

CHRIST CHURCH BUSINESS SCHOOL PARTNER CONFERENCE 2025

**Two Day Programme
Tuesday 14th & Wednesday 15th Jan 2025**



**Canterbury
Christ Church
University**



**Christ Church
Business School**

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If you have any issues or questions, please contact:
partner.conference@canterbury.ac.uk or speak with a member of the CCBS
 partnership team in-person.

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Keynote Speakers



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Keynote Speaker Day 1 - Dr Virna Rossi



Virna will be presenting on 14/01/25 at 09:15-10:00 online & in Pg09.

Virna is an Associate Professor and Course Leader of the PGCert at Ravensbourne University London. A passionate teacher since 1999, she has worked in all educational sectors and has been a teacher educator since 2009. Her research focuses on the challenges of implementing more inclusive learning design and the use of threshold concepts in learning design. She is the author of an innovative book: Rossi, V. (2023) *Inclusive Learning Design in Higher Education*. London: Routledge and of its companion website: [Inclusive Learning Design](#). (LinkedIn: VirnaRossi)

Keynote Speaker Day 2 - Dr Mamunur Rashid



Mamunur will be presenting on 15/01/25 at 09:15-10:00 online & in Pg09.

Dr. Mamunur Rashid holds the position of Reader in Finance at Christ Church Business School, Canterbury Christ Church University. Over the past two decades, he has been engaged in teaching and research activities related to finance across four nations. His academic expertise encompasses the development and implementation of undergraduate and postgraduate courses focused on FinTech, sustainable finance, and wealth management. Dr. Rashid has authored more than 100 manuscripts, edited five books, managed numerous private and government grants, and edited five special issues. Currently, he is an Associate Editor for two esteemed journals in finance and economics.

Overview of Day 1 - 14/01/25

There will be 5 separate tracks running simultaneously throughout the day. You can attend whichever track you would prefer and you can switch between tracks. Below is an overview of timings and track details (including themes).

Track A - Sustainability in Lg16

Track B - Human Resource Management, Online (limited space in Ag16)

Track C - Education in Pg06

Track D - Marketing in Pg09

Track E - Tourism in Pf06

| Time | Session(s) | Teams Link |
|-------------|---|---------------------------------------|
| 09:00-09:15 | Welcome by Professor Mohamed Abdel-Maguid, Pro Vice-Chancellor (STEM) & Dean of FSESS (Pg09 & online) | <u>Join via Teams</u> |
| 09:15-10:00 | Keynote Speaker, Dr Virna Rossi (Online, all rooms) | |
| 10:05-10:40 | Papers A1, B1, C1, D1, E1 will present online and in their respective rooms (see track pages 5-9 for further details) | |
| 10:40-11:15 | Papers A2, B2, C2, D2, E2 will present online and in their respective rooms (see track pages 5-9 for further details) | |
| 11:15-11:35 | Break | |
| 11:35-12:10 | Papers A3, B3, C3, D3, E3 will present online and in their respective rooms (see track pages 5-9 for further details) | |
| 12:10-12:45 | Papers A4, B4, C4, D4, E4 will present online and in their respective rooms (see track pages 5-9 for further details) | |
| 12:45-13:00 | Closing of Conference Day 1, Dr Lorna Thomas | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch provided for in-person delegates in Pg09 | |

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Day 1: Track A

Sustainability in Lg16 with Dr Katy Warden

[Link to Padlet for Q&A Day 1](#)

| Time | Paper Ref & Presenter | Paper Title | Teams Link |
|-------------|---|--|---------------------------------------|
| 10:05-10:40 | A1 - Olajide Dahunsi | Corporate Environmental Responsibility and Financial Performance: The Moderating Role of Institutional Quality and Slack Resources | <u>Join via Teams</u> |
| 10:40-11:15 | A2 - Dr Shola Osinaike | Beyond Earth, Beyond Limits Exploring the Sustainability of Space Tourism | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | A3 - Mojolaoluwa Alabi | Promoting Sustainable Practices Through Transformative Tourism Event Experience | |
| 12:10-12:45 | A4 - Ngozi Odiaka | Sustainability And Environmental Responsibility | |
| 12:45-13:00 | Closing | | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |

Day 1: Track B

Human Resource Management, Online with Lorraine Duffy

[Link to Padlet for Q&A Day 1](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|---|---------------------------------------|
| 10:05-10:40 | B1 - Professor Anushka Issac | Understanding the Effect of Flexible Work Arrangements on Turnover Intention with Employee Well-Being as a Mediating Factor among Gen Z Expatriates in the United Arab Emirates | <u>Join via Teams</u> |
| 10:40-11:15 | B2 - Ian Fellows | New Challenges Require New Responses: Why accommodating a neurodiverse workforce is the right strategic approach to navigating the fourth industrial revolution | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | B3 - Sidra Junaid | Sustainable Style: Unveiling Tomorrow's Trends through Predictive AI in Fashion Consumer Behaviour Analysis | |
| 12:10-12:45 | B4 - Anthony Abiodun Eniola | The Impact of Equity, Diversity, and Inclusion on Business Performance: The Mediating Influence of Workplace Climate. | |
| 12:45-13:00 | Closing | | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |

Day 1: Track C

Education, Pg06 with Dr Jahan Chikkander

[Link to Padlet for Q&A Day 1](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|---|---------------------------------------|
| 10:05-10:40 | C1 - Dr Aga Gordon | Exploring the Factors for Inequalities in Attainment Outcomes within Foundation Year Business and Law at CCCU – A Student Perspective | <u>Join via Teams</u> |
| 10:40-11:15 | C2 - Praja Rolfe | A Study of Understanding Students' Mental Health at LSEG | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | C3 - Eliot Kelly | Enhancing Employability Skills in Higher Education | |
| 12:10-12:45 | C4 - Dr Zahra Kemiche | Internationalisation and Marketisation of Higher Education in the UK: Perspectives, Realities, and Future Possibilities | |
| 12:45-13:00 | Closing | | |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | |

Day 1: Track D

Marketing, Pg09 with Dr Justin Beneke

[Link to Padlet for Q&A Day 1](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link | |
|-------------|---|--|---------------------------------------|---------------------------------------|
| 10:05-10:40 | D1 - Dr Divakar G M | An Analysis of Strategic Innovation and Customer-Centricity in the Digital Age: Balancing Disruptive and Incremental Approaches to Enhance Customer Experience and Drive Business Growth | | |
| 10:40-11:15 | D2 - Kris Pole | A constructivist approach to implementing VR in teaching and learning | | |
| 11:15-11:35 | Break | | | <u>Join via Teams</u> |
| 11:35-12:10 | D3 - Dr Umme Kalsoom | From Virtual Layers to Real-World Engagement: A Comprehensive Review of Augmented Reality in businesses | | |
| 12:10-12:45 | D4 - Vanye Zira Vanduhe | Gamifying instructional contend in Moodle; The relationship between gamification utilities with instructional learning content | | |
| 12:45-13:00 | Closing | | <u>Join via Teams</u> | |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 | |

Tuesday 14th
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Day 1: Track E

Tourism, Pf06 with Dr Lorna Thomas

[Link to Padlet for Q&A Day 1](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|---|---------------------------------------|
| 10:05-10:40 | E1 - Dr Jane Lovell | Magical tourism, fantasy and dis-enchanting spaces | <u>Join via Teams</u> |
| 10:40-11:15 | E2 - Ann Barker | The impact of 'fake news' on Nigeria's tourism industry | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | E3 - Dr Zanda Serdane | Accessing Slow Food Earth Markets: challenges and opportunities | |
| 12:10-12:45 | Break | | |
| 12:45-13:00 | Closing | | |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | |

Overview of Day 2 - 15/01/25

There will be 5 separate tracks running simultaneously throughout the day. You can attend whichever track you would prefer and you can switch between tracks. Below is an overview of timings and track details (including themes).

Track F - Sustainability in Lg16

Track G - Finance in Pf06

Track H - AI Focussed in Pg09

Track I - Tourism in Pg06

Track J - Business Management, Online (limited space in Ag16)

| Time | Session(s) | Teams Link |
|-------------|--|---------------------------------------|
| 09:00-09:15 | Welcome by Dr Manish Malik, Faculty Director of Learning and Teaching (FSESS) (Pg09 & online) | <u>Join via Teams</u> |
| 09:15-10:00 | Keynote Speaker, Dr. Mamunar Rashid (Online, all rooms) | |
| 10:05-10:40 | Papers F1, G1, H1, I1, J1 will present online and in their respective rooms (see track pages 6-12 for further details) | |
| 10:40-11:15 | Papers F2, G2, H2, I2, J2 will present online and in their respective rooms (see track pages 6-12 for further details) | |
| 11:15-11:35 | <i>Break</i> | |
| 11:35-12:10 | Papers F3, G3, H3, I3, J3 will present online and in their respective rooms (see track pages 6-12 for further details) | |
| 12:10-12:45 | Papers F4, G4, H4, I4, J4 will present online and in their respective rooms (see track pages 6-12 for further details) | |
| 12:45-13:00 | Closing of Conference Day 2 & Announcement of <i>Best Paper(s)</i>, Dr Lorna Thomas | <u>Join via Teams</u> |
| 13:00-15:00 | <i>Lunch provided for in-person delegates in Pg09</i> | |
| 13:30-14:30 | <i>OUP Oxford University Press 'How to Publish' Session with Amy Kammerman</i> | <u>Join via Teams</u> |

