

5 APRIL 2024

DOS-BAM

Joint Research Consortium

WORKING TOGETHER TOWARDS A BETTER DIGITAL BUSINESS AND SOCIETY RESEARCH

Venue: Royal Holloway, University of London
Egham, Surrey, TW20 0EX, The Shilling Auditorium

AGENDA

9:30 am **Registration and coffee** | Shilling foyer

10:00 am–10:20 am **Welcome Talk** | Shilling Auditorium

Dr. Nisreen Ameen, Director, Digital Organisation and Society Research Centre, RHUL and e-Business and Information Systems Management SIG co-chair, BAM

Professor Mark Lycett, Vice Dean, Research and Knowledge Exchange, RHUL

10:20 am–11:00 am **Keynote: Challenges and Opportunities in Working Together Towards a Better Digital Business and Society** | Shilling Auditorium

Professor Nancy Pouloudi, Professor of Information Systems, Athens University of Economics and Business, President in the Council of Association for Information Systems (AIS)

Chair: Courtney Rada

11:00 am–12:45 pm **Presentations** (parallel sessions)

- **Track 1:** Digital technologies in entrepreneurship and SME | Queens Building (Queen 170)
- **Track 2:** Digitalisation, consumer experience and service research | Shilling Auditorium
- **Track 3:** Responsible AI and ethics of digital technology | Queens Building (Queen 171)

12:45 pm–1:45 pm **Lunch** | Shilling foyer

1:45 pm–2:15 pm **Keynote: Habits of Innovative Organisations** | Shilling Auditorium

A view of some of the habits and patterns described through examples and stories of innovative businesses. The session will cover digital businesses, tech impact, AI, but also creativity, research, systems thinking, and other drivers of innovation.

Ved Sen, Head of Business Innovation for Tata Consultancy Services UK

Chair: Dr. Nisreen Ameen



Register and for more information
<https://www.bam.ac.uk>



AGENDA

2:15 pm–3:00 pm Panel Discussion: Publishing ‘Digital Research’ in Top Journals and Generating Research Impact | Shilling Auditorium

Panel members:

- **Professor Thanos Papadopoulos**, University of Kent, British Journal of Management
- **Professor Suprateek Sarker**, Rolls-Royce Commonwealth Eminent Professor of Commerce, Information Systems Research
- **Professor Giampaolo Viglia**, University of Portsmouth, Editor-in-Chief, Psychology and Marketing

Chairs: Noor Allouzi and Dr. Najmeh Hafezieh

3:00 pm–3:15 pm Coffee break | Shilling foyer

3:15 pm–4:30 pm Presentations (parallel sessions)

- **Track 4 – 1:** AI and digital technologies in organisational studies | Queens Building (Queen 170)
- **Track 4 – 2:** AI and digital technologies in organisational studies | Queens Building (Queen 171)
- **Track 5:** Digital transformation and technologies in sustainability and governance | Shilling Auditorium

4:30 pm–5:00 pm Panel discussion: Managing Successful ‘Digital’

Focused Career | Shilling Auditorium

- **Professor Savvas Papagiannidis**, Vice Dean of the BAM College of Fellows, Professor of Innovation & Enterprise, Head of Information Systems & Operations, Newcastle University Business School
- **Professor Sameer Hosany**, Professor of Marketing, Head of Department, RHUL
- **Dr. Mina Tajvidi**, Lecturer (Assistant Professor) in Marketing, Queen Mary University of London

Chairs: Tippayanet Sorosrungruang and Dr. The Khoa Do (Bin)

5:00 pm–5:30 pm Keynote: A Path Less Travelled: from Z to A Making it in Higher Education | Shilling Auditorium

Dr. Lucy Gill-Simmen, Vice Dean for Education and Student Experience, RHUL

Chair: Dr. Nisreen Ameen

5:30 pm Concluding remarks | Shilling Auditorium

6:00 pm Drink and Networking | Shilling foyer



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KEYNOTE SPEAKERS AND PANEL LISTS



Professor Nancy Pouloudi

Professor of Information Systems, Athens University of Economics and Business, President in the Council of Association for Information Systems (AIS)



Ved Sen

Head of Business Innovation for Tata Consultancy Services UK



Dr. Lucy Gill-Simmen

Vice Dean for Education and Student Experience, Royal Holloway, University of London



