



4th International Conference of Marketing, Strategy & Policy



Hosted by:



Dec 9-11, 2020

PROGRAMME OVERVIEW

9th December 2020

DOCTORAL COLLOQUIUM

9.00am Welcome Note

9.00-9.15am Welcome Talk by Prof **Suraksha Gupta**

9.15-10.15am Talk by Prof **TC Melewar**

10.15-10.30 Break

Presentations

12.30-13.30pm Lunch

PAPER DEVELOPMENT WORKSHOP Academy of Management Learning & Education

2pm - FACILITATORS:
Prof. Paul Hibbert, Editor; Dr Clare Rigg, Associate Editor

10th Dec 2020

11th Dec 2020

10.30am Welcome Talk on 10th December 2020

10.30-11am Welcome Talk by
Prof **Suraksha Gupta**

11-11.30am **Industry Speaker**
Kiran Nair
(COE Private Brands, Future Retail, India)

11.30am-12pm Break

12pm-12.45pm Opening Talk
Prof **V Kumar**

12.45-1.30pm
Prof **Pawan Budhwar**

1.30-2pm Lunch

Track A 2-3pm
A1 A2 A3 A4

3-3.45pm
Prof **Xiaolan Fu**

3.45-4pm Break

4-4.45pm
Prof **Michael Czinkota**

Track B 4.45-6.15pm
B1 B2 B3 B4

See You Tomorrow

Track C 8.30-10am

C1 C2 C2

Track D 10-11am

D1 D2 D3

Track E 11am-12pm

E1 E2 E3

12-1pm Lunch

1-1.45pm
Prof **Fevzi Okumus**

1.45-2.30
Round Table Meeting
Prof **Subodha Kumar** (Deputy Editor Production and
Operation Management)

2.30-3.15pm Break

3.15-4.45pm
Meet the editors
Journal of Business Research
British Journal of Management
Academy of Management Learning & Education
Production & Operations Management
Journal of Retailing
International Journal of Contemporary Hospitality
Management
Asian Business and Management

4.45-5.00pm
Closing Ceremony and Vote of Thanks

Best PhD Thesis Award
Best Paper Award
Best Conceptualisation Award
Best Methodology Award
Best Impact Paper Award

Stay Safe and Well

Doctoral Colloquium schedule

Day 1, Wednesday 09 December 2020

9.00-9.15	Welcome Talk	Prof Suraksha Gupta
9.15-10.15	Keynote speaker	Prof TC Melewar
10.15-10.30	Break	
10.30-12.30	Track A: Distinguished Faculty: Prof TC Melewar and Dr Yousra Asaad	
	Digital Corporate Branding and Communication in Higher Education (HE): A Study from Prospective International Students	Sidrah Mahboob, Sharifah Alwi and Dorothy Yen
	Building sustainable responses to advertising and branding through consumers' cognition and emotion	Hafizah Omar Zaki, Yusniza Kamarulzaman and Mozard Mohtar
	Investigating How Sustainable Brand Experience is Created and Formed and Its Effect on Brand Reputation	Mohamed Adel Abdelrazek, Marwa Tourky and William Harvey
	Track B: Distinguished Faculty: Prof. Suma Athreya and Dr Pantea Foroudi	
	Customer Engagement in Business-to-Business Setup	Sanket Vatavwala, Bipul Kumar, Aditya Billore and Ashish Sadh
	Introduction of new medicines in India-delays and determinants	Aashna Mehta and Biswajit Dhar
	Subjective Norms and Technology Usage Behavior: The roles of QR code Scanning Intentions, Visual Design Complexity and Customer Trust.	Hina Yaqub Bhatti and Shazia Nauman
	Track C: Distinguished Faculty: Dr Tana Licsandru and Dr Sharifah Alwi	
	Personalized managerial response to online reviews: the moderating effects of review inconsistency and reviewer expertise.	Wangyan Jin and Yuangao Chen
	The effect of tactile sensations on consumer's choice satisfaction via the intermediary role of, cognitive effort and affective experience.	Aya Shaban
	Examining the informational and affective processing of co-creative consumer experiences with the private label brands	Gulbin Durmaz, Tc Melewar, Charles Dennis and Athina Dilmeri
	Building and sustaining reputation in UK social enterprises: A multiple case study analysis.	Mengqi Zhang

2PM: **Paper Development Workshop** by Academy of Management Learning & Education

Conference schedule

Day 2, Thursday, December 10, 2020

10.30-11.00	Welcome Talk	Prof Suraksha Gupta
11.00-11.30	Industry speaker	Kiran Nair (COE Private Brands, Future Retail, India)
11.30-12.00	Break	
12.00-12.45	Opening Talk:	Prof V Kumar
12.45-13.30	Keynote Speaker	Prof Pawan Budhwar Topic: Building Resilient Organisations During Crisis – Role of Leadership
13.30-14.00	Lunch	
14.00-15.00	Track A	
	A1 December 10, 2020 2-3pm	
	Inter-firm Collaboration as a Performance-Enhancing Survival Strategy within the Business Models of Urban Restaurants Affected by COVID-19	James M. Crick and Dave Crick
	Business innovation to tackle COVID-19 induced challenges: A study of British pub industry	Pallavi Singh, David Brown and Bidit Dey
	A2 December 10, 2020 2-3pm	
	Exploring stakeholders' expectations of firms' online marketing communication about sustainability in the legitimacy discourse	Azna Fall, Kaouther Kooli and Nektarios Tzempelikos
	Waste reducing Eco-innovation in Packaging Industry for Environmental issues and Green	Samina Sumrin and Suraksha Gupta
	A3 December 10, 2020 2-3pm	
	Leveraging Machine Learning and Predictive Voice Analytics to Monitor Emotional Labour of Hospitality Frontline Employees	Vishal Rana, Daraneekorn Supanti and Syed Mohyuddin
	The Role of Customer Analytics in New Product Performance: An Investigation of Internal and External Contingency Effects	Sena Ozdemir
	A4 December 10, 2020 2-3pm	
	Understanding Boredom in an Online Buying Context	Rebecca Ali, Dr. Gohar Khan and William Wang

	Robin Hood Insurance Broking: Driving growth with differentiation	Jitender Kumar
15.00-15.45	Keynote Speaker Short video platform, business model innovation and entrepreneurship from the bottom of the pyramid	Prof. Xiaolan Fu
15.45-16.00	Break	
16.00-16.45	Keynote Speaker The Generational Increment Shifting Data The Consul General	Prof. Michael Czinkota
16.45-18.15	Track B	
B1 December 10, 2020 16.45-18.15pm		
	Exploring the impact of COVID-19 on institutional voids in Brazil: policies for managing massive disruptions	Diego Vazquez-Brust, Samuel Bonsu, Ticiana Braga de Vincenzi, Natalia Yakovleva and Roberta Castro de Souza Piao
	Effects of COVID-19 on Organizational Practices in Ghana's Waste Management Sector	Samuel K. Bonsu, Diego Vazquez-Brust, Natalia Yakovleva, Roberta de Castro Souza Piao and Ticiana Braga de Vincenzi
	The pandemic consumer journey: A stockpiling perspective	Savvas Papagiannidis, Eleftherios Alamanos, Charles Dennis and Michael Bourlakis
B2 December 10, 2020 16.45-18.45pm		
	Understanding impulse buying of 'affordable luxury': Brand connection and revised stimulus-emotion-response framework	Dongmei Cao, Maureen Meadows, Suraksha Gupta and Rami Ayoubi
	Corporate rebranding: A multiple case study in the higher education sector	Abraham Joseph and Suraksha Gupta
	Building a sustainable nation branding framework through brand identity and brand essence: A case of "Malaysia Truly Asia"	Yusniza Kamarulzaman, Marlia Marzuki and Thinaranjeyan I Thirumoorthi
B3 December 10, 2020 16.45-18.45pm		
	Examining the antecedents of luxury brands engagement: A study of the young Indian Consumer	Ankur Srivastava and Purva Sharma
	Impact of Psychological Empowerment on Creative Performance of Salespersons: Exploring the Mediating and Moderating Mechanisms Through a Two Country Study	Sunil Sahadev, Kirk Chang, Ji-Hee Kim, Tanveer Ahmed and Philip Kitchen

Individual and Corporate Brand Moderated mediation model of illusion, butterfly effect and aesthetic stimuli communication.

Maria Jesus, Jerez Jerez and Paneta Foroudi

B4 December 10, 2020 16.45-18.15pm

The Impact of COVID-19 on Celebrity and Social Media Influencers' Branding Strategy

Anisah Hambali and Sharifah Faridah Syed Alwi

What matters most for online-personalized ads: The effect of product and brand personalization on eye-movements

Manel Mzoughi and Emna Cherif

Sustainable branding strategy via celebrity corporate brand

Anisah Hambali, Sharifah Faridah Syed Alwi and John Balmer

Day 3 Friday, December 11, 2020

9.00-10.00	Track C
C1 December 11, 2020 8:30-10am	
Cognitive and affective antecedent's affective consumer attitude and sustainable tourism behaviour post COVID-19	Dr. Shveta Kalra, Dr. Chhavi Taneja and Kavita Sharma
Rethinking hotel strategies in COVID's times: Analysing the relationship between Social Capital and innovation performance under dynamic environments	Bartolomé Marco-Lajara, Mercedes Úbeda-García, Lorena Ruiz-Fernández, Esther Poveda-Pareja and Pedro Seva-Larrosa
Retailers, why don't you take into account what I feel and how I behave under crowd conditions?	Nesrine Tmimi, Hamida Skandrani and Kaouther Kooli
C2 December 11, 2020 8:30-10am	
The Effect of Mobile Money on Socioeconomic Sustainability in Sub-Saharan Africa	Wenxiu Nan and Yun Wu
Towards a Framework of Consumption Practices in Healthy Ageing.	Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad
Students as value co-creators: The contribution of authority theory to service dominant logic in business schools	Maria Petrescu, Adina Dudau, John Gironda, John Ricky Ferguson, Monica Fine and Philip Kitchen
C3 December 11, 2020 8:30-10am	
Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation in times of a pandemic	Nuria Rodríguez-Priego and Lucia Porcu
Impacts of Gamification in Mobile Wallet: An fsQCA Approach	Yan Kong, Shuyang Li, Jingshan Yang and Yichuan Wang
Exploring the Impact of Intra-firm and Inter-firm Big Data Analytics Capabilities on Innovation Practice and Performance in the Oil and Gas Industry	Habib Abubakar, Sena Ozdemir, Frano Barbic and Maureen Meadows
10.00-11.00	Track D
D1 December 11, 2020 10-11am	
Revisiting the 'Concentration Vs Spreading Debate' Following an Unanticipated Environmental Market Disruption: Risks/Rewards and Strategic Flexibility in Decision-Making Regarding Business Models	James M. Crick and Dave Crick
Cold chain management and business models for agriculture products	Hema Yadav, Pawanexh Kohli and Lalit Singh
D2 December 11, 2020 10-11am	

	How does corporate social responsibility (CSR) affect hotel employees' resilience and work engagement? The role of gender	Daraneekorn Supanti, Ken Butcher and Sasiwemon Sukhabot
	Management of Corporate Identity for the pursuit of sustained CSR implement	Marwa Tourky, Sharifah Faridah Syed Alwi, Ahmed Shaalan and John Balmer.
	D3 December 11, 2020 9-10am	
	Antecedents and Consequences of Ethical Leadership for Employee Organisational Citizenship Behaviours	Doane Shichen Ye, Suraksha Gupta, Haytham Siala and Eftychia Palamida
	The Impact of I4.0 on HRM in the service industry – A Research Agenda	Mohammad Islam, Suraksha Gupta, Alan McKinlay, and Parth Patel
11.00-12.00	Track E	
	E1 December 11, 2020 11am-12pm	
	Tourism Advertising During a Pandemic: When to Stress Safety and When to Stress Normalcy	Sean Coary
	Business Resilience in COVID-19: Characteristics and Strategies from Subscription-based Over the Top Media platforms in India	Emmanuel Elioth Lulandala and Kavita Sharma
	From the darkness comes the light: Actualising Artificial intelligence (AI) in driving business value	YiChuan Wang, Mengran Xiong and Hossein Olya
	E2 December 11, 2020 11am-12pm	
	Building the Organizational "ABILITY TO COPE" Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors	Monica Khanna, Isaac Jacob and Anjali Chopra
	Are women entrepreneurs more resilient than men? Effect of entrepreneurial self-efficacy on success in Thailand	Daraneekorn Supanti, Vishal Rana and Suphitcha Ek-Uru
	E3 December 11, 2020 11-12pm	
	An empirical study of the factors that influence Australian customers' intention to continue to use sugar-related mobile apps	Tareq Rasul, Aaron Wijeratne and Samaneh Soleimani
	The adoption of wearable healthcare technology: a systematic literature review	Mingxue Wei, Yichuan Wang and Suraksha Gupta
12.00-13.00	Lunch	
13.00-13.45	Keynote speaker	Prof Fevzi Okumus
13.45-14.30	Round Table Meeting	Prof Subodha Kumar (Deputy Editor Production and Operation Management)
14.30-15.15	Break	

15.15-16.45 Meeting the editors

Journal of Business Research
British Journal of Management
Academy of Management Learning & Education
Production & Operations Management
Journal of Retailing
International Journal of Contemporary Hospitality
Management
Asian Business and Management

16.45-17.00 Closing Ceremony and Vote of Thanks

Best PhD Thesis Award
Best Paper Award
Best Conceptualisation Award Best Methodology
Award Best Impact Paper Award

CONFERENCE PROCEEDINGS

PhD Colloquium

Date: 9 Dec 2020

Title: Digital Corporate Branding and Communication in Higher Education (HE): A Study from Prospective International Students.

Authors: Sidrah Mahboob, Sharifah Alwi and Dorothy Yen

Abstract: Alongside businesses, the global higher education system has suffered the implications of the global pandemic COVID-19. Even after over six months of suffering the consequences of the pandemic, one of the major challenges that higher education institutions are still facing is to deal with the continuing evolution of the situation, and adapt to the changes it brings including: the introduction of various distance-learning tools to offer an alternative to the traditional university education delivery model. The education and learning of up to 94% of students has been affected globally, equating to 1.6 billion learners in around 190 countries due to the pandemic. One of the major challenges universities are facing is retention of students as well as recruiting new students. Despite Governments' best efforts in minimizing the impact to learners, universities are continuing to struggle to recruit students in the current climate.

This study explores the phenomenon of corporate branding in higher education with specific focus on online corporate communications namely the university website and social media. This study will be undertaking a series of investigations and analysis in the UK Higher Education sector today to identify the emerging trends and drivers shaping the current education system and their influence on corporate branding in universities from the view of prospective international students. Particular focus is on how the university is able to project itself better online via its corporate communication to increase international student enrolment intention.

Corporate branding practices that were familiar with the corporate world have widespread including emerging in university practices. Universities have much to gain from the benefits of successful branding. Especially in the current situation, building resilience has been critical in creating a support system in retaining students and minimising disruption to their education through optimising the use of technology-based solutions to ensure inclusion and increasing participation remotely. Additionally, universities that have survived the pandemic are facing the increasing challenge in optimising their current resources to increase attractiveness to prospective students for enrolment intention.

The knowledge base on branding topics in the commercial sector is exhaustive however in non-profit higher education institutions research is limited. Key trends such as global student mobility, reduced university funding and government-backed recruitment campaigns have meant universities today are increasingly competing for international students, top academics, and research funding. Resultantly, heightened competition in a homogenous market has meant universities must differentiate and stand out from rivals to remain relevant and competitive and to be able to effectively communicate with their stakeholders. This drives the need for universities to move towards developing their brand and better shaping and communicating their corporate identity and brand image online, which will help with reputation building giving the university a competitive advantage, but also to protect them against such situations such as the global pandemic where stabilisation is critical to survival of the institution and retaining their position in the marketplace.

University often being criticised for having a 'classical marketing' approach when communicating its brand. This research will hence contribute to the field of marketing communication, digital marketing and corporate branding by providing better understanding to communicating the corporate brand identity and image of universities online and offer a conceptual framework to how this should work in the sector from an international perspective of prospective students.

This study specifically addresses how the institutional website and other social media tools (such as Facebook and Twitter) is able to provide uniqueness and a competitive advantage overall. The university website is a powerful tool for differentiation and can provide the university with a competitive edge of rivals. The image and reputation of an organisation is built through various tools, the website is one of them. If executed well an institutions originality and uniqueness could be offered through the digital media and website. Thus, it is important for organisations to coordinate the website with various offerings and operations of the organisation. Managing their online presence has become fundamental for organisations including higher education institutions. This research is centred on shaping identity through

online tools – namely the website and social media (Facebook and Twitter) to increase international student enrolment intention.

This study has several phases in methodology. Phase 1, 2 and 3 report the exploratory part of the study for example:
(1) Digital tools deployed by Universities to market their corporate brand identity across UK);
(2) A series of focus group discussions among international students and
(3) Several in-depth interviews with marketing administrators of the universities

Upon these findings, we then design our empirical stage (4) which is being the focus of this paper. In particular, stage 4 reports the validation of a developed conceptual model and questionnaire designed (based on the outcome of our exploratory stages and literature review) and we distributed our survey to potential students of UK universities. An empirical model on intention of the prospective students' enrolment was offered at the end of this paper and this model could aid the corporate branding and communication scholars in terms of the role played by digital tools including website in shaping university brand image and as a brand differentiator. To our practitioner community, we offer an insight into how they could design their own communication strategy when communicating their HE brand to international prospective students.

