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7th World Conference on

BUSINESS, MANAGEMENT, FINANCE, ECONOMICS AND MARKETING

MAY 22, 2025
VIENNA, AUSTRIA

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May 22, 2025 | Vienna, Austria

BOOK OF ABSTRACTS

Abstracts of the 7th World Conference on Business, Management, Finance, Economics and Marketing

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ABOUT EURASIA CONFERENCES

Established in 2022, Eurasia Conferences has rapidly gained recognition for organizing high-quality conferences across a diverse range of fields including science, technology, social sciences, humanities, business and economics, life sciences, medicine, and healthcare. Our mission is to drive progress and innovation through dialogue and collaboration among professionals worldwide.

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SCIENTIFIC PROGRAM

09:25-09:30 @
**Introduction and
Welcome Note (Virtual)**

DAY 1
MAY 22, 2025

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Dr. Devesh Kumar, Associate Professor, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala, India

10:00-10:30

Title: The Role of Artificial Intelligence in Supply Chain Optimization

Dr.G.S. Vijaya, Professor and Area Chair, -Decision Science, CMS Business School, Jain Deemed to be University, Bengaluru, Karnataka State, India

10:30-11:00

Title: Navigating Artificial Intelligence in modern Workplaces

Prof. Dr. Anne Rosken, Department or Division: ANED – HSG – PCU, Hamburg, Germany

Tea and Refreshments Break 11:00-11:20

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Chair: Dr. Devesh Kumar, Associate Professor, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala, India
Co-Chair: Dr. G.S. Vijaya, Professor and Area Chair, -Decision Science, CMS Business School, Jain Deemed to be University, Bengaluru, Karnataka State, India

11:20-11:40

Title: Sustainable and Cost-Efficient Supply Chains under Carbon Policy Constraints

Prof. Mandeep Mittal, Professor, School of Computer Science Engineering and Technology, Bennett University, Greater Noida, U.P., India-201301, India

11:40- 12:00

Title: The Impact of Human Resource Management Practices, Organizational Justice, and Organizational Citizenship Behavior on Employee Turnover Intention in the ICT Sector in Kosovo

Artan Veseli, Faculty of Management, University of Applied Sciences in Ferizaj, Ferizaj, Kosovo

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12:20-12:40	**Title: Mapping the Evolution and Future Directions of Family Business Research: A Bibliometric Analysis** **Rimpa Pal,** Research Scholar, Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology Kharagpur, Kharagpur, West Bengal, India
12:40-13:00	**Title: The impact of influencer credibility on consumer behavior** **SALIHEDDINE EL Mehdi,** Phd Student at the Research Laboratory on the New Development Economy (LARNED), at the Faculty of Legal, Economic and Social Sciences – Ain Sebaâ Hassan II University, Casablanca, Morocco

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Keynote Speaker Sessions

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Speaker Session

15:00-15:20	**Title: San Diego Home Prices and Proximity to Colleges, Military Bases, and U.S./Mexican Border** **Andrew Narwold and Alyson Ma,** Department of Economics, University of San Diego, San Diego, CA, USA

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KEYNOTE PRESENTATIONS | DAY 1

Harnessing Artificial Intelligence for Global Sustainability: A Systematic Review of Applications, Challenges, and Future Directions

Dr. Devesh Kumar

Associate Professor, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala, India

