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7TH ABEM 2023 CONFERENCE

on

Geopolitics and Socioeconomic Development in Emerging Markets

August 1-3, 2023

Rajdhani College of Engineering and Management (RCEM)
Mancheswar Industrial Estate, Plot no 18, Sector A, Zone B
Bhubaneswar, INDIA

Program Schedule

Conference Chair

Dr Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chair

Dr Darina Saxunova, Comenius University Bratislava, Slovakia

Conference Co-ordinator

Dr Basanta Kumar, Professor and Lawyer, India

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JOHANNESBURG

Welcome!



On behalf of the faculty, staff and students of RCEM, I extend our warmest welcome to all participants coming to our College to attend the 7th ABEM 2023 Conference. It's a privilege to serve as the conference host. The conference will significantly drive research forward, foster a culture of continual program improvement, and facilitate new and fruitful partnership among researchers. Researchers around the world will be able to network and collaborate at this prestigious event. Besides research outcomes, I hope the participants will immensely benefit from the Conference and return to their university with many memorable experiences of our enriched culture, heritage and traditional values. With all the best,

--Dr Nirmal Chandra Kar, Director, RCEM, India



I am delighted to share my feelings with everyone who helped make the 7th ABEM conference a success. Rajdhani College of Engineering and Management (RCEM), an affiliate of Biju Patnaik University of Technology, Odisha, India, was selected as the conference venue, which pleases us all. For and on behalf of the university, I extend my heartiest welcome to all foreign and Indian delegates. The Conference's theme—Geopolitics and socioeconomic development in emerging markets—needs no explanation. The world is evolving. Leaders worldwide meticulously planning and constructing a healthy ecology for all life. Academics are presenting fresh and novel ideas for leaders to choose and develop livable settings. The Conference will demonstrate a new socioeconomic growth route for distant individuals, and a new global order based on inclusive growth, peace and prosperity. Look forward to productive Conference discussions. Namaste!

--Dr Shakti Ranjan Mohapatra, Dean, Biju Patnaik U of Technology, India



Greetings! Welcome to Rajdhani College of Engineering and Management (RCEM). We are excited to co-host the 7th ABEM 2023 conference during August 1-3 at our campus. The theme for this year is: Geopolitics and socioeconomic development in emerging markets. It is timely. Besides our expert professors from India, we have a star-studded line-up of distinguished professors from various part of the world, particularly Canada, Slovakia, South Africa and USA. We are lucky to have these professors to share their wisdom from their impactful research and the lessons they have

learned. The young researchers and our MBA students will also benefit immensely. The hope is that events like this will provide access to role models and professional networks that are insider secrets to success in the field. I am sure foreign delegates will cherish our Indian culture, particularly of Odisha for a lifelong remembrance. Jan Hind!

--Dr Manas Ranjan Mallick, Dean, RCEM, India



A very warm welcome to you to the 7th ABEM 2023 conference. Organizing an international conference in an emerging market is a monumental task. It could not be achieved without your support, contribution and participation. We are immensely grateful to Rajdhani

College of Engineering and Management (RCEM) for its sponsorships and support for hosting the conference. We are also very thankful to University of Winnipeg, Comenius University, North-West University, University of Johannesburg, RCEM organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion chairs, communications chair, reviewers, presenters, typesetters, and the professionals at the RCEM who worked hard for the last few months to ensure a smooth, pleasant and successful conference at the RCEM. We do hope that you will have long lasting memories and enriching experience at this Conference.

--Dr Satyendra Singh, Professor & Conference Chair, U of Winnipeg, Canada



We are elated that 7th ABEM 2023 conference will take place at the RCEM. We are also glad that ABEM conferences have become truly global and garnered the interests of researchers worldwide. After successfully organizing ABEM conferences in Namibia, Cambodia, Dominican Republic, Philippines, and Costa Rica, this year

we engage researchers in India in dialogue with a focus on geopolitics and socioeconomic development in emerging markets. We believe that organizing a conference of this kind contributes to exchanging ideas, researching problems and making collaborations during the debate in a friendly atmosphere of the conference. A big thank-you to RCEM and all the participants. In incredible India, enjoy together the scientific inspirations on the land of spiritual Asian country.

Welcome to the 7th ABEM 2023 conference!

See you there!

