

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*



CYRUS Institute of Knowledge

Cambridge, MA, USA

And

**Simpósio Internacional de Gestão de Projetos, Inovação e Sustentabilidade
(SINGEP)**

October 25-27, 2023

Hybrid

Conference Accepted Abstracts

Co-sponsors:

- **Bentley University – USA**
- ***ESCA, Casablanca - Morocco***
- **UNINOVE University (São Paulo) – Brazil**

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

ABSTRACTS

Conference Theme:

***Entrepreneurship, Responsible Leadership,
and Sustainable Economic Development***

CIK-2023

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

Table of Contents

1. **UNPACKING THE EFFECT OF ENTREPRENEURIAL STRATEGY ON CORPORATE PERFORMANCE**, Kayhan Tajeddini, Tokyo International University, Japan
2. **EFFECT OF LOW INTEREST RATES AND CENTRAL GOVERNMENT DEBT ON SECULAR STAGNATION IN OECD COUNTRIES**, Merna Hefnawi and Dina Yousri, German University in Cairo (GUC), Egypt
3. **WHY FIRMS CHOOSE A PARTICULAR LOCATION FOR REINCORPORATION**, Shahriar Khaksari, Abu Jalal, Hamid Mehran, and Mufaddal Baxamusa, Suffolk University, MA USA
4. **PHARMA STOCKS AND PRESIDENTIAL ELECTIONS**, Ahmad Etebari, University of New Hampshire, NH USA,
5. **THE EFFECT OF KNOWLEDGE MANAGEMENT CAPACITIES ON BLOCKCHAIN ADOPTION**, Soode Vaezinejad and Dara Schniederjans, University of Rhode Island, RI USA
6. **THE INVESTMENT STRATEGIES BASED ON HISTORICAL PERFORMANCE MEASURES**, Nafise Aalipour and Georges Tsafack, University of Rhode Island, RI USA
7. **GLOBALS BUYING LOCAL: THE ROLE OF CARE FOR THE COMMON GOOD**, Nada Nasr Bechwati, Bentley University, MA USA
8. **THE PRECURSORS OF LOYALTY IN AN INTERNET-BASED CONTEXT, TAKING INTO ACCOUNT THE MEDIATION OF THE INTENTION TO ENGAGE IN REPEAT PURCHASES**, Younes kohail, ESCA ECOLE DE MANAGEMENT, Casablanca, Morocco
9. **STORYTELLING: THE EFFECTS ON YOUNGER CONSUMER BUYING DECISIONS**, ONIKU, Ayodele C and KUYE, Owolabi L, University of Lagos, Nigeria
10. **SOCIAL MEDIA MARKETING, SMES AND THE MILLENNIALS' BUYING BEHAVIOUR IN DEVELOPING MARKET**, KUYE, Owolabi I and ONIKU, Ayodele C, University of Lagos, Nigeria, **GETTING ACROSS THE FINISH LINE: MAKING COLLEGE WORK FOR BLACK AND HISPANIC STUDENTS**, Michael Quinn and Arianna Carroll, Bentley University, MA USA
11. **GENDER DIVERSITY IN TOP MANAGEMENT TEAMS AND THE PROBABILITY OF CORRUPTION AMONG MULTINATIONAL FIRM**, Jonathon Sales, Clark University, MA USA, Clifton Chow, Bentley University, MA, USA, and Jessica Magaldi, Pace University, New York City, USA
12. **DIGITAL TRANSFORMATION IMPACT ON HUMAN CAPITAL**, Jalila EL Jadidi, Southern New Hampshire University, NH USA
13. **REIMAGINING THE WORKPLACE AND ITS INTERACTION EFFECT: ASSESSING AND EVALUATING THE JOB STRESS OF REMOTE WORKING**, Sreya. B and Lakshmana Rao Ayyagari, SRM UNIVERSITY AP ANDHRA PRADESH, India
14. **THE ROLE OF MULTI-TIER SUPPLIER CHARACTERISTICS AND IT BUYER PERFORMANCE: AN OBSERVATION ON SUPPLY BASE COMPLEXITY**, Kara Li Liu, Koray Ozpolat, and Seung Kyoon Shin, University of Rhode Island, RI USA
15. **THE IMPACT OF ENVIRONMENT SOCIAL GOVERNANCE (ESG) ON THE FINANCIAL PERFORMANCE: THE CASE STUDY OF NORTH AMERICA MULTINATIONAL FIRMS**, Adeola Adeniyi, Southern New Hampshire University, NH USA