Artificial Intelligence (AI) has emerged as a transformative force in addressing global sustainability challenges, offering innovative solutions for energy optimization, environmental conservation, waste management, and smart urban development. This systematic review critically examines the role of AI in advancing sustainability initiatives by synthesizing peer-reviewed literature published between 2015 and 2024. The study explores how AI-driven technologies, including machine learning, deep learning, and big data analytics, contribute to improving energy efficiency, optimizing resource utilization, and enhancing decision-making processes in sustainability efforts. Key applications include AI-powered smart grids, predictive analytics for climate change mitigation, intelligent waste management systems, and real-time environmental monitoring. Despite its vast potential, the integration of AI into sustainability efforts presents significant challenges. Ethical concerns such as algorithmic bias, lack of transparency in decision-making, and data privacy issues remain critical obstacles. Additionally, high implementation costs, limited interdisciplinary collaboration, and the need for robust policy frameworks hinder the large-scale adoption of AI-driven sustainability solutions. This review underscores the importance of addressing these challenges through inclusive governance, interdisciplinary partnerships, and ethical AI development. Future research should focus on refining AI algorithms for higher accuracy, improving global data-sharing mechanisms, and developing cost-effective AI solutions that are accessible to developing regions. By leveraging AI responsibly and equitably, policymakers, researchers, and industry leaders can drive meaningful progress toward achieving the United Nations' Sustainable Development Goals (SDGs) and fostering a resilient, sustainable future for both present and future generations.

Keywords: Artificial Intelligence, Sustainability, Sustainable Development, Energy Optimization, Smart Cities, Machine Learning, Environmental Conservation, Waste Management, Climate Change, Sustainable Development Goals (SDGs).

Biography:

Dr. Devesh Kumar is serving as Associate Professor in the School of Commerce and Management, Studies, Central University of Himachal Pradesh, Dharamshala, India. A PhD in Information Systems, Devesh Kumar has vast experience in teaching, research, and administration. He has published several research papers in cloud computing, innovation diffusion, e-learning, and information systems in reputed journals. He has also presented several research papers in conferences in India and abroad. His teaching interests include Business Analytics, Data Mining, Descriptive Analytics, Data Visualization, Predictive Modeling, Machine Learning, and Information Systems. He has more than 25 years of experience in academics & research in higher educational institutes in India and abroad. He holds master's degrees in computer applications & business economics. Currently he is engaged in research in learning analytics, machine learning and predictive modeling.

The Role of Artificial Intelligence in Supply Chain Optimization

Dr.G.S. Vijaya

Professor and Area Chair, -Decision Science, CMS Business School, Jain Deemed to be University, Bengaluru, Karnataka State, India

Artificial intelligence (AI) is transforming supply chain management by enhancing transportation, inventory control, and demand forecasting. Unlike traditional methods, AI leverages machine learning and real-time data analytics to make faster and more accurate decisions. It draws insights from various sources such as weather reports, social media trends, and sales data to predict customer demand effectively. Companies like Amazon and Walmart use AI to reduce excess inventory and ensure product availability. In inventory management, AI automates restocking, forecasts reorder points, and detects anomalies, helping retailers like Zara, and also aligns store inventory with customer preferences and reduces markdowns.

AI also boosts logistics efficiency by optimizing delivery routes considering traffic and weather, enabling real-time tracking, and supporting predictive maintenance of transport vehicles. Companies such as FedEx and DHL use AI-driven platforms to cut costs and improve delivery speed through automation and predictive analytics. However, AI adoption faces challenges like high implementation costs, data quality issues, and the need for employee upskilling. Despite these hurdles, AI is becoming crucial as supply chains grow more complex. Businesses that integrate AI gain agility, efficiency, and resilience. The key advantages in today's dynamic market are positioning themselves to meet customer expectations and handle disruptions more effectively.

Biography:

Dr.G.S. Vijaya, BE (E& EE), MBA, PHD is currently working as Professor and Area Head (Decision Science) Faculty of Management studies, CMS Business School, JAIN (Deemed-to-be University). With a career spanning over 28 years, she has held significant roles in both academia and industry, working at various prestigious Indian universities and Al Yamamah University in Saudi Arabia. She is a Life Member of the Indian Society for Technical Education, the International Association of Engineers in Singapore, and the Quality Circle Forum of India. Her commitment to advancing education and research is evident through her mentorship of seven research scholars who have earned their PhDs under her guidance and she has contributed to the intellectual property domain with three patents. She has published more than fifty papers and thirteen book chapters.

She has presented research papers at prominent institutions and conferences. Her work has been showcased at Indian Institutes of Management (IIMB and IIMK), the Steel Authority of India Limited (SAIL), and international forums such as the International Institute of Social and Economic Sciences (IISES) in Venice -Italy, Eurasian conferences at Valencia-Spain, London-UK, Vienna- Austria and Paris - France. Furthermore, her expertise has been recognized in technical sessions and as a speaker at few Indian and Eurasian conferences.

