>Vuong-Bach Vo Thu-Hien Thi Dao Giang-Do Nguyen Nguyen Tat Thanh University VIETNAM</p>	<p>Would Controversial Advertising Leads to Boycott? A Malaysian Perspective</p> <p>Siti Ngayesah Ab. Hamid Che Aniza Binti Che Wel Roshayati Abdul Hamid Universiti Kebangsaan Malaysia MALAYSIA</p>	<p>Flexicon or TKQ Matrix Towards a New Framework for Strategic Management Practices A Vietnamese Perspective</p> <p>Mai Ngoc Khuong Nguyen Ngoc Anh Thu Vietnam National University VIETNAM</p>	<p>Big Data Analytic Capability and Sustainable Competitive Advantage: A Systematic Literature Review</p> <p>Dasrial Andalas University INDONESIA</p> <p>Syukri Lukman Institut Teknologi Batam INDONESIA</p>	<p>Employer Branding and Talent Retention in FPT AdTrue., JSC: Implications for Vietnam's ICT Companies</p> <p>Nguyen Minh Hai FPT AdTrue., JSC, VIETNAM</p> <p>Van Thi Minh Huyen Foreign Trade University VIETNAM</p>	<p>Entrepreneurial University Funding Mechanism: A Comparative Study</p> <p>Sara Al-Maadeed Qatar University QATAR</p>
<p>Decoding the Human-Robot Dynamics in Hospitality: A Multi-Method Study of Functionality, Emotional Responses, and Relationship Building</p> <p>Ghazanfar Ali Abbasi King Fahd University of Petroleum and Minerals SAUDI ARABIA</p>	<p>Sustainable Business Models in Social Entrepreneurship: The Role of Organic Products in the Digital Era: An Indian Perspective</p> <p>Marinithu Vignesh Shanmuga Velu Pragadeeswaran Annamalai University India</p>	<p>Innovation in an Emerging Market: Barriers and Strategies of Food Small and Medium Enterprises (SMEs) across Vietnam</p> <p>Minh-Tri Ha Diep Ngoc Luong Vietnam National University VIETNAM</p>	<p>Voice as a Catalyst: Linking Transformational Leadership to Innovation in Small and Medium Enterprises (SMEs): A Vietnamese Perspective</p> <p>Tho Alang Chair Vietnam National University VIETNAM</p>	<p>The Impact of Short Video Marketing on Luxury Hotel Brands: A Case Study of Tik-Tok</p> <p>Bao-Trung Duong LE Dinh Minh Tri Vietnam National University VIETNAM</p>	<p>Cyberbullying Drives Turnover Intention in Remote Work: The Role of Family Interference, Professional Isolation, and Mindfulness: A Vietnamese Perspective</p> <p>Tran Thi Thu Hang Tran Cong Duc Le Thi Ngoc My Nguyen Tran Anh Tho Ton Duc Thang University VIETNAM</p>	<p>GenAI and Authentic Assessment Design in Higher Education: Towards Developing a Institutional Cognitive Model</p> <p>Banjo Roxas Rebecca Dong University of Technology Sydney AUSTRALIA</p>

