3rd WORLD CONFERENCE ON

BUSINESS, MANAGEMENT, FINANCE, ECONOMICS AND MARKETING

OCTOBER 16-17, 2023

PARIS, FRANCE

EURASIA CONFERENCES

Hosting Organization:
Eurasia Conferences, 124 City Road, London, EC1V 2NX.

SCIENTIFIC PROGRAM

08:50- 09:00 @ **Introduction, Welcome note and Conference Inauguration**
Conference Room: "BRUXELLES"

DAY 1

October 16, 2023

Keynote Sessions

09:00-09:40

Title: Central Bank Digital Currencies: The Future of Money

Dr. Michael Lloyd, Associate Director, Global Policy Institute, University House, London, UK

09:40-10:20

Title: Investment and Value under Information Asymmetry: The Case of Skilled Labor

Dr. Bakhtear Talukdar, Tenured Associate Professor of Finance at University of Wisconsin – Whitewater, USA

10:20-11:00

Title: Can the Renminbi become an International Currency?

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

Tea and Refreshments Break 11:00-11:30

11:30-12:10

Title: Social Entrepreneurship and the Blockchain

Dr. Daniel Wood, Co-Founder of the World Freestyle Football Association, Professor of Innovation and Entrepreneurship, Germany

12:10-12:50

Title: Learn How in just one year The StarTUp was named North America's top university economic development initiative by the University Economic Development Association

Dr. Patrick McQuown, The StarTUp, Towson University/SPAR, Towson, Maryland, United States

Session Wrap

Lunch Break 13:00- 14:00

Speaker Sessions

Session Chair: Dr. Michael Lloyd, Associate Director of the International Affairs think-tank the Global Policy Institute London
Session Co-Chair: Dr. Bakhtear Talukdar, Tenured Associate Professor of Finance at University of Wisconsin – Whitewater, USA

14:00- 14:20

Title: Green logistics in last-mile delivery, A focus on customer requirements and satisfaction

Dr. Najla Shafighi, bbw University of Applied Sciences, Berlin, Germany

14:20- 14:40

Title: An examination of the impact of health promotion activities as a social sustainability goal on supply chain resilience

Dr. Verena L. Aufderheide, Center for Environmental Management, Resources and Energy, Ruhr-University Bochum, Germany

14:40- 15:00	**Title: Assessing the stakeholder engagement under the voluntary CSR and regulatory framework covering the practice in Sub-Saharan Africa** **Achille Gildas Ndong Ntoutoume,** Tokyo University of Foreign Studies, Japan

Tea and Refreshments Break 15:00-15:30

15:30- 15:50	**Title: International Students' Perception on Sustainability and Environmental Protection Actions Towards Mitigating Climate Change Issues in New Zealand** **Dr Indrapriya Kularatne,** Principal Lecturer and Postgraduate Programme Manager, Otago Polytechnic Auckland International Campus, Auckland, New Zealand
15:50- 16:10	**Title: What do we Know about Greenwashing? A Bibliometric and Systematic Review, Current Streams, Developments, and Directions for Future Research** **Cláudia Lessa,** Faculty of Economics - University of Coimbra/CEBER, Coimbra, Portugal
15:10-16:30	**Title: Financial Services in Vietnam** **Dr. Van-Hong VU,** Department of Business Department, Junia Grande Ecole d'Ingénieurs (Yncrea Haut-de-France)/Lille, France
16:30-16:50	**Title: "Digital and regulatory transformation of the banking business as an objective reality** **Galina Panova** MGIMO-University Professor, 76, Prospect Vernadskogo Moscow, Russia
16:50-17:10	**Title: The Influence of Stock Market Informativeness on Corporate Investment Decision: Evidence from Vietnam** **NGUYEN Duy-Tuan,** IAE Lille- University School of Management, Lille, France
17:10-17:30	**Title: Uncertainty aversion and farmers' innovative seeds adoption: Evidence from a field experiment in rural China** **Yan Song,** Sino-Danish College, University of Chinese Academy of Sciences, Beijing, China

Session Wrap and Day-1 Closing

DAY 2

October 17, 2023

Virtual Session (Via Zoom) | Paris, France (GMT+2)

Keynote Sessions

09:00-09:30	**Title: The Paradigm Shift: Exploring the Evolution of Business Models in the Age of Artificial Intelligence** **Dr. Devesh Kumar,** Associate Professor, School of Commerce and Management Studies, Central University of Himachal Pradesh, Dharamshala, India
09:30-10:00	**Title: Digital Technology Revolution for Sustainable Agriculture- Challenges and Opportunities** **Dr. G.S. Vijaya,** Professor & Programme Coordinator- Decision Science, CMS Business School, Jain Deemed to be University, Bengaluru, India
10:00-10:30	**Title: Chinese Heterogeneous Investors' Information Seeking Behavior in Capital Markets** **Prof. Lin Wang,** Distinguished Professor, Associate Dean, Chinese Academy of Science and Education Evaluation, Hangzhou Dianzi University, Hangzhou, China
10:30-11:00	**Title: Artificial intelligence in the Workplace. Double Edge for individuals with a mental/physical health impairment Session: Artificial intelligence and psychology** **Prof. Dr. Anne Rosken,** ANED, University of St. Gallen, Pacific Coast University Vancouver

Tea and Refreshments Break 11:00-11:10

Speaker Sessions

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

11:10-11:30	**Title: Evolution first – Revolution second: Results of a long-term study on Strategic Communication practices in Austria (1984 – 2020).** **Peter Dietrich and Mark Romanelli,** FH Kufstein Tirol (University of Applied Sciences) Departments of International Business Studies and Sports, Culture and Event Management, Kufstein, Tirol, Austria
11:30-11:50	**Title: How Does Excessive Volatility of Consumption Vary Across Countries?** **Dr. Khaliun Dovchinsuren,** Department of Economics, Mongolian National University of Mongolia/Ulaanbaatar, Mongolia. International Department, CRD Japan/Tokyo, Japan
11:50- 12:10	**Title: Complementary currencies - opportunity or threat to business development?** **Nina Stępnicka,** Associate Professor, Jan Kochanowski University in Kielce, Poland
12:10- 12:30	**Title: Crowdfunding a method of the acquisition of financial resources on the Internet** **Dr. Paulina Wiączek,** Poland
12:30- 12:50	**Title: A socio-economic and hierarchical grouping analysis of bioeconomy in Central and Eastern European countries** **Cristina Georgiana Zeldea,** Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania

Session Wrap

Lunch Break 13:00- 14:00

Keynote Sessions

14:00- 14:30	**Title: Achieving the 2030 Sustainable Development Goals agenda – Is Corporate Social Responsibility a catalyst?** **Dr. Rajiv Nair,** Research Professor at the School of Business, Amrita Vishwa Vidyapeetham, Amritapuri Campus, Kollam, Kerala, India
14:30-15:00	**Title: Revolutionizing Healthcare: The Dynamic Role of Artificial Intelligence (AI) in the Medical Industry** **Dr. Monika Arora,** Amity Business School , Amity University Haryana, Gurgaon, India

Tea and Refreshments Break 15:20-15:30

Speaker Sessions

15:30-15:50	**Title: Global Virtual Teams and Trust How Leadership Can Build Trust and Enhance Team Performance** **Dr. Lili Jassemi,** Avantgardist Institut, Co-founder & Director, Munich, Bavaria, Germany
15:50-16:10	**Title: Persistence-based capital allocation along the FOMC cycle** **Dr. Federico Severino,** Department of Finance, Insurance and Real Estate, Université Laval, Québec, QC, Canada
16:10-16:30	**Title: Developing a Technology-Based Ecosystem in a Rural State to develop existing technology and attract new companies to the state:** **Dr. Joseph Donovan,** Mississippi Development Authority, Office of Technology, Innovation and Entrepreneurship Jackson, Mississippi' USA
16:30-16:50	**Title: The impact of Co2 emission, renewable energy, trade openness, and foreign direct investment on output volatility.** **Prof. Chinmaya Behera,** General Management and Public Policy, Goa Institute of Management, North Goa, Goa, India.
16:50-17:10	**Title: The impact of digital technologies on CO2 emissions: A comparison between developed and developing countries** **Iman Miremadi,** Graduate School of Management and Economics, Sharif University of Technology, Tehran, Iran
17:10-17:30	**Title: Short Selling Bans and Price Responses in a Multi-Market Battleground** **Robinson Reyes-Pena,** PhD, Department of Finance, College of Business, Florida International University, Miami, FL 33199, USA