Navigating Artificial Intelligence in modern Workplaces

Prof. Dr. Anne Rosken[1]

Department or Division: ANED – HSG – PCU, Hamburg, Germany

Artificial intelligence (AI) is gaining a lot of attention due to the rapid dynamics in terms of the development of various tools. In order to overcome the effects, a certain degree of care is required because the new solutions have advantages and disadvantages and the interaction between humans and artificial intelligence in the workplace is not sufficiently clarified. This can result in serious wrong decisions that can have a significant impact on work and employers, especially for those with poor digital skills or people with a health problem. Management is more important than ever. For example, it can decide to what extent AI should be used, which tasks should be taken over by AI tools, and which skills people need to acquire. This research explores fundamental questions of AI in the world of work. Expert interviews according to Meuser/Nagel are used to answer the main research question: How should AI navigate the modern workplace?. Theoretical sampling is used to select the experts and is based on the principles of grounded theory according to Glaser/Strauß . With this strategy, data is collected throughout the process until theoretical saturation is reached. The results presented here come from an ongoing research project and place current results and findings at the center of the lecture.

Biography:

Professor of business administration with a focus on: Artificial Intelligence & Work – Health & Work – Leadership – Human Resources Management – Dis-(Ability) Management. Expert in the Academic Network of European Disability Experts (ANED). She also works at the University of St. Gallen and at the Pacific Coast University, Vancouver/Canada. Previously, she was a professor at the University of Hamburg and director and professor at the Carinthia University of Applied Sciences. Anne Rosken is one of the leading experts for Artificial Intelligence & Work as well as Health & Work. She is also a senior consultant, coach and author. She also has many years of leadership and management experience in national and international organizations and projects. www.prof-dr-anne-rosken.co LinkedIn Anne Rosken

Theoretical Modeling in Shareholder Activism

Adrian Aycan Corum
Finance department, Johnson Graduate School of Management, Cornell University
Ithaca, NY, USA

In this talk, I will try to convey the importance of theoretical modeling in shareholder activism through two papers I am currently working on.

In the first paper, titled "Activist Settlements," I provide a theoretical framework of negotiations and settlements between activist investors and boards. The activist can demand that his proposal be implemented right away or demand board seats. If rejected, the activist can launch a proxy fight. Contrary to common concerns, value-destroying projects are typically not implemented following settlements, but rather after the activist wins proxy fights with shareholders' endogenous support. Yet, shareholders would be better off by committing to supporting the activist more. Nevertheless, settlements may hurt shareholders even if the activist implements only value-creating projects. The model yields many predictions consistent with existing empirical evidence.

In the second paper, titled "The Stick or the Carrot? The Role of Regulation and Liquidity in Activist Short-Termism," I study a model of activist short-termism, where the activist can sell his stake in the target before the impact of his intervention is realized. Changes in liquidity or policies that make activists' exit harder can increase firm value if there is only moral hazard (where activist's intervention creates more value if he exerts effort) or only adverse selection (where some interventions destroy value while others create value). However, these changes destroy total firm value when both moral hazard and adverse selection are present. Policies that reward long-termism can also destroy total firm value, but with a lower likelihood.

Biography:

Adrian Aycan Corum is an Assistant Professor of Finance at Cornell University, SC Johnson Graduate School of Management. He joined the finance department at Cornell in 2018 after earning his Ph.D. in Finance from the Wharton School of the University of Pennsylvania. His research interests are primarily in corporate finance, corporate governance, shareholder activism, and mergers and acquisitions. He has been recognized by various institutions for his research, including the first place in Marshall Blume Prizes in Financial Research by The Rodney L. White Center for Financial Research, Young Scholar Award by Turkish American Scientists and Scholars Association, Hakan Orbay Research Award by Sabancı University, and runner-up award for the best paper in the category of Corporate Governance & Social Responsibility at the 13th Financial Markets and Corporate Governance (FMCG) Conference.

