

BAM 2025

DOCTORAL SYMPOSIUM

Kent
Business School

BAM2025 Doctoral Symposium

Tuesday 2nd September, University of Kent

DELEGATE PROGRAMME



BAM 2025

DOCTORAL SYMPOSIUM



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WE HOPE YOU ENJOY THE DAY!

Key Information

DATE & TIME

Tuesday 2nd September 2025
Symposium from 08:00-19:00, Dinner from 19:30-22:00

LOCATION

The BAM2025 Doctoral Symposium takes place in person at University of Kent

Venue address

Sibson Building
Park Wood Rd,
Canterbury CT2 7PE

[How to get here](#)

ARRIVAL | CLOAKROOM | WIFI

ARRIVAL

Registration & Networking begins at 08:00 at the
Delegates Registration Desk at Sibson Building.

CLOAKROOM

The cloakroom can be found at Seminar Room 1, by Main Registration.

WIRELESS NETWORK

Guests who have eduroam accounts should automatically connect to the Wi-Fi.

There is also a guest Wi-Fi service available onsite. Select 'Wi-Fi Guest' from the network list and follow on-screen instructions to set up a free account.

[WiFi instructions](#)

CONTACT

If you have any issues on the day, BAM Volunteers or Staff situated at the Registration Desk will be happy to help. If you have any queries in advance of the day, please visit our [Doctoral Symposium FAQs](#).

Programme

The Symposium programme has been split into sessions offered for students in the early, mid and later stages of their PhD. Sessions have been designed with particular PhD stage students in mind, with the following categorisations:

- ❖ **Early stage:** students in initial years of their research (typically 1st year full-time)
- ❖ **Mid stage:** students in the middle years of their research (typically 2nd year full-time)
- ❖ **Later stage:** students who are reaching the end of their studies (typically 3rd+ year full-time)

Agenda

Session time	Early-stage	Mid-stage	Later-stage
08:00-09:00	Registration & Networking <i>Delegates Registration Desk at Sibson Building Atrium</i>		
09:00-09:20	Welcome & Introduction Prof Emma Parry, Prof Katy Mason, Prof Adina Iulia Dudau <i>LT3</i>		
09:30-11:00	SESSION 1 – Early-stage: Conducting a Literature Review Prof Dermot Breslin <i>LT1</i>	SESSION 1 – Mid-stage: Why Sampling Matters Prof Mark NK Saunders <i>LT2</i>	SESSION 1 – Late-stage: Disseminate Research – from research to a paper Prof Yehuda Baruch <i>LT3</i>
11:00 – 11:30	BREAK and Networking Sibson Building Atrium		
11:30 – 13:00	SESSION 2 – Early-stage: Exploring Theory as a Lens for Research Prof Ashley Braganza <i>LT1</i>	SESSION 2 – Mid-stage: Mixed Methods Dr Fariba Darabi Dr Murray Clark <i>LT2</i>	SESSION 2 – Late-stage: Preparing for the Viva Dr Marwa Tourky <i>LT3</i>
13:00-14:00	LUNCH BREAK and Poster Presentation /Networking Sibson Building Atrium		
14:00 – 15:30	SESSION 3 – Early stage: Management Research – Philosophy and Design Dr Alexandra Bristow <i>LT1</i>	PAPER PRESENTATIONS <i>Mid and Late-stage doctoral student presentations</i> <i>Each breakout 1-3 presenters with 1 mentor</i> Various breakout rooms – Details below	

15:30 – 16:00	BREAK and Networking <i>Sibson Building Atrium</i>		
16:00 – 17:30	RESEARCH CONVERSATIONS Early-stage doctoral student presentations <i>Each breakout 1-3 presenters with 1 mentor</i> Various breakout rooms – Details below	SESSION 3 – Mid-stage: Seven Deadly Writing Sins: What Not To Do When Writing for Academic Audience Prof Anna Morgan Thomas <i>LT2</i>	SESSION 3 – Late- stage: Walking a tightrope; surviving and completing a DBA/Ph D in time! Noma Mguni <i>LT3</i>
17:30 – 18:00	BREAK and Networking <i>Sibson Building Atrium</i>		
18:00 – 18:50	BAM Fellows Q&A on developing an academic career Prof Greg Bamber Prof Emmanuella Plakoyiannaki Prof Savvas Papagiannidis Prof Mark Saunders Chaired by Prof Fiona Wilson		
18:50- 19:00	Tony Beasley Awards Ceremony Presentation of Best Paper and Best Poster Awards <i>LT3</i>		
19:00	Symposium Closes		
19:30 – 22:00	BAM2025 Doctoral Symposium Dinner Location: Darwin Building		