Session Wrap and Conference Day-2 Closing

3rd World Conference on

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October 16-17, 2023 | Paris, France

KEYNOTE PRESENTATIONS | DAY 1

Dr. Michael Lloyd
Associate Director, Global Policy Institute, University House, London, UK

Central Bank Digital Currencies: The Future of Money

This paper examines the rationale behind the exploration by the vast majority of central banks of introducing central bank digital currencies (CBDCs). This phenomenon is discussed in the context of the main drivers of central bank interest in developing CBDCs, domestically and internationally. The two principal drivers are the proliferation of the delivery of private money through digital channels, including increasingly via digital ledger technology, by unregulated issuers. the crucial role of public money in supporting and complementing private money channels, the role of digital ledger technology in facilitating the delivery of both wholesale and retail central bank digital currencies, and the innovation in the forms of money that CBDCs represent.

It will be argued that fiat/state money in a digital form is not new. The difference is that central bank digital currencies in their retail form will now be made available, both directly and indirectly, to non-financial businesses and to the public.

The implications for domestic and international monetary system architectures in the immediate, short-term, and long-term will be discussed. It will be argued that the delivery of central bank digital currencies represents an important development in the future of money in an increasingly digitizing world, requiring careful consideration of the implications for corporate players, financial and non-financial, and the agreement of the public following a wide-ranging debate at all levels in society.

Keywords Public money · Central banks · Digital currency · Distributed ledger

Biography:

Michael Lloyd is Associate Director of the International Affairs think-tank the Global Policy Institute London and a former visiting Fellow at Newcastle University. He read Political Economy at Trinity College, University of Cambridge. Michael has wide experience as an applied economist in both industry and in European International organizations, including the European Commission and as Economic Adviser to the European Parliament in 1997/1998, covering preparations for the launch of the Euro and the ECB. He is a monetary economist specializing in geopolitical dimensions of central banks, His latest book, published in 2023 is Central Bank Digital Currencies: The Future of Money, Agenda Publishing.

Bakhtear Talukdar, Ph.D., M.B.A.
Associate Professor of Finance
University of Wisconsin-Whitewater
HH 3516, 800 W Main Street
Whitewater, WI 53190, USA

Investment and Value under Information Asymmetry: The Case of Skilled Labor

By adding asymmetric uncertainty to the Grossman-Hart-Moore model of investment (Grossman & Hart 1986; Hart & Moore 1990), we examine the relations among uncertainty, investment, and firm value in the case of skilled labor. In this framework, the high-skill employee is better informed than the owner about the uncertain market value of the employee. Such information asymmetry increases the bargaining power of the high-skill employee. Accordingly, the owner has incentives to commit high compensation in order to retain the high-skill employee and to elicit greater effort in (firm-specific) investment from the employee. As a result, firms with high-skill employees exhibit more committed investment and higher value.

We take the model's predictions to data. We measure employee skill and uncertainty by the labor-skill index (LSI) from Occupational Employment Statistics and stock return volatility, respectively. We construct Tobin's Q as a proxy for firm value. We also use return exposure to idiosyncratic volatility and pay-performance sensitivity as an inverse measure of firm commitment and relational governance, respectively. We find that, among firms with a high proportion of high-skill employees: (i) both firm investment and Tobin's Q load negatively on the interaction term of LSI and return exposure to idiosyncratic volatility; (ii) pay-performance sensitivity is negatively related to LSI; (iii) total investment is significantly less volatile and less responsive to investment opportunities; (iv) Tobin's Q is higher, but significantly less volatile and less responsive to investment opportunities. These results are all in support of our model.

Biography:

Dr. Bakhtear Talukdar is a Tenured Associate Professor of Finance at University of Wisconsin – Whitewater, which houses the largest AACSB accredited business school in the state of Wisconsin. He teaches undergraduate courses such as Business Finance, Financial Markets and Institutions, Security Analysis and graduate courses such as Quantitative Financial Analysis and Contemporary Research Methods (at doctoral level). His research interests include corporate finance, corporate governance, and volatility. His work appeared in peer-reviewed journals such as The Journal of Futures Markets, Applied Economics, Finance Research Letters, Real Estate Research, Global Finance Journal and International Review of Economics & Finance.

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

Can the Renminbi become an International Currency?

J.M. Keynes, representing Britain at Bretton Woods in 1944, proposed an International Clearing Union that would issue its own currency ("bancor"), intended to reduce systemic dependence on the US dollar or on gold. In contrast to H.D. White's US Plan -- which carried the day – ICU creditors would be expected not only to reduce deficits, but to reduce their surpluses by expanding domestic credit or other means. As a consequence of adoption of the White Plan, the world economy has seen nearly 80 years of the dollar standard, of surpluses by rapidly growing countries, and of large deficits in the US and elsewhere.

China's rapid industrialization, investment- and export-led model led to huge trade surpluses and reserve accumulation. By the same dynamic, the US, and others, absorbed imports of goods (and services) and exported financial assets. This has led to out-sourcing of US manufacturing and to easy financing of US government and consumer debt; surely, the debt pile-up makes future financial crisis more likely. The consequences for China have been worse – inability to shift resources away from the no-longer-viable rapid-growth framework. For China to reduce its account surpluses will require more balanced, hence slower, growth, and a large shift in Chinese resources in favor of consumers. As M Pettis has explained, disputes over trade are, in fact, disputes over employment and debt. It seems likely that Xi Jinping was appointed in 2012 and 2013 to prevent the political consequences of such a rebalancing.

In 1944, the implicit US premise was that the US would always be a surplus/creditor nation, hence there was no US interest in imposing demands on creditor countries. (To the contrary, as R Triffin would advocate more than a decade later, the dollar could be the world's reserve currency only by having the US run balance of payments deficits.) The American premise was silly ...but it seems to be shared by Chinese officials in 2023 who want their RMB currency to become widely used internationally – at the same time they run a trade surplus and suppress domestic consumption. It would be to the benefit of the world economy if the RMB could take a prominent role as an international currency. Doing so would imply that the US would lose some to-easy ability to lay-off debt; and it would be to the benefit of Chinese consumers if China's leaders could shift resources in their direction.

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.

Daniel Wood
Co-Founder of the World Freestyle Football Association | Keynote Speaker | Professor of Innovation and Entrepreneurship

Social Entrepreneurship and the Blockchain

Presenting use cases and opportunities for Blockchain technology in the future landscape of Social Entrepreneurship. The session will look specifically at the growth and engagement of Freestyle Football to explore a brand new model for decentralised, transparent sports governance.

Building and sustaining a community is a central feature throughout and this talk will demonstrate valuable lessons that have been learnt on the journey of building a new sport, as well as passing on key tips to help others in their community building plans.

Thanks to Web3 and Blockchain technology, it is possible for individuals

Biography:

Daniel Wood is a serial social entrepreneur who most prominently co-created the World Freestyle Football Association (World Governing Body for the Sport of Freestyle Football) and Brentford Penguins FC (a club dedicated to young people with Downs Syndrome).

As a Professor of Innovation and Entrepreneurship, Daniel delivers modules and courses that focus on employability skills and job creation. His passion is to unlock curiosity and play in all.