Understanding the Great Financial Crisis, 2007-2009

Clark Johnson
Former Senior Advisor to the US Dept. of Defense, USA

16-18 years later, let's summarize what happened. The GFC began as a financial crisis, with widening credit risk spreads and very sloppy asset management on the part of banks and non-bank financial institutions. The Fed incorrectly treated the problem as one of inadequate liquidity (that is, as "monetary"), rather than of counter-party risk. Easy money led the dollar to weaken to its lowest-ever exchange against the euro, while commodity prices soared -- nevertheless, credit risk spreads remained high. A pattern emerged (still not resolved in many accounts) of different monetary measures pointing to different inferences. We consider money growth, the Taylor rule, inflation or NGDP targeting, etc.

The dollar recovered rapidly as money became tighter after July 2008 -- which correlated with the Lehman collapse in September, and fears of default contagion. Banks were recapitalized by US Treasury in October 2008, which eased counter-party concerns -- yet the downturn worsened. By this time, the financial crisis had been superseded by a monetary-driven downturn. For different reasons, Right and Left both misunderstood the monetary problem (the latter persisted for years), and what to do about it. Quantitative easing (QE) by the Federal Reserve injected new reserves beginning in March 2009, which facilitated a slow US recovery. But QE

Biography:

Clark Johnson worked for much of two decades in economic development in the Middle East and central Asia, including as a contractor, direct employee and team leader with the US State and Defense Departments. He is the author of Uncommon Arguments on Common Topics: Essays on Political Economy and Diplomacy (KSP Books, 2022), and of Gold, France, and the Great Depression, 1919-1932 (Yale, 1997), which received an award from the Association of American Publishers. Recent papers include "Did Keynes Make His Case?" (2016), "Supply-side Economics and the 2017 Tax Act" (2018), "A Different Cold War? the 1963 European Settlement and Aftermath (2022), and "From Keynes' Clearing Union to the Eurozone and the Renminbi"(2022). He is an economics advisor to Trade Engine LLC, a software development firm, and tutors students in economics, finance, French and German. He has taught finance or international economics at three universities. He has a PhD (1994) in Economic and Diplomatic History from Yale University.

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SPEAKER PRESENTATIONS | DAY 1

Sustainable and Cost-Efficient Supply Chains under Carbon Policy Constraints

Prof. Mandeep Mittal

Professor, School of Computer Science Engineering and Technology
Bennett University, Greater Noida, U.P., India

In light of increasing global concern over climate change, this study presents a green supply chain inventory model that incorporates carbon emission considerations into traditional supply chain cost structures. The model focuses on deteriorating and imperfect items and explores the effectiveness of various carbon policies—namely, carbon tax, carbon cap-and-trade, and carbon offset—in managing emissions while minimizing overall costs. The integrated supply chain consists of a manufacturer, a third-party logistics provider (3PL), and a buyer. The manufacturer performs 100% quality inspections to filter out defective items, while the 3PL manages transportation and storage. The model accounts for emissions generated during production, transportation, warehousing, deterioration, and disposal. These emissions are translated into costs based on the selected carbon policy framework. A numerical analysis is conducted to compare total costs under each policy. Sensitivity analysis further explores how variables like product weight, deterioration rate, and warehouse emissions affect the overall performance of the supply chain. Results indicate that the carbon cap-and-trade policy is the most cost-effective and environmentally efficient option among those studied.

The study also provides recommendations for stakeholders. Manufacturers can reduce emissions by optimizing energy use and switching to renewable sources, 3PLs can adopt fuel-efficient logistics practices, and buyers can support green products. The proposed model offers a realistic and practical tool for designing sustainable supply chains under regulatory constraints and can be extended to multi-supplier, multi-retailer systems in future research.