Session # 3
Thursday, July 3, 2025 --- 14:00 – 16:00

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
<p>The Impact of Perceived Risk on Tourist Satisfaction and Return Intention to the Tourist Destination (Nha Tran City, Vietnam)</p> <p>Tran Thi Xuan Vien University of Industry and Trade VIETNAM</p> <p>Ha Nam Khanh Giao Vietnam Aviation Academy VIETNAM</p> <p>Ta Van Thanh University of Finance - Marketing VIETNAM</p>	<p>The Green Choice With a Guilty Conscience: Exploring Consumer Guilt and Moral Disengagement in Organic Purchase Decisions: A Vietnamese Perspective</p> <p>Tran Anh Tien Minh Thi Ngoc Phan Vietnam National University VIETNAM</p>	<p>Exploring the ESG-Marketing Gap in Vietnamese SMEs: A Qualitative Study of Natural House Co., Ltd. and Peer Enterprises</p> <p>Minh-Tri Ha Thu-Hien Nguyen-Thi Thuan-An Nguyen-Dang Vietnam National University VIETNAM</p>	<p>Grasping the Essence of Social Undermining through a Systematic Literature Review</p> <p>Lubna Rashid Malik Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Determinants of Fast Fashion Consumption Behavior among the Young Vietnamese Generation</p> <p>Vuong-Bach Vo Ngoc Tuong-Vy Vo Dieu-Linh Luong Thu-Phuong Tran Nguyen Tat Thanh University VIETNAM</p>	<p>Exploring the Impact of Common Good Human Resource Management Practices on Job Retention and Extra-Role Work Performance</p> <p>Hien Chau Nguyen Vo Tuan Tran Hoang Vietnam National University VIETNAM</p>	<p>Unlocking Innovation Through Diversity in Higher Educational Institutions: A Serial Mediation Model of Knowledge Sharing</p> <p>Shatrughan Yadav Indian Institute of Management Rohtak INDIA</p>
<p>Dynamics of Health Tourism Sector across India</p> <p>Dasari Chennappa E. Raghava Chaitanya Osmania University INDIA</p>	<p>Zero Waste, and Infinite Possibilities Circular Solutions for a Greener Tomorrow: An Omani Perspective</p> <p>Nitin Bhaurao Raut Rajamohan Natarajan Osama Ibrahim Sohar University OMAN</p>	<p>Linking Experiential Marketing and VR Tourism Marketing: The Moderating Effect of Artificial Intelligence Assistant Technology</p> <p>Le Nguyen Ngoc Thanh Vietnam National University VIETNAM</p>	<p>Risk and Reward: Regulatory Focus Orientation and the Effectiveness of Promotion and Prevention Targeted Organizational Apologies</p>	<p>Predicting the Ability of Vietnam Pharmaceutical Firms to Provide Antibiotics</p> <p>Doan Huyen Tran (Trish) Ho Chi Minh City University of Technology (HUTECH) VIETNAM</p>	<p>Mapping the Intellectual Terrain of International Human Resource Management Insights from Systematic Literature Network Analysis</p>	<p>Human Capital Management in Tourism and Hospitality Industry: A Case Study of Andhra Pradesh Tourism Development Corporation (India)</p>

Session # 3
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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
		Khuong Thanh Nguyen Tomas Bata University in Zlin CZECH REPUBLIC	Eric S. Rhodes California State University at San Marcos USA Masahisa Kurt Yamaguchi Chaminade University USA Samuel Clarke Utah Tech University USA		Simran Singh Koustab Ghosh Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Vinjarapu Srinivasa Raghava P. Purna Chandra Rao Acharya Nagarjuna University INDIA
Do Generations Matter in Wellness Tourism? Exploring the Attribute-Loyalty Link Across Four Cohorts Tugce Under Faizan Ali Muhittin Cavusoglu University of South Florida USA Cihan Cobanoglu Virscend University USA Bendegul Okumus University of Central Florida USA	Risk Management as a Catalyst for Green Innovation and Sustainable Performance: The Role Of Green Knowledge Management and Technological Spillovers Kim My Huynh Quyên Thuy Thuong L Luan The Vuong Nguyen Van Phuong Vietnam National University VIETNAM	Investigation of the Generation Z Intentions toward Organica’s Products Purchase: A Vietnamese Perspective Vi Thi Tuong Tran Nguyen Tat Thanh University VIETNAM Han Nguyen Gia Tran University of Finance Marketing VIETNAM Quang Nhut Ho Vietnam National University VIETNAM	Work Engagement and Commitment to Internationalisation among Administrative Staff in the Context of Higher Education Internationalisation: A Conceptual Paper Pho Thi Nguyen Dr. Han Nu Ngoc Ton Vietnam National University Vietnam		Personal Resources, Work Engagement and Job Burnout among Vietnamese Ground Employees in the Aviation Sector Tung Dao-Duy Vijayan Ramasamy Malaysia University of Science and Technology MALAYSIA	The Impact of Innovative Leadership in Enhancing Job Performance to Support Qatari Companies and Entrepreneurs: A Case Study of Qatar Development Bank Mohamed Sultan Al- Naimi Qatar University QATAR