Patrick McQuown

The StarTUp, Towson University/SPAR, Towson, Maryland, United States

Learn How in just one year The StarTUp was named North America's top university economic development initiative by the University Economic Development Association.

The StarTUp is an award-winning building in downtown Towson and opened in September of 2021. The building and its programs are open to the public and require no membership, fee, or affiliation with TU. There are three main areas of concentration.

First is 6,000 square feet of free co-working space. This space serves over 10,000 engagements annually. There are three LCD-equipped presentation tables. There are over 150 workspaces for singular or collaborative engagement. Three privacy booths and over 500 electric outlets. The space is open Mon-to-Fri 8:30 to 5:30 and is closed on national holidays.

The second is four state of the art conference rooms that are complimentary to associations. The conference rooms all feature 100" LCDs and are equipped with cameras, mics, and speakers. Two of the conference rooms can hold up to 28 people, one up to 48 and another up to 100. Annually we host over 400 organizations from non-profits, for profit, government, and other academic institutions.

Finally, our accelerator. This is an annual cohort of startups. We accept TU students and faculty, we also accept founders from other institutions such as Johns Hopkins, Harvard, and Stanford. Fellows take residency for eight weeks and are put through programming and participate in a fall showcase. Our ventures have raised $11.5M in funding dilutive and non-dilutive. A venture recently sold for $9.3M in an all-cash deal. There is 10,000 square feet of office space for the ventures to stay with us complimentary for the next year.

Biography:

Patrick is a 25-year veteran and a two-time exited entrepreneur who has transitioned into educator. His first business was started when he was a student. His second venture raised $50M. As such he has experience with venture creation via organic growth and VC investment.

Patrick has been involved in entrepreneurship at Yale University, Brown University, James Madison University and now TU. He is the founder of StarTUp a building and programming unlike any other initiative anywhere. He has been quoted in The New York Times, Washington Post, Forbes, and Entrepreneur Magazine. He has appeared on CNBC and Fox Business.

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Session Co-Chair: Dr. Bakhtear Talukdar, Tenured Associate Professor of Finance at University of Wisconsin – Whitewater, USA

SPEAKER PRESENTATIONS | DAY 1

Green logistics in last-mile delivery, A focus on customer requirements and satisfaction

Professor Dr. Najla Shafighi
bbw University of Applied Sciences, Berlin, Germany

Logistics and green packaging fields have recently witnessed numerous innovations. However, our knowledge about whether customers are satisfied with the innovations is limited. This research aims to examine customers' satisfaction with green last-mile delivery innovations. Using a quantitative research method, we developed a questionnaire including 41 items to measure the study variables. Responses were from 150 customers who were using innovative green last-mile deliveries. Linear regression analysis was applied to analyze the data. The findings indicate the satisfaction level of the customers highly affects green deliveries demonstrated in their loyalty. When it comes to innovations, customers are still contemplating humanized parcel delivery techniques, even after automated delivery possibilities.

Biography:

I am a professor of International Technology Transfer at BBW University of Applied Sciences in Berlin Germany. I have been involved in high-impact academic research, market research, and academic teaching in Asia and Europe. I have several years of industrial work experience with a demonstrated history of working in the education management and marble industry in Asia and Europe. I have published many articles in the fields of economics, business, and finance and have collaborated on various research projects.

I have learned that to do not stand still. Change is the law of life, those who look only to the past or the present are certain to miss the future. (John F. Kennedy, 1963)

My motto is whatever you do, work at it with all your heart and do it well!!

An examination of the impact of health promotion activities as a social sustainability goal on supply chain resilience

Dr. Verena L. Aufderheide[1] and Tom Pettau[2]
[1]Center for Environmental Management, Resources and Energy, Ruhr-University Bochum, Germany
[2]Chair of Production Management, Ruhr-University Bochum, Germany

Sustainability is the triad of economic, environmental and social goals. While economic goals – maintaining the existence of a company – have always played a role in business, and environmental goals – reducing environmental pollution and increasing environmental protection – have gained in importance in recent years, social goals – increase of the well-being – are often disregarded. This is mainly because social goals can be measured and monitored less objectively than economic and environmental goals.

In particular, there is little consideration of worker health promotion as a social goal in manufacturing. New technologies and changing working conditions are having a major impact on the wellbeing of workers, who have faced increased feelings of stress in recent years. This is where health promotion programs can help employees cope with the new challenges. One term that comes up a lot in this context is resilience. Resilience can refer both to the personal resilience of an employee and to the entire supply chain.

This presentation examines the relationship between new working conditions and worker wellbeing on a theoretical basis. To this purpose, a literature review is conducted to explore how supply chain resilience can be improved by promoting worker resilience from an occupational safety perspective. The aim is to develop a guideline that starts with the social sustainability and thus increases the resilience of the entire supply chain. The focus is on health promotion

Biography:

Verena Luisa Aufderheide is a research associate at the Center for Environmental Management, Resources and Energy at Ruhr University Bochum. She completed her bachelor's degree in business administration and mathematics and her master's degree in management at Ruhr University Bochum. Since 2019, she has been conducting research in various areas of sustainability and digitalization. She did her PhD in the topic area of smart-circular product-service-systems.

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Assessing the stakeholder engagement under the voluntary CSR and regulatory framework covering the practice in Sub-Saharan Africa.

Achille Gildas Ndong Ntoutoume[1]
Tokyo University of Foreign Studies, Japan

This paper discusses the concept of stakeholder engagement within Corporate Social Responsibility (CSR) and under the lens of the provisions covering the practice in Sub- Saharan Africa. The study aims to assess how the concept can overcome the challenges of CSR, from voluntary to regulatory approach by exploring the relationships between businesses and local communities. This practice originated in the Global North and has always been voluntary in its approach. Mainstream CSR has continuously prioritized shareholders' interests as opposed to other stakeholders.

However, the arrival of some Western multinational corporations in Sub-Saharan Africa has revealed corporate governance deficits in line with human rights and adverse business activities. This deficit coupled with grievances, was expressed by a broad number of stakeholders such as customers, governments, and NGOs who have been the main critics of CSR conducted by MNCs. But specific stakeholders have been vulnerable to the risks associated with business activities. These are local communities, identified as more affected by business actions and therefore the center of the CSR provisions, established by some African governments. Their partnership with the businesses described above is key to the implementation of CSR. This does not seem to be the case under and without the provisions. Hence the assessment of stakeholder engagement.

Previous studies have assessed stakeholder engagement when it comes to CSR. This study looks further at the issue under the provisions as engagement seems more challenging under voluntary CSR. This qualitative work uses fieldwork data, desktop research that includes published academic papers and government documents, which provide recommendations.

Keywords: CSR-Provisions-Stakeholder engagement-Sub-Saharan Africa

International Students’ Perception on Sustainability and Environmental Protection Actions Towards Mitigating Climate Change Issues in New Zealand.

Indrapriya Kularatne and Olufemi Omisakin
Otago Polytechnic Auckland International Campus, Auckland, New Zealand.

The increasing frequency and intensity of extreme weather events, rising sea levels, and the loss of biodiversity are among the many manifestations of climate change issues. Mitigating the impacts of climate change requires immediate and concerted action at global, national, and local levels. Against this backdrop, this exploratory research aims to investigate international students’ perception on current sustainability and environmental protection actions in the context of improving climate change. The international students are coming to New Zealand to study, with the expectation of settling down in the country after completing their studies. The study adopted a multi-dimensional approach by examining four conceptual perspectives: energy conservation, waste minimization, effective transportation, and tree planting, to determine their effectiveness in addressing climate change. The study collected quantitative data from over 200 international students using the Qualtrics online application. The findings of this research provided valuable insights into international students' perception of sustainability and environmental protection actions that could contribute to ongoing efforts to mitigate climate change issues. The research outcomes are significant to policymakers, experts, academics, and the public in advancing effective strategies to address climate change and promote sustainable development practices.