Welcome and Introduction

Time: 9:00 - 9:20

Location: Sibson Building | LT3



Prof Katy Mason
President of BAM



Prof Adina Dudau
Doctoral Symposium
Convenor 2025



Prof Emma Parry
Chair of BAM

Early-stage Doctoral Student Sessions

1. Conducting a Literature Review

SPEAKER	Prof Dermot Breslin FBAM, Rennes School of Business: https://www.rennes-sb.com/faculty/dermot-breslin/
SESSION OVERVIEW	<p>There has been a recent exponential rise in the publication of literature reviews in Business & Management, and for many PhD candidates, a literature review can open the door to academic publishing. However, it has become increasingly difficult to differentiate contributions in this crowded space.</p> <p>In this interactive session participants will explore strategies to develop theoretical contributions through literature reviews.</p>
LEARNING OBJECTIVES	<ul style="list-style-type: none">• Learn about different literature review methods including systematic reviews, narrative reviews and bibliometric analysis• Understand how to manage the systematic process in literature reviews• Explore ways of generating theory through reviews• Develop a plan and position your review project
JOINING DETAILS	<p>Time: 9:30 – 11:00</p> <p>Location: Sibson Building LT1</p>

2. Exploring theory as a lens for research

SPEAKER	Prof Ashley Braganza, Brunel University London: https://www.brunel.ac.uk/people/ashley-braganza
SESSION OVERVIEW	This practical workshop will introduce students to the concept of using theory as a lens for research. Students will explore the different ways in which theory can influence all stages of a research project and will have the opportunity to discuss these issues in relation to their own research.
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • Understand how theory affects your work • Express your contribution to theory • Engage in conversations about theory with confidence
JOINING DETAILS	Time: 11:30 – 13:00 Location: Sibson Building LT1

3. Management Research – Philosophy and Design

SPEAKER	Dr Alexandra Bristow, The Open University: https://www.open.ac.uk/people/ab36678
SESSION OVERVIEW	<p>In this session we will use a purpose-built reflexive tool to help participants examine their assumptions about management research and knowledge.</p> <p>We will then look at how their beliefs relate to major research philosophies in the management field, and what implications this has for designing research projects.</p> <p>This will lead to consideration of the practical implications for the design and conduct of participants' own research.</p>
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • To facilitate participants' reflection on their own beliefs and assumptions about management research and knowledge • To develop participants' understanding of how their research assumptions relate to major research philosophies • To enable participants to take a more informed and empowered approach to designing and conducting research.
JOINING DETAILS	Time: 14:00 – 15:30 Location: Sibson Building LT1

Mid-stage Doctoral Student Sessions

1. Why Sampling Matters

SPEAKERS	Prof Mark NK Saunders, University of Birmingham: https://www.birmingham.ac.uk/staff/profiles/business/saunders-mark.aspx
SESSION OVERVIEW	<p>The sampling session will take the form of a presentation followed by a question-and-answer session.</p> <p>Within the presentation myths and misconceptions regarding sampling will be dispelled and issues of representativeness and generalizability addressed.</p> <p>Students will have the opportunity to ask questions related to their own research.</p>
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • Students will be aware of the relationship between research question, population, the sample selected and the implications of sample size. • Students will understand the implications of using different probability and non-probability sampling techniques and the potential need to combine techniques within a research project. • Students will be able to explain sample selection precisely in their method and justify their selection for their own research project.
JOINING DETAILS	<p>Time: 9:30 – 11:00</p> <p>Location: Sibson Building LT2</p>

2. Mixed Methods Workshop

SPEAKERS	Dr Fariba Darabi, Bangor University: https://www.bangor.ac.uk/staff/bbs/fariba-darabi-658619/en Dr Murray Clark, (retired) Sheffield Hallam University
SESSION OVERVIEW	<p>The aim of this session is to help participants make sense of issues relating to the design and philosophical positioning of Mixed Methods Research.</p> <p>This will support them to develop a critically justified account of the theoretical underpinnings of the core aspects of Mixed Methods Methodology.</p>
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • Give a brief overview of the development of mixed methods approaches. • Address the paradigm debates. Does mixed methods research need a particular philosophical and methodological position? • Develop an appreciation of the logic of mixed methods research designs. • Discuss the benefits of doing mixed methods research.
JOINING DETAILS	<p>Time: 11:30 – 13:00</p> <p>Location: Sibson Building LT2</p>