Title: Building Sustainable Responses to Advertising and Branding through consumers' cognition and emotion

Authors: Hafizah Omar Zaki, Yusniza Kamarulzaman and Mozard Mohtar

Abstract: Cognition and emotion have long been known as drivers to process information and messages besides forming desirable attitudes. The lack of understanding of the involvement of cognition and emotion as consumers' ability to process the advertising message has led to the failure of sustaining the excellent reputation of advertising and brands. Utilising the Elaboration Likelihood Model (ELM) and the Associative Network Theory of Memory and Emotion (ANTME), this research aimed to investigate the effect of consumers' cognition and emotion on the evaluation of advertising and brand attitude. The study adopted quantitative experimental design via purposive sampling technique. In four experimental studies, participants were assigned to different treatment groups. Study 1, which aimed to establish cognition in ELM, revealed an interaction between the need for cognition (NFC), advertising attitude and brand attitude. It is found that the different level of thinking abilities influence consumers' responses to advertising and brand significantly. Study 2, which designed to assess the influence of emotion in the form of mood valence in ELM, discovered no interaction between NFC and moods; thus, it does not influence the evaluations of advertising and brand. Study 3, which engaged a more intensified mood valence, uncovered that only high NFC affects brand when consumers laugh (humorous). Finally, Study 4, which aimed at analysing the involvement of perceived humour in ELM, found that consumers primed with comic strips before being exposed to informative advertisements favoured the brand better in a condition of high NFC. This research offers some theoretical contributions; first, the establishment of cognition as drivers to information processing and attitude formation in ELM; second, intense mood such as laughter is found to influence the evaluations of a brand for those with low thinking ability in the ELM; and finally, humour primed through comic strip affects the assessment of brand for those with high thinking ability. These contributions conclude that the emotion through ANTME and cognition through ELM can co-exist in the effort to process advertising information and to form favourable advertising and brand evaluation. Understanding consumers' thinking ability and emotional states via advertising suggest some practical contributions. As this research relate to enhancing brand personality, developing good advertising and brand building, building consumer trust and loyalty, and planning the correct market positioning, ultimately, all of these efforts merged to support brand sustainability amidst the uncertainty of the market environment. In conclusion, the missing insights of consumers' cognitive-emotional attempt in response to an evaluation of advertising and brand may become an input for Advertising policymakers and regulators on advertising guidelines and policies, particularly in Malaysia markets. The cognitive-emotional engagement insights may benefit marketing firms to design more innovative and impactful advertising campaigns for a sustainable marketing communication model.

Title: Investigating How Sustainable Brand Experience is Created and Formed and Its Effect on Brand Reputation

Authors: Mohamed Adel Abdelrazek, Marwa Tourky and William Harvey

Abstract: An essential question of Schmitt (2009) is whether experience has an impact on customer lifetime value. For a traditional marketer, competition primarily takes place in narrowly defined product categories (Schmitt, 1999) which lacks a long-term orientation of competition. Recently, organisations and brands have been looking for new strategies to discover, empower consumers, and provide them with experiences throughout their brand experience journey that they will keep for prolonged periods. (Oh et al., 2019; Andreini et al., 2019). In today's increasingly dynamic and competitive marketplace, organisations and brands need to employ experiential marketing approaches in the design of their marketing strategies if they want a stable competitive position (Iglesias et al., 2019; Yu et al., 2020). Thus, attention needs to move from the feature-and-benefits approach advocated by traditional marketing to experiences approach (Schmitt, 1999) because consumers today seek not only the tangible benefits but also the experience associated with the brand (Prentice et al., 2019). The term brand experience (BE) has emerged in this regard (Brakus et al., 2009; Österle et al., 2018) and the results from experience marketing should be conceptually linked and generalised to the primary principles of experience (Schmitt & Zarantonello, 2013).

In addition, service organisations are increasingly recognising that brand experiences are among their most valuable assets (Merz et al., 2009) because the brand experience provides experiential values to consumers which help the organisational brand to engage them in a long-term relationship (Cleff et al., 2014). Moreover, consumers and organisations are the prominent participants in the formation of brand experience, who jointly form the consumers' brand experience through continuous and sequential interaction and communication (Lemon & Verhoef, 2016; Ranjan & Read, 2019). Of particular interest are those experiential service brands related to sectors such as hospitality and tourism (Nysveen et al., 2013; Khan & Rahman, 2015), which are characterised by higher levels of employee contact, customer-oriented adaptation, and a strong focus on people (Nysveen et al., 2013) and require further investigation (Kumar & Kaushik, 2018; Kranzbühler et al., 2018).

Hotel brand experience is argued to serve as a critical construct in service management research (Hwang & Seo, 2016) which has often focused on service performance and determining how each element of service design contributes to the whole service experience (Lemon & Verhoef, 2016). This is because creating a brand experience in hospitality is a dynamic and cumulative process (Larsen, 2007) which incorporates various aspects and stages (Casado-Díaz et al., 2017) during and after one's stay (Hwang & Seo, 2016; Lemon & Verhoef, 2016). Hotel managers should try to project their consumers' experience in order to maintain or create a favourable reputation. However, guests may have different perceptions of a brand's identity based on their emotions, feelings, and beliefs (Balmer, 2012). Moreover, the brand experience of a well-known hotel brand can increase its competitive advantage. That means, the perception of the service advantages leads to consumers' positive experience, which helps enhance the brand's reputation (Brodie et al., 2009). For example, prospective hotel guests depend on the brand name as a core basis in selecting hotels (Foroudi, 2019) because the brand – for instance, JW Marriott, Grand Hyatt, Holiday Inn, Park Hyatt, Crown Plaza – is regarded as an implicit promise of expected service quality (Nysveen et al., 2013). Therefore, hotels that offer an extraordinary experience for their consumers are generally outperforming non-branded ones (Forgacs, 2003).

Notably, organisations need to create a long-term experience for their consumers and get it done in an engaging, unusual, and eye-catching way (Das et al., 2019). That is because consumer decisions are routine and extraordinary experiences have lasting effects (Arnould & Price, 1993). Hence, creating a positive and SBE has become a significant part of the marketing strategies of hotels (O'Neill & Mattila, 2010) due to the belief that satisfactory brand experience provides added value to hotel guests and promotes the reputation of hotels (O'Neill & Xiao, 2006; Foroudi, 2019). Therefore, the brand organisation should be able to design a uniqueness brand experience route for consumers at multiple touchpoints (Homburg et al., 2015) that encourage its customers to be happier (Schmitt et al., 2014), give positive recommendations (de Oliveira Santini et al., 2018), develop a positive reputation (Foroudi et al., 2016) and enhance its competitiveness (Gupta et al., 2020). Accordingly, both researchers and brand managers need to understand the impact of brand experience on consumer behaviour in the long term to create SBE from the consumer perspective.

In response to the gaps in knowledge, this study aims, theoretically and empirically, explore how brand experience could be created and sustained in hotel brands (Barwitz & Maas, 2018; Kranzbühler et al., 2018); second, understand how the customers journey differ according to consumer personality traits (Schmitt et al., 2014) and emerging epidemics (e.g. Covid-19)(Ulak, 2020), and the salient factors (such as communication and brand design) (Lemon & Verhoef, 2016; Voorhees et al., 2017) that can impact on consumer behaviour in the long term (Schmitt, 2011) to create a SBE; third, explore the relationship between SBE and brand reputation and brand competitiveness (Foroudi et al., 2016; Gupta et al.,

2020), in an attempt to solve the inconsistencies and conflicts in the research findings on the consequences of brand experience (de Oliveira Santini et al., 2018), especially in the service sector (Khan & Rahman 2015); finally, study the impact which SBE might have on consumer happiness (e.g. Moreira et al., 2017; Fam et al., 2013; Nysveen et al., 2013). In this research, brand experience will be studied from consumer's perspective, given that research according to Kranzbühler et al. (2018), takes too little account of the creation of brand experience from the consumer's perspective: "research should take into account the customer's view to define which encounters form customer journeys" (p. 447). This research aims to achieve the following objectives, in two phases: In the first phase; (1) Explore the meaning and dimensions of SBE. (2) Explain how communication and brand design as salient factors can affect consumer behaviour in the long term to create SBE and understand the moderating role of consumer personality traits and emerging epidemics in this stage. (3) Explore the nature of the relationship between SBE and brand design and happiness (as consumer outcomes), brand reputation and competitiveness (as organisational outcomes); and the mediating role of positive word of mouth on the relation between SBE and brand reputation. In the second phase, empirically test the framework of SBE and its antecedents and consequences in the hotel sector.

Title: Customer Engagement in Business-to-Business Setup

Authors: Sanket Vatawala, Bipul Kumar, Aditya Billore and Ashish Sadh

Abstract: Customer engagement is beyond customer purchases, and includes customer referrals, customer influence, and customer knowledge sharing. This study examines the conceptualization of customer engagement in a business-to-business context using social exchange theory and engagement theory. We use qualitative approach to examine the process of customer engagement in its entirety and find relevant factors. Based on our preliminary analysis of ten in-depth interviews, we find antecedents, contextual factors, and consequences of customer engagement. Our preliminary analysis also suggests three stages of the customer engagement journey. The study intends to develop a comprehensive conceptual framework of customer engagement.

Title: Introduction of new medicines in India-delays and determinants

Authors: Aashna Mehta and Biswajit Dhar

Abstract: Literature on innovation in the pharmaceutical sector is vast, yet it leaves certain important questions with respect to the introduction of new medicines in developing countries unanswered. Studies that have looked at the determinants of launch delay in India have either not been entirely comprehensive or not focused exclusively on the post-TRIPS era. This study aimed to explore the extent of delay in the introduction of new chemical entities (NCEs) in post-TRIPS India vis-à-vis the US and identify the launch determinants.

Methods: A sequential exploratory, mixed methods study design was adopted for the study. Stakeholder interviews were carried out with representatives from pharmaceutical companies, regulators and other sector experts to identify the potential launch determinants. The introduction of NCEs in India vis-à-vis the US was studied with the help of data from the websites of the regulators in the two countries i.e. Central Drugs Standard Control Organisation (CDSCO) in India and the US Food and Drugs Administration (USFDA). Indian pharmaceutical sales data from IQVIA was used to examine the effects of the expected market size and price. Survival curves were plotted using the Kaplan Meier method and log rank tests were carried out for dichotomous co-variates. The Cox proportional hazards (CPH) model was used to test the determinants of launch of NCEs. Information obtained from KIIs and literature review was used to understand unquantifiable determinants like regulatory factors.

Results: Between 2005 and 2015, the USFDA approved 252 NCEs. 55% of the NCEs were approved in India by 2019 of which, 81% were approved after the US. The average time lag for introduction of these NCEs was 32 months. The findings from the CPH model suggest that NCEs that received blockbuster status in the global market, those that were launched in the US by companies active in the Indian market and those that targeted non-communicable diseases (NCDs) experienced earlier launch in India. Innovativeness of the new drug and expected market size were not found to have an impact on the

launch contrary to the expectations of most stakeholders. Stakeholders did not see the regulatory process delaying the launch of NCEs significantly in post-TRIPS India.

Title: Subjective Norms and Technology Usage Behavior: The roles of QR code Scanning Intentions, Visual Design Complexity and Customer Trust

Authors: Hina Yaqub Bhatti and Shazia Nauman

Abstract: In the 21st century, Quick Response (QR) codes rapidly gained popularity in developed countries such as Europe and North America especially in the manufacturing industry (Okazaki, Li, & Hirose, 2012), and have become a useful communication tool for interaction between consumers and brands. Due to COVID-19 Pandemic, the retailers are moving towards new innovative technology such as Quick Response (QR) codes all over the world, especially in developing countries. QR codes are machine-readable and optical labels that were designed in 1994 in Japan for fast and accurate inventory checks (Denso, 2011). QR codes consist of more information about Web site URLs, e-mail addresses, product images, and coupons (Sun, Sun, & Liu, 2007). Pakistani consumers buying patterns have changed during the COVID-19 pandemic and retailers opted for innovative strategies due to the decline in demand for their products and services. Therefore, 65 % of Pakistani consumers have shifted towards digital payments.

Consumers encounter a new, unavoidable challenge when they use the information they can trust through networked digital media (Metzger & Flanagin, 2013). Therefore, enhancing consumers' trust is an important prerequisite in e-commerce (Hsu, Chen, & Kumar, 2018). There is limited research on trust and subjective norms (Tsai, Chin, & Chen, 2010; Wu & Chen, 2005). Therefore, this study considers consumer trust as a moderating variable on subjective norms —QR code scanning intention relationship. On the other hand, visual design complexity is also important for building a consumer's QR code scanning intentions and refers to the level of detail, intricacy, entanglement, and nexus of patterns, shapes, illustrations, and layouts. Its impact on consumers is bi-directional (Arnheim, 1968) and can influence them in a positive or a negative way. Okazaki, Navarro, Mukherji, and Plangger (2019) suggested that the effect of visual design complexity depends on the personality and psychology of consumer-related to the quest for knowledge. Therefore, this research also considers a visual design complexity as a boundary condition and examines its effect on subjective norms —QR code scanning intention relationship.

The current literature is still silent about factors that lead to the acceptance and usage of QR code scanning among consumers (Ibrahim, Hussin, & Hussin, 2020; Okazaki et al., 2019) and there is a missing link between QR code scan intentions and actual technology usage behavior (Okazaki et al., 2019). This study addresses this research gap and examines how the usage of QR code scanning influences the acceptance and usage of QR code scanning of consumers through the mediating mechanism of QR code scanning intention and moderating roles of visual design complexity and consumer trust.

We employed the Technology Acceptance Model (TAM) developed by (Davis, 1985) to explain the technology usage behavior. The theoretical grounding for the model is based on Fishbein and Ajzen (1977) Theory of Reasoned Action (TRA). According to TRA, an individual's intention to perform a behavior is a function of his/her attitude toward the act or behavior and social norms. An individual's attitude predicts his/her intention and intention shapes the actual behavior. Data were collected from 211 respondents, Lahore, Pakistan. Structural equation modeling (SEM) analysis was employed using Smart PLS 3.0. Our result supported the proposed moderator- mediation model. Results illustrated that subjective norms were indirectly related to the technology usage behavior via QR code scanning intentions, whereas visual design complexity and customer trust, have a moderating effect in the subjective norms —QR code scanning intention relationship.

The study contributes in various ways. First of all, this research attempts to extend the existing literature by creating a link between QR code scanning intentions and actual technology usage behavior. Secondly, this study investigated the moderating role of visual design complexity and customer trust in subjective norms and QR code scanning intention relationship. Third, the study was conducted in a developing country context and it is beneficial for both academia and industry as researchers could take insights that under which condition consumer will accept the new technology model especially in countries like Pakistan. This research is also beneficial for managers to develop better strategies while deploying new technologies in their business models. Similarly, when marketers are going to deploy new technology

models in order to enhance their efficiency in Pakistani contexts, they can easily distinguish between the most and least important factors that will motivate the consumers toward the acceptance of new technology.

Hypotheses:

H1: Subjective norms has a positive and significant effect on Technology Usage Behavior

H2: QR code Scanning Intention Mediates the relationship between subjective norms and Technology Usage Behavior

H3: Visual design complexity moderates the relationship between subjective norms and QR scanning intention

H4: Customer trust moderates the relationship between subjective norms and QR scanning intention.

Title: Personalized managerial response to online reviews: the moderating effects of review inconsistency and reviewer expertise

Authors: Wangyan Jin and Yuangao Chen

Abstract: Managerial response acts as an effective measure for the hotel manager to interact with consumers. This study identifies the personalized managerial response by machine learning method and explores the effect of personalized response on review helpfulness. The moderating effect of review inconsistency and reviewer expertise on the relationship between personalized response and review helpfulness is tested in the research. The results indicate that review inconsistency positively moderates the effect of personalized managerial response on review helpfulness while reviewer expertise shows nonsignificant influence. The research findings provide practical and managerial implications for hotel managers.

Title: The effect of tactile sensations on consumers' choice satisfaction via the intermediary role of, cognitive effort and affective experience.

Authors: Aya Shaban

Abstract: With the development and growth of digital non-touch media such as used in online shopping, consumers can access only limited information about products before they purchase. Online shoppers lack tactile information gained through physically touching the product prior to the purchase. This research explores the use of sensory enabling technologies (SETs) in online product display to compensate for the lack of physical touch. Some shoppers may avoid online shopping due to its associated uncertainties, and how it can lead to adverse consequences such as poor choice. However, if shoppers started to feel confident concerning their judgments in online shopping, their purchase intentions may rise. Therefore, it is crucial for e-retailers to make the online shopping experience less risky, so that consumers can make their purchase decisions while being more confident based on tactile input. For instance, detailed as well as accurate visual information on the screen can facilitate consumers' decision making as well as decrease consumer's perceived risk (Park et al., 2005).

It was found that the inability to touch products is considered as a challenge for e-retailers (Overmars and Poels, 2015). However, the research area related to how e-retailers can overcome this challenge or even mitigate it remains relatively unexplored. Therefore, in order to be able to optimize the online customer experience, e-retailers need to identify a convincing alternative for touch, so they can enhance product understanding in the online shopping context (Overmars and Poels, 2015). Such alternatives include SET product displays such as interactive interfaces (zooming in/out capabilities) or video presentation. This research addresses this crucial gap and further it explores how the online product display can affect consumers' choice satisfaction through the perceptions of tactile sensations, and whether cognitive, and affective processes may mediate the effect.

Research on the sense of touch has been increasing in the marketing literature, as marketers are interested to understand how to compensate shoppers for the unfeasible physical touch in the online context (Mosteller et al., 2014; Yazdanparast and Spears, 2013; Verhagen et al., 2014). This research will examine whether tactile sensations, induced through different online product display formats (static image, video, zooming image), can be an influential antecedent that can affect shopper's cognitive and affective processes in an online choice context. Therefore, the research study develops a model for testing the effect of induced tactile sensations on consumers' cognitive effort and affective experience and subsequently their influence on choice satisfaction. Additionally, it examines the direct effect of tactile sensations on consumers' choice satisfaction, which fills a gap in the literature. As a result, this research incorporates both cognitive and affective components in modeling consumer's choice satisfaction.

This research adopts a three way between-subjects experimental design, as participants will be divided into three groups, where each group will experience one online display format (static image, video, or zooming image) for the selection of jacket products. The participants in the study will be consumers relevant to the purchase of women's clothing: women, aged 18 -44, and frequent online shoppers. After completing a simulated online shopping choice task, they will be asked to complete a questionnaire in order to provide measures of the constructs in the model. The data analysis will include 2-way ANOVA, CFA confirmation of scales and structural equation modelling (including multi-group analysis) using Smart-PLS.

Title: Examining the informational and affective processing of co-creative consumer experiences with the private label brands

Authors: Gulbin Durmaz, Tc Melewar, Charles Dennis and Athina Dilmeri

Abstract: The purpose of this research is to uncover the previously unexplored role of the cognitive and affective processing of co-creative brand experiences with private label brands, using the concept of consumer engagement. The existing marketing literature has scrutinized the tangible/functional factors of purchasing private label brands however consumer's cognitive and affective processing lacks empirical studies. According to an intriguing report by Eddie Yoon, consumers who are heavy purchasers of private label brands have positive strong emotions and a deep level of pride towards these brands and the retailer concerned (Harvard Business Review, 2015). However, scrutiny of the literature on private label brands shows that researchers have predominantly investigated consumer perceptions of private label characteristics, intention to purchase private label brands, and the effects of consumer-level factors on private label brands (Glynn and Chen, 2009; Rubio, Villasenor and Yagüe, 2017; Verhoef et al., 2010); while little is known about the level of consumer cognitive processing and psychological factors, which are considered as intangible attributes rather than from a functional perspective (Delgado-Ballester et al., 2014). Considering the increasing importance of private label brands and their market share in the fast moving consumer goods industry (Goldsmith et al., 2010; Sutton-Brady et al., 2017), it is essential to grasp consumers' cognitive and affective processing towards private label brands with respect to the concept of consumer engagement (Shukla et al., 2013; Delgado-Ballester et al., 2014).