Biography:

Dr. Indrapriya Kularatne is a Principal Lecturer at Otago Polytechnic Auckland International Campus, Auckland, New Zealand. He has obtained his Ph.D. from the University of Auckland, New Zealand, Master of Management from Massey University, and Master of Science from the University of Sri Jayawardenepura, Sri Lanka. His research focuses on sustainability, environmental management, employability skills, project management, and corporate social responsibility. He is a Member of the Environment Institute of Australia and New Zealand and a Senior Fellow of Higher Advance Education (SFHEA).

Student Perceptions of CSR in Higher Education Institutions: testing measurement and predictability

Cláudia Lessa[1] and Arnaldo Coelho[2]

[1]Faculty of Economics - University of Coimbra/CEBER, Coimbra, Portugal

[2]Faculty of Economics - University of Coimbra/CEBER, Coimbra, Portugal

The purpose of this study is to explore the impact of social responsibility on students' perceptions in Higher Education Institutions. We develop two studies to establish a reliable measurement for Corporate Social Responsibility (CSR) in higher education and test its predictability and impact on congruence, image, and trust. Research is based on cross section data from a sample of 430 students of different public and private institutions in Brazil. Results show that satisfaction with CSR is relevant to attract the customers' attention to the company's CSR efforts. Together with congruence they are relevant to predict image and trust in HEIs.

Biography:

Faculty of Economics, University of Coimbra, Coimbra, Portugal

Claudia Lessa holds a PhD in Business Administration from the University of Coimbra and holds an Advanced Specialization in Business Management from the University of Coimbra. She holds a master's degree in administration from UFPB, Brazil. She is graduated at Law and Economy and is a Professor at Uninassau University. She has experience in Law Course Coordination and Administration Course Coordination. She acts in the Administration area, with emphasis on Business Administration, and Public Administration, working in the fields of Project Development, Social Marketing and Services, Responsibility Programs, and Human Rights.

Financial Services in Vietnam

Van-Hong VU

Department of Business Department, Junia Grande Ecole d'Ingénieurs (Yncrea Haut-de-France) /Lille, France

This presentation offers an overview of the financial services in Vietnam. As such, it is an introduction useful both for financial firms seeking to gain a foothold in the Asian market and for any firm planning a presence in Vietnam that would require it to avail of local financial services. This presentation covers the four main topics. The first part introduces the inventory of the financial services in Vietnam and how banking works in Vietnam. The second part presents the Vietnam Securities market. Fintech and Payment in Vietnam will be covered in the third part of this chapter. Finally, the insurance market in Vietnam will be presented to close this presentation.

Key words: Bank, Credit, Payment, Securities, Fintech.

Biography:

Since 2018 Van Hong VU has been working at Junia, a French graduate school of science and engineering, Lille, France as lecturer and researcher in finance. She has obtained her PhD in Corporate Finance at Skema Business School in 2019 and Doctor of Management in Science at Lille University in 2018. Van has 10 years of experience of working in the financial and in insurance service at the management position at American International Group (AIG) in Vietnam. She also has 14 years of experience in international transportation, holder senior position in management, such as OOCL, CMA-CGM, Gemadept…

Digital and Regulatory Transformation of Banking Business as an Objective Reality

Galina S. Panova
International Finance Department, MGIMO University, Moscow, Russia

The problems of the banking business regulatory transformation have occupied minds of scientists and practitioners for many decades. However, the solution to this problem has not lost its relevance; moreover, it has become one of the main ones in the context of the digital transformation of the economy, financial markets and banks. The catalysts for the transformation of banking activities are: tightening of international banking standards; digitalization of the economy, financial markets, infrastructure, as well as increased competition in the banking services market. Startups, fintech companies enter the financial market, acquiring licenses to perform certain banking operations, compete with banks. But the level of regulatory burden on banks is significantly higher than on other financial intermediaries (insurance companies, pension funds, MFIs, etc.). As a result, regulatory arbitrage arises, overcoming the negative consequences of the existence of which is important from the point of view of the development of all segments of the financial market and ensuring its optimal growth and development as a whole. All this leads to a change in the business models of banks in the context of adaptive development and requires a regulatory transformation of their activities.

In particular, the issues of proportional regulation (regulation by types of institutions and their characteristics) and regulation by types of financial products are discussed. As a result of the digital and regulatory transformation of banking business, the entire financial market will benefit, which will become more efficient and meaningful for customers and society as a whole.

Biography:

Panova Galina was born in Moscow and educated at the Moscow Financial Institute. She defended Ph.D. and doctoral dissertations; completed internship at the LSE (UK) in 1987-1988, worked at Stanford University (USA) as a visiting professor (1992-1993); took part in World Bank programs in Russia, Kazakhstan, Uzbekistan and Ukraine.

She was head of the department, director of the institute and vice-rector of the Financial University under the RF Government (1980-2012); Head of the Directorate for Financial Markets and Banks of the Analytical Center for the RF Government (2013); Head of the Department of Banks (2012-2020), Professor at MGIMO University (2011-present).

The Influence of Stock Market Informativeness on Corporate Investment Decision: Evidence from Vietnam

NGUYEN Duy-Tuan
IAE Lille- University School of Management, Lille, France

This study analyses the effect of the informativeness of the stock price on the investment decisions of listed companies on the Vietnam stock market. Using the unbalanced panel data set of Vietnamese firms on the Hanoi and Ho Chi Minh stock exchanges from 2006 to 2022, we find that the stock market plays a significant role in guiding the investment of Vietnamese firms. Specifically, our research reveals that corporate managers pay heightened attention to market signals when their stock prices incorporate novel private information. Furthermore, financial constraints play a role in the sensitivity of investment to price. Several extending tests imply that there are differences among subgroup of private firms versus state-owned firms and top biggest firms versus smallest firms. Furthermore, our results suggest that some policy frameworks should be implemented to improve the transparency and accountability of the Vietnam stock market.

Keywords: Corporate investment, Stock price informativeness, investment decision, Vietnam stock market, real effects of financial markets.

Uncertainty aversion and farmers' innovative seeds adoption: Evidence from a field experiment in rural China

Yan Song
Sino-Danish College, University of Chinese Academy of Sciences, Beijing, China,

Based on the micro data of 705 wheat farmers in the Loess Plateau, the impact of uncertainty on farmers' adoption of innovative seeds is empirically analyzed using a field experiment. The results indicate that farmers are generally ambiguity averse and risk averse, and farmers with higher ambiguity aversion and risk aversion are less likely to adopt innovative wheat seeds, where the risk aversion of farmers plays a dominant role. Enhancing information access will alleviate the negative influence of ambiguity aversion on farmers' innovative seeds adoption, and interlinked insurance and credit contract will be beneficial to ease the adverse effect of risk aversion on wheat innovative seeds adoption. Meanwhile, heterogeneity analysis reveals that the inhibitory effects of ambiguity aversion and risk aversion on innovative seeds adoption are more significant among farmers with lower education and household income. The government can establish both ex-ante and ex-post relevant guarantee mechanisms to help farmers preferably cope with various uncertainties in the production process, remitting farmers' ambiguity aversion and risk aversion to enhance new agricultural technology adoption rates.

Biography:

Yan Song received the B.S. degree in Finance from Shaanxi Normal University, Xi'an, China, in 2022. He is currently working toward the M.S. degree in Public Management with the Sino-Danish College, University of Chinese Academy of Sciences, Beijing, China. His research interests include Agricultural Economics and he has published one SCI article in JCR1 and three SSCI articles in JCR2.