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
Bekir Bora Dedeoglu Nevsehir Haci Bektas Veli University Nevsehir TURKIYE		Anh Duc Hoai Nguyen University of Foreign Languages – Information Technology VIETNAM				
How Do Experiential and Eudaimonic Drivers Influence Loyalty in Wellness Tourism? A Cross- National S-O-R Study of Turkiye and the US	The Role of Green Finance and Government Support in Enhancing Sustainable Performance: The Mediating Effects of Green Innovation and Digital Transformation		From Notifications to Performance: Understanding Technology Distraction among Generation Z And Generation Y's Behavior Insights		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	Assessing the Impact of Star Alliance Membership on Thai Airways' International Competitiveness: A Case Study
Tugce Under Muhittin Cavusoglu University of South Florida USA	Phuong Ngoc Nguyen Mai Vy Thuy Thao Le Luan The Vuong Nguyen Van Phuong Vietnam National University VIETNAM		Thy Thi Bao Huynh Han Nu Ngoc Ton Nguyen Dinh Minh Vietnam National University VIETNAM		Ha Doan Thanh Nghi University of Economics and Finance VIETNAM	Viput Ongsakul National Institute of Development Administration THAILAND
Bekir Bora Dedeoglu Nevsehir Haci Bektas Veli University TURKIYE			Nguyen Ngoc Anh University of the West of England Ho Chi Minh City Campus VIETNAM		Ly Huynh Ngoc Hoang Sinh Duc Hoang Phuc Tran Hoang Vietnam National University VIETNAM	Minh-Tri Ha Vietnam National University VIETNAM
Bendegul Okumus University of Central Florida USA						Zafar U. Ahmed Vietnam National University VIETNAM
Cihan Cobanoglu Virscend University USA						

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
An Experimental Study Model on Revisit Intention in Sport Tourism: A Value Expectancy Theory Approach	Digital Literacy and Eco-Friendly Behaviour as Predictors of Green Purchase Intention: A Consumer-Centric Study		Safety Leadership and Safety Behavior: The Mediating Role of Safety Cultural at the Tan Son Nhat Airport (Vietnam)		A Moderated Mediation Model of SRHRM and Employee Behavior: The Roles of Well-being and Empowering Leadership	Mapping the Intellectual Landscape of Higher Education Performance (2000 – 2024): A Bibliometric Analysis of Intellectual Capital and Related Construct in Vietnam and Beyond
Radhita Asfarina Annizar Mahrinasari MS Roslina University of Lampung INDONESIA	Awadh Mohammed Ahmed Al Mashikhi Salalah Vocational College OMAN Suhail Mohammad Ghouse Dhofar University OMAN Zaharuzaman bin Jamaluddin Universiti Selangor MALAYSIA		Truc Do Thi Thanh Tung Dao Duy Vietnam Aviation Academy VIETNAM Khai Nguyen The University Canada West CANADA		Chau Hoai Bao Nguyen Phan Thu Hang Le Nguyen Binh Minh Saigon University Vietnam Tran Hoang Phuc Vietnam National University Vietnam	Minh-Tri Ha Dean School of Business International University Vietnam National University Ho Chi Minh City VIETNAM Tam Ho Dan Doan Ph.D., Student Department of Management School of Business International University Vietnam National University Ho Chi Minh City VIETNAM

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Hospitality	Social Responsibility	Marketing	Management	Marketing	Human Resources	Pedagogy/ Case Studies
Effects of Security Risks and Concerns of Generative Artificial Intelligence (AI) on Motivation and Effectiveness of AI Usage: A Study about Tourist Behavior Towards Travel Support Applications. Van Huu Quang Nhat Le Thi Kieu Anh Thai Binh Duong University VIETNAM			3-D Printing: What is the Impact of 3D Printing on Operation Strategy: An Indian Perspective Amol Singh Associate Professor Department of Operations Management Indian Institute of Management Rohtak Rohtak, State of Haryana INDIA			