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

16. **CROSSING CONSTRUAL BORDERS: INTERNATIONAL EXPANSION DECISION MAKING THROUGH THE LENS OF RISK IN REGULATORY FOCUS UNDER SELF-CONSTRUAL AND CONSTRUAL LEVEL FIT**, Pratistha Paneru and Tzushuo Ryan Wang, Southern New Hampshire University, NH USA
17. **THE ROLE OF MNES' SUSTAINABILITY PRACTICES AND ALIGNMENT WITH UN SDGS: PATHWAYS TO ENHANCED ESG PERFORMANCE IN MENA**, Hicham Nachit, ESCA - Ecole de Management, Morocco
18. **THE TRADE-OFF BETWEEN ECONOMIC GROWTH AND ENVIRONMENTAL SUSTAINABILITY**, Hossein Varamini, Elizabethtown College, PA, USA
19. **POLICY COHERENCE FOR THE CIRCULAR ECONOMY**, Wladimir Motta, Federal Center for Technological Education - CEFET/RJ, Brazil
20. **ENVISIONING INDIGENOUS RIGHTS IN BRAZIL: LESSONS FROM THE UNITED STATES**, Aif H. Walle, CIK USA
21. **FACTORS INFLUENCING THE SALES TEAM'S ADOPTION OF DIGITALIZATION: BEYOND TECHNICAL CONSIDERATIONS**, Younes Kohail, ESCA, Ecole de Management, Casablanca, Morocco
22. **HIGHER EDUCATION INSTITUTIONS CHALLENGES IN THE POST COVID 19 ERA**, Joseph W. Weiss and Nader Asgary, Bentley University, MA USA
23. **WINNING A BATTLE WHILE LOSING THE WAR: AN ASSESSMENT OF AFGHAN-LED, US-SUPPORTED COUNTERINSURGENCY IN NANGARHAR PROVINCE, AFGHANISTAN, 2019–2020**, Shahmahmood Miakhel

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

UNPACKING THE EFFECT OF ENTREPRENEURIAL STRATEGY ON CORPORATE PERFORMANCE

Kayhan Tajeddini

Tokyo International University, Japan

Abstract

Purpose: When confronted with challenging conditions, becoming innovative by recombining available resources is considered a critical determinant of tourism and hospitality (T&H) SMEs' resilience to risk and staying ahead of rivals. Grounded on the resource-based view theory and dynamic capabilities paradigm, this paper investigates how entrepreneurial bricolage drives the sustained competitive advantage of T&H SMEs despite resource constraints.

Methodology: Constructed on the dynamic capabilities view and organizational ambidexterity theory, our paper addresses this dilemma using data drawn from a drop-and-collect survey of 303 tourism and hospitality firms in Japan. Partial Least Square-Structural Equation Modeling (PLS-SEM) was performed in this paper to analyze the relationships between latent variables which act as constructs assessed by the indicators (cf. Haenlein & Kaplan, 2004; Hair et al., 2022).

Results: The findings reveal that entrepreneurial strategy enhances service innovation exploitation and exploration within tourism and hospitality firms. Our results also demonstrate that service innovation exploitation allows tourism and hospitality firms design unique service offerings yielding a sustained competitive advantage and superior corporate performance. Further, the availability of slack resources within tourism and hospitality firms may foster service innovation exploration and service innovation exploitation.

Research limitations: our inability to use objective data to evaluate the performance of T&H firms due to confidentiality reasons necessitated relying on self-reported measures to assess firm performance. Future research may focus on identifying unbiased, objective data sources to evaluate the performance of T&H firms as well as entrepreneurial strategy, SIN exploration-exploitation ambidexterity, SD, and SCA is needed.

Originality: This research provides a noble insight into the complex interplay between entrepreneurial strategy on corporate performance: by developing and testing the roles of service innovation ambidexterity, service design, and sustained competitive advantage.

Keywords: *Entrepreneurial strategy, firm performance, service innovation ambidexterity, service design, sustained competitive advantage, tourism and hospitality firms*

References

Haenlein, M. & Kaplan, A.M., (2004). A beginner's guide to partial least squares analysis. *Understanding Statistics*, 3(4), 283-297.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

Hair, J., & Alamer, A. (2022). Partial least squares structural equation modelling (pls-SEM) in second language. *Research Methods in Applied Linguistics*, 1(3)

CIK-2023

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

EFFECT OF LOW INTEREST RATES AND CENTRAL GOVERNMENT DEBT ON SECULAR STAGNATION IN OECD COUNTRIES

Merna Hefnawi and Dina Yousri

German University in Cairo (GUC), Egypt

Abstract

Researchers have been debating about the causes of the secular stagnation phenomena that has been facing the developed countries, but still there is no practical solution to the problem. This is due to the traditional growth models' inability to explain the slow or nonexistent growth that is happening in the developed countries. Furthermore, Secular Stagnation is not facing the developed nations only, this slow economic growth pattern is being transmitted to the developed countries' trade partners in the developing world, which makes it a dangerous problem that is facing the world economies.

This study aims at studying the effect of the high central governments' debts and the low interest rates in the developed nations on their economic stagnation. These relationships are examined in this paper using panel data that capture the fluctuations in the economic performance as well as the interest rates and the central governments' debts in the OECD countries (38 developed countries) from 1960 to 2022. It is very essential to study the effect of both interest rates and public debts on secular stagnation since this adds missing blocks to the ongoing research that is concerned with the economic growth in the developed countries. This paper has found that the interest rates and the public debt ratios in the OECD countries are having direct relationships with the economic growth of the studied economies. Those quantitative findings help in providing insightful policy implications that can help in escaping the secular stagnation trap and prevent it from happening again. This research was limited by the unavailability of historical data about the interest rates and the public debt ratios in larger number of developed economies, so it is recommended for future research to study the same relationships in other sets of developed countries to have more generalizable results.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