EURASIA CONFERENCES

3rd World Conference on

BUSINESS, MANAGEMENT, FINANCE, ECONOMICS AND MARKETING

October 16-17, 2023 | Paris, France

KEYNOTE PRESENTATIONS | DAY 2

Dr. Devesh Kumar

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

The Paradigm Shift: Exploring the Evolution of Business Models in the Age of Artificial Intelligence

In the current landscape of rapidly advancing technology, the proliferation of Artificial Intelligence (AI) has initiated a profound and irreversible transformation of traditional business models. This talk seeks to examine the multifaceted impact of AI on the core foundations of contemporary business strategies and operations. As AI systems become increasingly integrated into various facets of business, it is essential to unravel the complexities, challenges, and opportunities that this paradigm shift presents. This presentation delves into the strategic adoption of AI in business and how it has redefined the competitive landscape. Through case studies and industry analyses, it highlights the disruptive nature of AI across diverse sectors, elucidating how businesses are reimagining their operations, revenue models, and customer relationships. We explore how AI-driven strategies enhance customer-centricity, elevate data-driven decision-making, and propel business agility and innovation. Ethical considerations surrounding AI adoption form a pivotal aspect of this exploration, addressing the ethical dilemmas and responsibilities associated with harnessing AI's power. The study also delves into the transformative effect on the workforce, emphasizing the need for skill evolution to adapt to an AI-augmented world. Furthermore, the discussion navigates through the development of AI ecosystems and strategic partnerships that are shaping the AI-driven business landscape. It also scrutinizes the evolving regulatory and legal frameworks that are becoming increasingly relevant as AI integration deepens. By envisioning future scenarios and emerging technologies, such as quantum computing and advanced robotics, this presentation offers speculative insights into how AI will continue to mold and redefine business models in the foreseeable future. As businesses grapple with the imperative of AI integration, this conceptual study serves as a compass, guiding stakeholders through the uncharted territory of AI's transformative potential in the business world.

Keywords: Artificial Intelligence (AI), business models, evolution, paradigm shift, technology disruption, industry transformation

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 a 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 20 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.

Dr. GS Vijaya
Professor & Programme Coordinator- Decision Science,
CMS Business School, Jain Deemed to be University, Bengaluru, India

Digital Technology Revolution for Sustainable Agriculture- Challenges and Opportunities

The Digital technologies are very powerful in transforming the agriculture field in the emerging market and quickly aligning the value chain participants including farmers. Sustainable agriculture focuses on employment, food security, and environmental sustainability. It also examines blockchain technology, artificial intelligence, drones, geographic information systems, and other e-farming applications.

Agriculture 5.0 includes Artificial Intelligence, Internet of things, and Machine learning which plays an important role in smart farming. By using modern technologies and automation, traditional farming practices are enhanced to reduce the risk, and improve sustainability in order to make agriculture more meaningful and beneficial to the global economy.

These technologies help the farmers to record the required data and avoid dependence on paperwork. Farmers will be able to get a complete analysis of the farm as real-time data is available, because of which the right quantity of pesticides, fertilizers, and water can be known. This technological involvement helps the farmers to completely understand the real-time data about the various stages of production in a suitable and practical way.

Adopting digital technology in the agricultural sector is the need of the hour as farmers can get an opportunity to maximize their profit by using sustainable agriculture with government policies.

Biography:

Dr. G.S. Vijaya is currently working as Professor and Programme coordinator in Decision Science Department at CMS Business School, JAIN (Deemed-to-be University), Bengaluru, India. She has worked in reputed Indian institutions and at Al Yamamah University, Riyadh, Kingdom of Saudi Arabia in various capacities both in teaching and administration. Under her guidance Six students have been awarded PhD and She has more than two decades of Post Graduate teaching experience and three years of Industry experience. She is a Life Member of Indian Society for Technical Education, International Association of Engineers (IAENG) and Quality Circle Forum of India. She has published several articles in refereed and peer reviewed National and International journals and book chapters. She has Presented/Published several papers at the National and International level including IIM Bengaluru, IIM Kozhikode, Management Training Institute, Steel Authority of India Limited, Ranchi and International Institute of Social and Economic Sciences (IISES) Venice, Italy, World conference 2022 held at Valencia, Spain and World Conference 2023 held at London, UK to name a few. Her research interest lies in ERP, Supply chain management, Technology management and Quality management areas.

Prof. Lin Wang Ph.D.,
Distinguished Professor, Associate Dean
Chinese Academy of Science and Education Evaluation
Hangzhou Dianzi University, Hangzhou, China.

Chinese Heterogeneous Investors' Information Seeking Behavior in Capital Markets

Investors' ability to seek information in the capital market is directly linked to the success of investing operations. For investors in a multilevel mature capital market, the key to investing success is to find ways to obtain useful information and turn it into investment decisions. In this paper, heterogeneous investors were divided into public and institutional investors. The results show that institutional and public investors have similarities and differences in information seeking behavior. The heterogeneous investors, either the institutional or the public, all have high information seeking frequency. The information seeking frequency of institutional investors is a function of their educational backgrounds, perceived information quality, and company type. At the same time, the former two factors also affect the seeking frequency of public investors. Institutional investors prefer the Internet as a primary information source, and the public like to choose financial newspapers and social networks to search for information. The ability to seek and analyze information has become the main influencing factor of investing performance in the increasingly mature capital markets in China.

Biography:

Lin Wang is a distinguished professor of information science at Hangzhou Dianzi University. He was a visiting professor at the University of California Berkeley, Nanyang Technological University. Lin is a guest research fellow in the National Information Resource Management Institute in Beijing. He was awarded Young Information Scientist by the China Society for Scientific and Technical Information. He is a trustee of the Tianjin Society for Chinese Information Research and the Tianjin Association of Public Administration. He is also a member of the editorial board of the Aslib Journal of Information Management. He has been elected as an expert of Xinhua News Agency Outlook Think Tank. He is a reviewer of the program committee for many international conferences, such as iConference and ASIS&T. Recently Lin became the Session Chair (Long Paper) of ACM/IEEE Joint Conference of Digital Libraries 2020. He got his Ph.D. degree of information science from Peking University. His research interest includes the foundation of information science and information philosophy. He has hosted more than 20 academic projects. He has published more than eighty academic papers in international LIS journals like the Journal of Documentation and Information Research, and leading peer-reviewed information science journals in China. His several papers were awarded as the best paper by national academic organizations such as the Chinese National S&T Information Society, and Chinese S&T Communication Society.

Prof. Dr. Anne Rosken
ANED, University of St. Gallen, Pacific Coast University Vancouver

Artificial intelligence in the Workplace. Double Edge for individuals with a mental/physical health impairment Session: Artificial intelligence and psychology

Artificial intelligence is currently the subject of much discussion. It has a great influence on management in all its facets in the workplace. Especially if we look at support systems for individuals with a mental / physical health impairment. By looking at the process it could be make things easier to analyze. AI can provide better data management options. It must be used very cautious and the Manager must reflect and proof the outputs very responsible. So it is a double edge. As research from a European-wide study (Rosken et al. 2021) show, technology is both a curse and a blessing. On the one hand, they offer good support, e.g. with language and writing programs. On the other hand, they can isolate people even more. This was shown during the pandemic with lockdown and working from home. People with an impairment generally want more inclusion and personal encounters in the workplace. They would also like more help in using technologies. AI solutions should be used particularly sensitively. In this speech main results from a European-wide research project give an overview what needs to be considered when AI is developed and used for this target group (Roskenet al. 2021, Smith 2022, Potter, S., Peter Cudd, P., and de Witte, L. 2019).

Biography:

Prof. Dr. Anne Rosken is German Expert in the Academic Network of European Disability Experts (ANED). Beside this she works at the University of St.Gallen (Switzerland) and the Pacific Coast University (Canada). Her main research interests are Dis/Ability Management/Studies/Policy, Health and Work, Sustainability, Change Management, Leadership and Motivation, Human Resource Management, Digitization, Artificiall Intelligence, Active Assisted Living.