Professor Savvas Papagiannidis

Vice Dean of the BAM College of Fellows, Professor of Innovation & Enterprise, Head of Information Systems & Operations, Newcastle University Business School



Professor Thanos Papadopoulos

University of Kent, Associate Editor, *British Journal of Management*



Dr. Mina Tajvidi

Lecturer (Assistant Professor) in Marketing, Queen Mary University of London



Professor Suprateek Sarker

Rolls-Royce Commonwealth Eminent Professor of Commerce, Editor-in-Chief, *Information Systems Research*



Professor Sameer Hosany

Professor of Marketing, Head of Department of Marketing, Royal Holloway, University of London



Professor Giampaolo Viglia

University of Portsmouth, Editor-in-Chief, *Psychology and Marketing*

DOS DIRECTOR



Dr. Nisreen Ameen

Director, Digital Organisation and Society research centre, Royal Holloway, University of London, e-Business and Information Systems Management SIG co-chair, British Academy of Management, Vice President, UK Academy of Information Systems (UKAIS)



TRACK PROGRAMME

Each presentation is 15 minutes and plus 5 minutes for Q&A

Track 1: Digital technologies in entrepreneurship and SME (Queens Building, Queen 170)	Track 2: Digitalisation, consumer experience and service research (Shilling Auditorium)	Track 3: Responsible AI and ethics of digital technology (Queens Building, Queen 171)
Chairs: Xingyu (Cynthia) Huang/ Yuanyuan Lai	Chairs: The Khoa Do (Bin) / Tippayanet Sorosrungruang	Chairs: Anabel Gutierrez Mendoza/ Yang Yang
SME Strategies competence and external consultant involvement in blockchain technology adoption: an extended TAM approach Abolfazl Amanollahnejadkalkhouran (Northumbria University)	How Gamification drives consumers brand engagement via psychological experience Jingqi Qiu (University of Exeter) Yan Sun (Oxford Brookes University)	Angel or Demon? The Multifaceted Impact of AI Engagement on Employees Lei Yuan (Queen Mary University of London)
New Horizons in Peer Advice Systems: Developing the Freelance Advisor Holly Patrick-Thomson, Alistair Lawson, Paul Lapok (Edinburgh Napier University)	A comparison between traditional AI and Gen AI in performing customer service Xiaoxia Cao (Royal Holloway, University of London)	Responsible AI intermediation for individual socialization Stelvia Matos, Wenderson de Lima, Erick Nascimento, (University of Surrey)
Business incubation and the formation of incubates network structural social capital: cognitive and psychological antecedents Noor Allouzi (Royal Holloway, University of London)	The rise of virtual influencers: A theoretical and empirical investigation Tippayanet Sorosrungruang (Royal Holloway, University of London)	Exploring the Ethical Dimensions of Digital Affordances in AI Companion (AIC) Service Platforms: Unravelling intimacy, Grooming, and AI Courtney Rada (Royal Holloway, University of London)
	Automating robotic restaurant experience through anthropomorphic features Isaac Ofori-Okyere Takoradi (Technical University, Ghana) Farag Edghiem (Manchester Metropolitan University) Kofi Kwarteng (Takoradi Technical University, Ghana)	



TRACK PROGRAMME (CONT.)