WHY FIRMS CHOOSE A PARTICULAR LOCATION FOR REINCORPORATION

Shahriar Khaksari, Abu Jalal, Hamid Mehran, and Mufaddal Baxamusa

Suffolk University, MA USA

Abstract

A disproportionate number of firms incorporate in Delaware, more than 50 percent of publicly traded companies in the U.S. and more than 60 percent of Fortune 500 companies—are incorporated in small state of Delaware. At the same time, many firms which were previously incorporated in other states subsequently reincorporated in Delaware. We are investigating the motivations behind this reincorporation. Some of previous research and our own analysis suggested that legal environment in Delaware provide the following incentives:

- It has historically offered the best franchise tax rules and been the most pro-management;
- It has offered the best protection for board members against derivative suits (lawsuits initiated by shareholders on behalf of the corporation);
- There is less protection for minority shareholders than California (e.g., cumulative voting is not required and staggered boards are allowed); and
- Delaware offers limited statutory protection against hostile takeovers.

However, these reasons may not be relevant to firms that are going for an IPO or later rounds of equity financing. We have gathered data from 1982 to 2018 to test see the impact of state of incorporation, the prospect for take over and acquisition, size and number of reincorporation, introduction of new regulations, level and maturity of debt, credit rating, and several other variables on the decision to incorporate in Delaware, while controlling for firms' other characteristics.

Our study contributes to investors, management and board understanding about motivations for and implications of reincorporation. It has also implications for state legislators in regulations related to reincorporation and their impact in attracting new businesses to their states.

The issue as to why firms choose to reincorporate in the state of Delaware has received attention by researchers (e.g, Bebchuk and Cohen, 2003; Romano, two papers). Often noted reasons are the efficiency of the state's courts, better protection for board members, better protection against hostile takeover, as well as its shareholder friendliness. In effect, the business model of Delaware courts and its judicial decision has been a model for

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

court cases around the nation (Daines, 2002; Anderson (2017; Cremers and Sepe 2015). However, these reasons may not be relevant to firms that are going for an IPO or later rounds of equity financing. Certainly, the decision to reincorporate in Delaware state is a choice that a firm makes. It is possible that management has certain strategic objectives and finds that Delaware business laws can facilitate achieving those objectives much easier. In addition, management anticipating the state's more efficient control market, might be forced to undertake more value enhancing corporate policies to secure its position. As a result, we should expect different corporate policies at the start or shortly after reincorporation. But to our knowledge the changes in the firm's corporate policies have not received attention.

- Our preliminary results show that both the level of debt and maturity composition of debt changed after reincorporation. We investigated the motivation for this change in debt structure.

- We find that the long-term investments of the firm are increasing. Firms increase their R&D spending. In addition, the firms undertake a larger number of acquisitions. For instance, about 80% of the firms undertake a major acquisition within three years of re-incorporating in Delaware. Consequently, the average size of the reincorporated firms increases relative to the benchmark firms.

Reference:

Anderson IV, R., 2017. The Delaware trap: an empirical analysis of incorporation decisions. S. Cal. L. Rev., 91, p.657.

Bebchuk, L.A. and Cohen, A., 2003. Firms' decisions about where to incorporate. The Journal of Law and Economics, 46(2), pp.383-425.

Cremers, M. and Sepe, S.M., 2015. The financial value of corporate law: Evidence from (re) incorporations. Simone M., The Financial Value of Corporate Law: Evidence from (Re) incorporations (November 2015).

Daines, R., 2002. The incorporation choices of IPO firms. NYUL Rev., 77, p.1559.

Smith Jr, C.W. and Watts, R.L., 1992. The investment opportunity set and corporate financing, dividend, and compensation policies. Journal of financial Economics, 32(3), pp.263-292.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

PHARMA STOCKS AND PRESIDENTIAL ELECTIONS

Ahmad Etebari

University of New Hampshire, NH USA

Abstract

Americans are generally dissatisfied with the cost of healthcare in the U.S. As such, healthcare is often targeted in times of government elections, as candidates try to galvanize their bases early in the campaign. Promises are made, but often not delivered – thanks to donations and political giving by affected companies.

This study examines whether the rhetoric surrounding elections has any permanent adverse impact on pharma stocks. Using data across election cycles over the years 1998-2022, the results show that pharma stocks consistently underperform the broader market during election years, but the underperformance is only contained in election years, suggesting that the fear about the political rhetoric surrounding elections is likely overstated.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE EFFECT OF KNOWLEDGE MANAGEMENT CAPACITIES ON BLOCKCHAIN ADOPTION

Soode Vaezinejad and Dara Schniederjans

University of Rhode Island, RI USA

Abstract

Blockchain as an immutable and decentralized ledger has the potential to facilitate supply chains to achieve a wide variety of supply chain goals. Despite blockchain promising features to guarantee reliability, traceability, and authenticity in supply chains, there is still relative ambiguity on how blockchain breakthrough potential can be realized in practice. This ambiguity may have been rooted in the lack of knowledge about blockchain which is the one of most significant challenges in blockchain adoption. To overcome this problem, this study analyzes how knowledge management capacities including inventive, absorptive, transformative, connective, and innovative capacities can affect blockchain adoption.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE INVESTMENT STRATEGIES BASED ON HISTORICAL PERFORMANCE MEASURES

Nafise Aalipour and Georges Tsafack

University of Rhode Island, RI USA

Abstract

Among the risk-adjusted portfolio performance measures, Sharpe Ratio and alpha are the most common ones in the literature. By taking 48 months of daily returns into consideration and a one-month rolling window we calculate the Sharpe Ratio and alpha of the Fama–French–Carhart 4-factor model for 346 stocks consistently present in the S&P 500 index over the recent 20 years, from July 2003 to June 2023. Then by constructing a zero-investment portfolio strategy with taking a long and short position in different performance quantiles, we study the value of historical performance measures on future returns.