Keywords: Green Supply Chain, 3PL, Supplier, Retailer, Carbon polices, cap=and-trade, emission

The Impact of Human Resource Management Practices, Organizational Justice, and Organizational Citizenship Behavior on Employee Turnover Intention in the ICT Sector in Kosovo

Artan Veseli[1]

[1]Faculty of Management, University of Applied Sciences in Ferizaj, Ferizaj, Kosovo

This study examines the impact of human resource management (HRM) practices, perceived organizational justice, and organizational citizenship behavior (OCB) on employee turnover intention in the Information and Communication Technology (ICT) sector in Kosovo—a sector facing one of the highest employee turnover rates. Given the competitive nature of ICT industries, understanding the factors influencing retention is crucial for sustainable growth. A total of 459 employees from ICT companies in Kosovo participated in the study, which was conducted during the first half of 2024. Using correlation and hierarchical regression analyses, the results indicated that performance appraisal and compensation practices significantly reduced turnover intentions. Additionally, recruitment and selection, performance appraisal, and compensation practices enhanced OCB at the individual level (OCB-I), while recruitment and selection, training and development, performance appraisal, and compensation practices improved OCB at the organizational level (OCB-O). The findings further revealed that job analysis, training and development, performance appraisal, and compensation practices increased distributive justice perceptions, while training and development, performance appraisal, and compensation practices enhanced procedural and interactional justice perceptions. Higher perceptions of distributive, procedural, and interactional justice were linked to lower turnover intentions, and procedural and interactional justice also positively influenced OCB. Moreover, altruism, sportsmanship, conscientiousness, and civic virtue behaviors significantly reduced turnover intention. This study contributes to the HRM literature by offering practical insights for ICT companies to improve employee retention through strategic HRM and justice-oriented practices, supporting long-term organizational success in Kosovo's fast-evolving ICT sector.

Biography:

Artan Veseli is a professor of Management in the Faculty of Management at the University of Applied Sciences in Ferizaj, Kosovo. He earned his bachelor's degree in Management and Informatics from the University of Prishtina and his MBA from Staffordshire University. He holds a Ph.D. in Business Administration from Nigde Omer Halisdemir University. His research interests focus on operations management, strategic management, human resource management, and organizational behavior. Professor Veseli is actively involved in teaching and mentoring undergraduate and graduate students. He has developed and taught courses in operations management, strategic management, and research methods and supervised several student research projects.

Evolution of business models of enterprises in the years 1995-2025 - retrospective approach and comparative analysis

Nina Stępnicka
Department of Economics, Faculty of Economics and Finance, Casimir Pulaski University Radom, Radom, Poland

Modern business models are new conceptual tools that contain a set of elements and relationships between them that represent the logic of a given enterprise in a specific field (business). They include a description of the value offered by the enterprise to a group or groups of customers, together with the identification of the necessary resources, processes (activities) and external relationships of this enterprise in order to create, offer and deliver this value and to ensure the competitiveness of the enterprise in this field and enable it to increase its value.

By 1995 and from 1995 to 2005, various business models became popular tools for generating revenue for companies. Access to the Internet and the use of its resources made them one of the important determinants of innovation and modernity of economic entities.

After 2005, business models are of particular importance mainly for local companies that are forced to compete for customers in the same market.

Entities are transforming their business models in a way that makes them similar to those of entities and services that are pioneers or leaders in a given industry, such as: Airbnb, Amazon, Facebook, Google, YouTube, Uber.

The models implemented by these companies are now seen as a reference point for other entities operating in the same local market in a similar or alternative industry, and can therefore be classified as business models "in their own right".

The main variables contributing to the emergence of new business models are: the development of the online services market, including project-oriented start-ups; the development of various forms of entrepreneurship; the growing wikinomization and prosumerism; the flexibility, personalization and uberization of work; the significant role of community-based trends and services (for example crowdangels, crowdfunding, crowdgrader, crowdpromotion, crowdmarketing, etc.).