Title: Building and sustaining reputation in UK social enterprises: A multiple case study analysis

Authors: Mengqi Zhang

Abstract: Building and sustaining reputation in UK social enterprises: A multiple case study analysis

Reputation is a valuable intangible asset that contributes to a sustainable competitive advantage. Yet, reputation is also a fragile resource, which takes time to build and can be squandered, devalued or damaged easily (Stopford, 2011; Hall, 1993). Hence, building and sustaining a strong and favourable reputation is a crucial and complex task for organisations. Surprisingly, studies have largely neglected the phenomenon of a 'reputation collider' (Harvey et al., 2017; Boivie et al. 2016; Lange et al., 2011), which describes an organisation that may have multiple and even conflicting reputations. This phenomenon is relevant for hybrid social enterprises given their competing institutional logics, combining both social and commercial objectives. Furthermore, there is very limited research exploring how to manage reputation in the long term and to sustain a strong and favourable reputation. This is considered essential given the competitive advantage of a good reputation. Thus, exploring reputation in the context of social enterprises provides a unique opportunity to develop a more sophisticated and dynamic understanding of organisational reputation, the social and cognitive processes surrounding its formation (Ravasi et al., 2018; Lange et al., 2011), and dynamic strategies for sustaining reputation.

Conference Paper Presentations

Date: 10 December 2020

Title: Inter-firm Collaboration as a Performance-Enhancing Survival Strategy within the Business Models of Urban Restaurants Affected by COVID-19

Authors: James M. Crick and Dave Crick

Abstract: Earlier research across various sectors highlights the potentially performance-enhancing nature of 'inter-firm collaboration' (simultaneous cooperation and competition) among network partners in business models, although practices within the hospitality context remain largely under-researched and not least during large-scale crises. Consequently, guided by resource-based theory and the relational view, this exploratory investigation examines the extent to which inter-firm collaboration serves as a performance-enhancing strategy to help survive during the evolving environmental circumstances associated with the novel coronavirus (COVID-19) pandemic. Examples include restaurants sharing knowledge about the effects of health guidelines on operating procedures, together with good and bad practices where firms have pivoted their business models. Nevertheless, this study raises questions over the extent to which decision-makers in restaurants exhibit strategic flexibility responding to environmental conditions. Additionally, whether owner-managers will continue to collaborate with their competitors after the pandemic ends, and if so, the magnitude of activities. In particular, 'trust' and 'complementary strategies' among partners are key considerations.

Title: Business innovation to tackle COVID-19 induced challenges: A study of British pub industry

Authors: Pallavi Singh, David Brown and Bidit Dey

Abstract: British pubs have been greatly affected by government-enforced lockdown measures during the global COVID-19 crisis - first as they were forced to close their premises entirely to customers, and then as they were permitted to reopen but with reduced customer capacities and operating hours. As people worldwide adapt to an emerging 'new normal' of home-based working and less unmediated social interaction, many businesses dependent upon social gatherings have struggled to trade sustainably or have collapsed entirely (Ågerfalk, Conboy & Myers, 2020; Donthu & Gustafsson, 2020; Venkatesh, 2020). This is especially the case within the hospitality, travel and tourism sectors, including British 'public houses' which are licensed to sell alcoholic beverages for social consumption upon their premises (Foroudi, Tabaghdehi & Marvi, 2021; Kaushal & Srivastava, 2021).

Prior to the COVID-19 outbreak, UK pubs and restaurants employed 4% of the national workforce, half in unskilled roles, attracting an average weekly spend of £27.40 per household. By May 2020, six weeks into the government's "Stay at Home, Save Lives" campaign and enforced closure of indoor drinking and dining areas, 65% of pubs had suspended trading entirely, jeopardising many jobs. Pubs constitute a cornerstone of British popular culture and social tradition. However, they had already declined in number from 50,000 in 2008 to 39,000 in 2018 – a decrease of 23% in a decade (ONS, 2018) – due to government and police anti-drink driving policies, cheaper canned and bottled alternatives available in shops, and a decline in wages in real terms during the same period (FullFact, 2018). From 2001 to 2018, the percentage of UK household income spent on alcohol consumed outside the home fell from 2.2% to 1.4% (ONS, 2020). With the addition of 2020's lockdown measures, UK pubs appeared to be facing a perfect storm.

The most creative owners and managers adopted innovative, entrepreneurial and technology-led responses to these existential threats and, as these were observed by others, such approaches quickly penetrated the sector through a combination of resource sharing, disruptive innovation, and the copying of good practice. This research explores this innovation within the UK licensed trade by identifying the emergent business model through data analytics that enable them to assess the challenges and opportunities inherent within it, and suggesting ways in which the model may be sustained commercially when government-imposed trading restrictions are finally lifted. In doing so, we theorise this business model by critiquing the applicability of concepts appertaining to business engagement, the sharing economy, and the customer co-creation of value. The exploratory and inductive data collected through in-depth interviews and observation of consumers and businesses enables development of a conceptual model, thereby advancing scholarship in this area and inviting further theoretical debate around business innovation during times of commercial crisis.

Title: Exploring stakeholders' expectations of firms' online marketing communication about sustainability in the legitimacy discourse

Authors: Azna Fall, Kaouther Kooli and Nektarios Tzempelikos

Abstract: This study addresses the legitimacy gap between stakeholders' expectations and perceptions of clothing firms' sustainability communications. To do so, the study used a content analysis method related to Kozinet's netnography method to analyse stakeholders' expectations and perceptions, as well as firms' strategies. The study used social media as a research environment. These findings show that stakeholders clothing firms to communicate more explicitly about their sustainability strategies and to communicate about subjects in alignment with their core business values. In the case where clothing firms do not communicate explicitly about their sustainability strategies then the stakeholders' perceptions are impacted negatively. Additionally, the use of the emotional tone in sustainability communications is recommended for clothing firms. Lastly, stakeholders expect firms to have higher engagement in their communications and to be more inclusive. The findings of this research allow clothing brands to better specify their sustainability communications strategies on social media and narrow any potential legitimacy gap.

Title: Waste reducing Eco-innovation in Packaging Industry for Environmental issues and Green Marketing

Authors: Samina Sumrin and Suraksha Gupta

Abstract: The changing ecological environment and increasing awareness on sustainability and waste management issues have urged firms to adopt innovation for their survival, efficiency, environmental performance and to attain a competitive advantage. More and more firms are keen on adopting an eco-innovation strategy to show their corporate social responsibility towards the environment and contribute to sustainability and waste prevention. Regardless of innovative technological advancement, expanding the number of global supply chains for items has prompted a synchronous increment in the utilization of many layers of packaging and related waste all along the supply process. Consequently, packaging causes both difficulties and opportunities for the world environment and society. This resultantly leads to the circular economy and sustainability-related concepts that create the importance of the eco-innovation in packaging design relationships with waste prevention. Innovation in packaging has been studied as part of product eco-innovation, but mostly at an anecdotal level. Research calls for more empirical studies to examine factors that make eco-friendly packaging innovation more effective. This paper aims to examine the eco-innovation of the packaging industry and understand how driving factors (i.e. managerial environmental awareness, technological capabilities, human capabilities, organizational capabilities) contribute to the successful implementation of eco-design innovation in packaging and its impact on waste prevention and brand.

Title: Leveraging Machine Learning and Predictive Voice Analytics to Monitor Emotional Labour of Hospitality Frontline Employees

Authors: Vishal Rana, Daraneekorn Supanti and Syed Mohyuddin

Abstract: Emotional labour is a well-practiced concept in hospitality industry (Lee & Madera, 2019). Typically, emotional labour has been defined by Hochschild (1983) as "the management of feeling to create a publicly observable facial and bodily display" (p.7). Being a labour-intensive industry with long working hours, varying shift times, facing customer aggression and dependence on tips, hospitality professionals often find themselves emotionally exhausted, frustrated, stressed, and burnt-out, yet they are expected to put up a smiling face in front of their customers (Hülshager, Lang, Schewe, & Zijlstra, 2015; Kashif, Zarkada, & Thurasamy, 2017; Kim, 2008; Lee & Madera, 2019). It is expected that hospitality professionals manage their emotions such that their expressions towards their customers achieve exceptional service quality and customer satisfaction (Hu, Hu, & King, 2017).

Employees regulate, control and modify their emotions mainly using two common strategies, i.e., surface acting and deep acting (Grandey, Diefendorff, & Rupp, 2013). Surface acting (i.e., regulating superficial expressions) is about faking the expected emotions whereas deep acting (i.e., regulating inner feelings) involves modifying the truly felt emotions to produce the desired feelings (Grandey, 2000; Wang & Xie, 2020). It is well known that surface acting is extremely detrimental to employee's well-being and causes strain (Krannitz, Grandey, Liu, & Almeida, 2015). Yet there is lack of research that investigates how to capture the emotions of employees in real time to determine the extent to which they

are engaging in emotional labour and potential ways to prevent them from causing detriment to themselves emotionally and physically. While research has suggested to having better training programs for employees to manage their emotional labour (Anderson, Provis, & Chappel, 2003), however issues with managing emotional labour is still an ongoing issue in literature (Zhao, Li, & Shields, 2019).

This paper brings a new and innovative perspective to offer ways to capture the emotions of hospitality frontline employees in real time leveraging technology. With the exponential rise in technology, there are now tools that are being developed using sophisticated machine learning and deep learning algorithms that are able to detect real time sentiments and emotions of people by monitoring their speech (Gavrilescu & Vizireanu, 2019; Gideon, Schatten, McInnis, & Provost, 2019; Kwon, 2020). This area of development to monitor emotions through Artificial Intelligence (AI) is known as emotion AI (Chakriswaran et al., 2019). For example, Empath, an emotion AI organisation has created a platform that can identify emotion from the voice in real time by analysing multiple physical properties of the voice. WatchYourTalk is another organisation that is developing a mobile application that will be able to monitor speech in real time to predict symptoms of depression. More recently call centres have started using voice-analysis software that detect mood in both customers and agents to provide better delivery of product (Hildebrand et al., 2020; Scheidt & Chung, 2019). Specifically, the software can detect signs of distress and other emotions in a customer's voice that can allow the agent to adjust to the way they talk to the customer (Akçay & Oğuz, 2020). With such sophisticated technologies making progress and are available at the disposal of organisations, hospitality organisations should leverage these technologies to monitor their employee's emotional well-being and monitor the extent of emotional labour they are performing.

However, with any new technology adoption there are multiple issues raised by consumers such as trust, social influence, perceived ease of use and perceived usefulness of the product (Beldad & Hegner, 2018). In this paper, using Technology Acceptance Model (TAM) (Davis, 1989), we utilise a qualitative approach to explore how the hospitality professionals and management perceive this technological adoption that will allow organisations to monitor employees emotions during work shifts. TAM is a proven and reliable model which provides a well-defined procedure and is widely accepted in and is one of the most cited models in Information Systems. While there have been many studies that have used quantitative methods to determine the technology adoption in various industries (King & He, 2006; Sagnier, Loup-Escande, Lourdeaux, Thouvenin, & Valléry, 2020), Tondeur, Van Braak, Ertmer, and Ottenbreit-Leftwich (2017) argued that it is difficult to understand technology integration solely based on quantitative studies that often focus on the impact of individual- and system-related features.

As qualitative research would reveal new perspectives on well-known research topics (Strauss & Corbin, 1998) research problems framed as open-ended questions would support the discovery of new information, thus updating our knowledge on the topic (Pope, Ziebland, & Mays, 2000). Specially, we aim to collect data using semi-structured interviews from frontline employees in food and beverage departments of hotels in Australia to understand the willingness to adopt this technology. The reason we investigate food and beverage professionals is their job description requires them to spend most of the time in serving customers (Afsar, Shahjehan, & Shah, 2018) which makes them ideal for investigating. The reason we investigate the management is to observe whether the management is interested to adopt this technology to help their employees manage emotional labour better than without the technology.

There are theoretical and practical contributions of the paper. This is the first paper that considers the use of sophisticated AI to understand the emotions of hospitality frontline employees in real time. Secondly, this paper adds to the limited literature on understanding emotional labour from a technological perspective. The paper offers practical contribution for the management to consider using new technologies to understand their employees emotional labour better and provide them with proper training proactively rather than wait for things to go south and be reactive. This approach of technological adoption will be useful for HR practitioners in managing employees' performance and identifying training need analysis for training and development.

Title: The Role of Customer Analytics in New Product Performance: An Investigation of Internal and External Contingency Effects

Authors: Sena Ozdemir

Abstract: Drawing from the Knowledge Based View (KBV) of the firm and Contingency Theory, this paper examines the impact of the deployment of customer analytics (CA) on new product performance and the extent to which the relationship between the two variables is contingent on the strategic fit of CA with the internal and external contingencies of a firm. The empirical analysis has been conducted on a sample of 249 high and medium tech firms based in China. We find that while the deployment of CA has a linear positive effect on new product performance, this is dependent on a variety of internal and external contextual contingencies. While some internal contingencies (such as exploitative learning strategy and market knowledge breadth) negatively moderate the effect of CA deployment on new product performance, others (i.e. personnel analytical capabilities and knowledge integration mechanisms) mediate its effect on performance. Finally, technological turbulence, as an external contingency, reduces the positive impact of CA deployment on new product performance.

Title: Understanding Boredom in an Online Buying Context

Authors: Rebecca Ali, Dr. Gohar Khan and William Wang

Abstract: Boredom is a negative affective state, which hasn't been given much attention compared to other negative states, but now it has become a hot topic for the researcher. There exists a lack of comprehensive portrait of its nature in online shopping context. Through a meta-analysis of 122 articles, using grounded theory, our aim is to know its nature in online buying and to define it in this context. Currently, 30 articles have been open coded, and finding of this approach states that boredom is a dull state, where one seeks stimulation in order to avoid it and online shopping indeed contributes to change this state.

Title: Robin Hood Insurance Broking: Driving growth with differentiation

Authors: Jitender Kumar Kumar

Abstract: Robinhood Insurance Broker Private Ltd., one of the largest insurance broking companies in India, operating for more than 12 years and had a strong presence in eight major cities of India. RHIBPL had been known for Life Insurance, Non-life insurance like car, two-wheelers, mediclaim, health. RHIBPL's unique selling proposition was found in the best fit where each product and service was recommended after understanding the need of the customer. On October 16, 2020, Abhishek Singh, Chief Distribution Officer (CDO) at RHIBPL, was preparing for an upcoming management meeting on the company's Vision 2020 "To be the largest insurance provider in the country and to reach US\$ 140 million by 2025" which was communicated by the Ajay Bansal, founder and chief executive officer (CEO) of RHIBPL. Singh, who is responsible for the firm's insurance business, wondered what One Insure should focus on accomplishing US\$ 140 million during the next five years.

The case provides an opportunity for students to empathize Singh and develop a plan to reach US\$ 140 million. In this case, students should take into consideration the factors, differentiation factors.

Title: Exploring the impact of COVID-19 on institutional voids in Brazil: policies for managing massive disruptions

Authors: Diego Vazquez-Brust, Samuel Bonsu, Ticiana Braga de Vincenzi, Natalia Yakovleva and Roberta Castro de Souza Piao

Abstract: The disruptions caused by COVID-19 pandemic on organizations and institutions all over the world and their corresponding responses are being increasingly documented by the academics. The scope and breadth of these impacts depend on socio-economic contexts and public policy measures. Thus, more context-specific studies are needed to unravel the complexity of interactions between macro changes and behavioral responses. In this paper, we aim to address this gap by exploring the institutional voids and organizational challenges in Brazil, most affected developing country by the pandemic. Located in pre- and post-COVID interview data, our study uses qualitative research approach to build theory with the institutional voids' perspective. We seek to explain the dynamics of organizational survival in the face of life-threatening disruptions caused by COVID-19. We find that as organizational uncertainties emerge internally and in relations with external actors. Companies experience threats due to increased severity of formal voids in financing and regulation. New institutional voids emerge in coordination and framing with ambiguity regarding rules of operation and governance. These threats are somewhat compensated by opportunities arising in informal institutions that tap on the collective emotions and attitudes towards building informal support and call for spontaneous reactions from organizations.

Title: Effects of COVID-19 on Organizational Practices in Ghana's Waste Management Sector

Authors: Samuel K. Bonsu, Diego Vazquez-Brust, Natalia Yakovleva, Roberta de Castro Souza Piao and Ticiana Braga de Vincenzi

Abstract: Reviews of related practices in Africa have identified a waste management crisis (Couth and Trois, 2010; UNEP 2018). The situation is compounded by the lack of clear structures in Africa to guard against business disruptions (Sydow et al., 2020) and the coronavirus pandemic. Addressing this challenge calls for new localized theoretically grounded business models that will facilitate improved resilience. Consequently, our goal in this paper was to explore the impact of covid-19 pandemic on the waste management value chain in Ghana towards identifying innovative ways by which local firms responded to the disruption. Ghana's case offers lessons for other areas where robust governance structures are rare.

Title: The pandemic consumer journey: A stockpiling perspective

Authors: Savvas Papagiannidis, Eleftherios Alamanos, Charles Dennis and Michael Bourlakis

Abstract: The Covid-19 pandemic has changed retailing, probably forever, as customers move towards online shopping and home delivery (Pantano, Pizzi, Scarpi, and Dennis, 2020; Roggeveen and Sethuraman, 2020). Following pandemics such as SARS in 2003 and H1N1 in 2009, researchers warned of the need for public health management to be more prepared (e.g., Teasdale, Yardley, Schlotz and Michie, 2012; 'Silver Swan' 2016 Scottish readiness exercise reported in the Daily Record, 2 May 2020). Clearly, that message still needs to be taken on board by policy makers, as early lessons from the Covid-19 pandemic indicate the need for better preparation to prevent and/or manage such tragedies and speed up economic recovery (Leung, Sharma, Adithipyankul and Hosie, 2020). Covid-19 has spread globally with unprecedented speed and is causing global recession (Sharma, Leung, Kingshott, Davcik, and Cardinali, 2020; Eggers, 2020; Fernandes, 2020). Relaxing restrictions may lead to a bounce-back in consumption with only a short-term effect (Deng, Wang, and Chao, 2020). Fluctuations could confound efforts to match supply with demand and disrupt global supply chains (Sharma et al., 2020). Disruptions such as product shortages emanated from consumers buying products in bulk/stockpiling (Pantano et al. 2020) as they were feeling insecure and threatened. With few exceptions (e.g. Teasdale et al., 2012; Wen et al., 2005), the impact of a pandemic on consumer behaviour has not been analysed in detail and Covid-19 presents an opportunity to fill this gap. Consumer stockpiling was only the start of this consumer behaviour reaction due to Covid-19 as the imposition of social distancing and/or a lockdown accelerated insecurity, threat and uncertainty for consumers. To overcome shortages, consumers expanded their use of channels and many consumers started buying online for the first time to minimise uncertainty of product availability or even to minimise the impact of social exclusion and increase their wellbeing. This situation presents a plethora of research gaps that require urgent attention.