Ang Thong Marine Park



Session # 4
Thursday, July 3, 2025 --- 16:30 – 18:30

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
<p>Session Chairs:</p> <p>Shweta Bahl, Indian Institute of Management Rohtak, India</p> <p>and</p> <p>Ujjwal Sawarn, Indian Institute of Management Rohtak, India</p>	<p>Session Chairs:</p> <p>Rafikul Islam, Aliah University, India.</p> <p>and</p> <p>Madhurima Mishra, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Prakash Singh, Indian Institute of Management Lucknow, India.</p> <p>and</p> <p>Somya Arora, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>S. Pragadeeswaran, Annamalai University, India.</p> <p>and</p> <p>Bhavan Narayana Kandala, Jawaharlal Nehru Technological University, India.</p>	<p>Session Chairs:</p> <p>Syukri Lukman, University of Andalas, Indonesia.</p> <p>and</p> <p>Shatrughan Yadav, Indian Institute of Management Rohtak, India.</p>	<p>Session Chairs:</p> <p>Madhurima Mishra, Indian Institute of Management Rohtak, India</p> <p>and</p> <p>Balarama Krishna Varanasi, US Global Business Forum India</p>	<p>Session Chairs:</p> <p>Eric S. Rhodes, California State University, USA</p> <p>and</p> <p>Rishabh Rajan, Chandragupt Institute of Management Patna, India</p>
<p>Room Managers:</p> <p>Nguyen Truong Son, International University of Vietnam.</p> <p>and</p> <p>Vaibhav Chaudhary, Indian Institute of Technology Delhi, India.</p>	<p>Room Managers:</p> <p>Huynh Tan, International University of Vietnam.</p> <p>and</p> <p>Hitesh Sharma, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuong-Vi Tran, International University of Vietnam.</p> <p>and</p> <p>Lubna Rashid Malik, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Trương Lê Ngọc Trâm, International University of Vietnam.</p> <p>and</p> <p>Tanya Singh, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Narongpol Sanoudontree, Rajamangala University of Technology Tawan-ok, Uthenthawai Campus, Thailand.</p> <p>and</p> <p>Priyanka Thakral, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Salem M. Alanazi, University of Science, Malaysia.</p> <p>and</p> <p>Surabhi Sakshi, Indian Institute of Management Rohtak, India.</p>	<p>Room Managers:</p> <p>Tuan-Anh Nguyen, Nguyen Tat Thanh University, Vietnam.</p> <p>and</p> <p>Mariya Firoz, Indian Institute of Management Rohtak, India.</p>

Session # 4
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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
Enhancing Women Cooperative Societies Through Social Entrepreneurship: A Path To Sustainable Empowerment Bintu Mustapha Chibok Borno State University NIGERIA	Digital Transformation in Asian Small and Medium Enterprises (SMEs): Drivers, Challenges, and a Sustainable Framework: A Vietnamese Perspective Vo Thi Kim Anh Ton Duc Thang University VIETNAM	The Impact of Firm-Level Political Risk on Ownership: The Moderating Role of Corporate Governance Anju Saini Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA	Sustainable Business Models (SBM) For Vietnam: A Cultural-Based Modernized Review Vo Thi Quy Nguyen Ngoc Anh Thu Vietnam National University VIETNAM	Inflation Responses to Commodity Price Uncertainty Shocks Ujjawal Sawarn Indian Institute of Management Rohtak INDIA Pradyumna Dash Indian Institute of Management Raipur INDIA	The Effects Of Spillover Behaviour From The Employee Pro-Environmental Behaviour To The Employee Innovation Through Self-Efficacy And Moderated By Employee Environmental Awareness Roshayati Abdul Hamid Wan Yusreena Ilya Wan Azizee Universiti Kebangsaan Malaysia MALAYSIA	Telemedicine in Saudi Arabia: Transformative Applications and Future Horizons Salam Mzlouh Alenzi University Technology Malaysia Kuala Lumpur MALAYSIA Basheer Al-haimi Assistant Professor Department of Management Azman Hashim International Business School University Technology Malaysia Kuala Lumpur MALAYSIA Khalid Alruili University Technology Malaysia Kuala Lumpur MALAYSIA