Previously, she was professor at the University of Hamburg (Germany) and program director and professor at the Carinthia University of Applied Sciences (Austria). Anne Rosken is one of the leading dis-(ability) experts in Europe. She is also a management consultant, coach and author.

Dr. Rajiv Nair
School of Business, Amrita Vishwa Vidyapeetham, Amritapuri Campus, Kollam, Kerala, India

Achieving the 2030 Sustainable Development Goals agenda – Is Corporate Social Responsibility a catalyst?

In 2015, members of the United Nations had committed to achieving seventeen Sustainable Development Goals (SDGs) by 2030. Though some nations have made significant progress, and in some cases have apparently achieved some of the SDGs, it appears likely that the majority of SDGs will not be achieved by the 2030 deadline. Arguably, the Covid19 pandemic has further decelerated the journey towards the SDGs. Moreover, the pandemic has likely emphasized the sub-optimal status of healthcare infrastructure in many nations. This is probably even more stark in developing markets. Following previous research (Nair et al., 2021), the current investigation considers the possibility of employing corporate social responsibility (CSR) measures towards achieving SDG3 (Health and Well-Being) in particular and other SDGs in general. The investigation is situated in the context of the mandatory CSR regime in India. This context is deemed appropriate considering the unique CSR regime in India.

Biography:

Research Professor at the School of Business, Amrita Vishwa Vidyapeetham, Amritapuri Campus with over two decades of corporate experience in the UK and the Middle East with blue chip multi-national companies such as Unilever, Fonterra, Coca-Cola etc. Joined Amrita Vishwa Vidyapeetham in 2013. Has a Ph. D. from Deakin University, Melbourne, Australia.as well as a double Masters – an M. Sc. in Analysis, Design and Management of Information Systems from the London School of Economics and Political Science (UK) and an MBA (Finance) from the University of Stirling, Scotland (UK). Is a qualified CIMA (Chartered Institute of Management Accountants, UK).

Monika Arora
Amity Business School , Amity University Haryana, Gurgaon

Revolutionizing Healthcare: The Dynamic Role of Artificial Intelligence (AI) in the Medical Industry

Artificial Intelligence (AI) is propelling the healthcare sector into an era of unparalleled transformation. The healthcare landscape is undergoing a profound transformation fueled by the integration of artificial intelligence (AI). This presentation elucidates the pivotal contributions of AI in revolutionizing healthcare practices, patient outcomes, and medical research. AI's proficiency in analyzing complex medical data is reshaping diagnostics, with image recognition algorithms detecting anomalies in medical images with remarkable accuracy. Furthermore, AI-driven predictive analytics are enhancing early disease detection and risk assessment, enabling more effective interventions. By assimilating patient records, genetic data, and treatment outcomes, AI algorithms offer personalized recommendations that optimize therapeutic approaches and enhance patient responses. Virtual health assistants equipped with AI capabilities are becoming integral parts of healthcare delivery, offering instant support, medication reminders, and health insights.

The incorporation of AI in healthcare is not devoid of challenges. Ethical concerns, data privacy, and the need for regulatory frameworks demand careful consideration. Striking a balance between technological innovation and patient well-being is imperative. Through a comprehensive exploration of AI's applications in medical imaging, predictive analytics, personalized treatments, and virtual healthcare, this research aims to underscore AI's potential to reshape healthcare. It will also delve into the collaborative efforts between AI experts and medical professionals, emphasizing the role of interdisciplinary partnerships in harnessing AI's transformative power. By examining the benefits, challenges, and ethical dimensions, this will gain insights into how AI is propelling healthcare into an era of unprecedented advancement and patient-centric care.

Biography:

Dr. Monika Arora is currently working as a Professor at the Amity Business School, Amity University Haryana, Manesar. She is PhD and masters in Computer science from Bhopal. She has completed BSc(Math Hons) from Devi Ahilya University, Indore. She has more than 24 years of experience in teaching and industry in the area of Information Technology and Operations. She has experience in teaching at Apeejay School of Management, New Delhi, and corporate in companies like Nucleus Software Exports Limited, Platinum Edu, and Global Information System Technology. He has published research papers in reputed SCOPUS/Web of Science/ABDC/UGC Care Journals. Prof. Arora has more than 100 publications in total (Scopus- 16, ABDC/UGC Care- 9). She is an author for 1 book. She has registered two patents. Prof. Arora has been invited as session chair, resource person, key-note speaker, and judge at various conferences in India and outside. She has also conducted various training programs for students of colleges and universities. She also got a grant for a major research project from the Indian Council of Social Science Research (ICSSR) in the capacity of the co-project investigator.

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Session Co-Chair: Dr. G.S. Vijaya, Professor & Programme Coordinator- Decision Science, CMS Business School, Jain Deemed to be University, Bengaluru, India

SPEAKER PRESENTATIONS | DAY 2


Evolution first – Revolution second: Results of a long-term study on Strategic Communication practices in Austria (1984 – 2020).

Peter Dietrich and Mark Romanelli
FH Kufstein Tirol (University of Applied Sciences),
Departments of International Business Studies and Sports, Culture and Event Management, Kufstein, Tirol, Austria,

Over the last four decades, the PR industry tried hard to develop from an operational practice into a full strategic management function. Analyzing the submissions for the Austrian-PR-State-Award (1984-2020) shows no significant changes in the perception and treatment of PR problems in this period. A symbolic-interpretive mode is more often practiced than a dialogue-oriented management mode. The main focus is on gaining internal influence, and improving the actual performance is neglected. Hence, due to this imbalance, the possibility of professionalization efforts through a mutually reinforcing dynamic of increase between performance and influence cannot be fully exploited.

Biography:

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How Does Excessive Volatility of Consumption Vary Across Countries?

Dr. Khaliun Dovchinsuren
Department of Economics, Mongolian National University of Mongolia/Ulaanbaatar, Mongolia,
International Department, CRD Japan/Tokyo, Japan

I revisit the excess volatility of the consumption puzzle, a feature often observed in developing and emerging economies. I assess how the excess volatility of consumption varies across countries by incorporating interrelation between countries' commodity dependence and income level. This is estimated in the context of the excess sensitivity of the consumption to output using cross-country panel data. I find that the sensitivity of consumption on the income level appears differently by the country's commodity dependence. The sensitivity is higher in low-income groups for the commodity-dependent countries, whereas the opposite pattern is observed for non-commodity-dependent countries.

Biography:

Khaliun Dovchinsuren, Ph.D. is affiliated with the Department of Economics at the National University of Mongolia. She has taught an undergraduate level of Microeconomics and a graduate level of Econometrics. She also has been working as a senior analyst at CRD Association and CRD Business Support Ltd in Japan, which aims to effectively measure the creditworthiness of SMEs from a large amount of collected data from financial institutions. She is mainly working on the project of implementing the credit risk database in the Philippines.

Complementary currencies - opportunity or threat to business development?

Nina Stepnicka
Associate Professor, Jan Kochanowski University in Kielce, Poland

Complementary (local) currencies are conducive to strengthening activities specific to the social economics and alternative economics. The functioning and mechanism of local money are independent of the situation in the national and international financial market, and above all in the banking sector and commodity exchanges. This dependence is due to the local scope of the complementary currency and its use in a specific area: city, district, region or province.

As a rule, complementary currencies operate in closed circulation, are non-convertible and are not listed on any stock exchange. Complementary currencies can contribute to economic stimulation and entrepreneurship in small communities and/or poor regions, but they should not be seen as a remedy for all/different economic dysfunctions, e.g.: high unemployment and inflation, decline in economic development.