3. Seven Deadly Writing Sins:

What Not To Do When Writing for Academic Audience

SPEAKERS	Prof Anna Morgan Thomas, University of Glasgow: https://www.gla.ac.uk/schools/business/staff/annamorgan-thomas/
SESSION OVERVIEW	<p>Academic writing is more than a technical skill; it is shaped by language, culture, and ingrained writing traditions. Many writing workshops focus on how to structure an article or a thesis: what to include in the introduction, how to build a literature review, and where to position findings and discussion. This is not that kind of workshop. Instead, this session tackles a more fundamental challenge: how writing conventions in non-English cultures, such as inverted paragraph structures, excessive descriptiveness, or verbosity, hamper clarity, argumentation, and publication success in English-language journals. By understanding how these norms subtly signal a lack of command and weaken an argument, participants will learn to write with greater clarity, confidence, and strategic precision.</p> <p>Designed for busy PhD students juggling research, work, and life, this practical and engaging workshop will provide tools to accelerate writing improvement without endless rewrites. Through the lens of one researcher's journey, we will explore how small but targeted changes can make a big difference in how your writing is received by journal reviewers and academic audiences. And yes, we'll have some fun along the way because let's be honest, looking back at our past writing mistakes is a humbling and necessary part of becoming a better academic writer.</p>
LEARNING OBJECTIVES	<p>By the end of the workshop, participants will be able to:</p> <ul style="list-style-type: none">• Recognize how cultural writing norms shape academic expression.• Identify and diagnose the Seven Deadly Writing Sins that commonly affect non-native English academic writers.• Apply effective remedy strategies to improve structure, conciseness, and analytical depth.• Utilize practical writing hacks and tools to streamline revision and enhance clarity.
JOINING DETAILS	<p>Time: 16:00 – 17:30</p> <p>Location: Sibson Building LT2</p>

Late-stage Doctoral Student Sessions

1. Disseminate Research – from research to a paper

SPEAKER	Prof Yehuda Baruch, University of Southampton: https://www.southampton.ac.uk/people/5xb698/professor-yehuda-baruch
SESSION OVERVIEW	<p>This session will unveil the “mystery” of journal publication processes and of knowledge creation.</p> <ul style="list-style-type: none"> • ‘Demystify’ the process and explain what happens behind the scenes - the internal operations and decision processes taking place at various journal, • Help prospect authors to be more successful by understanding how the system works
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • Understand different types of ‘impact’ (beyond the Research Excellence Framework) • Explore the benefit of ‘co-production’ approaches for impactful research • Appreciate a range of strategies for knowledge exchange, including ‘creative’ methods of dissemination • Hands on practice of your ‘elevator pitch’ for your research by considering the problem/ vision/ impact framework.
JOINING DETAILS	<p>Time: 9:30 – 11:00</p> <p>Location: Sibson Building LT3</p>

2. Preparing for the Viva

SPEAKER	Dr Marwa Tourky, Cranfield University: https://www.cranfield.ac.uk/som/people/dr-ahmed-shaalan-21933520
SESSION OVERVIEW	<p>In this seminar we discuss the ‘end game’ i.e. submitting your thesis and preparing for the viva.</p> <p>We consider how to ensure that your thesis makes the best impression and what is the nature and conduct of the viva. What are the examiners trying to do in the viva, what is the candidate trying to do, and how do these engage?</p> <p>We review what preparations are necessary and what the possible outcomes of the examination are.</p>
LEARNING OBJECTIVES	<ul style="list-style-type: none"> • The structure of the viva • What are the examiners aiming to do at the viva? • What are you aiming to do at the viva? • What preparation should you make? • What material should you take in with you? • What is the range of possible outcomes of the exam?
JOINING DETAILS	<p>Time: 11:30 – 13:00</p> <p>Location: Sibson Building LT3</p>

3. Walking a tightrope: Surviving and completing a DBA/PhD in time!

SPEAKER	Noma Mguni, University of Derby https://www.derby.ac.uk/staff/noma-mguni/
SESSION OVERVIEW	Present reflections of a Doctoral journey. The purpose is to share lived experiences of the doctoral journey, including Progression reviews, transfer of registration, writing up, managing a doctoral project, and meeting key milestone deadlines. This plan is to present, have a role play, and answer questions.
LEARNING OBJECTIVES	<ul style="list-style-type: none">• Time management• Pressure to finish• Feeling frustrated• Feeling like a winner• Finishing a Thesis
JOINING DETAILS	Time: 16:00 – 17:30 Location: Sibson Building LT3

BAM Fellows Q&A: Developing an academic career

The BAM Fellows Q&A on developing an academic career is a unique opportunity to gain valuable insights from distinguished senior academics as you embark on your own career.