While Sharpe Ratio and alpha are used for similar applications, our analysis shows that their quantile variations across time are quite different. The ratio experiences a fluctuating pattern across all quantiles whereas alpha is almost stable, particularly for the first four quantiles. Based on our results, alpha outperforms the Sharpe ratio with an average of 4.6 percent annualized return compared with an approximate zero return.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

GLOBALS BUYING LOCAL: THE ROLE OF CARE FOR THE COMMON GOOD

Nada Nasr Bechwati

Bentley University, MA USA

Abstract

Two seemingly contradictory phenomena in consumer behavior are on the rise: Having a global identity and calls to consume locally produced items. The relationship between global identity and preference for local products is intriguing as one may argue, validly, that thinking of all of humanity as one family makes the local vs. non-local distinction meaningless. In contrast to what previous research findings imply, we draw on the expectancy-value theory of motivation to argue that consumers high in global identity (globals) prefer local products. This preference is mediated by globals' care for the common good. When buying local products is expected to have no impact on the common good, the positive effect of global identity on preference for local products disappears. The posited mediation is moderated by consumers' perceptions of the consumption of local products, specifically whether consumers view such consumption as contributing to the common good. Findings of four studies, a survey and three experiments, support the proposed model. This research is expected to have important practical implications for consumers and policy makers. Billions of dollars are invested yearly by the United Nations and other organizations to nurture global identity among people around the world. It is imperative to understand the impact of such identity on aspects of consumption behavior including preference for local products. Moreover, the experiments focus on ways to present local products to enhance their preference among those with global identity, ways simple enough to be implemented by local farmers and community producers. Finally, unveiling the mechanism underlying globals' preference for local products and identifying some of the boundaries of this mechanism are expected to theoretically advance academic researchers' understanding of the important constructs of value and social identity.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE PRECURSORS OF LOYALTY IN AN INTERNET-BASED CONTEXT, TAKING INTO ACCOUNT THE MEDIATION OF THE INTENTION TO ENGAGE IN REPEAT PURCHASES

Younes kohail

ESCA ECOLE DE MANAGEMENT, Casablanca, Morocco

Abstract

The aim of this research paper is to better understand the factors influencing e-loyalty, with a particular focus on intention to engage in repeat purchases. In addition, the study aims to explore the impact of e-satisfaction, e-WOM and e-trust on e-loyalty, as well as the role of intention to engage in repeat purchases as a mediator between these factors. The study used structural equation modeling to analyse data collected from more than 300 participants. The results indicate that e-satisfaction and e-trust contribute positively to e-loyalty, while e-WOM has no significant effect. Furthermore, intention to engage in repeat purchases was found to mediate the relationship between e-satisfaction, e-trust, and e-loyalty, and complete the relationship between e-WOM and e-loyalty.

The uniqueness of this study lies in three main aspects. First, it establishes intention to engage in repeat purchases as a predictor of e-loyalty, making a new contribution to the existing literature. Second, it explores the internal mechanisms underlying the relationship between e-satisfaction, e-trust, e-WOM and e-loyalty. Finally, it highlights the mediating role of intention to engage in repeat purchases, shedding light on the causal relationship between e-satisfaction, e-trust, e-WOM and e-loyalty.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

STORYTELLING: THE EFFECTS ON YOUNGER CONSUMER BUYING DECISIONS

ONIKU, Ayodele C and KUYE, Owolabi L

University of Lagos, Nigeria

Abstract

The increasingly use of storytelling in commercials is very popular in convenience products and other categories, and many organizations in Fast Moving Consumer Goods (FCMG) have found the strategic relevance imperative to complement the marketing communication policies and strategies in market. Thus, the study investigated the patronage of selected products popularly used and demanded by preteens in the year 12 to 14 educational levels. Invariably, the population base for the study was chosen to form preteen segment of the larger population who are between the ages of 12 and 14 years, and in Junior Secondary School (JSS) by the Nigerian educational standard and policy. As a result of this, the pupils of University of Lagos' International School Lagos (ISL) were chosen for the study and the sample size of 10 students were chosen from each level of the three arms of JSS class i.e., 30 students in total. Equally, due to their level of educational knowledge and exposure, open-ended questionnaire was used to source information from the pupils which made the study to be qualitative work. Importantly, coding was adopted in the analysis of the pupils' responses which involved axial and selective methods to aid deductive approach in the analysis. The study was based on the dimensions of effectiveness, Joneses' influence and effects on family buying decisions.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