--Dr Darina Saxunova, Professor & Conference Co-Chair
Comenius University Bratislava, Slovakia

Conference Committees

Conference Chair

Dr Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chair

Dr Darina Saxunova, Comenius University Bratislava, Slovakia

Conference Co-ordinator

Dr Basanta Kumar, Professor and Lawyer, India

Organizing Committee

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Dr Tapan K Lenka, Principal, RCEM, India

Dr Manas R Mallick, Dean, RCEM, India

Mr Suresh K Samal, Secretary, RECM Society, India

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Dr Basanta Kumar, Conference Co-ordinator, ABEM, Canada

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Dr Alvin Rodriguez, Universidad APEC (UNAPEC), Dominican Republic

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Dr Xiaozheng Zhang, Nottingham Trent University, UK

Middle East

Dr Mehmet Burak Ceran, Selcuk University, Turkiye

North America

Dr José Brache, Nova Southeastern University, USA

Dr Ven Sriram, University of Baltimore, USA

Central America

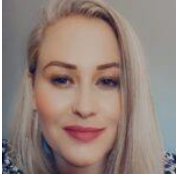
Dr Velia Govaere, Universidad Estatal a Distancia (UNED), Costa Rica

South America

Dr Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Dr Gladys Valero, Universidad Pontificia Bolivariana, Colombia

Keynote Speaker



Dr Hester Spies

North-West University
South Africa

Dr. Spies is a senior lecturer at the School of Management Sciences, North-West University, South Africa. She has published articles in various national and international accredited journals and presented conference papers in the areas of digital and relationship marketing. Her research also extends beyond national recognition, as she forms part of a global research project which comprises of global ambassadors for the marketing and entrepreneurship disciplines. Dr Spies regularly acts as a reviewer for multiple management and marketing journals and has experience in organizing conferences and supervising postgraduate students

Navigating digital marketing in turbulent times: Insights from emerging markets

The expansion and prevalent use of technology have greatly transformed the way marketers communicate with their customers, adopting technological-driven marketing strategies to maximize customer networks. This is particularly the case for developed markets where customers are more accustomed to online shopping and engaging with digital content. On the other hand, developing markets are lagging as they face various infrastructure constraints, political instability and socioeconomic disparities.

However, despite these challenges, digital marketing in developing countries offers immense potential for businesses to reach a growing online audience as these countries have a growing population of internet users and increasing access to digital technologies. Utilizing various studies about digital marketing in developing countries, this study sets out to investigate various challenges faced by customers and marketers and provide possible solutions.

Keynote Speaker



Dr Saroj Kumar Pani

IIM Visakhapatnam
India

Dr Pani is associate professor of entrepreneurship and strategy at the IIM Visakhapatnam, India. His research and teaching broadly relates to strategies for emerging markets, business models and entrepreneurship. He is recipient of many prestigious awards such as Andrew Towl Endowment Fund (Harvard University), Best Paper award from pan-IIM, and outstanding reviewer award from Academy of Management, among others. Dr Pani is also active in serving as adviser and member of boards.

Geopolitics and Socioeconomic development of India: Creating an enabling innovation ecosystem

As the 21st century progresses as one of the most unpredictable but promising centuries in human history, emerging economies such as India are at the cusp of the new world order. The case of India is specifically unique even among all the emerging economies. Apart from its diversity and enormity, India's geopolitical position as a rising power in Asia places it at the center of regional and global affairs, presenting both opportunities and challenges. While geopolitical tensions and uncertainties obstruct India's socioeconomic growth, innovation and entrepreneurial application are catalysts for overcoming geopolitical hurdles.

In recent years, India has seen active policy interventions to create vibrant innovation ecosystem and encourage entrepreneurial ventures. The ecosystem, driven by the aspirations of young entrepreneurs, has contributed significantly to job creation, technology adoption, and economic diversification. Nonetheless, India has a long way to go in creating a culture of innovation, inclusive growth and risk management at grass root level of the society. This talk is an effort to (1) highlight some of the most important aberrations that we witness even among intellectuals, researchers, policy makers and teachers, and (2) help us rethink and recalibrate our efforts towards creating a better society and contribute to all who need it.

Program Schedule

August 1, 2023

<i>Reception Room</i>	<i>Seminar Hall</i>
15:00 – 16:00	Registration
16:00 – 16:30	Photo Session
16:30 – 18:00	Inauguration: <i>Conference Hall</i>
18:00 – 19:00	<i>Welcome Reception: Seminar Hall</i>

August 2, 2023

<i>Conference Room</i>	<i>Conference Hall</i>
9:00 – 12:30	Registration
9:00 – 9:45	<i>Breakfast: Seminar Hall</i>
9:45 – 9:50	Welcome by Dr Nirmal C Kar, Director, RCEM, India
9:50 – 10:00	Introduction by Dr. Satyendra Singh, Canada
10:00 – 10:30	<u>Session 1</u> (Keynote): Dr Hester Spies North-West University, South Africa
10:30 – 11:00	<i>Coffee break: Seminar Hall</i>
11:00 – 12:30	<u>Session 2</u> : Paper Presentations
12:30 – 13:30	<i>Lunch: Seminar Hall</i>
13:30 – 15:00	<u>Session 3</u> : Paper Presentations
15:00 – 15:30	<i>Coffee break: Seminar Hall</i>
15:30 – 17:00	<u>Session 4</u> : Paper Presentations