To address the above and given that attempts to identify prior research to model the relationships between antecedents and consequences of important Covid-19 supply chain disruptors such as stockpiling, produce sparse results, we used social media to elicit or confirm potential constructs for our model (Study 1). Important dimensions so generated complemented Protective Motivations Theory (PMT) to explain stockpiling behaviour, which formed the basis for Study 2, the stockpiling preparation stage and Study 3, the effects of the Covid-19 pandemic disruptor on customer service logistics and lockdown shopping channel preferences. Data for Studies 2 and 3 were gathered via a structured questionnaire survey delivered to an online panel in the UK (n=600). The results confirm expectations that consumer-driven changes to supply chains emanate largely from consumer uncertainty (Martin-Neuninger & Ruby, 2020). In turn, this situation has created panic buying by consumers who decided to start stockpiling by visiting physical stores and/or by ordering online. Findings demonstrate that lockdown restrictions lead to feelings of social exclusion but, importantly, stockpiling helps to minimise consumer anxiety and fear and even increases wellbeing.

Title: Understanding impulse buying of 'affordable luxury': Brand connection and revised stimulus-emotion-response framework

Authors: Dongmei Cao, Maureen Meadows, Suraksha Gupta and Rami Ayoubi

Abstract: Affordable luxury has become an emerging and growing trend in luxury fashion consumption. However, relevant academic research remains little. This study aims to understand the impulse buying of Affordable Luxury Fashion (ALF) in the context of outlet stores in the UK. Drawn on Stimulus-Organism-Response (SOR) paradigm, impulse buying literature, and cognitive load theory, we developed and examined a conceptual model using a sample of 631 survey data and PLS-SEM technique. Our evidence supports that impulse buying significantly associates with ALF items. We revealed that three key determinants, namely, brand connection, in-store browsing, and affective emotions, well explained the impulse buying of ALF. Also, inside luxury fashion outlet stores, in-store stimuli strongly impact on on-site emotional states and consumers' brand connection. We further demonstrate that the effect of in-store stimuli on brand connection differs significantly in male and female consumer groups. This study contributes to the understanding of consumers' impulse buying behaviour, particularly associated with the ALF concept and brand connection.

Title: Corporate rebranding: A multiple case study in the higher education sector

Authors: Abraham Joseph and Suraksha Gupta

Abstract: Corporate rebranding that modifies logos, tagline and the corporate brand name is common among practitioners. Available literature reports the success of corporate rebranding by the response and perception of external stakeholders but there is little reflection of the internal perspective. Employees however represent the brand values and fulfil the corporate brand promise. To fill this gap a multiple case study approach was adopted, and semi-structured in-depth interviews were conducted followed by thematic analysis of the data. Findings of the study emphasized upon the role of internal brand communication by leadership in facilitating changes to the corporate brand, resulting in employee buy-in. This important contribution to the literature will also help managers achieve employee buy-in to strategic changes in the organisation especially post Brexit. Further research is recommended to measure existing levels of employee engagement and corporate brand identification that will support post rebranding employee buy-in.

Title: Building a sustainable nation branding framework through brand identity and brand essence: A case of "Malaysia Truly Asia"

Authors: Yusniza Kamarulzaman, Marlia Marzuki and Thinaranjney I Thirumoorthi

Abstract: Within the fast pace of globalisation, a healthy competition between countries emerged in getting the attention of tourists around the world. Hence, the importance and the need for nation branding (also known country branding) has ended up more noticeably. Branding would be a fundamental instrument to stake out and communicate to the audiences as it creates a reputation and builds a strong brand of the nation. As nation branding is about the perceptions of the country, it is crucial to identify what is the national brand identity and essence from the perception of global tourists. One of the most prominent cases in Asia is Malaysia's long-running tourism campaign called 'Malaysia Truly Asia' (MTA), which is often cited as a classic case of successful country branding. The MTA campaign was crafted in the year 2000. Since then, the government agencies and tourism players have been exploiting the slogan and campaign attracting foreign tourists to visit Malaysia while contributing to the country's economy. The MTA slogan has taken its deep roots in the society and its echoed across the world as an expensive advertising and marketing campaign funded by the government. This study aims to develop a sustainable nation branding framework linking the brand identity and brand essence based on the MTA case. This study examined the elements of brand identity and brand essence of Malaysian nation branding based on online community perceptions. Besides, it also explored the sentiments of online reviews towards the branding of Visit Malaysia 2020 under MTA campaign, which was suspended due to the global pandemic. The data was collected via conversations and reviews from a few popular online platforms such as Facebook, Twitter, Web Community, Reddit and Tripadvisor. From a total of 1132 online conversations and reviews, 648 reviews were from Malaysia while 484 reviews were from abroad such as Singapore, Indonesia, United Kingdom, Australia, United States of America, New Zealand, India etc. Through this qualitative study, it is proven that Malaysia has all the unique features to build a strong nation brand. The study revealed that most of the elements of the brand identity and brand essence of Malaysia had been perceived very positively by the online community, which support a sustainable MTA tourism campaign for years to come. Elements such as architecture, landscape, art and food received voluminous of positive comments from the online participants. However, the political regime element is the only element that received a negative perception. Even though Malaysia's political regime did not get good perceptions, other features associated with contemporary cultures such as music, literature, language, and sports will help counterbalance the perception of the tourists. As for the brand essence, the study disclosed that Petronas Twin Tower had been recognised as an iconic building that is synonym to Malaysia. Sports events such as MotoGP encourage more tourists to come and show positive impacts on sports tourism. Folklore stories like Puteri Gunung Ledang and Hikayat Merong Mahawangsa have a significant effect on the growth of the younger generation in understanding the right values from their ancestors. While the Penang Peranakan Mansion; The Stadthuys and A'Famosa of Malacca; and Georgetown World Heritage have been recognised as most visited historical buildings by the tourists that is full of heritage elements with irreplaceable identity and authenticity that impressed the visitors. It is expected that the proposed Nation Branding framework would offer some insights to tourism practitioners and stakeholders globally in the effort to improve their countries' competitiveness, reputation, image and uniqueness while strengthening the resilience of the tourism businesses.

Title: Sustainable branding strategy via celebrity corporate brand

Authors: Anisah Hambali, Sharifah Faridah Syed Alwi and John Balmer

Abstract: Celebrity endorsement has received academic attention since the 1970s and it has widely been used by companies in their marcom (marketing communications) activities as an effective strategic tool to promote their brands, companies, products and services. Instead of only being appointed as endorsers, this new phenomenon sees how celebrities have changed their roles as human brands and are now better known as celebrity brands. Celebrities, as they are known today, are progressively becoming brands in their own right (i.e. celebrity brand), have their own value, owning their own products and/or services and businesses/companies (i.e. corporate brand), and endorsing other corporate brands too. Companies use celebrity endorsements to position and communicate their individual/product brand image to consumers at large. However, due to the changing marketing environment (from traditional to digital marketing) and in particular, during the pandemic time, companies are finding that their communication through celebrity endorsements have become costly and less efficient when trying to project a coherent corporate image and reputation across various audiences. Rather, the new trending phenomenon of celebrity chefs may achieve the desired effect. Unlike other human brands such as CEOs, athletes or artists, which roles limit to either personal or corporate roles, celebrity chefs are unique

as they encompass both. Furthermore, they also endorse other brands and corporate brands simultaneously, enabling them to project their own personal and corporate brand as well as the brand they are endorsing.

Hence, this study's novelty lies in the exploration and development of the celebrity chef concept at both the product and corporate brand level of their 'own' and 'endorsed' activities (termed as celebrity corporate brand or CCB in this study); and operationalises the CCB concept. The study aims to investigate whether a change in the celebrity brand roles by addressing both traits (human personality) and states (brand personality) and by associating it at the corporate brand level, given the best contextual setting, is one of the possible ways to strategically use celebrity brand beyond endorsement in marcom activities. The study has three objectives, which are: 1) to explore the concept of celebrity brand at a corporate brand level, known as Celebrity Corporate Brand – CCB; 2) to investigate the impact of CCB on attitudinal (identification, image and reputation) and behavioural (loyalty) outcomes (termed as corporate brand enhancement); and 3) to develop a holistic conceptual model to understand the consumers attitudinal and behavioural response and association impact of celebrity brand at corporate brand level named as Celebrity Corporate Brand Association Impact on Corporate Brand Enhancement Model.

The study uses population-based survey experiments - covering samples selection from the United Kingdom and Malaysia. In particular, the study follows a strict process of developing scales with pre-test, pilot and main data collection process with final and usable responses 423. A two-step structural equation modelling was utilised to test all developed hypotheses. The study finds that CCB represents and carries his Personal Brand, Product/Service Brand and Corporate Brand. CCB Product Brand refers to the celebrity chefs own developed products and services which are their foods, cookbooks, kitchen utensils. CCB Corporate Brand refers to the celebrity chefs' businesses, corporations and companies such as their restaurants, colleges and programs. The study tested hypotheses, relating CCB construct with CCB Id, CCB Image, CCB Reputation on the endorsed corporate brand image; and attitudinal and behavioural outcome on both CCB own and endorsed corporate brand loyalty.

The result shows that CCB represents and carries his Personal Brand, Product/Service Brand and Corporate Brand. CCB Product Brand refers to the celebrity chefs own developed products and services which are their foods, cookbooks, kitchen utensils. CCB Corporate Brand refers to the celebrity chefs' businesses, corporations and companies such as their restaurants, colleges and programs. CCB is further conceptualised through the CCB's Authentic and Functional Quality, CCB's Cognition and CCB's Personal Quality. The CCB's Philosophy also projects the celebrity's own corporate brand and endorsed activities. CCB Personal Brand refers to the celebrity chefs' traits such as their interpersonal skills and quality, symbolic value and authenticity; and their and their personality states such as enterprising and technical quality.

CCB is further conceptualised through the CCB's Authentic and Functional Quality, CCB's Cognition and CCB's Personal Quality. The CCB's Philosophy also projects the celebrity's own corporate brand and endorsed activities. CCB Personal Brand refers to the celebrity chefs' traits such as their interpersonal skills and quality, symbolic value and authenticity; and their and their personality states such as enterprising and technical quality.

Theoretically, the research is novel in four different ways: 1) it offers a fresh insight to scholars and practitioners in celebrity endorsement, human or celebrity brand, into how to address the new phenomena of changing consumer and celebrity roles by going beyond the celebrity endorsement concept (i.e. via CCB); 2) it explores, develops, defines and provides measures for the newly developed CCB concept; and 3) it extends the nascent literature on celebrity brand, which explores mainly at product brand level, to corporate brand level (celebrity with personal brand also owning corporate brand), and 4) it test CCB empirically and further investigates its relationship in terms of both attitudinal and behavioural outcomes in an effort to enhance corporate brand (corporate brand enhancement process). Previously, studies on celebrity endorsement only look at the use of celebrity as an endorser and discussion in this area is made based on the Source Model which only discusses the personality traits of the celebrities. In addressing the changing roles of celebrities (having personal brands, product brands and corporate brands), this study defines CCB by including both the celebrity brand personality traits and states and researching its impact on corporate brand enhancement. Furthermore, this study looks at both the attitudinal and behavioural outcome of the CCB on multiple stakeholders (celebrities, consumers and endorsed corporate brands).

Methodologically, the study contributes in two ways: (1) a new context (celebrity chefs) is chosen to add new insights to celebrity branding literature; and (2) the inclusion of multiple stakeholders as the samples. The study proposes marketers to select a new type of celebrity: one that has a personal brand, product brand and/or corporate brand to increase the promotional marketing campaign success. Both parties need to work together to build upon their brand strategy to ensure that the consumer identifies closely with them, thereby enhancing their image and reputation and subsequently increasing

brand loyalty to the advantage of both parties. Interestingly, once CCB has built upon reputation, this guides the business and marketers to carefully select them in the hope of enhancing its corporate brand. It is essential to address various audiences in this new era by designing an appropriate positioning and communication strategy. The results will assist businesses and organisations in the context of defining and developing strategy alongside celebrity chefs (as the CCB) with their businesses and the endorsed corporate brands.

Title: Examining the antecedents of luxury brands engagement: A study of the young Indian Consumer

Authors: Ankur Srivastava and Purva Sharma

Abstract: Luxury consumption motivation is centered on the social comparison theory and believes that people use luxury brands to adhere to social standards. This is rooted in a feeling of satisfaction and preference for luxury brands. One's self-concept also drives the preference for certain categories of luxury consumption. Given the presence of a myriad of reasons, consumers purchase luxury items for individual reasons, and extensive studies have been done in the past to investigate the same. This study focuses on the motivations of luxury customer engagement by young consumers using a qualitative method for analysis. 61 respondents were interviewed based on four aspects- functionality, emotions, social factors, and other factors. The transcribed responses were analyzed using content analysis. Electronic products were selected for emotional reasons, whereas watches were functionally and socially motivated. The findings could help managers formulate their communication strategies.

Title: Retailers, why don't you take into account what I feel and how I behave in crowd conditions?

Authors: Nesrine Tmimi, Hamida Skandrani and Kaouther Kooli

Abstract: The store atmosphere issue has become of a major interest for academicians as well as for practitioners. Indeed, with the large development of the retailing sector and the growing competition between retailers, the management of store atmosphere variables is considered as an important source of differentiation since these later are found to be key marketing tools that influence consumer behavior (Kotler, 1973-1974). This recognition fostered the interest of several marketing academicians to more thoroughly understand the atmospherics concept and to identify its components and their impact mainly on consumer attitude and behavior, but rarely on employees ones (Skandrani et al. 2011) despite the theoretical acknowledgment by some scholars of that impact (Bitner, 1992). This study investigates the impact of the crowd on the employees' emotional and cognitive responses in a hypermarket. Pursuing this objective could be very helpful in managing the store atmosphere variables in more efficient way. More specifically, this may help uncover the reasons behind some employees' attitudinal and behavioral responses such as satisfaction/dissatisfaction, arousal, excitement, mood, cooperation, interaction with consumer, stress, task performance, under crowd conditions (Bitner, 1992; Skandrani et al., 2011). It may allow learning more about how do employees perceive crowd (opportunity or source of discomfort), how do they deal with crowd conditions, and how do they react to consumer enquiries in these circumstances

A qualitative approach was adopted to uncover employees' emotional and cognitive responses under crowd condition. Semi structured interviews and storytelling techniques were used to collect data in behalf 43 employees. 20 of them participated to the storytelling study. Besides, 43 consumers were interviewed to take into account the consumer point of view and to ensure the validity of our study results. Data gathered in this study were analyzed using content analysis. For data analyses two methods were adopted: the comprehensive analysis approach is used for story telling analysis. And the thematic analyses approach to identify the salient themes and sub themes.

Employees identified two main representations of the crowd. 1-the economic oriented representation; crowd is seen as an opportunity to make profit. 2- the social oriented representation; crowd is a huge number of people. Also, these representations are closely related to a time period. Moreover, crowd is found to have a dual influence (negative and positive influences). First, crowd seems to have a negative impact on the attitudinal and behavioral responses in so far as some employees declared having experienced overload, felt humiliation and panic. But for some of them it is a source of excitement. As to the physiological responses, crowd could yield to energy loss, suffocation, headache and agoraphobia/ochlophobia. Besides, crowd seems to encourage employees working more but it could lead them to lower their effort. Second, the results revealed that crowd might be harmful to some ambient factors' functions. Indeed, under

crowd conditions employees could perceive music as noisy, scents might smell bad and relationship between employees and customers seems to be jeopardized. Indeed, some employees declared they don't want to touch customers nor that customers touch them. As to lights, they appeared to intensify the negative impact of the crowd. Third, crowd is found to have a negative impact on job perception and satisfaction, work performance (more efforts are necessary), the work pressure which leads to a cognitive overload. Nevertheless, job experience may moderate the relation between crowd and employees' reactions. Fourth, crowd had a dual impact on store social interactions in so far as employees may help each other or refuse to interact with other employee. However, crowd appeared to have only a negative impact on the relationship with customers.

On another hand, the negative impact of crowd could be extended to influence employees' private life. Indeed, some employees stated after experiencing crowd conditions, they ask for peaceful conditions and some of them even suffer from the insomnia, agoraphobia and also claustrophobia.

Title: Impact of Psychological Empowerment on Creative Performance of Salespersons: Exploring the Mediating and Moderating Mechanisms Through a Two Country Study

Authors: Sunil Sahadev, Kirk Chang, Ji-Hee Kim, Tanveer Ahmed and Philip Kitchen

Abstract: The vital importance of salesperson creative performance has been repeatedly emphasised in both academic and practitioner studies. The study explores the role of psychological empowerment as an antecedent of creative performance among salespersons. Based on the JD-R theory, the study hypothesises the mediating role of thriving and moderating role of competitive psychological climate. The conceptual model is tested through a study among salespersons in Pakistan (n = 219) and South Korea (n =201). Most of the hypothesised relationships are found to be established in both the studies. The study further discusses the academic and managerial implications emerging out of these results.

Title: Individual and Corporate Brand Moderated mediation model of illusion, butterfly effect and aesthetic stimuli communication.

Authors: Maria Jerez and Pantea Foroudi

Abstract: The aim of this study is to investigate the relationship between individual brand and corporate brand, mediated by illusion, butterfly effect and aesthetic stimuli communication, and how this mediation depends on the degree of perceived individual work role. Restaurant ranking (one, two, and three Michelin-starred) is used as a moderator of this relationship to describe the meaning of the incentives. The relationship between individual and corporate brand includes mending, developing, reinforcing, preserving or reviewing current individual brand. Consequently, instead of considering this progression as a simple procedure of embracing a work position, these brand relationships are an interactive and problematic procedure. Mix methodology will be applied using in-depth interviews with company personnel whereby a comprehensive relationship is assumed. The complexity of the 'individual brand' relationship between the chefs and characteristics of the restaurant's social milieu combines the situation specifically for applying quantitative methodologies in order to collect chefs' experiences and perceptions, unencumbered by 'what we expect to find or what we have read in the literature'.