SOCIAL MEDIA MARKETING, SMES AND THE MILLENNIALS' BUYING BEHAVIOUR IN DEVELOPING MARKET

KUYE, Owolabi I and ONIKU, Ayodele C

University of Lagos, Nigeria

Abstract

The rise in social media marketing as a tool to reach out to consumers is gaining ground, and gradually becoming *sine qua non* in business in many developing markets like Nigeria. Sectors like retailing, telecommunication, banking, etc. have adopted social media marketing to attract younger consumers and retain their patronage. The study looks at selected products in cosmetic, fintech and fashion to understand the disposition of the millennial to its adoption and the extent it has shaped their buying behaviour. A total of 286 young consumers that cut across different distributions like sex, education, marital status, age, and occupation were the respondents to the administered questionnaires, and correlation analysis was used to analyse the data. The findings show that the millennial positive disposition to social media marketing was anchored on marketing factors like high positive projection of brand image of brands, improved purchasing power and ease of referral among the millennial.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

GETTING ACROSS THE FINISH LINE: MAKING COLLEGE WORK FOR BLACK AND HISPANIC STUDENTS

Michael Quinn and Arianna Carroll

Bentley University, MA USA

Abstract

Whether a student completes their college degree can be the difference between loans being a good investment or becoming an unsustainable debt. Yet there are staggeringly high racial and ethnic inequalities in college completion rates. This inequality in educational outcomes has long-term effects on economic inequality which are difficult to reverse through labor markets and government policies later in people's careers. Despite the importance of this policy issue, research on the inequality of completion rates has been limited. Some studies have examined factors such as peers (diversity among the student body) and faculty mentoring (diversity among the faculty) separately or with small samples. To address this gap in the literature, this study compiles a panel data set of 14,952 observations from 2004 to 2019 from both public and private institutions of higher education. This panel data set is taken from the Integrated Postsecondary Education Data System from the U.S. Department of Education. Panel data allows for the examination of within institution effects over time, rather than making conclusions based on cross-sectional data. Fixed effect and Ordinary Least Squares regressions find strong evidence that, on average, faculty mentoring effects outweigh the peer effects for completion rates of Black and Hispanic students. However, results did vary based on size of the university and the amount of diversity in the faculty and student bodies. Not all universities are going to get the same return in terms of hiring faculty from underrepresented groups in an attempt to increase graduation rates, there are diminishing returns. These results provide guidance for universities deciding how to balance funding between faculty and student diversity, equity, and inclusion-based recruiting initiatives to maximize their impact on completion rates.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

GENDER DIVERSITY IN TOP MANAGEMENT TEAMS AND THE PROBABILITY OF CORRUPTION AMONG MULTINATIONAL FIRM

Jonathon Sales, Clark University, MA USA

Clifton Chow, Bentley University, MA, USA

and

Jessica Magaldi, Pace University, New York City, USA

Abstract

From a broad perspective, the purpose of this study is to analyze the effects of gender diversity of firm leadership bodies on bribery and thereby corporate illegality. From a more focused perspective, the aim of this research is to assess the effects of gender diversity on the propensity of firms to violate the United States Foreign Corrupt Practices Act (“FCPA”). A secondary objective is to consider whether the contemporary mandates for gender heterogeneity in firm leadership are supported by the “Business Case” for diversity (*i.e.*, greater firm performance), or solely by the principles of fairness and equity.

Prior research considering the relevant issues has tended to focus on boards of directors and corporate governance. This research contributes to filling a void in the extant knowledge of corporate illegality by analyzing whether gender diversity on Top Management Teams is an underlying determinant of such firms’ bribery of public officials. The results of this study produced a significant finding: Gender diversity has a negative effect on the propensity of firms to violate the FCPA and thereby engage in corporate illegality.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

DIGITAL TRANSFORMATION IMPACT ON HUMAN CAPITAL

Jalila EL Jadidi

Southern New Hampshire University, NH USA

Abstract

The advancement of digitization is creating opportunities and challenges to both multinational enterprises (MNEs) and their workforce. Despite the benefits of advanced digitization such as AI, IoT and others, the literature concerning employee adoption of smart technology is significantly lacking. An increased knowledge of employee experience with technology adoption and adaptation is required to provide aligned solutions to MNEs deploying novel technologies to serve their customers worldwide.

The purpose of this paper is to identify the most salient factors to assess what influences employee adoption of digital technologies at the workplace. The study applied an analytical hierarchical process (AHP) to factors drawn from the literature. The factors were classified into employee engagement factors (EEF), employee performance factors (EPF), and MNE specific factors (MNEF). The findings of this study could help MNEs, Universities, and policymakers to understand the critical factors of Digital tool adoption and adaptation to improve the business alignment and utilization of these digitized solutions.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