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
Risk and Reward in Speculative Businesses: An Islamic Perspective on Ethical Decision-Making Abba Alhaji Bukar Borno State University Nigeria	Blockchain Applications in Apple Fruit Supply Chain: Benefits, Challenges, and Impact due to Technological Advancements Mohd Ziyauddin Khan Anurag Tiwari Indian Institute of Management Rohtak INDIA	MSME Financing Behavior: Systematic literature Review of MSME's Capital Structure Financing across India Avinash Kumar Jha Prakash Singh Indian Institute of Management Lucknow INDIA	Linking Green Supply Chains to Operational Performance in the Qatari Energy Industry Mohammed Ali Abdo Mohammed Al-RAMADA Okan University TÜRKIYE Pelin Vardarlier Balıkesir University TÜRKIYE Bahaudin G. Mujtaba Nova Southeastern University USA	Financial Rewards and Civil Servant Performance in Vietnam: The Interplay of Organizational Commitment and Public Service Motivation Minh-Tri Ha Thanh-Lan Nguyen Vietnam National University VIETNAM	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 Minh-Tri Ha Thuc-Khang Truong International University of Vietnam VIETNAM	Task Significance as a Moderating Factor in the Relationship Between Intrinsic Motivation and Employee Creativity: The Non-Public High Schools' Context in Vietnam Hong Thuy Hoang Ho Chi Minh City Open University VIETNAM Khai Nguyen The University Canada West CANADA Truc Do Thi Thanh Vietnam Aviation Academy VIETNAM
Entrepreneurial Ecosystems Rooted in Faith: A Case Study of Mosques and Muslim Immigrant Entrepreneurship in Japan and Australia	Fan Customers in a Hyperconnected World: A Systematic Review and Bibliometric Analysis	The Evolution of Depositories in India: A Comparative Analysis of NSDL and CDSL Koti Surya Prakasha Rao Bolla	Sustainability Disclosure Scores and Financial Performance: Insights from Indian Banks Vaibhav Chaudhary Indian Institute of Technology Delhi INDIA	Will Policy Moderates the Role of Timeliness in Intention to Use? A Cross-Sectional Study on Private Motorists Within the Reach of MRT Stations: A Malaysian Perspective	Competitive Dynamics in Creative Industries: A Review Pranav Dharmani Indian Institute of Management Rohtak INDIA	Understanding Work-Family Balance in Hybrid Work: The Mediating Roles of Integration Preferences and the Moderating Effect of Work-Related Loneliness:

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
<p>Saddam Khalid University of Hyogo JAPAN</p> <p>Yahya Aoyagi Kwansei Gakuin University JAPAN</p> <p>Ahmed Shabbir Adelaide University AUSTRALIA</p>	<p>Hrithvik Bhardwaj Indian Institute of Management Rohtak INDIA</p> <p>Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Papua New Guinea University of Technology PAPUA NEW GUINEA</p> <p>Bathini Hari Babu Vignan's Foundation for Science, Technology and Research INDIA</p>	<p>Prakash Singh Indian Institute of Management Lucknow INDIA</p>	<p>Muhammad Syirazie Hafiez Bin Abdul Aziz Mohd Hanafia Bin Che Rosmawati Binti Che Mat Universiti Kuala Lumpur MALAYSIA</p>		<p>A Vietnamese Perspective</p> <p>An Thi Thuy Nguyen Ho Chi Minh City Open University VIETNAM</p> <p>Khai Nguyen The University Canada West CANADA</p> <p>Truc Do Thi Thanh Vietnam Aviation Academy VIETNAM</p>
<p>The Role of Networks in Returnee Entrepreneurial Firms: An Indian Perspective</p> <p>Semsang Dolma Bomzon Alliance University INDIA</p> <p>Naman Dubey FLAME University INDIA</p>	<p>Playing with Privacy: Exploring the Impact of Artificial Intelligence in Gaming on Shaping User Engagement</p> <p>Hitesh Sharma Dheeraj P. Sharma Indian Institute of Management Rohtak INDIA</p>	<p>Impact of Norway's Sovereign Wealth Fund on Cost of Debt: Evidences from Indian Companies</p> <p>Sofi Mohammad Shafi Islamic University of Science and Technology INDIA</p> <p>Shahida Rasheed University of Kashmir INDIA</p>	<p>Strategic Community Engagement or Legal Circumvention? Corporate Social Responsibility in Thailand's Tobacco Industry During Economic Crises</p> <p>Prakaydao Krissadee Bangkok University THAILAND</p>	<p>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</p> <p>Nauris Haider Rishabh Rajan Kumod Kumar Chandragupt Institute of Management INDIA</p>	<p>Social Media Marketing: Content Strategy in the Vietnamese Higher Education Context</p> <p>Pham Thanh Xuan Hoang Thi Que Huong Tri Dinh Le Internatioinal University of Vietnam VIETNAM</p>	<p>A Comprehensive Review of Sustainable Supply Chain Management in Construction and Business: Trends, Challenges, and Strategic Innovations</p> <p>Mohammed Abdulrazzaq Alaghbari Applied Science University BAHRAIN</p>