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Day 2: Track F

Business Management, Lg16 with Chris Shaw

[Link to Padlet for Q&A Day 2](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|--|---------------------------------------|
| 10:05-10:40 | F1 - Dr Edmund Cheng | Integrating Experiential Learning and Interdisciplinary Approaches in Social Entrepreneurship Education: A comprehensive framework for developing entrepreneurial competencies | <u>Join via Teams</u> |
| 10:40-11:15 | F2 - Dr Mohsin Altaf | Leadership Styles and Mental Health of Frontline Police Officers: Mediating Role of Emotion and Cognition Based Trust | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | F3 - Dr Hasan Sayed | The Relationship between Multidimensionality TQM and Innovation practices on Organisational Performance: A multimodel Test | |
| 12:10-12:45 | Break | | |
| 12:45-13:00 | Closing & Announcement of Best Paper(s) | | |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |

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Day 2: Track G

Finance, Pf06 with Ian Fellows

[Link to Padlet for Q&A Day 2](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|--|-------------------------|
| 10:05-10:40 | G1 - Augustine Ujunwa | Mainstreaming Start-Up Survival through Financial Technology in UK | <u>Join via Teams</u> |
| 10:40-11:15 | G2 - Uzair Bhatti | Impact of Crypto Buy Back and Burn on the Price of Asset | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | G3 - Dr Claire Street | A Feminist Poststructural Discourse Analysis of Marginalised Women's Entrepreneurial Experiences | |
| 12:10-12:45 | G4 - Dr Ibelema Sam Epelle | Navigating the Role of Large Language Models in Higher Education Fostering Critical | |
| 12:45-13:00 | Closing & Announcement of Best Paper(s) | | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |

Wednesday
15th January
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Day 2: Track H

AI Focussed, Pg09 with Ann Barker

[Link to Padlet for Q&A Day 2](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|--|---------------------------------------|
| 10:05-10:40 | H1 - Sidra Waheed | The Impact of Artificial Intelligence (AI) on Workforce Dynamics and Leadership Practices: An Empirical Analysis of the Education Sector in the United Kingdom | <u>Join via Teams</u> |
| 10:40-11:15 | H2 - Dr Yasser Arfat | Blended Learning and Students' Ethics in using AI: Improving Academic Integrity and Learning Outcomes | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | | | |
| 12:10-12:45 | H4 - Kelly Thornton | Facilitative AI as a Catalyst for Democratising Knowledge and Expanding Access to Careers in Business Management and Finance. | |
| 12:45-13:00 | Closing & Announcement of Best Paper(s) | | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |

Wednesday
15th January
2025

Day 2: Track I

Tourism, Pg06 with Lorraine Duffy

[Link to Padlet for Q&A Day 2](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|---|---|
| 10:05-10:40 | I1 - Iqbal Yasin | Exploring the Metaverse's Impact on Sustainable Fashion: A Social Media Content Analysis Inquiry into Digital Clothing Consumption Patterns | <u>Join via Teams</u> |
| 10:40-11:15 | I2 - Matthew Obonyilo | Impact of National Parks and Protected Areas on Tourism Development in the United Kingdom | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | | | |
| 12:10-12:45 | I4 - Xingyi Wu | An exploratory study on environmental knowledge and visit intentions to Green Hotels in China | |
| 12:45-13:00 | Closing & Announcement of Best Paper(s) | | <u>Join via Teams</u> |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | Pg09 |
| 13:30-14:30 | OUP Oxford University Press | Led by Amy Kammerman: A Session on 'How to Publish' | Pg06, <u>Join via Teams</u> |

Wednesday
15th January
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Day 2: Track J

Business Management, Online with Dr Jahan Chikkander

[Link to Padlet for Q&A Day 2](#)

| Time | Paper Ref & Presenter | Paper Title | Location and Teams Link |
|-------------|---|---|---------------------------------------|
| 10:05-10:40 | J1 - Prabath Samarasinghe | Enhance business operations collaboratively using artificial intelligence tools in an organisation | <u>Join via Teams</u> |
| 10:40-11:15 | J2 - Oluwamayowa Olarewaju | Investigation Of The Perception Of Cybersecurity Education And Awareness In Solopreneurs And Small Businesses In The UK | |
| 11:15-11:35 | Break | | |
| 11:35-12:10 | J3 - Irfan Azhar Raja | Transformation of Markets and Customers in Leeds: A Journey from Traditional to Contemporary Times | |
| 12:10-12:45 | J4 - Hayiath Qureshi | The Effect of AI Literacy of Leaders on Innovative Work Behaviour in the UK's HE Sector Proposed Conceptual Framework | |
| 12:45-13:00 | Closing & Announcement of Best Paper(s) | | |
| 13:00-15:00 | Lunch (a light lunch will be provided for in-person delegates) | | |

Thank You & Feedback

Thank you to all those who attended, presented and participated in this years CCBS Partner Conference 2025.

We would like to thank the CCBS Partnership Team for all their amazing work on this event.

Thank you to OUP Oxford Publishers.

We look forward to welcoming you all back next time!



**Canterbury
Christ Church
University**

Please note: Certificates of attendance will be available to all attendees. These will be sent to your relevant partner lead who will then distribute them accordingly. If you have any issues or questions, please get in touch via:
partner.conference@canterbury.ac.uk



We would love to hear your feedback

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