Our Fellows will share wisdom on different career paths, tips on what they wish they had known when starting out, as well as taking the time to answer your questions.

Don't miss this rare chance to learn from our esteemed panel!

Time: 18:00 – 18:50 (immediately followed by the Tony Beasley Awards – see below)

Location: Sibson Building | LT3

BAM FELLOW SPEAKERS

Emeritus Professor Fiona Wilson, University of Glasgow, UK

Fiona Wilson was Professor of Organisational Behaviour in the Adam Smith Business School. Having recently retired after over 21 years there, she is currently Emeritus Professor, an Affiliate and Honorary Senior Research Fellow. Fiona is a member of the Human Resource Management and Organisational Behaviour research cluster.

Full biography: <https://www.gla.ac.uk/schools/business/staff/fionawilson/>

Prof Greg Bamber, Monash University, Australia

Greg J. Bamber is Director, International Consortium for Research in Employment & Work, Monash Business School; and Research Theme Lead: Future of Work, Monash Data Futures Institute, Monash University. He has been president of several associations. His publications include: International & Comparative Employment Relations: Global Crises & Institutional Responses (SAGE).

Full biography: <https://research.monash.edu/en/persons/greg-bamber>

Professor Mark NK Saunders, University of Birmingham, UK

Mark Saunders is Professor of Business Research Methods at the Business School. He currently holds visiting professorships at the Universities of Pretoria (South Africa), Mälardalen (Sweden), Surrey and Worcester. He was awarded a fellowship of the Academy of Social Sciences in recognition of his contribution to methods and human resource management research and social science researcher development.

Full biography: <https://www.birmingham.ac.uk/staff/profiles/business/saunders-mark>

Prof Emmanuella Plakoyiannaki, University of Vienna, Austria

Emmanuella Plakoyiannaki, BA, PhD is Chaired Professor of International Business and Head of the Department of Marketing and International Business at the University of Vienna, Austria. She is also Visiting Professor at Leeds University Business School, UK. Emmanuella currently serves as Associate Editor in the British Journal of Management and has been published in highly ranked academic journals including the Academy of Management Review, British Journal of Management, and Journal of Management Studies.

Full biography: <https://international-business.univie.ac.at/team/univ-prof-dr-emmanuella-plakoyiannaki/>

Prof Savvas Papagiannidis, Newcastle University, UK

Savvas Papagiannidis is Professor of Information Systems, Digital Innovation & Transformation at Newcastle University Business School. His research interests revolve around electronic business and its various sub-domains. Savvas has served as a track/SIG Chair for E-business & Information Systems Management, as a BAM Council Member and on the BAM Executive as the co-Vice Chair for SIGs. He also hosted the 2016 BAM Conference in Newcastle.

Full biography: <https://www.ncl.ac.uk/business/people/profile/savvaspapagiannidis.html>



Tony Beasley Awards

In 2007, BAM established the Tony Beasley Award, in recognition of outstanding work in the form of a quality academic paper developed by a doctoral student. Tony Beasley was very active in BAM, acting as Treasurer from 1997 to 2002. Sadly, Tony became ill with cancer and died in 2003, aged 37. BAM acknowledges his contribution to the organisation by naming this award in his honour.

Winning the Beasley Award will denote work of the highest quality and represent a major landmark in the careers of the individuals concerned. Since 2013, the recipient of the Tony Beasley Award has been selected from doctoral students who have submitted a paper presentation to the Doctoral Symposium.

Each year a Best Paper Award Winner and runner-up are selected by senior academics reviewing submissions. Each award Winner receives a book voucher prize from Wiley and a certificate, presented by the Doctoral Symposium Facilitator. Doctoral students with successful poster submissions are eligible for the Best Poster Award, with Winner and Runner-up prizes awarded by a panel of senior academics.

Time: 18:50 – 19:00 (immediately following the BAM Fellows Q&A on developing an academic career)

Location: Sibson Building | Lecture Theatre 3

The Tony Beasley Awards are kindly sponsored by Wiley.