Mapping the Evolution and Future Directions of Family Business Research: A Bibliometric Analysis
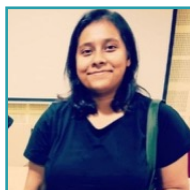
Rimpa Pal[1] and Dr. Bhaskar Bhowmick[2]
[1]Research Scholar, Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology Kharagpur, Kharagpur, West Bengal, India
[2]Associate Professor, Rajendra Mishra School of Engineering Entrepreneurship, Indian Institute of Technology Kharagpur, Kharagpur, West Bengal, India

Family business research has experienced significant growth and diversification in the past decades. In this Bibliometric study, we aimed to map the trends and identify the future research directions. We analysed 8169 documents (1957 to 2025) from the Scopus and Web of Science database by using Bibliometrix and Biblioshiny. It showed that the publications increased annually at a rate of 7.1% while 10244 authors contributed to this domain. The first surge happened in 1988 (Family Business Review published), followed by 2011 (Journal of Family Business Management, and Journal of Family Business Strategy published). These three journals are the top three sources in this field with more than 1300 articles (from Bradford Law Analysis). We have noticed three streams-- (i) nature, structure, and transgenerational succession (1950s to mid-2000s), (ii) family influence and socio-emotional wealth (SEW) (mid-2000s to present), (iii) governance, social responsibility, gender (2010s to present). De Massis, Kellermanns, Chrisman, Calabro and Miller are the most relevant authors, both in terms of number of articles and impact, for their contributions in theorizing the family businesses and understanding the effects of contemporary events. In contrast, Astrachan, Sharma, Gomez-Mejia and Daspit also made impactful contributions in the field of family influence and socio-emotional wealth, despite their comparatively smaller number of articles. Initially, the USA and the European nations led the research, in the last 15 years, the interest is growing in China, Taiwan, and the UAE as well due to the growing recognition of family businesses in these economies. SEW, ownership, business performance, management, and corporate governance are the well-researched areas, but these topics are still relevant for micro-level studies. The new research can be done on gender diversity, financial wealth, intergenerational transmission, corporate social responsibility, and the top leadership.

Biography:

Rimpa Pal

Rimpa Pal is a PhD student at the Rajendra Mishra School of Engineering Entrepreneurship, IIT Kharagpur. Her research interests lie at the intersection of family business, leadership, and human resource management.

Dr. Bhaskar Bhowmick

Dr. Bhaskar Bhowmick is an associate professor at Rajendra Mishra School of Engineering Entrepreneurship, IIT Kharagpur. He holds a Ph.D. in business policy from IIM Ahmedabad and has thirteen years of industry experience in sales and marketing. He has published numerous journal articles, book chapters, and conference papers. His teaching focuses on entrepreneurship, marketing, market research, techno-entrepreneurial leadership, and the management of growth ventures.

The impact of influencer credibility on consumer behavior

SALIHEDDINE EL Mehdi[1] BENABDELOUAHED Redouane[2]
[1]Phd Student at the Research Laboratory on the New Development Economy (LARNED), at the Faculty of Legal, Economic and Social Sciences – Ain Sebaâ Hassan II University, Casablanca, Morocco.
[2]Professor at the Faculty of Legal, Economic and Social Sciences – Ain Sebaâ Hassan II University, Casablanca, Morocco.

In the digital age, influencers play a central role in brands' marketing strategies. Their perceived credibility significantly affects consumer behavior, especially on social media platforms. this theoretical study explores the impact of influencer credibility on consumer behavior through three key dimensions: attractiveness, expertise, and trustworthiness. Attractiveness refers to the influencer's physical appearance, charisma, or personal style—factors that can capture attention and foster emotional connection. Expertise refers to the perceived knowledge or competence of the influencer in a specific domain, which enhances the audience's trust in their recommendations. Trustworthiness involves the influencer's honesty, sincerity, and consistency in speech and behavior. These dimensions are analyzed to assess their influence on consumer attitudes—toward the brand, the product, and the influencer—as well as on purchase intention. By combining literature review and empirical analysis, this research aims to understand the psychological mechanisms linking influencer credibility to consumer decision-making. The anticipated findings could provide practical insights for brands in selecting suitable ambassadors and designing more effective and targeted campaigns.