This work is important because the effect of the relationship of the constructs, such as individual brand and connection to evolving specific job roles, is still under-examined in certain conditions. Employers need to understand the abilities of individuals, because these have repercussions associated with individual and corporate brands, which have an impact on the ultimate interests of the entity. An envision of this study is that chefs with a sense of individual brand would effect positively a corporate brand. An expected result within the study can be established with the construction of an agentic role on the development of individual brand; this will provide the specific benchmark while contributing to the main elements of an individual brand intergroup.

Title: The Impact of COVID-19 on Celebrity and Social Media Influencers' Branding Strategy

Authors: Anisah Hambali and Sharifah Faridah Syed Alwi

Abstract: Celebrity endorsement has received academic attention since the 1970s and it has widely been used by companies in their marcom (marketing communications) activities as an effective strategic tool to promote their brands, companies, products and services. Instead of only being appointed as endorsers, this new phenomenon sees how celebrities have changed their roles as human brands and are now better known as celebrity brands. Celebrities, as they are known today, are progressively becoming brands in their own right (i.e. celebrity brand), have their own value, owning their own products and/or services and businesses/companies (i.e. corporate brand), and endorsing other corporate brands too. Companies use celebrity endorsements to position and communicate their individual/product brand image to consumers at large. However, due to the changing marketing environment (from traditional to digital marketing) and in particular, during the pandemic time, companies are finding that their communication through celebrity endorsements have become costly and less efficient when trying to project a coherent corporate image and reputation across various audiences. Rather, the new trending phenomenon of celebrity chefs may achieve the desired effect. Unlike other human brands such as CEOs, athletes or artists, which roles limit to either personal or corporate roles, celebrity chefs are unique as they encompass both. Furthermore, they also endorse other brands and corporate brands simultaneously, enabling them to project their own personal and corporate brand as well as the brand they are endorsing.

Hence, this study's novelty lies in the exploration and development of the celebrity chef concept at both the product and corporate brand level of their 'own' and 'endorsed' activities (termed as celebrity corporate brand or CCB in this study); and operationalises the CCB concept. The study aims to investigate whether a change in the celebrity brand roles by addressing both traits (human personality) and states (brand personality) and by associating it at the corporate brand level, given the best contextual setting, is one of the possible ways to strategically use celebrity brand beyond endorsement in marcom activities. The study has three objectives, which are: 1) to explore the concept of celebrity brand at a corporate brand level, known as Celebrity Corporate Brand – CCB; 2) to investigate the impact of CCB on attitudinal (identification, image and reputation) and behavioural (loyalty) outcomes (termed as corporate brand enhancement); and 3) to develop a holistic conceptual model to understand the consumers attitudinal and behavioural response and association impact of celebrity brand at corporate brand level named as Celebrity Corporate Brand Association Impact on Corporate Brand Enhancement Model.

The study uses population-based survey experiments - covering samples selection from the United Kingdom and Malaysia. In particular, the study follows a strict process of developing scales with pre-test, pilot and main data collection process with final and usable responses 423. A two-step structural equation modelling was utilised to test all developed hypotheses. The study finds that CCB represents and carries his Personal Brand, Product/Service Brand and Corporate Brand. CCB Product Brand refers to the celebrity chefs own developed products and services which are their foods, cookbooks, kitchen utensils. CCB Corporate Brand refers to the celebrity chefs' businesses, corporations and companies such as their restaurants, colleges and programs. The study tested hypotheses, relating CCB construct with CCB Id, CCB Image, CCB Reputation on the endorsed corporate brand image; and attitudinal and behavioural outcome on both CCB own and endorsed corporate brand loyalty.

The result shows that CCB represents and carries his Personal Brand, Product/Service Brand and Corporate Brand. CCB Product Brand refers to the celebrity chefs own developed products and services which are their foods, cookbooks, kitchen utensils. CCB Corporate Brand refers to the celebrity chefs' businesses, corporations and companies such as their restaurants, colleges and programs. CCB is further conceptualised through the CCB's Authentic and Functional Quality, CCB's Cognition and CCB's Personal Quality. The CCB's Philosophy also projects the celebrity's own corporate brand and endorsed activities. CCB Personal Brand refers to the celebrity chefs' traits such as their interpersonal skills and quality, symbolic value and authenticity; and their and their personality states such as enterprising and technical quality.

CCB is further conceptualised through the CCB's Authentic and Functional Quality, CCB's Cognition and CCB's Personal Quality. The CCB's Philosophy also projects the celebrity's own corporate brand and endorsed activities. CCB Personal Brand refers to the celebrity chefs' traits such as their interpersonal skills and quality, symbolic value and authenticity; and their and their personality states such as enterprising and technical quality.

Theoretically, the research is novel in four different ways: 1) it offers a fresh insight to scholars and practitioners in celebrity endorsement, human or celebrity brand, into how to address the new phenomena of changing consumer and celebrity roles by going beyond the celebrity endorsement concept (i.e. via CCB); 2) it explores, develops, defines and provides measures for the newly developed CCB concept; and 3) it extends the nascent literature on celebrity brand, which explores mainly at product brand level, to corporate brand level (celebrity with personal brand also owning corporate

brand), and 4) it test CCB empirically and further investigates its relationship in terms of both attitudinal and behavioural outcomes in an effort to enhance corporate brand (corporate brand enhancement process). Previously, studies on celebrity endorsement only look at the use of celebrity as an endorser and discussion in this area is made based on the Source Model which only discusses the personality traits of the celebrities. In addressing the changing roles of celebrities (having personal brands, product brands and corporate brands), this study defines CCB by including both the celebrity brand personality traits and states and researching its impact on corporate brand enhancement. Furthermore, this study looks at both the attitudinal and behavioural outcome of the CCB on multiple stakeholders (celebrities, consumers and endorsed corporate brands). Methodologically, the study contributes in two ways: (1) a new context (celebrity chefs) is chosen to add new insights to celebrity branding literature; and (2) the inclusion of multiple stakeholders as the samples.

The study proposes marketers to select a new type of celebrity: one that has a personal brand, product brand and/or corporate brand to increase the promotional marketing campaign success. Both parties need to work together to build upon their brand strategy to ensure that the consumer identifies closely with them, thereby enhancing their image and reputation and subsequently increasing brand loyalty to the advantage of both parties. Interestingly, once CCB has built upon reputation, this guides the business and marketers to carefully select them in the hope of enhancing its corporate brand. It is essential to address various audiences in this new era by designing an appropriate positioning and communication strategy. The results will assist businesses and organisations in the context of defining and developing strategy alongside celebrity chefs (as the CCB) with their businesses and the endorsed corporate brands.

Title: Business Resilience in COVID-19: Characteristics and Strategies from Subscription-based Over the Top Media platforms in India

Authors: Emmanuel Elioth Lulandala and Kavita Sharma

Abstract: The COVID-19-related stay-at-home, lockdown, and social distancing measures disrupted the business ecosystem of the Over the Top (OTT) platforms. Media production was halted, subscriptions surged, competition increased and internet infrastructure strained. Thus, the current paper explores the resilience characteristics and strategies adopted by subscription-based OTT media platforms to maintain business resilience in an uncertain pandemic moment. The paper used Eisenhardt's multiple case study approach to collect data from the purposively sampled cases of five topmost performing subscription-based OTT platforms in India. Data were cross-analysed until saturation point. These analyses were run in MS Excel 2010. The study identified two characteristics of a resilient business model in the OTT marketplace; innovation and technology leverage. It also derived seven strategies used by OTT platforms in maintaining resilience during the pandemic; these included competitive low pricing, enhancing customer experience, launching innovative service plans, media content localisation, strategic collaboration, flexibility in technology adoption, and proactive sales promotion. The findings may suffer from the inherent limitations of Eisenhardt's multiple case study approach, the sole focus on the OTT segment, and purposive sampling. Hence, a multiple-segment (heterogeneous) study is encouraged. To maintain resilience post-pandemic, the paper calls for marketing managers to focus their strategies on customisation (leverage subscribers' data by using analytics and artificial intelligence tools), convenience, flexibility in technology adoption, and proactive service innovations. This paper identified characteristics of resilient business models and derived the strategies for maintaining resilience during a pandemic.

Title: What matters most for online-personalized ads: The effect of product and brand personalization on eye-movements

Authors: Manel Mzoughi and Emna Cherif

Abstract: Online advertisements are a promising option for both advertisers and host websites. The advanced development of technology allows advertisers to design high-personalized advertisement in order to capture consumers' attention online. This study investigates the effects of the product and the brand ad personalization on attention, according to four experimental conditions: full personalization (same product and same brand); product personalization (same product and different brand); brand personalization (different product and same brand), and the control condition (different product and different brand). Results show that the ad personalized according to the product capture more attention (time to first fixation, fixation duration, number of fixations and number of entries) than the full-personalized ad. That is, consumers would be more attracted by the product personalization as only the product was relevant to their needs.

Title: A Brief History of Service Innovation: The evolution of past, present, and future service innovation

Authors: Pantea Froudi, Reza Marvi and Charles Dennis

Abstract: Service innovation emerged more than a decade ago and is regarded as the main source of competitive advantage between market and firms. Despite the growing attention from both practitioners and scholars, no previous research has applied a qualitative and state-of-the-art quantitative approach to provide an integrated understanding of the service innovation domain. In this research, through a systematic investigation, the foundational research areas and historical development of service innovation are explored. Particularly, we try to understand what research streams are connected with service innovation and compare those themes across different time periods. The results show that service innovation has an interdisciplinary theoretical foundation and signifies the changes in the structure of the foundation of service innovation research over time. The analysis identified the main limitations and the research areas that can aid further development of the service innovation domain.

Title: Cognitive and affective antecedent's affective consumer attitude and sustainable tourism behaviour post COVID-19

Authors: Dr. Shveta Kalra, Dr. Chhavi Taneja and Kavita Sharma

Abstract: Tourism generates foreign exchange, drives regional development, directly supports numerous types of jobs and businesses and underpins many local communities. Tourism contributes a significant 10% to the GDP of India; 95% of rooms coming from the Bed and Breakfast hotels, Guest houses and unbranded budget hotels and a mere 5% of rooms coming from the branded hotels – standalone, hotel chains, luxury hotels and resorts. The travel and tourism sector represents about 8.1% of the country's workforce, translating into around 42.7 million jobs. According to a report by KPMG, 10 to 15% of jobs in the sector are expected to be lost in India because of the pandemic. This is primarily because the virus outbreak has ravaged the economies and healthcare systems of the biggest contributors to both foreign and domestic tourism in India. Four of the top 10 countries (China, Germany, the U.S. and the U.K.) that contribute to about 65 per cent of foreign tourist arrivals (FTAs) in India also feature among the top 15 countries reporting the most COVID-19 cases Globally, the sector directly contributes, on average, 4.4% of the GDP, and 21.5% of service exports in OECD countries. These shares are much higher for several OECD countries. For example, tourism in Spain contributes 11.8% of GDP while travel represents 52.3% of total service exports, in Mexico these figures are 8.7% and 78.3%, in Iceland 8.6% and 47.7%, in Portugal 8.0% and 51.1%, and in France 7.4% and 22.2%.

In one of the virtual webinar organised by ABTA in July, 2020 on "Consumer Attitudes towards sustainability post Covid-19", it was discussed that this pandemic has changed the way consumers think about tourism. An overwhelming 48% felt that the pandemic has made them more concerned about the environment & 40% feel more determined than ever to make sustainable travel choices. New Zealand is the one of the finest example to rethink about tourism by using lockdown to create a more sustainable destination. Milan created a new cycle paths in the city & Austria ski resort of Ischgl are now moving away from their party reputation. Brundtland report published by United Nations World Commission on Environment and Development (WECD) in 1987 coined the word "Sustainable development" for the first time & defined it as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Among the many ways to safeguard our environment, one of the most important is to practice responsible tourism or rather sustainable tourism. Sustainable tourism relies on the premise of taking care of the society and economy, as well as the environment. In the current moment, due to the pandemic, sustainable tourism is about the social and community aspect. Sustainable tourism principles intend to minimise the negative impacts of tourism, whilst maximising the positive impacts. Brands & companies should communicate what sustainability means to them and to their target customers to reap the benefits completely.

The present research attempts to study various cognitive & affective factors affecting consumer attitude leading to post pandemic tourism behaviours (viz. attraction/avoidance conative behaviour) towards sustainable tourism. Attraction tourism behaviour includes resilience strategies, coping mechanisms, more concern about travel insurance, cautious travel decisions including choosing destination at a remote location amidst the close proximity of nature. Avoidance tourism behaviour consists deferring of travelling & cancellation of travel plans. Extant researches, so far, have studied the general effect of COVID-19 on tourism. No studies have been conducted on consumer attitude towards and tourism behaviour (viz. attraction or avoidance). Also, very few studies have examined the psychological effects of COVID-19 on tourism

behaviour. Therefore, the purpose of the present research is to investigate the relationship between the cognitive factors such as mindful mind, perceived risk, perceived knowledge (travel and COVID-19-related) etc., affective factors such as travel fear of COVID-19, travel anxiety and behavioural intention for tourism in near future.

According to Bishop et al. (2006), Mindful mind can be described as “an approach for increasing awareness and responding skilfully to mental processes that contribute to emotional distress and maladaptive behaviour”. Mindful tourists are “...those who pay attention to the present moment (not the past or the future), attending to the actual somatic sensations lived at the destination in an open, non-reactive & non-judgement, rather accept their present emotions & thoughts” (Loureiro et al., 2019). The COVID-19 pandemic is a wake-up call and opportunity for the tourism industry to embrace the mindfulness movement, trusting in its capacity to reflect on the current problems and to pave a new way forward towards more compassionate and meaningful tourism for both hosts and guests. Perceived risk is associated with a “tourist’s perception of uncertainty and potential adverse outcomes resulting from the consumption of travel and tourism offerings” (Adam, 2015; Liu et al., 2016). The present study included four risk typologies viz. health, psychological, social & travel risk considered as most pertinent to the likelihood of tourists travelling for tourism in the near future post pandemic. Perceived knowledge in the tourism sector indicates one’s ability to know & understand a variety of tourism related issues & problems (Han & Hyun, 2017). Also, tourists’ perceived knowledge of Covid-19 is an essential driver of their subjective norms & attitudes towards behaviour, thus leading to behavioural intentions for safer destinations (Han et al., 2020). Although the desire to travel is closely related to the affective state of an individual, tourism researchers have paid very scarce attention to research on people’s feelings and emotions. Emotions can affect how people decide their destinations and their behaviour. Theoretically, fear is a primary emotion that is experienced by all human beings regardless of age, race and culture. Fear is an awareness of danger. Anxiety is the unpleasant feeling and physiological response when a person is scared. COVID-19 has infected more than 10 million people worldwide; hence, people easily feel fear, panic and anxiety. Age, education, social character (inner directed/outer directed), risk aversion attitude and travel experience – have been included as moderators impacting the relationship between cognitive & affective factors of consumer attitude and tourism behaviour viz. attraction/avoidance behaviour. Implications-No extant research has so far considered both cognitive & affective antecedents of consumer attitude impacting tourism behaviour. Sustainability of companies is ultimately dependent on customers’ sustainability. By carefully monitoring consumers’ cognitive & affective factors, tourism companies can develop their marketing strategies so as to address the diverse coping, resilience & protection strategies of customers.

Limitations & Directions for future research- No study is free from limitations. Other internal factors such as consumer motivation, cognitive dissonance, moral stance (moral obligation of taking care of others), consumer confusion, which have not been included in the present study, may also impact the tourism behaviour intention. Likewise, external factors such as economic environment, security, socio-cultural environment may also be studied. Future researches may be conducted by taking these factors into consideration. The present conceptual model can also be tested empirically in future.

Title: Rethinking hotel strategies in COVID’s times: Analysing the relationship between Social Capital and innovation performance under dynamic environments

Authors: Bartolomé Marco-Lajara, Mercedes Úbeda-García, Lorena Ruiz-Fernández, Esther Poveda-Pareja and Pedro Seva-Larrosa

Abstract: The aim of this study is to analyse the influence of the dynamism of the environment derived from the COVID-19 crisis in the relationship between social capital and innovation performance of Spanish hotels. Indeed, hospitality sector is facing one of the worst historical crisis so far. Therefore, we propose the inclusion of a mediating effect of dynamic capabilities in order to help hotels become more resilient. A survey has been conducted to collect the data from hotel managers on a structured questionnaire. PLS-SEM was used to analyse the usable data of 212 respondents including moderate and mediate techniques. Results show that the dynamism of the environment exerts a negative moderating effect that is statistically significant. In addition, we have been able to empirically demonstrate that dynamic capabilities positively mediate the relationship between social capital and innovation performance with a high level of statistical significance. Finally, our study corroborates the traditionally studied influence of innovation performance on firm performance, which allows us to justify the necessity of hotels to set innovation performance as one of their main targets.

Title: From the darkness comes the light: Actualising Artificial intelligence (AI) in driving business value

Authors: YiChuan Wang, Mengran Xiong and Hossein Olya

Abstract: Recent trends indicate that many leading organisations have been devoted to developing artificial intelligence (AI) solutions by taking the principles of business ethics and corporate responsibility into consideration. Less is known about how AI can operate in a responsible manner to drive business value for organisations. Such knowledge would help organisations design appropriate AI governance to achieve a balance between the effective use of AI and the ethical concerns of AI. We build on Practice-based View as well as the conceptions of corporate social responsibility (CSR) (i.e., economic, ethical, and corporate citizenship), among others from the business value of IT to develop a theoretical model to explain responsible AI. The results of our qualitative study of 13 responsible AI implementation cases identify six main responsible AI practices and the dominant cause-and-effect links between responsible AI practices and desired business value. An applicability check was performed to ensure the practical relevance of our research findings. Theoretically, we provide a more holistic view on responsible AI that builds on the CSR perspectives. Practically, organisations can draw upon our findings to orchestrate AI initiatives to be responsible for addressing AI ethical dilemmas.