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
Tulika Srivastava Veer Bahadur Singh Purvanchal University INDIA						Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA Fares Mohammed Shabaan Universiti Tun Hussein Onn Malaysia MALAYSIA Saleem Ahmed Al-Azazi Taiz University YEMEN
The Global Role of E-Learning in Empowering Micro, Small, and Medium Enterprises: An Indian Perspective Raman Vengatesan S. Pragadeeswaran Annamalai University INDIA	Exploring the Role of Technological Competitiveness in Building Innovation Capabilities of High-Tech Start-Ups: An Indian Perspective Purari Kumar Gourav Dwivedi Seema Sharma Indian Institute of Technology Delhi INDIA	Learning Foreign Investors' Trading Strategies Using Artificial Neural Networks: A Thailand Perspective Aekkachai Nittayagasetwat National Institute of Development Administration THAILAND	Innovations and Fresh Quality Thinking as a Strategic Differentiator for Social Enterprise Raja Krishna Murthy Morla Instorein Technologies Private Limited INDIA Dayanand Haliga Peace Forum INDIA	Children at Risk in the Digital Age: A Strategic Model of Cybercrime Drivers in the State of Bihar's (India) Schooling Context Nauris Haider Ritika Sagar Madhurima Raj Rishabh Rajan Kumod Kumar Chandragupt Institute of Management INDIA	The Effects of Support Services Quality on Internal Client Satisfaction: A Qualitative Research about Petrochemical Industry in Saudi Arabia Abdulrahman S. Al-Manea Prince Mohammad Bin Fahd University SAUDI ARABIA	Supplier Performance Management System in Petrochemical Manufacturing Organizations: Implications for Saudi Supply Chain Management System Faisal Boujlaia King Fahd University of Petroleum and Minerals SAUDIA ARABIA

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
		Jiroj Buranasiri Thammasat University THAILAND				Abdulrahman S. Al-Manea Prince Mohammad Bin Fahd University SAUDIA ARABIA
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) D. Mahalingam SKP Engineering College INDIA S. Pragadeeswaran Annamalai University INDIA	Enhancing Cybersecurity in Digital Health Services: Artificial Intelligence (AI) Driven Risk Mitigation Strategies for Secure Data Management Gehad Mohammed Ahmed Naji Universiti Sains Malaysia MALAYSIA Mourad Mansour Prince Mohammad Bin Fahd University SAUDI ARABIA Yasser El-Kassrawy Imam Mohammad Ibn Saud Islamic University SAUDI ARABIA	Innovative Insurance Solutions for Sustainable Development: Exploring the Potential of Non-Life Insurance in Promoting Environmental Sustainability and Business Growth: An Indian Perspective APARNA GER Amity Global Business School INDIA	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? Thy Thi Bao Huynh Han Nu Ngoc Ton Vietnam National University VIETNAM	Strategic Framework for Localizing the Maritime Industry in Saudi Arabia: Challenges, Opportunities, and Implementation Roadmap Abdulrhman Aljaafari Nadia Adnan Prince Mohammed Bin Fahd University SAUDI ARABIA	Exploring Artificial Intelligence Adoption across Southeast Asia's Supply Chain Talent Market Linh Thuy Mai Mei Lan Lin Jen Peng Huang Southern Taiwan University of Science and Technology TAIWAN	Benchmarking Procurement Classifications: A Comparative Study of Saudi Oil, Gas and Petrochemical Industries Abdullah Al-Khalaf King Fahd University of Petroleum and Minerals SAUDIA ARABIA Abdulrahman S. Al- Manea Prince Mohammad Bin Fahd University SAUDIA ARABIA