Biography:

This theoretical study explores the role of influencer credibility in shaping consumer purchase intentions, drawing upon key research in influencer marketing. Building on Safiani & El Hassouni (2021), the study examines how influencers' credibility, through dimensions like attractiveness and expertise, affects consumer behavior. Additionally, studies by Djafarova & Rushworth (2017) and Kanwar & Huang (2022) offer valuable insights into the impact of social media influencers on purchase decisions. The research aims to establish a framework for understanding these dynamics, while contributing to the growing literature on influencer marketing and consumer behavior in digital platforms.

San Diego Home Prices and Proximity to Colleges, Military Bases, and U.S./Mexican Border

Andrew Narwold[1] and Alyson Ma[2]
[1]Department of Economics, University of San Diego, San Diego, CA, USA
[2]Department of Economics, University of San Diego, San Diego, CA, USA

Purchasing a home is often the single most important investment an individual makes. Aside from the structural characteristics of the home, a potentially more significant factor in the decision-making process is the location as many newly purchased homes are remodeled or expanded prior to the new homeowners moving in.   In this paper, in addition to structural characteristics and proximity to amenities such as the ocean and open spaces, we examine distances to colleges, military bases and the U.S./Mexican border in relation to the value of single-family homes in San Diego County over the years 2000-2023. The County of San Diego is unique in its topography as well as economic diversity. Moreover, the City of San Diego ranks eighth among most populous cities in the United States and while home prices are above the national average, the values are less than other California cities such as those in the Bay Area and San Francisco.   San Diego also experiences enviable weather conditions year-round. As such, San Diego is ideal for examining the market value of external factors on the price of a home. The findings suggest evidence of a dis-amenity to military bases and the U.S./Mexican port of entry, whereas the results on the distance to colleges are mixed.

Biography:

Andrew Narwold joined the faculty of the University of San Diego's Knauss School of Business in 1990. Narwold is a three-time Fulbright scholar. In Spring 2019, he served as a Fulbright Specialist with the Central Bank of Malta, helping develop a housing price index. He taught in the University of West Indies Program at Sir Arthur Lewis College in St. Lucia in 2002 and at the University of Malta in 2014. In addition, he has been a visiting professor affiliated with the National University Ireland–Galway and the Semester at Sea program. He held the Central Bank of Malta Chair in Economics at the University of Malta from 2014 through 2020. Narwold's research interests include housing market economics and consumer financial decisions. He is also affiliated with USD's Energy Policy Initiatives Center. He has conducted several economic impact studies for local organizations such as the San Diego Padres, the Buick Invitational Golf Tournament and the San Onofre Nuclear Generating Station.

Alyson Ma is a professor of economics at the University of San Diego's Knauss School of Business. Her teaching philosophy is evidence-based and innovative pedagogy that engages students. Her course delivery and assessment vary depending on the topic and course level. Professor Ma teaches a range of courses from principles to the capstone course. She has also served as a Living Learning Communities faculty advisor to incoming first-year students, assisting them in their transition from home and high school to college life at USD. Professor Ma's research interests include international trade, particularly as it pertains to the global value chain. She has journal publications and invited book chapters, including those from the World Bank, National Bureau of Economic Research and the Asian Development Bank. She has also contributed to the Academy of International Business Insights, VoxEU, and the Bureau of European Policy Adviser Monthly Brief. While Professor Ma's main research focus is Chinese trade, she has also branched out to interdisciplinary areas such as health, education, and real estate. Alyson Ma has served in numerous roles at USD aiming to promote the core values of the university in academic excellence. She has collaborated with colleagues both internally and externally, building relationships through respect for diverse ideologies in an inclusive

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UPCOMING CONFERENCES

8th World Conference on
Business, Management, Finance, Economics and Marketing
July 17 - 18, 2025 | London, United Kingdom

9th World Conference on
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October 20 - 21, 2025 | Budapest, Hungary
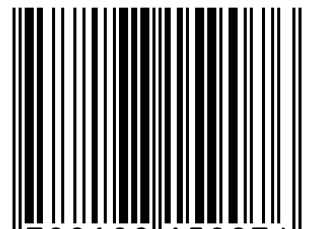
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