WILEY

Doctoral Symposium Dinner

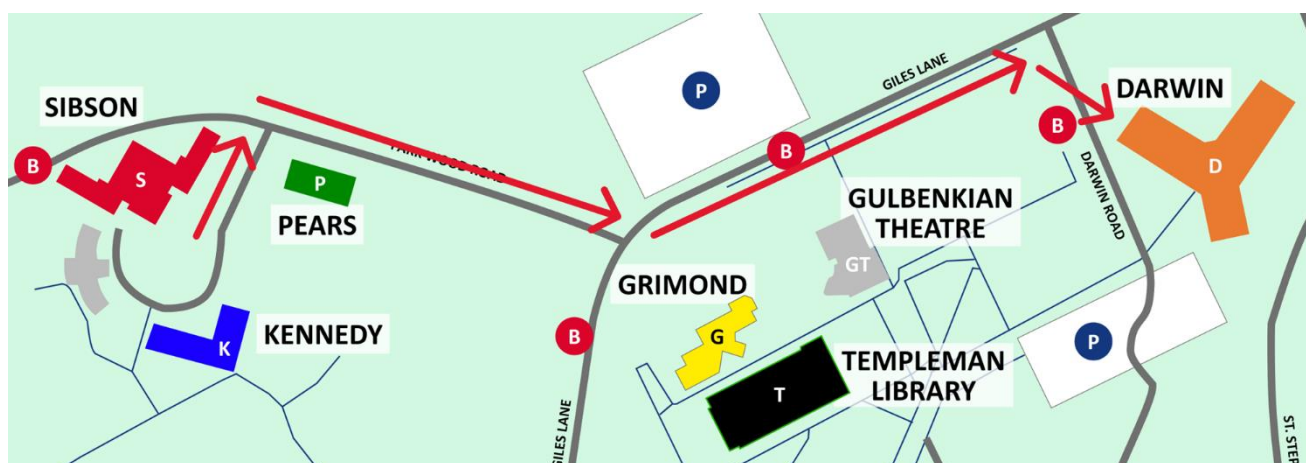
The BAM Doctoral Symposium Dinner is a FREE social event aiming to gather together all Symposium Delegates and Speakers, as well as BAM Council Members and Fellows.

This informal dinner is an excellent opportunity to network with senior academics and your peers.

Pre-registration is required.

Time: 19:30 – 22:00

Location: Darwin Building



Paper Presentation Session (14:00-15:30)

Presenter Name	Paper ID	Paper Title	Group	Room	Mentor
Charles Afful, Zuzana Virglorova, Matthew Amoako	12	The Impact of Cultural Capabilities on Digitalization and Green Innovation Adoption in Small and Medium-Size Enterprises - the Role of Human Resources Manager (HRM).	16	Kennedy SR9	Jean Egbegi
Mehnaj Afrin	24	Can Green Human Resource Management (GHRM) develop green human capabilities? - A Bangladesh (BD) context	10	Kennedy SR2	Simon Smith
Winifred Aina	57	Green Human Resource Management: Implementation, Context, Challenges and Impact on Employees' Green Attitudes and Behaviours	5	Sibson SR5	Fiona Wilson
Oyenike Akinlabi	26	Personality Traits : The intervening link between women on upper echelon and financial performance	23	Pears SR4	Susan Vinnicombe
Lana Alsharif	47	The implementation of equality approaches and the role of HRM. The case of Saudi Arabia.	25	Grimond SR2	Elisabeth Guenther
Karen Amissah	14	On the value of being second: Exploring the legitimation work of second mover platforms ventures in underdeveloped markets.	6	Sibson SR6	Claudio De Mattos
Kinga Antal	79	Your Message Matters: The Impact of Job Descriptions on Generation Z's Willingness to Apply	15	Kennedy SR8	Yehuda Baruch
Jonathan Ayertey	119	A practice approach to the stigmatization of artisanal and small-scale mining	22	Pears SR3	Martin Spring
Lintang Ayuninggar, Yehuda Baruch, Jelena Petrovic	40	Digital Anxiety and Employee Digital Performance in Indonesian Banking Industry: The mitigating role of employee personality, proactive behaviour, digital competency, digital readiness, employee-AI collaboration, and organisational support	9	Kennedy SR10	Vinh Chau
Zsofia Baruwa, Preetam Basu, Zhen Zhu	34	Wisdom in Motion: Sustainable Transportation Through Quintuple Helix Dynamics and Analytical Innovation	4	Sibson SR4	Nicholas Wong