REIMAGINING THE WORKPLACE AND ITS INTERACTION EFFECT: ASSESSING AND EVALUATING THE JOB STRESS OF REMOTE WORKING

Sreya. B and Lakshmana Rao Ayyagari

SRM UNIVERSITY AP ANDHRA PRADESH, India

Abstract

The future of work is rapidly evolving, with remote work emerging as a prominent trend worldwide. This study explores the impact of remote work on employee well-being and organizational productivity. Through a survey of 458 Technopark employees, we investigated the relationship between remote work, job stress reduction, and work-life balance. The findings highlight that remote work significantly reduces job stress, promoting a healthier work-life balance and increasing job satisfaction. By prioritizing employee well-being and cultivating a collaborative culture, organizations can transform their workplaces for the future. As remote work becomes more prevalent, organizations must adapt to meet employees' changing needs and leverage the positive impact it can have on well-being and job satisfaction. Remote work eliminates commutes, reducing traffic congestion and pollution, while saving employees time and expenses. Organizations embracing remote work benefit from reduced office costs and administrative burdens. However, remote work may not suit all professions and individuals, and the lack of in-person social interactions can pose challenges. Nonetheless, the advantages of remote work outweigh the risks, and careful planning and support are essential. Ongoing technological advancements will enhance the accessibility and value of remote work, prompting organizations and workers to reconsider their business models. This study's analysis reveals that remote work slightly reduces work stress and regrets. Furthermore, remote work significantly reduces employees' stress and anxiety levels compared to traditional office-based work. The transformative potential of remote work lies in prioritizing employee well-being, fostering productivity, and adapting to the changing work landscape. By embracing remote work and leveraging technology, organizations can create harmonious work environments that maximize employee satisfaction and productivity. As we navigate the future of work, embracing remote work offers opportunities to reimagine work, enhance well-being, and build a more productive workforce. The shift to remote work is not just a temporary response but a long-term strategy for success. Organizations that proactively support remote work will thrive in the evolving work landscape. By valuing employee well-being, embracing technology, and fostering a collaborative culture, organizations can unlock the full potential of remote work and create a future where work-life balance and productivity go hand in hand.

Keywords: Remote working, Work from Home, Alternative workplace, commodification, Mechanization on jobs, Simulated intelligence.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE ROLE OF MULTI-TIER SUPPLIER CHARACTERISTICS AND IT BUYER PERFORMANCE: AN OBSERVATION ON SUPPLY BASE COMPLEXITY

Kara Li Liu, Koray Ozpolat, and Seung Kyoon Shin

University of Rhode Island, RI USA

Abstract

The characteristics of lower-tier suppliers have drawn more attention recently in the post-pandemic age. Firms from the IT industry is more driven by supply-side economics compared with those in traditional industries driven by economic scales. Closely working with multiple suppliers has incentivized IT buying firms to lower risk, map out their supply base, and manage multi-tier suppliers. However, it challenges the buyers to oversee the entire supply base and uncover the effects of their lower-tier suppliers. Our study empirically investigates how multi-tier suppliers' complex characteristics and innovativeness impact buyers' performance. Using the financial database Capital IQ, we utilize a novel approach to construct a five-year pooled supply base and map out multi-tier suppliers of 323 public IT firms. We examine the impacts of three structural complexity metrics (horizontal, vertical, and spatial) on buyers' financial and operational performances as measured by Sales Growth and Inventory Turnover, respectively. Our study provides practical implications for managers in IT buying firms to improve their decision-making toward collaboration with multi-tier suppliers.

Keywords: Multi-tier supply chains, IT buyer, supply base complexity, innovativeness

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE IMPACT OF ENVIRONMENT SOCIAL GOVERNANCE (ESG) ON THE FINANCIAL PERFORMANCE: THE CASE STUDY OF NORTH AMERICA MULTINATIONAL FIRMS

Adeola Adeniyi

Southern New Hampshire University, NH USA

Abstract

The worldwide economy has suffered adverse effects due to the decline in climate conditions. This has impacted several multinational firms and their financial performance. Unfavorable weather conditions pose a significant risk to organizations worldwide, as they can affect sensitivity to temperature fluctuations, exposure, and substitution. Such conditions can affect business performance, ranging from disruptions in supply chains to increased costs due to weather-related damages. Multinational firms must be aware of the potential risks associated with extreme weather conditions and take necessary measures to mitigate these risks. By implementing appropriate strategies, businesses can minimize the impact of weather-related risks and ensure business continuity even in adverse weather conditions.

With the continuous effects of climate change and its increasing risks, firms have become more aware of the importance of Environmental, Social, and Governance (ESG) and its application in their operations. They now understand the benefits of ESG compliance, and the risks associated with nondisclosure. Similarly, Investors have shown considerable interest in companies that prioritize ESG compliance and are more willing to invest in them, as expressed in the stakeholder theory. Therefore, exploring the connection between ESG and firms' performance in the North America region is important by analyzing the values it brings to the firms' performance. The objective of this study is to thoroughly examine the impact of ESG practices on firm performance, given the increasing significance of ESG practices to stakeholders.

The research employed multiple regression analyses utilizing the random-effect model and descriptive statistics. The independent variable was the ESG score, while the dependent variables were three performance indicators: Return on Assets, Return on Equity, and Revenue. In addition, control variables such as firm size, age, financial leverage, per capita income, and Gross Domestic Product (GDP) were incorporated. The study will contribute significant value to stakeholders, decision-makers, policymakers, and academics, as it will enhance their comprehension of the impact of ESG disclosure on firm performance.

The implications of the study's findings will be significant for policymakers, stakeholders, and practitioners alike. Specifically, portfolio managers, investors, and institutions will be incentivized to actively engage in ESG reporting and disclosures to bolster their firms' financial performance and sustainability. As such, it behooves these entities to prioritize implementing ESG strategies and prioritizing transparency in their reporting practices. The benefits of these efforts extend beyond financial performance, as they also contribute to broader social and

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

environmental goals. Therefore, we anticipate that the findings of this study will have a far-reaching impact on the business and investment communities.