August 3, 2023

<i>Conference Room</i>	<i>Conference Hall</i>
9:00 – 10:30	Registration
9:00 – 9:45	<i>Breakfast: Seminar Hall</i>
9:45 – 9:50	Welcome by Dr Shakti R Mohapatra, Dean, BPUT
9:50 – 10:00	Introduction by Dr. Darina Saxunova, Slovakia
10:00 – 10:30	<u>Session 5</u> (Keynote): Dr. Saroj Kumar Pani IIM Visakhapatnam, India
10:30 – 11:00	<i>Coffee break: Seminar Hall</i>
11:00 – 12:30	<u>Session 6</u> : Paper Presentations
12:30 – 13:30	<i>Lunch: Seminar Hall</i>
13:30 – 15:00	<u>Session 7</u> : Paper Presentations
15:00 – 15:30	<i>Coffee break: Seminar Hall</i>
15:30 – 16:30	<u>Session 8</u> : Award & Valedictory Ceremony

19:00 – 22:00	<u>Conference Dinner</u> <i>Hotel Pushpak, Kalpana Square, Cuttack Road</i>
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Tuesday, August 1, 2023

Room: Seminar Hall

15:00 – 16:00	Registration
16:00 – 16:30	Photo Session

Room: Conference Hall

Inauguration	<i>Chair:</i> Dr Nirmal C Kar, RCEM, India
16:30 – 16:40	Rituals, Welcome Song, Lighting Lamp
16:40 – 16:50	Dr Shakti Ranjan Mohapatra, BPUT, India
16:50 – 16:55	Dr Satyendra Singh, U of Winnipeg, Canada
16:55 – 17:00	Dr Darina Saxunova, Comenius University, Slovakia
17:00 – 17:05	Dr Ven Sriram, U of Baltimore, USA
17:05 – 17:20	Dr Nagari M Panda, NEHU, India – Chief Speaker
17:20 – 17:40	Dr Amiya K Rath, BPUT, India – Vice Chancellor
17:40 – 18:00	Dr Nirmal C Kar – Vote of Thanks & Felicitations

Room: Seminar Hall

18:00 – 19:00	Welcome Reception
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Wednesday, August 2, 2023

9:00 – 12:30	Registration – <i>Conference Hall</i>
9:00 – 9:45	Breakfast – <i>Seminar Hall</i>

Room: Conference Hall

9:45 – 9:50	Welcome by Dr Nirmal C Kar, Director, RCEM, India
9:50 – 10:30	

Session 1 *Plenary Keynote: Navigating digital marketing in turbulent times: Insights from emerging markets*

Introduction Dr Hester Spies, North-West University, South Africa
Dr Satyendra Singh, University of Winnipeg, Canada

10:30 – 11:00	Coffee break – <i>Seminar Hall</i>
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11:00 – 12:30

Session 2 *Marketing and Tourism*

Session Chair Marius Potgieter, North-West University, South Africa

*Exploring place marketing strategies of shopping centers in South Africa:
Perspectives from marketing managers and customers*

Ronald Goldberg, North-West University, South Africa

Wine marketing challenges in Slovakia

Peter Starchon, Comenius University, Bratislava, Slovakia

Manuel Vilar dos Santos, CSJ Slovakia, Slovakia

Darina Saxunova, Comenius University, Bratislava, Slovakia

Chatbots in hospitality and tourism: A hybrid review and future research lines

Fateh Mohd Khan, Aligarh Muslim University, India

Mohammad Khalid Azam, Aligarh Muslim University, India

Discussion Chair: Shakti R Mohapatra, Biju Patnaik U of Tech, India

12:30 – 13:30 Lunch – *Seminar Hall*

13:30 – 15:00

Session 3 *Finance*

Session Chair Darina Saxunova, Comenius U Bratislava, Slovakia

Performance of diversified emerging markets exchange traded funds and search for positive Alpha

D K Malhotra, Thomas Jefferson University, USA

Gianna Napoleon, Thomas Jefferson University, USA

The poultry plight: Exploring farmers' financial awareness and causes of financial distress

Mpumelelo Longweni, North-West University, South Africa

Hope Phetolo Mfulwane, North-West University, South Africa

Aloe Meintjes, North-West University, South Africa

Behavioral predispositions of Indian women investors: An empirical analysis

Sai Rashmi Patra, Biju Patnaik University of Technology, India

Shakti Ranjan Mohapatra, Biju Patnaik University of Technology, India

Influence of intellectual capital disclosure on firm performance: Empirical evidence from top Indian companies