Murilo Costa, Marcos Sousa, Miguel Torres, Priscilla Silva	67	The Quality Of Life Of Brazilian Civil Servants In The Judiciary	8	Kennedy SR1	Mariana Bogdanova
Cheryl Crooks, Christian Harrison	58	The Strategic Role of Middle Managers in Adopting AI: Balancing the Priorities between Senior Managers and Frontline Employees	5	Sibson SR5	Fiona Wilson
Thao Dam	73	Finance, Entrepreneurial Competencies and Strategic Change in Vietnam's SMEs	27	Grimond SR4	Jonathan Liu
Felix Fronapfel, Peter McKiernan, Efsthios Tapinos, Marcus Becker	31	Startups' Exploration of Artificial Intelligence in the Entrepreneurial Process	19	Pears SR2	Andrea Caputo
Yashoda Geekiyanage	106	Beyond Choice: Occupational segregation among highly educated woman in Sri Lanka through an intersectional lens.	12	Kennedy SR6	Stefanie Reissner
Michelle Gordon, Christian Harrison	42	Nature's Role in Strengthening Team Cohesion and Resilience: An Action Research Study of Outdoor Leadership Training	18	Pears SR1	Dermot Breslin
Lujain Hassoubah	22	Nudge 'Plus' in Action: The Moderated Role of Perceived Visual, Verbal, and Hybrid Nudge Effectiveness and Nudge Acceptability in Edu-Influencers' Instagram Content to Impact Fashion Repurposing - A Survey Experiment	24	Grimond SR1	Keith Glanfield
Olabisi Ibilaiye, Heather McGregor	52	Data Curation Methodology: A Five-Tier Framework for Corporate Governance Study in Emerging Markets	23	Pears SR4	Susan Vinnicombe
Hana iqtait	23	Project resilience and unexpected events: An empirical study of infrastructure Projects in Palestine	3	Sibson SR3	Prashant Salwan
Urvashi Jha	65	Women in an Agentic Role: Exploring the Role of Spousal Support as a Career Resource	23	Pears SR4	Susan Vinnicombe
Francis Jones, Ashley Braganza	36	Knowledge Spillover Dynamics in Entrepreneurial Ecosystems: A Systematic Review of University-Industry Collaboration Mechanisms in Entrepreneurship Education	1	Sibson LT2	Shahla Ghobadi
Mitaali Katoch	110	Expanding the theory-based view of value creation: an historical case study of a centenary family-run luxury fashion company	26	Grimond SR3	Chris Hand
Ben Kiely, Conor Carroll	35	Scaling Strategies with a Purpose: Examining the Professionalisation, Adaptability, Ambidexterity, and Sustainability of Scaling a Firm.	28	Grimond SR5	Peter McKiernan

Agnes Lamper	17	Competencies that Artificial Intelligence can complement or replace in a role of HR generalist	10	Kennedy SR2	Simon Smith
Anggita Leviastuti	60	When Deals Do Good: Evidence from ESG Incident Reduction Post-M&A	29	Grimond SR6	Laura Salciuviene
Pitsi Mnisi	25	An exploration of the experiences of female entrepreneurs in the formal economy in South Africa.	2	Sibson SR2	Jenny Rodriguez
Janeth Mosquera Restrepo	87	Exploring Ethical leadership through customer perceptions: a Pilot study of sustainable air travel from Colombia.	13	Kennedy SR7	Marwa Tourky
Nana Musa	107	Digital Transformation as a Catalyst for Sustainability Innovation in the Fashion Industry: A Doctoral Research Framework.	1	Sibson LT2	Shahla Ghobadi
Asma Nasseh	50	Filtered, Biased, Blinded: The Organization Under the Influence of Its CEOs' Political Ideology	18	Pears SR1	Dermot Breslin
Fahimeh Negintaji	55	Investigating the Influence of National Culture on Informal Learning with a Specific Focus on the Role of Line Managers	16	Kennedy SR9	Jean Egbegi
Emmanuel Ochieng	19	Evaluating the Impact of Artificial Intelligence Technologies on Operational Efficiency in Uganda's Healthcare Sector: A Multi-Level Institutional Analysis	11	Kennedy SR 3	Luisa Huatuco
Patrick Ocloo	48	Getting a grip on independent inventing in the digital age	28	Grimond SR5	Peter McKiernan
Isaac Ofori-Okyere, Farag Edghiem	28	Challenges hindering consumers' experience with financial service automation in emerging markets	6	Sibson SR6	Claudio De Mattos
Ikenna Okoro	80	The Human Side of Change - A Decade of Personal Transformation in Organisations (2015 to 2025)	18	Pears SR1	Dermot Breslin
Luciana Pereira de Andrade	75	Decision-making in adoption of AI – A multiple case study in Health Regulatory Agencies	1	Sibson LT2	Shahla Ghobadi
Maxim Potepkin	86	Value Co-Creation Tensions in Sustainable Business Model Innovation: A Case Study in the Vaping Market	24	Grimond SR1	Keith Glanfield
Federico Ruggiero, Daniela Andreini	29	GenAI as a New Learning Companion: An Experimental Study among Business Students	22	Pears SR3	Martin Spring
Dilara Savaş	7	Discovering an App-based Neurofeedback Intervention: New Methods to Intervene Executive Functioning Challenges in Employees	25	Grimond SR2	Elisabeth Guenther