Keywords: ESG, firm performance, stakeholder value maximization theory, North American market



ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

CROSSING CONSTRUAL BORDERS: INTERNATIONAL EXPANSION DECISION MAKING THROUGH THE LENS OF RISK IN REGULATORY FOCUS UNDER SELF-CONSTRUAL AND CONSTRUAL LEVEL FIT

Pratistha Paneru and Tzushuo Ryan Wang

Southern New Hampshire University, NH USA

Abstract

The existing literature (Singelis, 1994; Kim & Che, 2014; Ying & Patel, 2016) suggests that independent view more is expansion friendly. However, even with all these perceived risk assessment differences, the international business scene is rampant with exceptions. The migration of businesses or more precisely, the migration of individuals for business purposes has been unobserved through the lens of self-construal (Lee, Ji, & Bu, 2022). Why do individuals and businesses cross borders? When are they able to decide the expansion dynamics? Who is more prone to expand across countries? Where do they prefer to expand? How do they cross borders? - These 5Ws of international expansion practices are crucial to understanding subjective decision-making mindset of individuals with different self-construal. Self-construal defines the cognitive and behavioral differences among individuals. the decision-making motivation for independent individuals is their personal goals whereas for interdependent individuals, in-group goals are dominant (Downie, Koestner, Horberg, & Haga, 2006). If self-construal is defined in risk terms, there is a higher level of skepticism in interdependent individuals than independent individuals. Independent views are thus more prone to risk-taking attitudes than interdependent views. The risk-taking attitude can depend on multiple factors like time, distance, and perceived familiarity, which are all components of the construal level theory (Trope, Liberman, & Wakslak, 2007). Construal level theory maintains that the representation and thought of an event or information for an individual occurs at multiple levels before action contemplation. This study studies these multiple levels of decision-making based on differing self-construal, to understand the type of regulatory focus that dominates this fit. Our first argument is that Independents are eager to expand soon whereas Interdependent are cautious and expand at a farther point in time. This argument studies the link between self-construal and time aspect of construal level. The second argument is that Independents expand primarily for profits whereas interdependent individuals expand for a bundle of monetary and non-monetary returns. This argument studies the who and why self-construal/ construal level fit. The third arguments are that Independents are willing to expand far and beyond their origin whereas interdependent individuals look for geographical proximity, and Independents are willing to expand in new cultures whereas interdependent individuals look for cultural proximity. These arguments explain the who-where fit and explore the familiarity and distance components of construal level, at different self-construal. The final argument is that independents are more risk-prone and prefer adapting promotive strategies like JV, merger and acquisition/ partnership when entering newer markets. This argument is dedicated to the how component or the regulatory focus adopted by individuals when there is a self-construal- construal level fit. Data will be collected in a cross-sectional study among university finance students with a survey questionnaire. The results of the study will contribute to strategic and resource management decisions in multinationals and global organizations.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

References

- Downie, M., Koestner, R., Horberg, E., & Haga, S. (2006). Exploring the Relation of Independent and Interdependent Self-Construals to Why and How People Pursue Personal Goals.
- Kim, M. J., & Che, H. (. (2014). Two Different Paths to Savings: How Money Views and Self-Construals Influence Saving Behavior.
- Lee, A., Ji, L.-J., & Bu, N. (2022). The Impact of Self-Construals and Thinking Styles on Business and Management Practices: A Comparison of East Asia and North America.
- Singelis, T. M. (1994). The Measurement of Independent and Interdependent Self-Construals.
- Trope, Y., Liberman, N., & Wakslak, C. (2007). Construal Levels and Psychological Distance: Effects on Representation, Prediction, Evaluation, and Behavior.
- Ying, S. X., & Patel, C. (2016). Skeptical Judgments and Self-Construal: A Comparative Study between Chinese Accounting Students in Australia and China.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE ROLE OF MNES' SUSTAINABILITY PRACTICES AND ALIGNMENT WITH UN SDGS: PATHWAYS TO ENHANCED ESG PERFORMANCE IN MENA

Hicham Nachit

ESCA - Ecole de Management
Morocco

Abstract

In addressing pressing global climate challenges, this study examines the effect of Multinational Enterprises (MNEs) sustainability practices and the role of their alignment with United Nations Sustainable Development Goals (UN SDGs) on MNEs' Environmental, Social, and Governance (ESG) Performance. Scrutinizing sustainability efforts of 84 MNEs from the MENA region and employing PLS-SEM, we find that sustainability practices—Environmental Innovation, Business Ethics, and CSR Reporting—significantly enhance MNEs' ESG Performance. Significantly, CSR Reporting exerts a positive influence on MNEs' alignment with both classifications of UN SDGs: those promoting positive actions (i.e., Do good) and those focused on mitigating negative impacts (i.e., Avoid harm). Crucially, do good SDGs emerge as key drivers, serving as mediators, strengthening the CSR Reporting-ESG Performance link, and as moderators, amplifying the relationship between Business Ethics and ESG Performance. These findings offer valuable insights for MNEs seeking to strategically align with UN SDGs and deepen their understanding of sustainability practices and ESG Performance dynamics, thereby contributing to theory and practice.