Title: The Effect of Mobile Money on Socioeconomic Sustainability in Sub-Saharan Africa

Authors: Wenxiu Nan and Yun Wu

Abstract: Mobile money (MM) refers to the use of telecommunication infrastructure and non-bank retail channels to deliver basic financial services such as money transfer, bill payments, and savings to individuals, households, and small businesses, especially low-income people excluded from formal financial services (GSMA, 2016). The disruptive financial service innovation has been increasingly touted as a gamechanger in developing countries, especially those in Sub-Saharan Africa (SSA) suffering from societal issues such as financial and social exclusion (Aron, 2018; Nan et al., 2020). With M-Pesa in Kenya at the vanguard circa 2007, the registered MM accounts as of 2016 outnumbered traditional bank accounts in SSA (GSMA, 2017). Arguably, MM is a sustainable innovation by and for developing countries. More in this point, MM can be perceived as an unconventional sustainable innovation. The unconventionality of MM manifests itself in three aspects: design, operation, and use. First, unlike mobile banking in developed countries, MM was designed to promote financial inclusion among the poor. As such, the previous unbanked are able to use the services even without bank accounts via their feature phones (Hughes & Lonie, 2007). Second, instead of relying on established banking channels, MM operates based on a ubiquitous network of transactional agents (i.e., small businesses in the neighborhood), which are beyond the traditional sphere of financial institutions (Nan et al., 2020). Third, given the instant money transfer nature (as one of the pivotal socioeconomic functions), MM has been used in a variety of daily life activities ranging from money transfer (P2P) through merchant payment (P2B or B2B) to utility payment (P2G). In their systematic review study, Nan et al. (2020) showed that MM, once widely used in a society, has the potential to generate socioeconomic benefits at various levels such as household welfare, business outcomes, community development, and poverty reduction among others. The encouraging evidence suggests the sustainability implications of MM in developing countries, but little is known about the link especially at the societal level. This paper aims to close the research gap by tackling the question: Does the widespread use of mobile money promote socioeconomic sustainability in developing countries?

We explore this issue in the context of MM use in SSA, mainly because this region has witnessed the unprecedented success of MM over the past decade. This makes the sustainability impacts of MM theoretically plausible and empirically observable. Data with respect to MM will be collected from IMF Financial Access Survey, and sustainability data will be retrieved from the World Bank. In particular, we will focus on the social (e.g., education, health) and economic (e.g., GDP growth, PPP) dimension of sustainability. Econometric approaches such as difference-in-differences and instrumental variables will be adopted to examine the relation between MM and sustainability. This paper is expected to contribute in three ways. First, the findings will advance our understanding of the sustainability implications of pro-poor innovation by and for developing countries, as opposed to those developed by and/or imported from developed countries. Second, this paper contributes to the Information Systems (IS) literature as the findings go beyond the predominant topic of “Green IS” for environmental sustainability. Third, this paper will push the boundary of the MM literature by adding a sustainability piece to it. In addition to academic contributions, our findings are believed to provide valuable insights and ingredients into evidence-based policymaking in developing countries.

Title: Towards a Framework of Consumption Practices in Healthy Ageing.

Authors: Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad

Abstract: Whilst the world population are growing older and living for longer, healthy ageing has become an important agenda for governments and societies in many developed and developing countries. Extent literature on healthy ageing tends to discuss healthy ageing from healthcare and public health disciplines. They refer to the activity theory of ageing and assume that the more active a person is, the more satisfied they are with their life (Lemon et al., 1972; Estes et al., 2001). This leads to a growing body of evidence that supports positive effects of various types of activities on older adults' health outcomes. These activities are of social, productive, physical, spiritual types and include leisure, sports as well as productive activities such as paid and volunteer works (Buchman et al., 2009; Paillard-Borg et al., 2009; Windle et al., 2010). Nevertheless, this body of research remains fragmented and suffers from two shortcomings. Firstly, it tends to focus on a particular domain of activities and wellbeing in isolation and lacks a holistic view that regards wellbeing being a perceived state of harmony amongst ageing consumers (Stanley and Cheek, 2003). Secondly, it downplays the role of elderly adults as ageing consumers and overlooks their own effort and motivation to self-engage with these activities as part of their healthy-ageing practices.

Addressing to this knowledge gap, this paper explores ageing consumers' self-engaged healthy ageing practices in relation to their wellbeing, from a group of retirees in the UK. Using qualitative data collected through in-depth interviews, this paper illuminates how ageing consumers' self-directed practices affect their physical, emotional and psychological wellbeing. Drawing from a balance theory perspective, the findings reveal that participants engaged in three types of healthy ageing practices, including the maintenance of body, stimulation of mind and care of soul. However, those who engaged with body, mind and soul practices concurrently were enjoying better wellbeing, whilst participants who failed to engage in the three dimensions spontaneously are less balanced and suffer from some loss of wellbeing. The paper contributes to healthy ageing literature by bringing in a holistic understanding of healthy ageing, through the development of a consumer-centred healthy ageing practice framework. It identifies various ageing practices associated to the domains of body, mind and soul, and illustrates that only when all three healthy ageing practices are enacted spontaneously, ageing consumers' wellbeing can be effectively and holistically maintained.

Title: Students as value co-creators: The contribution of authority theory to service dominant logic in business schools

Authors: Maria Petrescu, Adina Dudau, John Gironda, John Ricky Ferguson, Monica Fine and Philip Kitchen

Abstract: Business schools are facing a number of challenges which are affecting student learning experiences and the quality of education that students receive. Some of these challenges include shifts in supply and demand, globalization bringing about increased competition, higher tuition costs, grade inflation, unsustainable growth, artificial rankings, declining faculty status, and emphasis on customer satisfaction over learning. Given this changing educational landscape, it seems that a reflection is necessary in order for business schools to better adapt to the new realities they are facing in order to provide enhanced value for themselves and their various stakeholders alike. Therefore, this research examines the elements of value expected by various business school stakeholders from the educational process, as well as the roles of the student and the business school in in the business education ecosystem. Service dominant logic and authority theory are used as theoretical lenses, and a mixed-method approach is utilized to conduct three studies. Study 1 utilizes a fuzzy-set qualitative comparative analysis (fsQCA) to evaluate the factors and combination of variables that affect student experiences with their business school. Study 2 conducts a qualitative conceptual mapping content analysis that examines key concepts and themes identified in consumer reviews of business schools written by students, alumni, and parents. Study 3 is a three-round quantitative Delphi study that explores what factors business school administrators, faculty, and staff members believe are most important to students when evaluating an educational institution, in order to compare these with the factors identified in our previous two studies in order to see if there are any differences. This research uncovers what matters most to various stakeholders when it comes to evaluating their experiences with a business school and why individuals might choose one business school over another.

Title: Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation in times of a pandemic

Authors: Nuria Rodríguez-Priego and Lucia Porcu

Abstract: Location based mobile applications (LBMA) are developing fast with the increasing adoption of smartphones. One of the recent utilities of these type of apps is related with the COVID-19 pandemic and the spread of LBMA for the contention of the contagion. To pursue this goal, several countries support contact tracing through the use of LBMA, which might be extended to quarantine enforcement, virus spread tracking, etc. However, the implementation and execution of these services may raise some privacy concerns related with the sensitive information being handled. In order to balance advantages and disadvantages, users should be aware of the information they share while using tracing apps. In this context, the present paper aims to examine the factors that motivate users and lead them to protect their privacy while using LBMA. The model proposed is based on the Protection Motivation Theory (PMT) and tested through a variance-based Structural Equations Modelling approach. Findings reveal that perceived severity, perceived vulnerability and self-efficacy exert a positive effect on the intention of privacy protection, which in turn is found to be positively related to the behavior of protecting privacy. Managerial implications are discussed, and future directions of research are suggested.

Title: Impacts of Gamification in Mobile Wallet: An fsQCA Approach

Authors: Yan Kong, Shuyang Li, Jingshan Yang and Yichuan Wang

Abstract: Gamification is beneficial for mobile wallet, yet the implementation of gamification to obtain and retain users is a fundamental challenge for Fin-tech related developers and companies. This study developed a conceptual model with a set of potential elements leading to gamified mobile wallet adoption. Then, the authors analysed different configurations of these elements based on the fuzzy-set qualitative comparative analysis (fsQCA) approach and tested 231 questionnaire data obtained from mobile wallet users. The findings suggest that acquiring effort expectancy, facilitating conditions and perceived value are the most important elements in obtaining user intention to use gamified mobile wallet, with support of performance expectancy, hedonic motivation, habit, avoidance and ownership.

Title: Exploring the Impact of Intra-firm and Inter-firm Big Data Analytics Capabilities on Innovation Practice and Performance in the Oil and Gas Industry

Authors: Habib Abubakar, Sena Ozdemir, Frano Barbic and Maureen Meadows

Abstract: The oil and gas industry has been traditionally critiqued for being slow in developing and adopting innovations, which the literature has attributed to many factors such as shared equity structure of oil and gas firms, extreme risks and high costs in developing new technologies, among others (Inkpen and Moffett, 2011). The industry has become data intensive over time, and has grown into a technology-intensive industry in recent years (Nimmagadda et al., 2018). Prior research on big data analytics capabilities (BDACs) has largely focused on how they influence firm performance (e.g. Akter et al., 2016; Gupta and George, 2016; Mikalef et al., 2019a,b,c; Wamba et al., 2017), and shown a limited focus on oil and gas industry despite the growing importance of big data implementations in the industry (Nimmagadda et al., 2018). Importantly, little is known about the impact of BDACs on innovation practice and performance, and particularly in diverse phases of the innovation value chain that includes knowledge sourcing, knowledge transformation, and knowledge exploitation phases.

The innovation value chain underscores the complex nature of utilising knowledge to achieve business value by leveraging certain skills, resources, and capabilities at the disposal of organisations (Roper et al., 2008; Ganotakis et al., 2012). To this end, literature is limited in explaining the types or combination of capabilities that may be required in diverse phases of the innovation value chain, which may contribute to improving a firm's innovation performance. For example, there is little knowledge of how specific BDACs such as analytical capability (Wang and Hajli, 2017, Wang et al., 2018) or data exploration may influence the knowledge sourcing phase, which involves in-house and external R&D with linkages with different types of organisations (Roper et al., 2008; Ganotakis et al., 2012). Similarly, predictive BDA capability also significantly reduces

the time it takes to introduce new innovations to the market (Zhan et al., 2015). This phase may also require management capabilities that support decision-making processes such as planning, investment, coordination and control (Akter, et al., 2016; Wamba et al., 2017) around BDA projects. The knowledge transformation phase which involves activities related to innovation production functions such as new products and processes (Roper et al., 2008; Ganotakis et al., 2012) may require a combination of management and technological capabilities that involve connectivity, compatibility, modularity, and modularity. Thus, there is a need to explore how specific BDACs may work for improving innovation practice and performance in diverse innovation value chain phases.

Furthermore, studies so far have simply examined BDACs from an intra-firm perspective (e.g. Akter et al., 2016; Wamba et al., 2017; Wang et al., 2018a; 2018b; Wang and Hajli, 2017; Wang et al., 2019). However, there may be certain BDACs that are peculiar to inter-firm engagements in which Big Data has been increasingly shared and used among the collaborating firms. Therefore, this study also contributes to the literatures on Big Data and innovation by examining not only the intra-firm BDACs but also inter-firm BDACs along with the underlying organizational resources and capabilities, and which may together, have potential impacts on the innovation processes and performance of firms. Against this background, drawing on the dynamic capability theory and the literature on inter-firm collaborations, this research examines to what extent and how the intra- and inter-firm BDACs influence innovation process and innovation performance (i.e. operational efficiency) in the diverse phases of the innovation value chain influence in the oil and gas industry. Based on in-depth interviews with multiple case study firms in the oil and gas industry – i.e. operators, service companies, technology/cloud vendors, and start-ups – the study has conducted qualitative data analysis through Nvivo software by using open coding and axial coding procedures (Corbin and Strauss, 2015). The study offers implications for theory and practice.

Title: Revisiting the ‘Concentration Vs Spreading Debate’ Following an Unanticipated Environmental Market Disruption: Risks/Rewards and Strategic Flexibility in Decision-Making Regarding Business Models

Authors: James M. Crick and Dave Crick

Abstract: The notion of ‘disruption management’ is an important aspect of supply chain management; however, the impact of major macro-level market disruptions remains largely under-researched. This current study underpinned by an effectuation lens examines the issues of risks/rewards and strategic flexibility associated with the ‘concentration versus spreading debate’ (focusing on a single or limited number of markets rather than diversifying across a variety of markets). Specifically, in the context of post natural-disaster recovery strategies following a high magnitude earthquake that immediately ended firms’ sales within their local proximity. The study employs a retrospective longitudinal research design involving 16 smaller-sized wine producers in the Canterbury/Waipara Valley cluster of New Zealand. Unique insights offer varying ‘how and why’ perspectives into decision-making regarding the extent to which owner-managers’ product-market strategies varied across core and augmented product portfolios within their business models prior to and following the market disruption caused by the unanticipated natural disaster.

Title: Cold chain management and business models for agriculture products

Authors: Hema Yadav, Pawanexh Kohli and Lalit Singh

Abstract: According to the FAO estimates nearly 40% of the food produced in India is lost or wasted. Other sources, such as the Food Corporation of India, report a share of losses ranging from 10 to 15 percent of the total production. The Ministry of Food Processing Industries (MFPI) estimate losses of 23 million tons of grains, 12 million tons of fruits and 21 million tons of vegetables for a total approximate value of about 4.4 billion USD. Lack of efficient cold storage infrastructure is a major contributor to value loss in food. As on March 2017, the country had created almost 7645 cold storages, with a total holding capacity of 34.95 million tons. Currently, 57% of the total cold storage capacity is based in Uttar Pradesh and West Bengal and the remaining in five other states. Nearly 75% of the available cold storage capacity is used for potato, whereas 30-40% fruits and vegetables are lost due to the non-availability of cold storage facilities. India has identified the urgent need to reduce losses in India and connect farmers to high value markets. The key enabler is to develop integrated agri logistics and cold chain technology that extends the marketable range of perishable produce and brings efficiency in agri supply chain. The Cold chain also brings standardisation to post harvest food handling and adherence to food safety allowing for a larger quantum of the harvest to reach consumers, thereby not only mitigating food loss, but also bringing qualitative gains.

This paper will discuss the role of cold chain logistics in context to India, and two business models which will help in linking small holders to higher value chain. In the first model of uninterrupted farm to market sourcing and distribution, the business is that of managing the perishables supply chain, and the preferred intervention is to expand market access through a seamless logistics network, rather than holding inventory for deferred trade and raising complex inventory holding risks. The uninterrupted logistics and expansion of supply chain systems is a strategic option for perishable products. This model allows farm produce to directly access markets and generates a revenue stream linked to the quantum sold.

The second business model is of interrupted business chain of agri-produce, the business is that of raw material being sourced by food processing units for transforming into a manufactured food item through value addition. The result is a new product with revised value and is subject to predetermined expiry, labelling and other compliance. To a large extent, this value chain model is market linked or demand driven, highly competitive and established at industry level. The scale of the farmer's involvement is as a vertically integrated supplier and growth is linked to the growth of the raw material purchaser. The final product is no longer categorised as farm produce, but is a product of industry. This agri-value chain system is unmistakably the most prevalent worldwide and involves the agro-processing industry such as for cotton, cereals, medicinal products, beverages, tea / coffee, and similar sectors. Another interruption that takes place is through bulk inventory holding of farm produce for delayed or timed liquidation. Bulk inventory is held to stock surplus for food security, and for timed public distribution. The paper discusses the policy focus of Government of India through various schemes for development of Infrastructure, investment and technology which are aimed to provide incentive so as to strategically drive integrated logistics chain. The prevalent schemes, programmes and incentives will promote conformity for future ready distribution networks, environment safeguards, sustainability and promote long term operational viability in agri supply chain.

Title: How does corporate social responsibility (CSR) affect hotel employees' resilience and work engagement? The role of gender

Authors: Daraneekorn Supanti, Ken Butcher and Sasiwemon Sukhabot

Abstract: The COVID-19 crisis has caused extremely difficult conditions for the hospitality industry globally. Hotel operators have suffered a huge drop in revenue throughout 2020 resulting in a high level of uncertainty related to future trading. In addition, the hospitality industry workforce as a whole has been placed under a large degree of stress. In particular, staff have been furloughed, asked to take retirement packages or simply laid off. However, researchers have reported that firms acting in a socially responsible manner appear to have a greater capacity to adjust to such changed landscapes. In particular, the role of Corporate Social Responsibility (CSR) contributes to perceptions of greater organisational resilience during times of crisis (DesJardine, Bansal, & Yang, 2019). Individual resilience, as an aspect of psychological capital, is related to positive organisational behaviour. In one study, Meneghel, Borgogni, Miraglia, Salanova, and Martínez (2016) found that having a sense of purpose and meaning at work helped employees to become more resilient during adverse times.

This paper aims to explore how employee CSR perceptions and organisational responses to COVID-19 (reflected by future CSR activities) impact employee resilience and work engagement. Analysis is focused at the individual level, particularly on a comparison of how gender highlights differences in outcomes. This study is the first to examine how CSR perception relates to work engagement, mediated by resilience among hotel's employees. This mediating relationship is explained through Conservation of Resource theory (COR). Data was obtained from hotel employees using a purposive sampling technique. 145 usable responses were obtained which allowed the use of Partial Least Square Structural Equation Modeling (PLS SEM) and multigroup analysis. This technique is particularly suitable to explore complex relationships with an efficient sample size. Results indicate that the effect of CSR perception on resilience and the effect of resilience on work engagement are both significant. A group comparison between male and female employees first established measurement invariance using the measurement invariance composite model (MICOM) approach by Hair, Sarstedt, Ringle and Gudergan (2017). Subsequent multigroup analysis showed that the effect of CSR perception on work engagement through resilience is significant for female employees, indicating a full mediation model of resilience. This CSR perception-resilience- work engagement relationship is also stronger than the significant relationship between organizational responses to COVID and work engagement. For male employees, the effect of organizational responses to COVID on resilience and the effect of resilience on work engagement is significant at the 0.10 level. Overall, the findings highlight the importance of developing

hotel's CSR practices prior to the onset of a crisis rather than reacting solely to a crisis. This means that human resource managers should develop programs to pro-actively enhance employees' capacity to cope with crisis adversity.

Title: Management of Corporate Identity for the pursuit of sustained CSR implementation

Authors: Marwa Tourky, Sharifah Faridah Syed Alwi, Ahmed Shaalan and John Balmer.

Abstract: This study answers a call for detailed models capable of addressing and describing how the function of CI attributes and practices can drive the implementation of CSR initiatives and programs, given little empirical research has examined these processes (Lindgreen et al., 2009; Polonsky & Jevons, 2009; Powell, 2011; Vallaster et al., 2012; Tourky et al., 2020). In addition, current research shows that core hindrances to CSR success are that managers have 'little knowledge of CSR implementation processes' and that half of all sampled managers 'lack a clear action plan' (Moratis & Cochius 2011). Addressing this lacuna, this paper investigates the relationship between Corporate Identity (CI) dimensions and CSR.