Each presentation is 15 minutes and plus 5 minutes for Q&A

Track 4-1: AI and digital technologies in organisational studies (Queens Building, Queen 170)	Track 4-2: AI and digital technologies in organisational studies (Queens Building, Queen 171)	Track 5: Digital transformation and technologies in sustainability and governance (Shilling Auditorium)
Chair: Najmeh Hafezieh	Chair: Courtney Rada	Chairs: Noor Allouzi/ Yuanyuan Lai
<p>Leading Data Strategy: Emerging Technologies and the Role of CDO</p> <p>Fatema El-Wakeel Veronica Martinez (University of Cambridge)</p>	<p>The impact of the increased use of HR digital technologies by HR Professionals</p> <p>Tendai Melody Chigogo (University of Greenwich)</p>	<p>Ask DoctorBot: Unpack User Experience with Symptom Assessment Chatbots</p> <p>Yuanyuan Lai (Royal Holloway, University of London) Eleni Lioliou, Panos Panagiotopoulos (Queen Mary University of London)</p>
<p>The role of digital technologies in hybrid working: a thematic analysis to understand its effect on project professionals wellbeing</p> <p>Assadullah Memon, Jillian Yeow, Clara Cheung, Elika Aminian (University of Manchester)</p>	<p>Embracing change: the impact of digital nomadism on organisational culture and employee wellbeing in the digital error</p> <p>Mutiat Ayodele Owolewa, Ali Edisen (Birmingham City University)</p>	<p>Can ChatGPT assist in detecting climate greenwashing?</p> <p>Qian (Jan) Li (Cardiff University)</p>
<p>Enchancing Social Learning in Digital - oriented organisations: the role of online frontline system improvement reflection</p> <p>Yucheng Zhang (University of Southampton) Jiale Jia (Southwestern University of Finance and Economics) Jue Wang (Southwestern University of Finance and Economics) Shaobo Li (Southern University of Science and Technology) Shan Xu (Southwestern University of Finance and Economics) Chuan-Hoo Tan (City University of Hong Kong)</p>	<p>AI, Gender and Performativity: reproducing the problems of the past</p> <p>Guy Huber (Oxford Brookes University) David Knights (Lancaster University)</p>	<p>Digital transformation and anti-environmental behaviours: evidence from China</p> <p>Muhammad Jameel Hussain (Xi'an Jiaotong University)</p>
		<p>How do collective identities influence sector wide digital transformations? Insights from the European Cooperative Sector</p> <p>Paolo Gerli (Edinburgh Napier University) Luca Mora (Tallinn University of Technology)</p>



DOS RESEARCH COMMITTEE

Business Analytics and Big Data

Dr. Xing Fang, Department of Marketing

Dr. Yang Yang, Department of Digital Innovation Management

AI in Services

Dr. The Khoa Do, Bin, Department of Marketing

Dr. Yuanyuan Lai, Digital Innovation Management

Digital Technology, Organisation and Work

Dr. Yu Zheng, Human Resource Management and Organisational Studies

Dr. Chris Chan, Human Resource Management and Organisational Studies

Digital Economy and Innovation

Dr. Najmeh Hafezieh, Digital Innovation Management

Dr. Anabel Gutierrez Mendoza, Department of Marketing

Digital Inequality, Ethics and Cyberactivism

Dr. Vera Hoelscher, Department of Marketing

Dr. Rebecca Bolt, Accounting and Financial Management

Cybersecurity, Design and Human Behaviour

Dr. Elizabeth Quaglia, Information Security Group

Dr. Nisreen Ameen, Department of Marketing

PhD Students Representative

Xiaoxia Cao

BAM SIG Track Chairs

Dr. Dinara Davlembayeva, Cardiff University

Dr. Davit Marikyan, University of Bristol

Event organiser and DOS secretary

Tippayanet Sorosrungruang

DOS Social Media

Courtney Rada

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DIGITAL
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Research Centre