Keywords: Climate Challenges, Multinational Enterprises, Sustainability Practices, Sustainable Development Goals, ESG Performance, MENA Region.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

THE TRADE-OFF BETWEEN ECONOMIC GROWTH AND ENVIRONMENTAL SUSTAINABILITY

Hossein Varamini

Elizabethtown College, PA, USA

Abstract

The increase in human and economic activities cause an increase in the use of fossil fuels and other types of energy. As a result, the disposal of fossil fuels has increased the level of carbon emissions released into the atmosphere. Countries face the difficult choice of enhancing their economic well- beings against the impact of such activities on the environment. The purpose of this research is to explore the tradeoff between the economic growth of several countries and the level of environmental degradation in the past couple of decades.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: Entrepreneurship, Responsible Leadership, and Sustainable Economic Development

POLICY COHERENCE FOR THE CIRCULAR ECONOMY

Wladmir Motta

Federal Center for Technological Education - CEFET/RJ

Brazil

Abstract

The transition from a linear production system to a circular economy has been increasingly discussed and sought around the world. In a way, this challenge has been accompanied by another goal common to 193 nations, which are the goals of sustainable development. These contemporary aspirations have several points in common and one of them is related to the important role played by public policies. Regarding the SDGs, there is a mechanism mentioned in SDG 17, which is Policy Coherence for Sustainable Development (PCSD), which means looking at a more holistic approach to development, with coherence in all directions. Policy coherence for sustainable development is critical to ensure that progress made on one SDG contributes to progress on other SDGs and to avoid the risk of making progress on one goal at the expense of another. The present study will be based on what is proposed by the PCSD, to propose a construction of Policy Coherence for the Circular Economy - PCCE. To this end, a systematic review of the literature will be carried out with the objective of seeking convergences between the practices proposed by the PCSD and the possibilities with what is expected as a contribution of public policies to the promotion of the effective implementation of the circular economy. As a result, the article presents a proposed model for Policy Coherence for the Circular Economy.

Key words: Circular Economy, Public Policy, Policy Coherence, SDG.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

ENVISIONING INDIGENOUS RIGHTS IN BRAZIL: LESSONS FROM THE UNITED STATES

By Alf H. Walle, CIK USA

Abstract

Brazil seeks to develop its natural resources in the Amazon as it grows and develops economically and internationally. A major issue regarding such progress involves the rights and wellbeing of the region's indigenous peoples. Suggestions range from acknowledging a wide range of rights for these people vs. forcing them to adapt to "progress". To clarify the issues, parallels from the United States are discussed.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

FACTORS INFLUENCING THE SALES TEAM'S ADOPTION OF DIGITALIZATION: BEYOND TECHNICAL CONSIDERATIONS

Younes Kohail

ESCA, Ecole de Management

Casablanca, Morocco

Abstract

The goal of this research is to examine factors that influence Sales team's acceptance of digitalization. This study is essential to address the existing gap in the literature concerning this topic. Using a quantitative approach and based on a sample of more than 80 participants, the preliminary results of the study, show that personal factors are key determinants of the sales team acceptance of digitalization. This study investigates the role of three behavioural variables: attitude toward innovation, attitude toward change, individual belief in capacity. The study brings out a new comprehensive perspective as regards acceptance of digitalization in sales department.

The present research has a few limitations such as sample size, number of constructs, data collection design, research context and other limitations presented in the limitation section. Findings of this article help decision makers to understand the right psychological factors of SFA adoption and use and allow them to develop the relevant training and recruitment strategies that encourage the SFA adoption and use.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

HIGHER EDUCATION INSTITUTIONS CHALLENGES IN THE POST COVID 19 ERA

Joseph W. Weiss and Nader Asgary

Bentley University, MA USA

Abstract

Mid-tier U.S. university and college presidents and their teams faced daunting financial, demographic, and organizational challenges before the Covid 19 crisis struck. With the onslaught of the virus, we present and compare traits, success factors, and required capabilities of higher education institutional leaders pre- and early stage Covid. We contextualize the wider issues, stakeholder interests, and needs leaders and institutions face to survive and succeed, or not, going forward. Overall, Mid-tier institution are under-stress to generate funding and demanding more from faculty.

ABSTRACTS

CIK- 11th International Conference in collaboration with SINGEP

Oct. 25-27, 2023, Hybrid

Theme: *Entrepreneurship, Responsible Leadership, and Sustainable Economic Development*

WINNING A BATTLE WHILE LOSING THE WAR: AN ASSESSMENT OF AFGHAN-LED, US-SUPPORTED COUNTERINSURGENCY IN NANGARHAR PROVINCE, AFGHANISTAN, 2019–2020

Shahmahmood Miakhel

Abstract

There is an extensive literature on counterinsurgency strategy, its various campaigns as they were pursued in Afghanistan and the global war on terror that anchored the rationale behind them. But nearly all of this discourse has been steered by international experts and practitioners. The field lacks firsthand accounts and analysis from senior Afghan officials and military professionals. This account, which explores the Afghan government-led counterinsurgency campaign in Nangarhar province from February 2019 to July 2020, seeks to narrow that literature gap and to shed light on broader challenges and shortcomings facing the wider counterinsurgency campaign of United States intervention across Afghanistan for 20 years, which eventually ended up with recapturing of power by the Taliban in August 2021.

Keywords: Counterinsurgency, COIN, Nangarhar Province, Afghanistan