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
	<p>Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA</p> <p>Yulita Hanum P Iskandar Universiti Sains Malaysia MALAYSIA</p> <p>Basheer M. Al-Ghazali King Fahd University of Petroleum and Minerals SAUDI ARABIA</p>					
<p>Driving Entrepreneurial Orientation in Vietnam’s Technology Industry: The Role of Intellectual Capital, Absorptive Capacity and Ambidextrous Leadership</p> <p>Minh-Tri Ha Thanh-Trang Ngo-Le Vietnam National University VIETNAM</p>	<p>Reinforcement Learning with Human Feedback for Personalized Therapy Recommendation Using Real-World MIMIC-III Data</p> <p>Ebrahim Hamid Sumiea Universiti Teknologi PETRONAS MALAYSIA</p>	<p>National Culture and Bank Earnings Management: Evidence from Emerging Markets</p> <p>Sarit Biswas Indian Institute of Management Rohtak INDIA</p>	<p>Corporate Social Responsibility Implementation In Textile And Garment Industry: Focusing On Stakeholder Influence, Person-Organization Fit, And Employee Loyalty</p> <p>Truong Nguyen Thien Kim Han Nu Ngoc Ton Tran Pham Anh Thi Bui Thi Ngoc Thao</p>	<p>Contribution of Supply Chain Competitiveness to the Localization of Oil & Gas in Saudi Arabia</p> <p>Bassem Nasri Prince Mohammad Bin Fahd University SAUDIA ARABIA</p> <p>Abdulmohsen Alqahtani Salem Mofadhi Al-Anazi</p>	<p>The Influence of Gamification on Generation Z’s Engagement Intentions and Shopping Behavior: A Case Study Of Shopee Vietnam</p> <p>Minh-Tri Ha Yen-Nhi Le-Hong International I University of Vietnam VIETNAM</p>	<p>The Strategic Impact of Additive Manufacturing in Aerospace Applications: A Saudi Perspective</p> <p>Yazan Aldawood Nasser Alharbi Prince Mohammad Bin Fahd University SAUDIA ARABIA</p>

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Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
	<p>Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA</p> <p>Bassem Nasri Salem Mofadhi Al Anazi M. Sadiq Sohail Prince Mohammad Bin Fahd University SAUDI ARABIA</p>		<p>Vietnam National University VIETNAM</p>	<p>Prince Mohammad Bin Fahd University SAUDIA ARABIA Pablo Collazzo Yelpo Danube University AUSTRIA</p>		
<p>Responsible, Recognition and Self- confidence: A Novel Approach to Female Entrepreneurial Success</p> <p>Minh-Tri Ha Vietnam National University VIETNAM</p> <p>Truc Do Thi Than Vietnam Aviation Academy VIETNAM</p>	<p>Towards Smart and Proactive Risk Management: An Artificial Intelligence (AI) Powered Framework for Public- Private Partnership (PPP) Megaprojects</p> <p>Aawag Mohsen Alawag Nurul Elma Kordi Universiti Teknologi MARA MALAYSIA</p> <p>Mourad Mansour Prince Mohammad Bin Fahd University SAUDI ARABIA</p>	<p>The Impact of Sustainability on FinTech: A Malaysian Perspective</p> <p>Abdul Razak Bin Ibrahim Issoufou Chaibou Universiti Kuala Lumpur MALAYSIA</p>	<p>Examining Retail Investors' Resistance and Inertia Towards Socially Responsible Investment: A Hybrid SEM-ANN Approach</p> <p>Anand Kumar Mishra Indian Institute of Management Rohtak INDIA</p>	<p>Contributing Factors to Successful Workforce Saudization in the Saudi Arabian Oil and Petrochemical Industries</p> <p>Norah M. Aldossary Bassem Nasri Sotirios Zygiaris Prince Mohammad Bin Fahd University SAUDIA ARABIA</p>	<p>Determinants of Buy Now Pay Later (BNPL) among Saudi Arabian Consumers: Do Religious Beliefs Matter?</p> <p>Obaid Al-Shuridah King Fahd University of Petroleum and Minerals SAUDI ARABIA</p>	<p>The Future of Medical Tourism in Saudi Arabia: Current Status, Challenges, and Strategic Directions</p> <p>Khalid Alruili University Technology Malaysia Kuala Lumpur MALAYSIA</p> <p>Basheer Al-haimi Assistant Professor Department of Management Azman Hashim International Business School</p>