BRITISH ACADEMY
OF MANAGEMENT

BAM
EB-ISm



ROYAL
HOLLOWAY
UNIVERSITY
OF LONDON



Register and for more information
<https://www.bam.ac.uk>

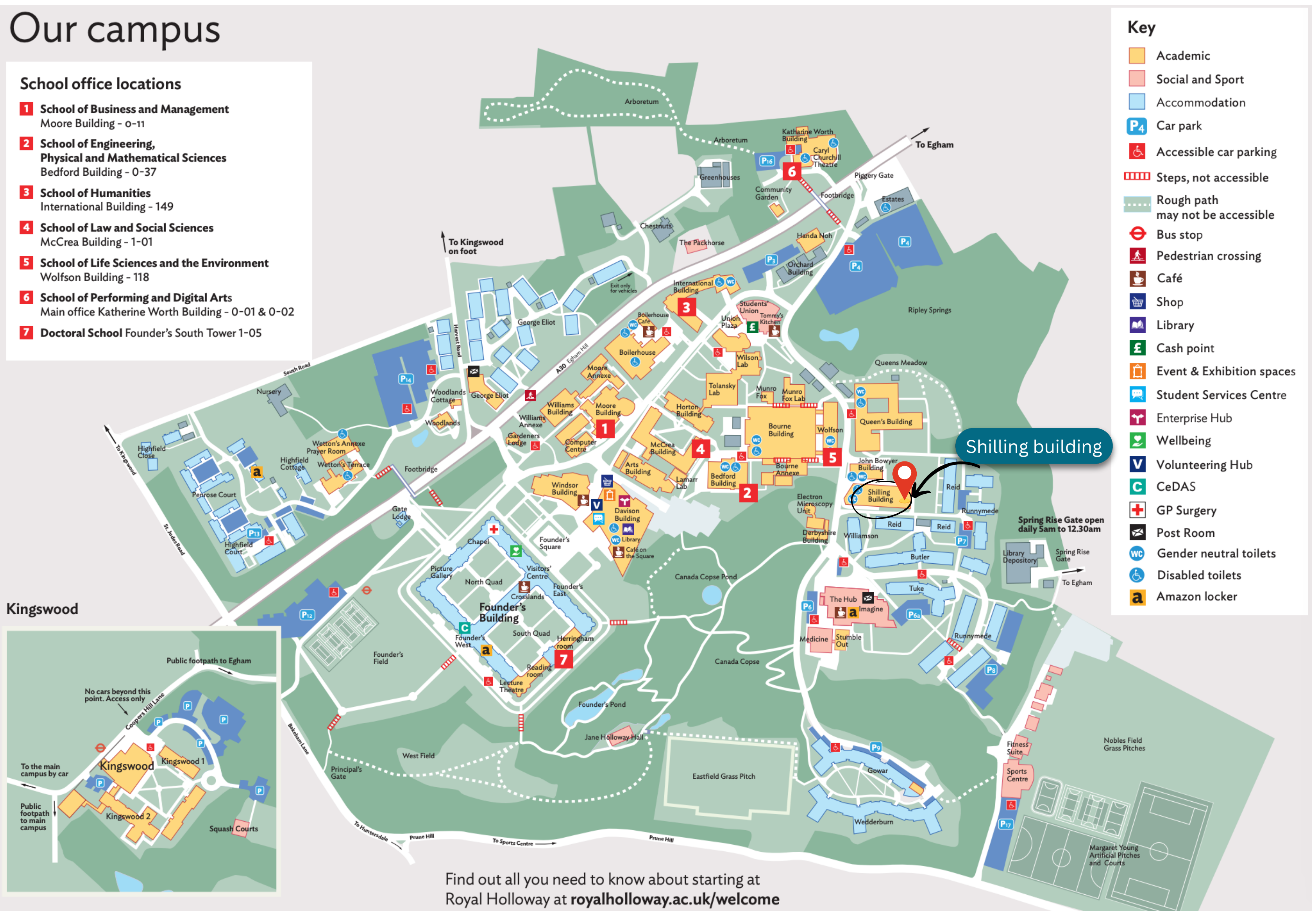


MAPS AND ACCOMMODATIONS

Our campus

School office locations

- 1 School of Business and Management**
Moore Building - 0-11
- 2 School of Engineering, Physical and Mathematical Sciences**
Bedford Building - 0-37
- 3 School of Humanities**
International Building - 149
- 4 School of Law and Social Sciences**
McCrea Building - 1-01
- 5 School of Life Sciences and the Environment**
Wolfson Building - 118
- 6 School of Performing and Digital Arts**
Main office Katherine Worth Building - 0-01 & 0-02
- 7 Doctoral School Founder's South Tower 1-05**



Local accommodation options

(nearby hotels/between 4 and 25 minutes away from campus)

1. The Castle Hotel Windsor

Single room, £200 per night, inclusive of breakfast based on single occupancy

2. Great Fosters

Single room, £200 per night based on single occupancy

3. Holiday Inn Express Windsor

Single room, £85 per night, breakfast included

4. Travelodge Egham

Single room, £35 per night (King size bed, Cosy duvet and 4 pillows, Tea and coffee Freeview TV, Desk, Ensuite with shower, Fresh white towels, Blackout curtains, Comfy armchair)



Travel to Campus

The nearest railway station to Royal Holloway is Egham, next to Egham town centre. Trains from Egham to London Waterloo take about 40 minutes.

Local bus services operated by White Bus and First Bus are as follows:

441: Staines - Egham - Royal Holloway University - Englefield Green

500: Staines - Egham - Royal Holloway University - Sunningdale - Windlesham - Camberley - Frimley Park Hospital

8: Heathrow Airport Terminal 5 - Staines - Pooley Green - Egham - Royal Holloway University - Englefield Green - Old Windsor - Windsor - Slough

