



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

June 24-26 | 2026

ORGANISED BY
SHEFFIELD BUSINESS SCHOOL, SHEFFIELD HALLAM UNIVERSITY, UK
UNIVERSITY OF ENGINEERING AND MANAGEMENT, KOLKATA, INDIA

PROGRAM SCHEDULE

Day 1 - June 24, 2026

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

JOIN ZOOM MEETING

<https://us06web.zoom.us/j/82675462437?pwd=MBbplmN8ibasZtPCDokzT1DjCv0OPT.1>

Meeting ID : 826 7546 2437

Passcode: 620691

Day 1	Program	Timings	Duration
Inaugural Session	Emcee : Dr. Pallavi Singh, Senior Lecturer, Sheffield Hallam University, UK		
	Welcome Address by <ul style="list-style-type: none"> Prof. Sunil Sahadev, Professor, Sheffield Business School, Sheffield Hallam University, UK Prof. Dipak Saha, Professor, School of Management, University of Engineering & Management, Kolkata, India 	11:00am - 11:10am (BST)	10m
	Inaugural Keynote Speech : <ul style="list-style-type: none"> Prof. Satyajit Chakrabarti, Vice Chancellor, University of Engineering and Management, Kolkata, India 	11:10am - 11:20am (BST)	10m
	Inaugural Keynote Speech : <ul style="list-style-type: none"> Prof. Samantha Giove, Director of Sheffield Business School, Sheffield Hallam University, UK 	11:20am - 11:40am (BST)	20m
	Inaugural Keynote Speech : <ul style="list-style-type: none"> Prof. Jennifer Smith Maguire, Executive Dean, College of Business Technology and Engineering, Sheffield Hallam University, UK 	11:40am - 12:00pm (BST)	20m
	Keynote Address 1 : <ul style="list-style-type: none"> Prof. Jochen Wirtz, Vice-Dean, NUS Business School, National University of Singapore, Singapore 	12:00pm - 12:25pm (BST)	25m
	Keynote Address 2 : <ul style="list-style-type: none"> Prof. Amitava Chattopadhyay The Glaxo Smith Kline Chaired Professor of Corporate Innovation, INSEAD, France 	12:25pm - 12:50pm (BST)	25m
	Inaugural Vote of Thanks : <ul style="list-style-type: none"> Prof. Writaprana Mukherjee, School of Management, University of Engineering & Management, Kolkata, India 	12:50pm - 1:00pm (BST)	10m
LUNCH BREAK		1:00pm - 2:00pm (BST)	1h
Technical Session 1	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	2:00pm - 3:30pm (BST)	1h 30m

Day 1	Program	Timings	Duration
TEA BREAK		3:30 pm – 3:45 pm (BST)	15m
Technical Session 2	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	3:45pm - 5:15pm (BST)	1h 30m

Day 2 - June 25, 2026

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

JOIN ZOOM MEETING

<https://us06web.zoom.us/j/82675462437?pwd=MBbplmN8ibasZtPCDokzT1DjCv0OPT.1>

Meeting ID : 826 7546 2437

Passcode: 620691

Day 2	Program	Timings	Duration
Technical Session 3A	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	10:00am - 11.30am (BST)	1h 30m
Technical Session 3B	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	10:00am - 11.30am (BST)	1h 30m
TEA BREAK		11:30am - 11:45am (BST)	15m
Meet the Editors Sessions	<ul style="list-style-type: none"> Speaker 1 : Dr. Sianne Gordon Wilson- Associate editor Journal of Consumer Behaviour Speaker 2 : Dr. Simon Jang- Associate editor- Journal of Strategic Marketing Speaker 3 : Dr. Deema Refai Co-Editor in Chief- International Journal of Entrepreneurship & Innovation- Speaker 4 : Dr. Gosia Ciesielska, Associate Editor, Journal of Organizational Change Management Moderator : Prof. Sunil Sahadev, Professor, Sheffield Business School, Sheffield Hallam University, UK 	11:45am - 1:00pm (BST)	1h 15m
LUNCH BREAK		1:00pm - 1:40pm (BST)	40m
Keynote Address 3	<ul style="list-style-type: none"> Prof. Mehmet Demirbag, Professor of International Business, Essex Business School, University of Essex, UK 	1:40pm - 2:00pm (BST)	20m
Keynote Address 4	<ul style="list-style-type: none"> Prof. Bradley R. Barnes Professor of Department of Marketing and International Business Lingnan University, Hong Kong 	2:00pm - 2:20pm (BST)	20m
Keynote Address 5	<ul style="list-style-type: none"> Prof. Chanaka Jayawardhena, Professor, University of Surrey, UK 	2:20pm - 2:40pm (BST)	20m
Keynote Address 6	<ul style="list-style-type: none"> Prof. Neeru Malhotra, Professor, Georgia Southern, USA University 	2:40pm - 3:00pm (BST)	20m
TEA BREAK		3:00pm - 3:30pm (BST)	30m
Technical Session 4	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	3:30pm - 5:00pm (BST)	1h 30m

Day 3 - June 26, 2026

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

JOIN ZOOM MEETING

<https://us06web.zoom.us/j/82675462437?pwd=MBbplmN8ibasZtPCDokzT1DjCv0OPT.1>

Meeting ID : 826 7546 2437

Passcode: 620691

Day 3	Program	Timings	Duration
Technical Session 5A	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	10:00am - 11:30am (BST)	1h 30m
Technical Session 5B	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	10:00am - 11:30am (BST)	1h 30m
TEA BREAK		11:30am - 11:45am (BST)	15m
Technical Session 6A	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	11:45am - 1:15pm (BST)	1h 30m
Technical Session 6B	<ul style="list-style-type: none"> Research Papers Presentation (10m P + 5m QA) 	11:45am - 1:15pm (BST)	1h 30m
LUNCH BREAK		1:15pm - 2:00pm (BST)	45m
Valedictory Session	Valedictory Keynote Address : Prof. Ranjan Chaudhuri, Director of the DBA, EMLV Business School, Paris, France	2:00pm - 2:20pm (BST)	20m
	Topic : Research for Sustainability : Innovation, Policy, and Practice Speakers: <ul style="list-style-type: none"> Dr. Tina Harness, Head of Research, Innovation and Knowledge Exchange for Sheffield Business School, Sheffield Hallam University, UK Dr. Alexandra Aaron, Associate Dean of Business, Schiller International University, Spain Dr. Samiullah Khan, Sustainability Advisor and Chief Sustainability Officer, Fakhruddin Holding, UAE Dr. Ghalib Kahwaji, Director of the RIT Dubai Sustainability and Energy Center, UAE Dr. Sutapa Chatterjee Bhattacharya, Professor, School of Management, University of Engineering & Management, Kolkata, India Moderator: <ul style="list-style-type: none"> Dr. Ayman Ibrahim, Associate Professor, RIT Dubai, UAE 	2:20pm - 3:20pm (BST)	1h
	Announcement of Best Paper Award <ul style="list-style-type: none"> Prof. Sunil Sahadev, Professor, Sheffield Business School, Sheffield Hallam University, UK Prof. Dipak Saha, Professor, School of Management, University of Engineering & Management, Kolkata, India 	3:20pm - 3:45pm (BST)	25m
CONFERENCE NETWORKING		3:45pm - 4:00pm (BST)	15m