The results of the research confirm that in times of crisis, as well as in other emergency situations (e.g. during the COVID-19 pandemic), the demand for complementary currencies decreases. This is because it is closely correlated with consumer purchasing capacity, investment demand, consumer demand for goods and services, the prevailing economic and social situation, etc. During the COVID-19 pandemic period, investment and consumption demand, as well as the economic situation, are shaken (decelerated). This therefore means that complementary currencies provide a limited boost to the economy during the COVID-19 period. Their effectiveness is much higher during a recovery or pandemic than in the middle of one.

Biography:

habiliated doctor of economic sciences, since 2016 university professor at Jan Kochanowski University in Kielce (Poland). She is the author and co-author of over a hundred scientific publications in the fields of, among others, economics and management, including institutional economics and its application in various areas of economic activity, economics of regional development, media economics, modern business and e-business models in the economy, digital economy, online finance and economic security. The supervisor of dozens of bachelor's and master's theses in finance and accounting, international relations and economic security. She has completed further training courses courses in finance and accounting, human resources and payroll, business financial analysis, information technology for teachers, and information systems in education management. Her scientific interests focus on issues related to, among others, contemporary business models, cooperation in the network environment and the Internet, as well as economic and sociological phenomena occurring in it (e.g. Web 1.0 - Web n.0, vicinomics, wikification, prosumption, DIY current, eBayization), information security, security in the area of economic policy, online finance and phenomena affecting digital security.

Crowdfunding – a method of the acquisition of financial resources on the Internet

Paulina Wiaczek
Poland

Crowdfunding is an Internet way of financing projects which displaces a traditional method of seeking funds among large enterprises. Over the last few years crowdfunding has become the alternative to conventional mechanism of financing projects (funds within the crowdfunding can be raised in order to create a new product, develop an innovative service or present a new work). There are a few models of crowdfunding in the economy, and each platform applies different principles and style and therefore has its own policy, so-called operation etiquette.

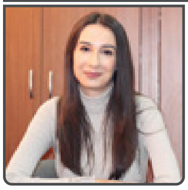
Crowdfunding contributes to the popularization of new projects and has a positive impact on the development of modern entrepreneurship.

With the development of the Internet and diversification of its range in economic and financial areas of live non-cash transactions have become more popular. Soon, various forms of financing appeared. Crowdfunding was one of them. Dynamic development of crowdfunding concept is a result of increased interest in P2P banking and social movements focused on innovative solutions in the finance area.

The presentation will attempt to present the essence and mechanism of crowdfunding. In addition to the terminology related to crowdfunding and its types, it will present the most popular crowdfunding platforms in the world, including Poland.

Biography:

Doctor of economics, graduate of the third degree studies in the field of economics at the Warsaw School of Economics. He completed second-cycle studies in the field of international relations, specialty: security and public order, and first-cycle studies in the field of management. Her achievements include several articles in highly rated scientific journals (also as a co-author). She also participated in several national and international scientific conferences, courses, workshops and training in the field of economics, international relations and management. Her research interests: crowdfunding, corporate financing via crowdfunding platforms, investment crowdfunding, equity crowdfunding, economics and organization of transport, innovations in transport, access economy and sharing economy, new models in the 21st century economy, economics of consumption, prosumption economy.



A socio-economic and hierarchical grouping analysis of bioeconomy in Central and Eastern European countries

Cristina Georgiana Zeldea[1], Emilia Mary Balan[2,3], Simona Zamsa[3], Marioara Iordan[1]
[1]Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania
[2]Advanced Environmental Research Institute, West University of Timisoara, Timisoara, Romania
[3]Institute for World Economy, Romanian Academy, Bucharest, Romania

The analysis of the bioeconomy has become very topical among researchers in recent years. Our work is based on bioeconomy-specific indicators for the agricultural sector in EU member countries, which are also part of the BIOEAST partnership. We focused our investigation on Romania's place in the wider context of CEE. The research methodology was based on the hierarchical cluster study and SEIB index analysis. The results showed that Romania outperformed the regional average. Several countries present patterns of convergence, whereas others exhibit marked differences. The novelty of the work derives from the corroboration of the two research methods, and can constitute the foundation of other future studies, as well as a scientific based engine for the evolution of agricultural development strategies in the CEE countries from a bioeconomic point of view.

Biography:

Cristina Zeldea is scientific researcher at the Romanian Academy since January 2018. Since September 2022 she is affiliated with the Institute for Economic Forecasting, Romanian Academy. She graduated from the Faculty of International Business and Economics in 2017, within Bucharest University of Economic Studies and holds a MSc degree in International Financial Risk Management. She is currently pursuing doctoral studies in the field of risk in financial markets. Her research interests are in international economics, bioeconomy, financial markets, systemic risk.

Global Virtual Teams and Trust How Leadership Can Build Trust and Enhance Team Performance

Dr. Lili Jassemi
Avantgardist Institut, Co-founder & Director, Munich, Bavaria, Germany

Within the past decade, global virtual teams have become integral to organizations in all sectors, opening up numerous new opportunities and benefits for companies and employees. However, the performance and cooperation of global virtual teams are often perceived as an issue due to coordination and miscommunication leading to conflicts and project failures. In this context, trust is a fundamental condition for success in teams. Dr. Jassemi's research shows how leadership can build and sustain trust in global virtual teams for effective cooperation and performance. Based on a business ethical perspective her research states that leadership needs to invest in trust by realizing the ethical focal point "do no (illegitimate) harm." By applying the business ethical model of good leadership for trust and its four points of orientation, global virtual leadership needs to invest in showing respect to global virtual team members, providing a frame of orientation by creating a shared (team) mental model of illegitimate harm, setting framework conditions for trust and acting as a role model through trustworthy behavior while showing consistency in communication and actions. Inspired by the Burning Man Model Dr. Jassemi has extended her research and incorporated it into practical trainings for leaders and teams. These are based on experiential learning including embodied cognition, immersive experiences to build trust through deepening consciousness, enhancing self-leadership, and learning to lead by cooperative values. The aim is to build modern tribes within organizations that are innovative, impactful, and resilient co-creating based on collective intelligence.

Biography:

Dr. Lili Jassemi is an Iranian-German leadership researcher and entrepreneur with global experience. She co-founded a London art gallery focusing on the Middle East, advised cultural institutions, and established Avantgardist Institut for New Work Leadership. Her recent research on global virtual teams and trust is foundational for the institute. Co-founder of House of Future, hosting innovative events, she's on the Arts & Nature Social Club advisory board. Lili inspires change through personal transformation and self-awareness, emphasizing ethics and consciousness. Her diverse background and passions make her a prominent voice in leadership, ethics, and intercultural management.

Persistence-based capital allocation along the FOMC cycle

Fulvio Ortu[1], Pietro Reggiani[2], Federico Severino[3]
[1]Department of Finance and IGIER, Università Bocconi, Milan, Italy
[2]Finance Department, New York University, New York, NY, United States
[3]Department of Finance, Insurance and Real Estate, Université Laval, Québec, QC, Canada

The Federal Reserve holds two main sets of monetary policy meetings, the “Federal Open Market Committee” (FOMC) and the “Board Meetings”, which gather with six-week and two-week cadence respectively. Cieslak, Morse, and Vissing-Jorgensen (2019) show that the cadence of these meetings is associated with cycles of corresponding frequencies in stock markets. These can be fruitfully exploited through a portfolio strategy that invests in the whole market at alternate weeks (the even-week strategy). This simple investment rule is based on the cycles identified empirically but, so far, lacks a theoretical foundation. In this paper, we provide a rigorous framework to detect cycles in the stock market, and to determine optimal portfolio choices which profit from such cycles. We use the filtering approach for stationary time series of Ortu, Severino, Tamoni, and Tebaldi (2020) to isolate uncorrelated components of stock returns that are precisely associated with two- and six-week cycles. Then, we replicate these components using tradable assets from the U.S. market, and design an optimal portfolio strategy that maximizes the investor’s wealth and outperforms the even-week strategy.