CSR's perceived importance has led to theoretical advances and classification schemas which assume that public relations and/or external environmental factors may be prime drivers in incorporating CSR, with little emphasis on organizations themselves (i.e. their internal environment) (Lindgreen et al., 2016), while research offers little guidance on implementing CSR (Vallaster et al., 2012). This has severe implications internally and externally, since a company may struggle to create the commitment among its employees to the causes it may espouse. To the employees, CSR appears not as a consequence of the core business process, but rather as a separate task that companies impose, aiming at short-term results and maximum benefits (Ligeti and Oravecz, 2009). Therefore, we argue that CI could provide the catalyst and optimal platform for developing and implementing CSR in congruence with what the company stands for. This paper presents and tests a framework, grounded in theory, which directs management attention to key CI elements to address and highlights the sound CI practices, both strategic and operational, that are needed to sustain CSR implementation. Using online survey among 126 senior managers in the UK food and beverage sector, the framework tests the direct and indirect effects of seven dimensions of CI on CSR namely: (1) Top Management Behavioral Leadership (TMBL), (2) Founder Transformational Leadership (FTL), (3) Employee Identification (EI), (4) Mission and Values Dissemination (MVD), (5) Culture, (6) Visual Identity (VI) and (7) Internal Communications (IC).

In total, 15 hypotheses are tested utilising Partial Least Squares Structural Equation Modelling (SmartPLS-SEM) version 3 (Ringle, Wende & Becker, 2015), which is considered an appropriate technique given that it is a non-parametric technique capable of handling relatively small sample size (Sarsted, Henseler & Ringle, 2011, p. 213) and complex causal models, allowing for different model elements flexibly (Sarstedt et al., 2014). This study adopts CI scale validated by Tourky et al. (2020). The analysis is carried out on two steps: first, to assess the measurement model's validity and reliability in Step 1, and nomological validity in Step 2. The findings indicate three structural path estimates to have significant direct effect on CSR (e.g. Culture CSR; IC CSR and EI CSR, at $p < .05$) while VI, MVD, TMBL and FTL are found to have insignificant direct effect on CSR. We found support for all insignificant paths (VI, MVD, TMBL and FTL) which are all related to CSR via Culture, IC and EI (revealing full mediation rather than direct effects). We also found partial support for effect of Culture on CSR via Internal Communication whereby both structural paths (e.g. IC Culture CSR and IC CSR) are significant indicating a partial mediation case. Finally, MVD does not mediate nor explain the relationship between FTL and TMBL to CSR. Rather MVD affect CSR via Culture [e.g. (i) FTL MVD Culture CSR and (ii) TMBL MVD Culture CSR] Using CI as a unifying platform, the finding explained empirically how CI management can sustain CSR implementation in three main ways. First, FTL and TMBL are the two strategic dimensions that affects mission dissemination within an organisation which in turn impacts organizational Culture and legitimize CSR. That is: Culture fully mediates the relationship between the 'people element' (Founder and TMBL) within the organisation and CSR. Second both FTL and TMBL affect CSR via Employee Identification which are also fully mediated via EI). Thirdly, Internal Communications is also an important aspect where it fully mediates between TMBL and CSR as well as Culture and CSR. Hence Internal Communication, Culture and Employee Identification are considered the three dimensions of CI which are mainly responsible for sustained CSR implementation within the company based on our empirical finding. Our study contributes theoretically and practically, in developing a framework, grounded in theory and managers' perceptions of their practice, for understanding and developing CI-CSR initiatives. Specifically, our framework emphasizes the operational need to depend on CI as a platform and its dimensions (particularly those in the CSR domain) for sustained CSR's implementation to generate desirable outcomes for firms.

Title: Antecedents and Consequences of Ethical Leadership for Employee Organisational Citizenship Behaviours.

Authors: Doane Shichen Ye, Suraksha Gupta, Haytham Siala and Eftychia Palamida

Abstract: Recent investigation has done by EY, and the results show that there is a significant division between the views of employees and supervisors on ethics & integrity, and what supervisors actually behave (EY, 2020). Other people also agreed that ethical leadership had been an issue, and recent crisis (COVID-19) has maximised the issue because most people are work from home. Employees and society are monitoring the leader's ethical behaviour from their perceptions (Hill, 2020; Perego, 2020; Bulgarella, 2020; Mazar, 2020; Jones, 2020; Faragher, 2020). However, if unethical leadership occurs in the brands, which will change the employees' organisational citizenship behaviours (OCBs) and eventually led to brands crises, such as market share will plummet (Paine, 1994). The problem of this research concentrated on how ethical leadership influence OCBs to achieve brand loyalty from employee perspectives, as the cases illustrated that it could minimise the division between the views of employees and supervisors to understand existing ethical circumstances in the brands. Therefore, this research aims to explore how ethical leadership can achieve employee brand loyalty through different components of employees' organisational citizenship behaviours. Based on the existing literature of organisational behaviours, the finding of this study expects to identify how to minimise the division views between supervisors and subordinates on ethical practice in brands and will inform future organisational practices. It also hopes that the results of this study hold the potential to inform regulations and enhance supervisor ethical leaderships that is provided to subordinates to contribute greater loyalty and performance within the brands.

Title: The Impact of I4.0 on HRM in the service industry – A Research Agenda

Authors: Mohammad Islam, Suraksha Gupta, Alan McKinlay and Parth Patel

Abstract: Due to the emergence of the knowledge-based economy, higher productivity, competition, the need for making quick decisions and a constant demand for high-quality products/services, workplace automation has become an irrefutable choice for many organisations (Harris and Davenport, 2005; Palla et al., 2006; Caruso, 2016; Brynjolfsson and Mc Elheran, 2016; Acharya et al., 2018; Morgan, 2019). Consequently, the business world is currently in the midst of a significant digital transformation and the stimulation of this technological revolution has reached such a peak where there is even a new name for this phenomenon – i.e. the fourth industrial revolution or industry 4.0 (I4.0). On the one hand, I4.0 would create new jobs, better working environment, less working hours, and higher productivity (Denise, 1962; Miller, 1964; Autor, 2015; Acemoglu and Restrepo, 2018; Parry and Batista, 2019; Bessen, 2019). However, on the other hand, it will create job displacement for millions of employees. (Brynjolfsson and McAfee, 2012; ONS, 2015; Wajcman, 2017; Frey and Osborne, 2017; McClure, 2018; Bruun and Duka, 2018). As a result, I4.0 will create a new paradigm for the world of work which will end up reshuffling the patterns of employment that include not only the managers and employees but also external "workers" or freelancers which have now become part of the so-called "gig economy". (Graham et al., 2017; Prassl, 2018; Wood et al., 2018; Bissola and Imperatori, 2019; Duggan et al., 2019). When effectively managed, I4.0 could lead to a new age of jobs, work, and enhanced quality of life; however, it's imperfect control could stimulate the risk of greater economic inequality, widening of the skills gaps, and rising polarisation in employment (Schwab, 2017; Eubanks, 2018). In managing these challenges, the traditional human resource management (HRM) function will not only struggle for the necessity of a tech-based transparent digital "Smart HRM" (or HR 4.0) framework, (Whysall, Owtram, and Brittain, 2018), but it will also face, in essence, the most significant transformation within organisations in decades (Larkin, 2017). Hence, there is a growing debate, in the academic literature about the role that I4.0 tools and technologies like artificial intelligence, (AI), internet of things (IoT), big data, augmented reality (AR), automation and robotics, will have on the way organisations manage HRM (McClure, 2018; Borzaga, 2019).

This article proposes a future research by exploring the impact of I4.0 on the HRM function in the service industry. Despite the growing amount of scholarly studies published in this field in recent years, majority of research has so far has been limited to examining the impact of I4.0 on HRM in traditional industries (e.g. manufacturing, mining, oil/gas etc.) (Benesova and Tupa, 2017; Zhong et al., 2017; Lele, and Goswami, 2017; Sung, 2018; Lu et al., 2019; Nguyen, 2020). Whereas, the focus on examining this issue in services industries has been rather limited and under-researched (Shamim et al., 2017). Furthermore, much of the literature that documents how I4.0 influences HRM functions, practices and policies in organisations is both, vague and broad and lacking the nuanced understanding of how I4.0 affects various HR functions and practices in various types of industries (Shivathanu and Pillai, 2018; Hecklau et al., 2016; Burke and Ng, 2006; Parry and Batista 2019). Unless research does not start to address what specific areas of HR and what types of industries are more or

less impacted by I4.0, research in this domain will not progress further and organisations will not be able to develop distinct responses to managing their workforce and employment relations and HRM. Evidence from the extant literature suggests that the HR function in services industries will be impacted by I4.0, more so, than HRM in traditional industries. The reason for this is that the business model of the service sector works entirely different as compared to other industries. For example, service industries like retail suffer from intangible nature of work due to their elusiveness and the way HR in industry runs may also be institutionalised from one country to another (Booth and Hamer, 2007; Williams and Connell, 2010). Moreover, this industry suffers from constant demands for service innovation to meet rising customer expectations (Kraft and Mantrala, 2006). And, to remain competitive and to continually satisfy customer demands, organisations operating in this industry will have to develop new approaches to implanting I4.0 to manage their HRM. As a result, the HR function of the services industry will be most impacted due to the disruptions caused by I4.0 changes. To manage this disruption, the HR managers working in services industries like retail will have to create a climate of HR innovation and provide ongoing training and encourage creative and learning-oriented work-based behaviours (Shamim et al. 2017) through reconfiguring the HRM function.

To address the research gaps identified in this domain (as above), this article proposes a future research agenda that aims to provide a new research direction, do the domain of I4.0 and HRM. Specifically, this article sets the tone for existing research to provide new direction that helps us to understand how the traditional HRM function will be reconfigured in various types of industries, primarily, the service industry. This will enable researchers to conduct empirical studies that will help organisations operating in this industry to figure out ways in which they can implement Smart HR 4.0 framework. Furthermore, from the findings of studies conducted taking new directions, scholars can also draw upon the findings to be extended to other service firms/industries and, to some degree, other non-service industries. Finally, research in this new direction will also provide a valuable and useful mechanism for other stakeholders (e.g. government, industry bodies and associations) in the UK and related to industries like retail in developing and/or recommending beneficial policies and taking directions for firms operating in service industries.

Title: Tourism Advertising During a Pandemic: When to Stress Safety and When to Stress Normalcy

Authors: Sean Coary

Abstract: Many governments took immediate action at the beginning of the covid-19 pandemic to slow its spread. Closing the country's borders and limiting foreign access was one restriction multiple governments chose. Despite these lockdown efforts, over 60 million people worldwide have been infected with coronavirus and over 1.42 million deaths have been reported (Johns Hopkins University 2020). These lockdowns effectively shut down international tourism. Even with many restrictions being lifted, international tourism has not fully recovered as tourists are concerned about their health and safety while traveling. Tourism bureaus and agencies need to understand the new covid consumer and identify advertising strategies that are effective and persuasive. The traditional advertising strategies highlighting the people, culture, attractions, food and scenery may no longer be appropriate or sufficient. Some travelers may be more concerned about the health and safety precautions being taken than they are of the traditional tourism attributes mentioned above. However, there is not a clear understanding of the best practices on how to advertise and market the safety precautions. Is an advertising strategy of safety and health enough to overcome the concerns about the covid? Presenting covid-19 infection numbers may backfire as it reminds potential tourists of the infections. However, in comparison to the cases in the tourists host country, it may present a positive comparison. These conflicting strategies can cause confusion on the proper strategy to implement to increase much needed tourism in the country. To investigate the best strategies for advertising health and safety during the covid-19 pandemic, three experimental studies were conducted (Study 3 currently being conducted). Across the first two studies, results suggest that the disclosure of covid-19 cases does have an effect on tourists' safety perceptions and interest in traveling to that country. Comparing to the host country (in this study the United States) resulted in a significant increase in perceptions of safety and likelihood to travel to the country. Countries with lower daily cases are significantly more likely to be viewed as safe and likely to travel. There is no significant penalty for countries (Japan) closer to the original epicenter, China, despite the United States government's repeated claims of the covid-19 pandemic being a "Chinese" disease. Political orientation of the receiver of the advertisement also significantly effects the perceptions of safety and likelihood to travel. Overall, conservative(versus liberal) tourists are more likely to travel and believe travel to be a safe option.

The tourism industry is in desperate need for proper marketing and advertising strategy. As covid-19 is not disappearing, it's critical for bureaus and agencies to understand the optimal strategy to advertise under these conditions. This research

project identifies which advertising strategies, such as disclosing covid-19 positive cases in relation to the United States, are optimal to promote safe travel conditions and increase likelihood to travel. Additionally, this research project identifies which tourists, those who identify as politically conservative, are most likely to view the advertisements positively.

Title: Building the Organizational “ABILITY TO COPE” Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors

Authors: Monica Khanna, Isaac Jacob and Anjali Chopra

Abstract: Management experts acknowledge that organizations which are agile and quick to adapt to change have greater chances of survival and possibly thrive in highly uncertain and hostile environments. Organizations are a complex system of employees, teams and technology, developing and offering products and services to satisfy evolving consumer needs. While a lot of research has been conducted on leadership styles, organization culture, technology readiness, risk management, agility, employee preparedness etc in helping organizations quickly adapt to change, the organizational ability to cope in totality is an area that requires investigation. The present study proposes a comprehensive framework for organizational “ability to cope” which identifies and analyzes underlying institutional and individual factors. The institutional factors identified are leadership agility, organization culture (measured through the Abilene Paradox concept) and institutional resilience power, leading to quality of decision-making ability. The factors at individual employee level identified are resilience power and cognitive flexibility leading to adaptive capacity. The interplay of quality of decision-making ability and adaptive capacity lead to organizational ability to cope. This model can be utilized as a diagnostic tool to uncover organizational and individual preparedness thereby helping leaders to plan for unforeseen risks and turbulences in a systematic manner.

Title: Are women entrepreneurs more resilient than men? Effect of entrepreneurial self-efficacy on success in Thailand

Authors: Daraneekorn Supanti, Vishal Rana and Suphitcha Ek-Uru

Abstract: Entrepreneurial self-efficacy (ESE) and resilience are two key aspects of entrepreneurial mindsets that are necessary to business success (Branicki, Sullivan-Taylor, & Livschitz, 2018; Newman, Obschonka, Schwarz, Cohen, & Nielsen, 2019). This paper focuses on the individual level of analysis. Despite a growing interest in entrepreneurship research in the effect on entrepreneurial intentions (Esfandiari, Sharifi-Tehrani, Pratt, & Altinay, 2019), limited studies have examined entrepreneurial success (Duchek, 2017; Santoro, Bertoldi, Giachino, & Canelo, 2020). This paper examines the effect of ESE and resilience in forming entrepreneurial success and particularly, the mediating role of resilience in gender difference. Referring to the Conservation of Resources theory (COR; Hobfoll, 1989), we draw on ESE as a personal resource in developing ability to cope with the negative effect of adversity and thus resulting in business success. We obtained access to entrepreneurs through a consent with a government-funded entrepreneurship project, namely ‘Developing New Entrepreneurs (Early Stage) 2020’ in Thailand. This project offered to entrepreneurs located in Southern region of Thailand who attended workshops on how to develop a business plan in the first one to three months of the project, then progress meetings for product development and product launch at a two-day SMEs Fair. The project considered both nascent and new entrepreneurs whose business operations were less than 42 months. Drawing on 153 entrepreneurs attending the product launch activity, we obtained 143 usable responses. The measures used were adopted from existing scales. Partial Least Square Structural Equation Modeling (PLS SEM) and multigroup analysis were used to assess the model (Sarstedt, Henseler, & Ringle, 2011). This data analysis technique is suitable to explore complex relationships with a small sample size and to assess the effect on success between men and women entrepreneurs. Results of all samples indicate that resilience had a significant effect on success and ESE was also found to have a significant effect on resilience. While ESE had no significant effect on success, the mediating role of resilience was significant in the relationship between ESE and success. In order to compare results for the two groups, assessing measurement invariance was conducted following measurement invariance of composite model (MICOM) approach (Hair, Sarstedt, Ringle, & Gudergan, 2017). Results of the permutation test to further assess using multigroup analysis suggest that partial measurement invariance is established. In addition, results of multigroup analysis suggest that women entrepreneurs had a significant effect of resilience on success whereas this relationship could not be established in men. Surprisingly, men entrepreneurs were found to have a significant effect of ESE on success whereas this relationship was not found in women. Further results relating to the mediating role of resilience, it was found in women entrepreneurs that resilience was a significant mediator in the effect of ESE on success but not in men. This relationship is considered as a full

mediation, indicating the important role of resilient women entrepreneurs in influencing their success in business. From a theoretical contribution, this study provides further understanding of gender difference in the role of self-efficacy and resilience in predicting success. In practical contribution, the project could provide unique benefits in designing entrepreneurship workshops for enhancing entrepreneur's positive psychology, especially developing self-efficacy in women entrepreneurs and building resilience in men.

Title: An empirical study of the factors that influence Australian customers' intention to continue to use sugar-related mobile apps

Authors: Tareq Rasul, Aaron Wijeratne and Samaneh Soleimani

Abstract: Sugary food is considered harmful for one's health, and research has demonstrated that customers acknowledge sugar's negative impact that causes a variety of health issues (Gibson, 2008). Yet there is still much confusion amongst consumers about how much sugar various sugary food items and drinks contain. In this digital era, mobile applications are increasingly being used by individuals to track their health and tackle health-related issues (Naimark, Madar & Shahar, 2015). "Health consciousness" refers to the extent to which individuals have an awareness of the impact of their diet and lifestyle on their health (Becker et al., 1977). The ability of individuals to have health information at their fingertips has become a defining element of health-conscious customers. Health-related mobile apps provide users with additional ways to achieve health-related goals. Research has shown that health-related apps, especially sugar-related mobile apps, can be very useful in maintaining a healthy lifestyle (Naimark, Madar & Shahar, 2015). A range of apps can assist individuals in monitoring caloric intake and keeping logs of overall food intake. Other apps provide individuals with nutritional information (e.g., Fitbit, MyFitnessPal), assisting in adherence, retention and weight loss during health interventions (Ringeval et al. 2020).

