

PRESENTS

EUROPEAN BUSINESS RESEARCH CONFERENCE 2026 (EBRC 2026) ON REIMAGINING BUSINESS FOR A SUSTAINABLE FUTURE

June 24-26 | 2026

Topic: European Business Research Conference 2026 | EBRC 2026 | United Kingdom

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Meeting ID: 826 7546 2437

Passcode: 620691

Track 4		Date:	25th June 2026
Room	Number:	Time:	3:30 pm – 5:00 pm (BST)
Langsett 38 00 11	Title of Research Work		
1	A Systemic Perspective on Full, Partial, and Discontinued Switching Behavior in Mobile Payment Adoption Hasna Rizki Mardhiana (Institut Teknologi Bandung & School of Business Management, Indonesia); Santi Novani (Lecturer, Researcher, Indonesia); Yos Sunitiyoso (School of Business and Management, Institut Teknologi Bandung, Indonesia); Nila Armelia Windasari (Institut Teknologi Bandung, Indonesia)		
2	Factors Influencing Symbolic Branding on Consumer Perception: A Saliency Based Approach Anwesha Sahoo, Research Scholar , University of Engineering and Management, Kolkata, India		
3	Climate Change and the Economics of Tea in West Bengal: Production, Prices, and Sustainability Supatra Ganguly, Research Scholar , University of Engineering and Management, Kolkata, India		
4	Green skill development opportunities in India: -A study on the red category of Industries Bandita Mukherjee, Research Scholar , University of Engineering and Management, Kolkata, India		
5	Assessing the Role of Social Media Influencers on Youth Dietary Choices and Healthy Food Habits: A Study on NCD Risk Awareness and Sustainability in the Indian Context with Special Reference to West Bengal Robin Singha, Research Scholar , University of Engineering and Management, Kolkata, India		
6	Exploring the intersection of AI, Healthcare and Environmental Sustainability Sneha Biswas, Research Scholar , University of Engineering and Management, Kolkata, India		

10m P + 5m QA

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