Biography:

Federico Severino is an associate professor in the Faculty of Business Administration at Université Laval (Québec), Department of Finance, Insurance and Real Estate. He received his B.S. and M.S. in Mathematics from the University of Milan. He completed a PhD in Economics and Finance in 2018 at Bocconi University (Finance Department), Milan. Afterwards, he was a postdoctoral fellow at the University of Italian Switzerland. His research interests cover asset pricing, financial economics and financial econometrics. His research looks at the persistence of financial time series, the identification of martingales in asset prices and the long-run properties of stochastic discount factors.

Developing a Technology-Based Ecosystem in a Rural State to develop existing technology and attract new companies to the state:

Joseph Donovan
Mississippi Development Authority, Office of Technology, Innovation and Entrepreneurship Jackson, Mississippi' USA

This presentation outlines the development of a technology-based ecosystem in a rural state, with a specific focus on university and military research. The objective of this ecosystem is to foster the growth of in-state technology companies while attracting and integrating out-of-state companies. By leveraging the research capabilities of local universities and military institutions, this initiative aims to stimulate innovation and create a thriving technological landscape in the region. The paper discusses the development of a comprehensive statewide strategic plan that outlines strategies, policies, and collaborative efforts required to achieve this goal, emphasizing the importance of partnerships between academia, military, and industry stakeholders. Ultimately, the proposed technology-based ecosystem seeks to enhance economic growth, job opportunities, and overall technological advancement in the state, contributing to the broader technological landscape of the nation.

Biography:

Joe Donovan currently is the Division Director of The Office of Technology, Innovation and Entrepreneurship @ Mississippi Development Authority. The Office focuses on developing an environment that 'raises entrepreneurs' and building an entrepreneurial eco-system targeting next generation technologies. Specifically developing MS economy through technology based economic development. Donovan has been best described by the Mississippi Business Journal as a "serial entrepreneur". Prior to MDA, he was the principle at The Donovan Consulting Group, (DCG). The DCG focused on business development including startups, business development plans, business restructuring, re-branding, growth and expansion, along with M&A.

The impact of C02 emission, renewable energy, trade openness, and foreign direct investment on output volatility.

Prof. Chinmaya Behera
General Management and Public Policy, Goa Institute of Management, North Goa, Goa, India

This study investigates the relationship between carbon emissions, renewable energy, trade openness, foreign direct investment and output volatility in selected East Asia and Pacific countries. By employing ARDL bound tests, we find a long-run relationship between carbon emissions, renewable energy, trade openness, FDI inflow, and output volatility. Specifically, our results indicate that carbon emissions have a detrimental impact on output volatility in all countries examined, except Malaysia. Furthermore, the study highlights the positive impact of renewable energy on output volatility, with the exception of Australia. This suggests that policymakers prioritize measures to reduce carbon emissions and promote the adoption of renewable energy sources. By implementing policies aimed at minimizing carbon emissions, countries can effectively stabilize output volatility and foster sustainable economic growth.

Biography:

Dr. Chinmaya Behera is an accomplished academic and research professional with over 9.5 years of expertise in the field of economics and finance. Currently serving as an Associate Professor of economics at the prestigious Goa Institute of Management, located in Goa, India. He holds a doctoral degree in economics from Central University, Hyderabad. His prowess extends to the realm of publication, where he has authored numerous research papers that have been featured in esteemed national and international journals. Dr. Behera's influence also resonates through his authorship of two impactful books, namely "Commodity Futures Market" and "Applied Economics and Finance." His scholarly dedication is underscored by his involvement in two major research projects, which have garnered recognition and acclaim.

The impact of digital technologies on CO2 emissions: A comparison between developed and developing countries

Iman Miremadi[1] and Sanaz Mahmoudi[2]
[1]Graduate School of Management and Economics, Sharif University of Technology, Tehran, Iran
[2]Graduate School of Management and Economics, Sharif University of Technology, Tehran, Iran

Everyone now realizes how crucial it is to focus on the sustainability transition and carbon dioxide reduction. Yet, until recently, the impact of digitalization—a major global trend that involves employing digital technologies to transform and optimize different elements of business, society, and daily life—on the environment and carbon dioxide emissions was underestimated. Despite the growing body of research in this area, it is unclear given current studies how digitization, particularly Information and Communications Technology (ICT), and carbon dioxide emissions are related. To achieve environmental objectives of sustainable development goals, fossil fuel use and greenhouse gas (GHG) emissions need to fall significantly. In this study, the influence of ICT on carbon dioxide emissions in OECD member nations is quantitatively examined. ICT use and access have strong correlations, while development level, consumption of renewable energy, and nation urbanization rate have weak correlations thus. The developed model indicated a significant impact of ICT on CO2 emissions. The computed coefficients for PPP, Fossil Fuel, and intercept are also statistically significant. The ICT and development interaction term is statistically significant, suggesting that the relationship between ICT index and carbon dioxide emission depends on a country's level of development. Further research is needed to determine whether a country's ICT readiness index affects its environmental sustainability and carbon dioxide emissions or not. Other independent variables can also be taken into account, such as emerging technologies like blockchain, artificial intelligence (AI), the internet of things (IoT), augmented reality (AR), and virtual reality (VR).

Biography:

Iman Miremadi, PhD, is an assistant professor of innovation policy and technology management at Graduate School of Management and Economics, Sharif University of Technology. His teaching and research focus on the areas of innovation systems, technological catch-up and digital innovation. He carried out the innovation system part of his PhD at Chalmers University of Technology, Environmental System Analysis, Sweden (2016). He has published various articles in prestigious journals such as Research Policy, Technological Forecasting and Social Change, IEEE transactions on engineering management, etc.

Short Selling Bans and Price Responses in a Multi-Market Battleground

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We evaluate the role of short-sale bans in muting the return-response to negative earnings surprises for stocks cross-listed in foreign unbanned markets. We update the global timeline of short-sale restrictions until the COVID-19 crisis. With low dispersion of beliefs, we observe cross-border reach of bans manifested in delayed price responses through reduced short-interest and failures-to-deliver. In contrast, large profit opportunities created by high dispersion of beliefs trigger regulatory arbitrage and full return-response through cross-border short-selling. CEO compensation structure reinforces the trade-off between compliance-overreach versus profit intensity, characterizing the effects of short-sale bans also on earnings management practices.

Biography:

Dr. Robinson Reyes-Peña is an Assistant Teaching Professor at Florida International University. His research interests are in retirement system, international finance, and regulatory arbitrage. Dr. Reyes-Peña's work has been published in renowned academic journals including Journal of International Business Studies, Journal of Banking & Finance, and Applied Economics. He has also presented his research at multiple venues worldwide including Financial Management Association (FMA), FMA European Conference, FMA Asia/Pacific Conference, Midwest Finance Association, Southern Finance Association, Eastern Finance Association, Southwestern Finance Association, Academy of Behavioral Finance & Economics, Western Economic Association International, Financial Research Conference, World Finance Conference, Global Finance Association, Multinational Finance Society, among other. Dr. Reyes-Peña has also served in the program committee of several of these conferences and as ad-hoc reviewer for the Journal of Multinational Financial Management, Financial Research Letters, International Review of Economics & Finance, and Managerial Finance. His teaching experience covers presential, remote and online formats and includes courses on Financial Management (Core and Intermediate), Commercial Bank Management, Securities Analysis, and Financial Risk Management (Financial Engineering), several of which have received the Quality Matters© certification. His past service activities include the FIU's Graduate Student Advisory Board and he is currently the faculty advisor of FMA Student Chapter at FIU and also FIU's College of Business Doctoral Student Association.

Dr. Reyes-Peña is a Fulbright Scholar with a professional background of more than 10 years in corporate management and international procurement mainly from suppliers in Asia. He has also participated in multiple cultural exchanges including "Hanyu Qiao," a mandarin proficiency competition.

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