Abhishek Kumar Singhania, North Eastern Hill University, India

Nagari Mohan Panda, North Eastern Hill University, India

Discussion Chair: Saroj Kumar Pani, IIM Visakhapatnam, India

15:00 – 15:30 Coffee break – *Seminar Hall*

15:30 – 17:00

Session 4 *Entrepreneurship and Innovation*

Session Chair D K Malhotra, Thomas Jefferson University, USA

Exploring African entrepreneurship through African and Western lenses

Ven Sriram, University of Baltimore, USA

David Lingelbach, University of Baltimore, USA

Open innovation and crowdsourcing research: A bibliometric mapping and cluster analysis using VOSviewer and Biblioshiny

Lerato E Mdaka, North-West University, South Africa

Mpumelelo Longweni, North-West University, South Africa

Self Help Group (SHG) – Bank linkage and women entrepreneurship in India: Reality or Slogan!

Shalini Pradhan, Biju Patnaik University of Technology, India

Shakti Ranjan Mohapatra, Biju Patnaik University of Technology, India

Innovativeness as a competitive advantage for SMMEs in South Africa

G Gomwe, North-West University, South Africa

Marius Potgieter, North-West University, South Africa

A M Litheko, North-West University, South Africa

Discussion Chair: Neelam Chawla, Vivekananda Inst. Prof. Studies-TC, India

Dinner on your own

Thursday, August 3, 2023

9:00 – 10:30 Registration – *Conference Hall*

9:00 – 9:45 Breakfast – *Seminar Hall*

Room: Conference Hall

9:45 – 9:50 Welcome by Dr Shakti R Mohapatra, BPUT, India

9:50 – 10:30

Session 5 Plenary Keynote: *Geopolitics and socioeconomic development of India: Creating an enabling innovation ecosystem*

Dr Saroj Kumar Pani, IIM Visakhapatnam, India

Introduction Dr Darina Saxunova, Comenius University, Slovakia

10:00 – 10:30 Coffee break – Seminar Hall

10:30 – 12:00

Session 6 *Economic and Social Development*

Session Chair Ven Sriram, University of Baltimore, USA

European Union's enlargement and green economic growth perspectives

Darina Saxunova, Comenius University Bratislava, Slovakia

Manuel Oster, Comenius University Bratislava, Slovakia

Environmental, social, governance (ESG) performance and firm performance in India: The moderating role of Covid-19 crisis

Prachi Lohia, Tezpur University, India

Santi Gopal Maji, Tezpur University, India

How dissociation builds resilience and mitigates moral injury in defense

Simone Cutts, Department of National Defense, Canada

Discussion Chair: Basanta Kumar, Professor and Lawyer, India

12:00 – 13:30 Lunch – Seminar Hall

13:30 – 15:00

Session 7 *Consumer Behavior and Rights*

Session Chair Ronald Goldberg, North-West University, South Africa

Conceptual study on the influence of perceived risk on grocery private label brands purchase intentions: A South African context

Sbonelo Gift Ndlovu, North-West University, South Africa

Luis Camacho, Empire State University, USA

Marius Potgieter, North-West University, South Africa

A bibliometric analysis of research on corporate sustainability: Reflections from the past two decades

Archana Haloi, Tezpur University, India

Santi Gopal Maji, Tezpur University, India

Digital India and consumer rights protection

Neelam Chawla, Vivekananda Institute of Professional Studies-TC, India

Basanta Kumar, Professor and Lawyer, India

Discussion Chair: Nagari Mohan Panda, North Eastern Hill University, India

15:00 – 15:30 Coffee break – *Seminar Hall*

15:30 – 16:30

Session 8 Award and Valedictory Ceremony

Ceremony Chair Dr Darina Saxunova

15:30 – 15:35 Dr Manas R Mallick – Introduction

15:35 – 15:45 Reporters Presentations

Archana Haloi and Prachi Lohia – Day 1

Abhishek K Singhanian and Fateh Mohd Khan – Day 2

15:45 – 15:55 Dr Padmaja Mishra – Chief Guest

15:55 – 16:00 Dr Basanta Kumar – Award declaration

16:00 – 16:10 Felicitations – Guests and Participants

16:10 – 16:15 Dr Darina Saxunova – Concluding remarks

16:15 – 16:30 Dr Shakti R Mohapatra – Remarks & Vote of thanks

19:00 – 22:00

Dinner

Hotel Pushpak, Kalpana Square, Cuttack Road

Dress: Formal, National or Business Casual

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