Aayushi Sharma	62	Meme Magic: Customer Participation and Its Influence on Customer Engagement and Brand-Related Outcomes	24	Grimond SR1	Keith Glanfield
Sarah Siepelmeyer	44	Life in Balance – a Systematic Review of Global Practices Linking Movement, Psychology, and Nature for Enhanced Quality of Work-Life	18	Pears SR1	Dermot Breslin
Ka Wing So	120	Institutions, Gender, and Entrepreneurial Orientation: A Framework for Understanding Opportunity Formation among potential female entrepreneurs	19	Pears SR2	Andrea Caputo
Hafiza Sultana, Yasser Bhatti, Giuliano Maielli, Martha Prevezer	109	Female Social Entrepreneurs' Networking in Emerging Economies: An Integrative Literature Review	19	Pears SR2	Andrea Caputo
Nicoleta Tanase	59	A Comparative Study Between the UK and Romania	9	Kennedy SR10	Vinh Chau
Anke Trischler	49	Cross-generational stakeholder procedure for non-financial reporting and sustainable development strategy implementation in German SMEs, based on DNK. From challenge to opportunity, using the trickle-down effect to progress future.	3	Sibson SR3	Prashant Salwan
ABHINAYA U, Nandakumar Mekoth	99	Can GenAI Match Human Strategists? Evaluating Generative AI's Role in Strategy Analysis and Recommendation	27	Grimond SR4	Jonathan Liu
Adarsh K V, ABHINAYA U, Nandakumar Mekoth	100	Green Scepticism in the Age of Generative Artificial Intelligence	4	Sibson SR4	Nicholas Wong
Marine (Qi) Yuan	54	Advertising Surveillance, Gendered Data Vulnerability, and Cyberfeminist Privacy Advocacy: A Conceptual Exploration	26	Grimond SR3	Chris Hand
Hanxu Zhang	39	Reconceptualisation of Work-Life Balance: Hybrid Working in China	2	Sibson SR2	Jenny Rodriguez

Research Conversation Session (16:00-17:30)

Presenter Name	Paper ID	Research Conversation Title	Group	Room	Mentor
Ibrahim Abacha	90	Sustainable Last-Mile Delivery: Exploring Consumer Attitudes and Organisational Adoption of Autonomous Delivery Robots in the UK	20	Pears SR1	Rebecca Liu
Shamini Abeysirigunawardana	27	Symbolic Leadership? The Paradox of Chief Sustainability Officers and CSR Decoupling and the role of internal and external monitoring mechanisms	4	Sibson SR4	Nicholas Wong
Halal Althobaiti	96	Green Human Resource Management in the Saudi Oil and Gas Industry.	10	Kennedy SR2	Simon Smith
Kerstin Bergmann	104	Constructing AI Identity: How Artificial Intelligence Redefines Professional Roles	12	Kennedy SR6	Stefanie Reissner
Christine Blackstock	95	Managing Sustainable Agrifood Supply Chains in the COMESA Region: A Case Study of Kenya and Malawi	21	Pears SR2	Muhammad Mustafa Kamal
Lucy Charlish	105	Generation Z And Fashion Brands: Exploring Brand Value Creation, It's Erosion and A Model For Recovery	20	Pears SR1	Rebecca Liu
Laverne Chore	98	Contextualising reskilling in Sub-saharan Africa through an Institutional Experimentation Lens	15	Kennedy SR8	Yehuda Baruch
Amy Close	64	Future proofing inclusive working environments for women on the menopausal transition journey: A focus on organisational culture through a critical HRM lens in the post 92 sector of higher education in Scotland.	14	Kennedy SR7	Sylwia Ciuk
Olamide Falehin, Kingsley Omeihe, Shaiif Uddin Ahammed	41	Trust and Entrepreneurial Experiences: Insights from African Entrepreneurs in the West Midlands, United Kingdom	6	Sibson SR6	Claudio De Mattos
Nasreen Hasan Ashkanani	2	Exploring the Role of Social Norms in Shaping Women's Entrepreneurship: Evidence from Saudi Arabia	2	Sibson SR2	Jenny Rodriguez
JIAMIN LI	5	Exploring the relationship between social capital and public value	3	Sibson SR3	Prashant Salwan