Since 1980, Australia and New Zealand have encountered a significant increase in adult obesity, from 16% to 29% (Brand-Miller & Barclay, 2017). In Australia, the number of obese people has been increasing steadily. According to the Australian Bureau of Statistics (2019), 67% of adults and 24% of children were classified as overweight or obese. Overweight and obesity contribute to cancer, cardiovascular disease and type 2 diabetes, all of which have significant health and economic impacts (Sainsbury, Hendy, Magnusson & Colagiuri, 2018). It is interesting to note the increase in obesity as a concern in Australia, where sugar consumption has declined since 2012 (Brand-Miller & Barclay, 2017). Australian consumers are increasingly using various sugar-related mobile apps to check sugar levels, sugar types and the health status of sugar products. In the Australian context, little is known about the factors that motivate customers' continuance intention to use health-related mobile apps, especially the sugar-related mobile apps, and the current study addresses this gap. The technology acceptance model (TAM) by Davies (1989) has been adopted as the theoretical framework for the current study as it allows us to understand consumers' continuance intentions regarding mobile applications. This study makes a couple of key contributions to the existing literature and practice. From the theoretical perspective, the contribution of the current research is that it provides further support for extending the TAM framework. Examining the TAM in light of continuance intentions opens an extended version of TAM that takes into account the impact of new technologies on consumer intentions to focus on health outcomes. From the practical perspective, health practitioners will benefit from the findings of this research in motivating Australian customers to continue to use sugar-related mobile apps. In addition, health app developers will also benefit from the findings of this study.

Title: The adoption of wearable healthcare technology: a systematic literature review

Authors: Mingxue Wei, Yichuan Wang and Suraksha Gupta

Abstract: The growing of population ageing has become a global problem which has brought exerted heavy burden on not only society but also healthcare system. Furthermore, with the increasing number of ageing people, the importance of using technology to support and assist healthcare management has risen as well. Since 1960, the first long-term implantable pacemaker was successfully utilized, wearable healthcare technology has attracted rising attention. With the continuous monitoring of users' health conditions provided by wearable healthcare devices, the emergency situation can be immediately reported to related medical departments and elderly could be provided health support and treatment timely and accurately. In addition, there is a growing number of patients with chronic diseases, daily self-management of

health for these patients is necessary and important. Current studies have confirmed that self-management of health can effectively reduce the disease exacerbations and improve adherence to rehabilitation for patients with chronic diseases. With the support of wearable healthcare technology, a continuous and unobtrusive daily health monitor activity has become easier. Besides, medical wearable devices provide more professional health information for both patients and physician, and the devices are also changing the care situation in asthma, obesity and Alzheimer's et al. by effective monitoring.

In general, there are three main types of wearable healthcare devices in market: 1) disease management, 2) disease prediction and 3) activity monitoring. A large number of studies focus on adoption and function performances of fitness-related (activity monitoring) wearable devices such as Fitbit, iWatch and MiBand. However, the health-related wearable devices are less mentioned. Furthermore, wearable healthcare devices are ignoring a large group of people including older adult, disabled people and chronically ill individuals who need to be concerned most in healthcare. Thus, this reviewed article would focus on the adoption of health-related wearable technology, in addition, the consideration of adoption within older people and ill individuals would be processed via sorting different categories of devices and disease types. This article aimed to delineate the current status of studies which are focus on health-related wearable technologies through a systematic literature review method. In this reviewed article, we synthesize the 58 selected studies analysing the related factors which would influence the adoption of wearable technology for self-monitoring of personal health. By using the adjusted socio-technical system model, the impacted factors were sorted into social system factors (external effect and people related factors) and technical system (physical aspect and economy related factors). Going beyond the scope of previous reviews on adoption of wearable healthcare technology (e.g., perceiver ease of use and usefulness, privacy and security, reliability, and insurance aspects) the other important but less mentioned factors were also discussed in this article such as older people, gamification, interaction, disease type, emotional load and risk of health. By reviewing and criticizing the related articles, the current adopting progression and barriers in wearable healthcare technology market has been clarified. Furthermore, this reviewed studies also provide some suggestions for researchers, vendors, adopter, government departments and the other involvers in their further efforts toward create a better development and adoption.

See you in 2021

PhD colloquium Sessions and links

Date	Time	Zoom details	Host
Welcome note & Keynote	December 9, 2020	9-10.15 am Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89478515358 Meeting ID: 894 7851 5358 Passcode: MSP2020	SG
Track A	10.30-12.30 am		
Track B	10.30-12.30am	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/87483607447 Meeting ID: 874 8360 7447 Passcode: MSP2020	PP
Track C	10.30-12.30am	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89201222600 Meeting ID: 892 0122 2600 Passcode: MSP2020	RK
AMLE PDW (By invitation Only)		Join Zoom Meeting https://newcastleuniversity.zoom.us/j/83081615308 Meeting ID: 830 8161 5308 Passcode: MSP@2020	SG

Sessions and links

Sessions and links

Paper No.	Authors	Title	Track	Track No.	Date	Time	Name of Track Chair	Zoom link	Host
			S.Gupta/Kiran Nair	Welcome/Keynote	10-Dec-20	10.30-1130am	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89049449827 Meeting ID: 890 4944 9827	SG
			V Kumar	Opening Note	10-Dec-20	12-12.45pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/81304939371 Meeting ID: 813 0493 9371	pp
Topic: Generating Relevant Ideas for Marketing Strategy									
			Pawan Budhwar	Keynote	10-Dec-20	12.45-1.30pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/87339209781 Meeting ID: 873 3920 9781	pp
Topic: Building Resilient Organisations During Crisis – Role of Leadership									
4	James M. Crick and Dave Crick	Inter-firm Collaboration as a Performance-Enhancing Survival Strategy within the Business Models of Urban Restaurants Affected by COVID-19	Resilience during Crisis	A1	10-Dec-20	2-3pm	Prof. Etinder Pal Singh	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89177645132 Meeting ID: 891 7764 5132 Passcode: MSP2020	RK
13	Pallavi Singh, David Brown and Bidit Dey	Business innovation to tackle COVID-19 induced challenges: A study of British pub industry	Resilience during Crisis	A1	10-Dec-20	2-3pm			
72	Azna Fall, Kaouther Kooli and Nektarios Tzempelikos	Exploring stakeholders' expectations of firms' online marketing communication about sustainability in the legitimacy discourse	Resilience for Sustainability	A2	10-Dec-20	2-3pm	Dr Syed Mohyuddin	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89199653052 Meeting ID: 891 9965 3052 Passcode: MSP2020	PP
67	Samina Sumrin and Suraksha Gupta	Waste reducing Eco-innovation in	Resilience for Sustainability	A2	10-Dec-	2-3pm			

		Packaging Industry for Environmental issues and Green Marketing			20				
50	Vishal Rana, Daraneekorn Supanti and Syed Mohyuddin	Leveraging Machine Learning and Predictive Voice Analytics to Monitor Emotional Labour of Hospitality Frontline Employees	Resilience with Technology and Analytics	A3	10-Dec-20	2-3pm	Vishal Rana	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/85425856004 Meeting ID: 854 2585 6004 Passcode: MSP2020	SG
75	Sena Ozdemir	The Role of Customer Analytics in New Product Performance: An Investigation of Internal and External Contingency Effects	Resilience with Technology and Analytics	A3	10-Dec-20	2-3pm			
7	Rebecca Ali, Dr. Gohar Khan and William Wang	Understanding Boredom in an Online Buying Context	Resilient Strategy	A4	10-Dec-20	2-3pm	Dr Sanjeev Kumar	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89218756362 Meeting ID: 892 1875 6362 Passcode: MSP2020	AJ
63	Jitender Kumar Kumar	Robin Hood Insurance Broking: Driving growth with differentiation	Resilient Strategy	A4	10-Dec-20	2-3pm			
					10-Dec-20	3-3.45pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/85668075223 Meeting ID: 856 6807 5223	PP
Topic: Innovation and entrepreneurship from the bottom of the pyramid									
					10-Dec-20	4-4.45pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/86485813337 Meeting ID: 864 8581 3337	RK
Topic: Transformations and Adaptations									
52	Diego Vazquez-Brust, Samuel Bonsu, Ticiana	EXPLORING THE IMPACT OF COVID-19 ON	Resilience during Crisis	B1	10-Dec-20	4.45-6.15pm	Dr Pantea Foroudi	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/84883650432 Meeting ID: 848 8365 0432	RK

	Braga de Vincenzi, Natalia Yakovleva and Roberta Castro de Souza Piao	INSTITUTIONAL VOIDS IN BRAZIL: POLICIES FOR MANAGING MASSIVE DISRUPTIONS					Passcode: MSP2020
59	Samuel K. Bonsu, Diego Vazquez-Brust, Natalia Yakovleva, Roberta de Castro Souza Piao and Ticiana Braga de Vincenzi	Effects of COVID-19 on Organizational Practices in Ghana's Waste Management Sector	Resilience during Crisis	B1	10-Dec-20	4.45-6.15pm	
64	Savvas Papagiannidis, Eleftherios Alamanos, Charles Dennis and Michael Bourlakis	The pandemic consumer journey: A stockpiling perspective	Resilience during Crisis	B1	10-Dec-20	4.45-6.15pm	
24	Anisah Hambali and Sharifah Faridah Syed Alwi	The Impact of COVID-19 on Celebrity and Social Media Influencers' Branding Strategy	Resilient Branding Strategy	B2	10-Dec-20	4.45-6.45pm	
41	Dongmei Cao, Maureen Meadows, Suraksha Gupta and Rami Ayoubi	Understanding impulse buying of 'affordable luxury': Brand connection and revised stimulus-emotion-response framework	Resilient Branding Strategy	B2	10-Dec-20	4.45-6.45pm	Dr Hema Yadav Join Zoom Meeting https://newcastleuniversity.zoom.us/j/82431556708 Meeting ID: 824 3155 6708 Passcode: MSP2020
43	Yusniza Kamarulzaman, Marlia Marzuki and Thinaranjeyan I Thirumoorthi	Building a sustainable nation branding framework through brand identity and brand essence: A case of "Malaysia Truly Asia"	Resilient Branding Strategy	B2	10-Dec-20	4.45-6.45pm	PP
15	Ankur Srivastava and Purva Sharma	Examining the antecedents of luxury brands	Resilient Branding Strategy	B3	10-Dec-20	4.45-6.45pm	Prof Kavita Sharma Join Zoom Meeting https://newcastleuniversity.zoom.us/j/83682995459 Meeting ID: 836 8299 5459 Passcode: MSP2020

		engagement: A study of the young Indian Consumer						
74	Sunil Sahadev, Kirk Chang, Ji-Hee Kim, Tanveer Ahmed and Philip Kitchen	Impact of Psychological Empowerment on Creative Performance of Salespersons: Exploring the Mediating and Moderating Mechanisms Through a Two Country Study	Resilient Branding Strategy	B3	10-Dec-20	4.45-6.45pm		
78	Maria Jesus Jerez and Pantea Foroudi	Individual and corporate brand: Moderated mediation model of illusion, butterfly effect, and aesthetic stimuli communication	Resilient Branding Strategy	B3	10-Dec-20	4.45-6.45pm		
48	Abraham Joseph and Suraksha Gupta	Corporate rebranding: A multiple case study in the higher education sector	Resilient Branding Strategy	B4	10-Dec-20	4.45-6.45pm		
47	Manel Mzoughi and Emna Cherif	What matters most for online-personalized ads: The effect of product and brand personalization on eye-movements	Resilient Branding Strategy	B4	10-Dec-20	4.45-6.45pm	Dr Sena Ozdemir	Join Zoom Meeting Join Zoom Meeting https://newcastleuniversity.zoom.us/j/88267261344 Meeting ID: 882 6726 1344 Passcode: MSP2020
21	Anisah Hambali, Sharifah Faridah Syed Alwi and John Balmer	Sustainable branding strategy via celebrity corporate brand	Resilient Branding Strategy	B4	10-Dec-20	4.45-6.45pm		AJ

33	Dr. Shveta Kalra, Dr. Chhavi Taneja and Kavita Sharma	Cognitive and affective antecedents affecting consumer attitude and sustainable tourism behavior post COVID-19	Resilient Tourism and Hospitality	C1	11-Dec-20	8.30-10am			
34	Bartolomé Marco-Lajara, Mercedes Úbeda-García, Lorena Ruiz-Fernández, Esther Poveda-Pareja and Pedro Seva-Larrosa	Rethinking hotel strategies in COVID's times: Analysing the relationship between Social Capital and innovation performance under dynamic environments	Resilient Tourism and Hospitality	C1	11-Dec-20	8.30-10am	Prof. Etinder Pal Singh	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/87417844481 Meeting ID: 874 1784 4481 Passcode: MSP2020	RK
80	Nesrine Tmimi, Hamida Skandrani and Kaouther Kooli	Retailers, why don't you take into account what I feel and how I behave under crowd conditions?	Retail	C1	11-Dec-20	8.30-10am			
10	Wenxiu Nan and Yun Wu	The Effect of Mobile Money on Socioeconomic Sustainability in Sub-Saharan Africa	Resilience for Sustainability	C2	11-Dec-20	8.30-10am			
62	Dorothy Yen, Geraldine Cohen, Liyuan Wei and Yousra Asaad	Towards a Framework of Consumption Practices in Healthy Ageing	Resilience for Sustainability	C2	11-Dec-20	8.30-10am	Dr Pantea Foroudi	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/85116362280 Meeting ID:85116362280 Passcode: MSP2020	PP
66	Maria Petrescu, Adina Dudau, John Girona, John Ricky Ferguson, Monica Fine and Philip Kitchen	Students as value co-creators: The contribution of authority theory to service dominant logic in business schools	Resilience for Sustainability	C2	11-Dec-20	8.30-10am			

29	Nuria Rodríguez-Priego and Lucia Porcu	Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation in times of a pandemic	Resilience with Technology and Analytics	C3	11-Dec-20	8.30-10am		Join Zoom Meeting https://newcastleuniversity.zoom.us/j/89231579268 Meeting ID: 892 3157 9268 Passcode: MSP2020	SG
8	Yan Kong, Shuyang Li, Jingshan Yang and Yichuan Wang	Impacts of Gamification in Mobile Wallet: An fsQCA Approach	Resilience with Technology and Analytics	C3	11-Dec-20	8.30-10am	Dr Francesco Schiavone		
76	Habib Abubakar, Sena Ozdemir, Frano Barbic and Maureen Meadows	Exploring the Impact of Intra-firm and Inter-firm Big Data Analytics Capabilities on Innovation Practice and Performance in the Oil and Gas Industry	Resilience with Technology and Analytics	C3	11-Dec-20	8.30-10am			
3	James M. Crick and Dave Crick	Revisiting the 'Concentration Vs Spreading Debate' Following an Unanticipated Environmental Market Disruption: Risks/Rewards and Strategic Flexibility in Decision-Making Regarding Business Models	Resilient Strategy	D1	11-Dec-20	10-11am	Dr Yichuan Wang	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/81861015998 Meeting ID: 818 6101 5998 Passcode: MSP2020	RK
20	Hema Yadav, Pawanexh Kohli and Lalit Singh	Cold chain management and business models for agriculture products	Resilient Strategy	D1	11-Dec-20	10-11am			
55	Daraneekorn Supanti, Ken Butcher and Sasiwemon Sukhabot	How does corporate social responsibility (CSR) affect hotel employees' resilience and work	Resilience for Sustainability	D2	11-Dec-20	10-11am	Dr Hema Yadav	Join Zoom Meeting: https://newcastleuniversity.zoom.us/j/85323463636 Meeting ID: 853 2346 3636 Passcode: MSP2020	PP

		engagement? The role of gender						
58	Marwa Tourky, Sharifah Faridah Syed Alwi, Ahmed Shaalan and John Balmer	Management of Corporate Identity for the pursuit of sustained CSR implementa	Resilience for Sustainability	D2	11-Dec-20	10-11am		
22	Doane Shichen Ye, Suraksha Gupta, Haytham Siala and Eftychia Palamida	Antecedents and Consequences of Ethical Leadership for Employee Organisational Citizenship Behaviours	Resilient Human Resource Managemnet	D3	11-Dec-20	10-11am	Dr Samaneh Soleimani	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/88136157466 Meeting ID: 881 3615 7466 Passcode: MSP2020
23	Mohammad Islam, Suraksha Gupta, Alan McKinlay and Parth Patel	The Impact of I4.0 on HRM in the service industry – A Research Agenda	Resilient Human Resource Managemnet	D3	11-Dec-20	10-11am		
49	Sean Coary	“Tourism Advertising During a Pandemic: When to Stress Safety and When to Stress Normalcy”	Resilient Tourism and Hospitality	E1	11-Dec-20	11am-12pm		Join Zoom Meeting https://newcastleuniversity.zoom.us/j/86098753229 Meeting ID: 860 9875 3229 Passcode: MSP2020
	Emmanuel Elioth Lulandala and Kavita Sharma	Business Resilience in COVID-19: Characteristics and Strategies from Subscription-based Over the Top Media platforms in India	Strategy and Brand Value	E1	11-Dec-20	11am-12pm	Prof. Etinder Pal Singh	RK
	YiChuan Wang, Mengran Xiong and Hossein Olya	From the darkness comes the light: Actualising Artificial intelligence (AI) in driving business value	Strategy and Business Value	E1	11-Dec-20	11am-12pm		

		Building the Organizational “ABILITY TO COPE” Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors	Resilience for Sustainability	E2	11-Dec-20	11am-12pm	Dr Dongmei Cao	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/82011646720 Meeting ID: 820 1164 6720 Passcode: MSP2020	PP
30	Monica Khanna, Isaac Jacob and Anjali Chopra								
		Are women entrepreneurs more resilient than men? Effect of entrepreneurial self-efficacy on success in Thailand	Resilience for Sustainability	E2	11-Dec-20	11am-12pm			
53	Daraneekorn Supanti, Vishal Rana and Suphitcha Ek-Uru								
		An empirical study of the factors that influence Australian customers’ intention to continue to use sugar-related mobile apps	Resilient Retailing	E3	11-Dec-20	11am-12pm	Prof Kavita Sharma	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/87484143032 Meeting ID: 874 8414 3032 Passcode: MSP2020	SG
35	Tareq Rasul, Aaron Wijeratne and Samaneh Soleimani								
		The adoption of wearable healthcare technology: a systematic literature review	Resilient Retailing	E3	11-Dec-20	11am-12pm			
46	Mingxue Wei, Yichuan Wang and Suraksha Gupta								
					11-Dec-20	1-1.45pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/81536365691 Meeting ID: 815 3636 5691	PP
	Fevzi Okumus	Keynote							
					11-Dec-20	1.45-2.30pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/82929718385 Meeting ID: 829 2971 8385	PP
	Subodha Kumar	Round Table							
Break									
					11-Dec-	3.15-4.45pm	Suraksha Gupta	Join Zoom Meeting: https://newcastleuniversity.zoom.us/j/86175716687	PP
		Meet The Editor							

		20			Meeting ID: 861 7571 6687	
Award Ceremony and Vote of Thanks		11- Dec- 20	4.45-5pm	Suraksha Gupta	Join Zoom Meeting https://newcastleuniversity.zoom.us/j/85025835736 Meeting ID: 850 2583 5736	RK