Session # 4
Thursday, July 3, 2025 --- 16:30 – 18:30

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
Tan Huynh Nguyen Tat Thanh University VIETNAM	Saleem Ahmed Al- Azazi Taiz University YEMEN Mohammed Abdulrazzaq Alaghbari Applied Science University BAHRAIN Basheer M. Al-Ghazali King Fahd University of Petroleum and Minerals SAUDI ARABIA					University Technology Malaysia Kuala Lumpur MALAYSIA Salam Mzlouh Alenzi University Technology Malaysia Kuala Lumpur MALAYSIA
	Algorithmic Fairness and Ethical Corporate Social Responsibility (CSR) in Artificial Intelligence (AI) - Powered Construction Project Scheduling: A Framework for Mitigating Bias Saleem Ahmed Al- Azazi Taiz University YEMEN	Modeling Determinants of Foreign Direct Investment Inflows into Thailand using Total Interpretive Structural Modelling (TISM) Viput Ongsakul National Institute of Development Administration THAILAND	Hybrid Global Enterprise Career Development and Advancement Internet Catalyst for Institutional Transformation, Youth Empowerment, and Global Peace: An Indian Perspective Balarama Krishna Varanasi US Global Business Forum (USGBF) INDIA		Enhancing Brand Preference through Social Media Marketing Activities in Medical Aesthetics: Exploring the Mediating and Moderating Variables across Vietnam Tuan Anh Nguyen Xuan Nhi Nguyen Nguyen Tat Thanh University VIETNAM	

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Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
	<p>Mohammed Abdulrazzaq Alaghbari Applied Science University BAHRAIN</p> <p>Mourad Mansour Prince Mohammad Bin Fahd University SAUDI ARABIA</p> <p>Aawag Mohsen Alawag Universiti Teknologi MARA MALAYSIA</p> <p>Adham Mohammed Alnadish National University of Science and Technology PAKISTAN</p> <p>Basheer M. Al-Ghazali King Fahd University of Petroleum and Minerals SAUDI ARABIA</p>	<p>Minh-Tri Ha Vietnam National University VIETNAM</p> <p>Zafar U. Ahmed Vietnam National University VIETNAM</p>				

Session # 4
Thursday, July 3, 2025 --- 16:30 – 18:30

Room # 1	Room # 2	Room # 3	Room # 4	Room # 5	Room # 6	Room # 7
Entrepreneurship	Information Technology	Finance/ Accounting	Social Responsibility	Public/ International	Marketing	Management
			<p>Exploring Gender Differences in the Green HRM- Environmental Performance Link: The Mediating Role of Environmental Knowledge</p> <p>Thi Thu Huong Nguyen Thi Lan Phuong Nguyen Vietnam Aviation Academy Vietnam</p> <p>Sinh Duc Hoang Vietnam National University Vietnam</p>		<p>Determinants of Purchase Intentions for Beverage Products Among Young Vietnamese Consumers: A Case Study of Cozy Tea across Ho Chi Minh City (Vietnam)</p> <p>Thu-Hang Tran The-Kien Mai Vietnam National University VIETNAM</p>	

Wat Arun, Bangkok