CHARLES NWAOGWUGWU	91	The Role of Digital Trust in the Internationalisation of Small-Medium Scale Enterprises: An analysis of Nigeria's informal ICT cluster	17	Kenndy SR9	Qile He
Charles Osei	70	Transparency As A Key Element In Charitable Organisations	8	Kennedy SR1	Mariana Bogdanova
Roo Ramanna	33	Corporate Coworking: The Role of Community Managers in Facilitating Knowledge Exchange Between Corporate & Non-Corporate Coworkers	5	Sibson SR5	Fiona Wilson
Bernadine Rogers	83	A critical exploration of the multi-directional emotional labour of frontline managers in long-term older care residential homes in South Africa	9	Kennedy SR10	Vinh Chau
Shir Mohammad Samadi	93	Transforming Agri-Food Supply Chains: Blockchain's Role in Traceability, Transparency, and Supply Chain Performance for Farmers in India	21	Pears SR2	Muhammad Mustafa Kamal
Vasudha SHARMA	51	Employee Engagement In Indian Perspective With Cultural Embedment	14	Kennedy SR7	Sylwia Ciuk
YuKwan Sit	85	Governance at the Boundary: Institutional Adaptation and the Operational Logic of Cross-System Healthcare Organizations	17	Kenndy SR9	Qile He
Tri Tran	97	Sustainability and strategic orientations: the moderating impacts of digital transformation	11	Kennedy SR3	Luisa Huatuco

Poster Presentations – Sibson Atrium (13:00 – 14:00)

Presenter name	ID	Poster Presentation Title	Location number
Samuel Blacher	11	Skip-Level Meetings: Surprising (and less so) Findings on a Little-Studied Topic	1
Federico Ruggiero, Daniela Andreini	30	GenAI as a New Learning Companion: An Experimental Study among Business Students	2
Roo Ramanna	32	Corporate Coworking: The Role of Community Managers in Facilitating Knowledge Exchange Between Corporate & Non-Corporate Coworkers	3
Ernest Amoah	37	Leveraging Networks for Innovation: the Role of Knowledge Transfer in Ghanaian Small Organizations	4
Andrey Vinokurtsev	43	Exploring manager's understanding of Cultural Intelligence (CI) and effectiveness of manager's paradoxical mindset when managing R&D multi diverse paradox engineering frames in the IT sector.	5
Blessing-Dahwong Gadi	61	Exploration of Effective Leadership in Nigerian NGOs: A Case Study	6
Adaugo Isaac, Oluwasoye Mafimisebi, Kutoma Wakunuma	63	Knowledge Exchange as a Catalyst for User Engagement and Value Capture in Digital Innovation Ecosystems	7
Thomas Kyei-Mensah	68	Negotiating Tensions in University-Industry Curriculum Design: A Cohered Emergent Theory Application	8
Jan Bröskamp	74	To Use or Not to Use? A critical exploration of AI acceptance in cybersecurity industry.	9
Jonathan Mantey	76	Cohered Model of Resilience Capability for Small Businesses: A study of Small Banks in Ghana.	10
Bernadine Rogers	84	The weight of care: Exploring the emotional labour of frontline managers in older residential care homes in South Africa	11
Nana Musa	108	An investigation of emerging open innovation approaches to sustainability in the fashion industry	12
Deborah O'Connor	112	Silencing and Disengagement: The Interplay of Power and Personality in Higher Education Social Networks	13

Health & Safety

Looking after yourself & others: if you are feeling unwell in any way that might be caused by a contagious infection - whether Covid19 or another virus, please respect the safety of other delegates and avoid spreading it.



We have a few delegates with airborne allergy to nuts. We kindly ask you not to consume any nuts while on Campus as you may put others' health at risk.

Communication Preferences

During the Doctoral Symposium and Conference, we will be offering colour communication stickers to help participants tell everyone about their communication preferences. Prior to approaching anyone, please take note of their badge.

Stickers will be available at the registration desk.

Red	No initiation. Please do not initiate any interaction with me
Yellow	Prior Permission. Please do not initiate unless I have already given you permission to approach me
Green	I would like to socialise, but I have difficulty