



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

Venue :

Sheffield Business School, Sheffield Hallam University,
City Campus, Howard Street, Sheffield, S1 1WB, United Kingdom.

Day 1	Program	Timings	Duration
Inaugural Session	Emcee : Dr. Pallavi Singh, Senior Lecturer, Sheffield Hallam University, UK		
	Welcome Address by - 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 : Prof. Satyajit Chakrabarti, Vice Chancellor, University of Engineering and Management, Kolkata, India	11:10am - 11:15am (BST)	5m
	Inaugural Keynote Speech : Prof. Biswajoy Chatterjee, Vice Chancellor, University of Engineering and Management, Jaipur, India	11:15am - 11:20am (BST)	5m
	Inaugural Keynote Speech : Prof. Samantha Giove, Director of Sheffield Business School, Sheffield Hallam University, UK	11:20am - 11:40am (BST)	20m
	Inaugural Keynote Speech : 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 : Prof. Jochen Wirtz, Vice-Dean, NUS Business School, National University of Singapore, Singapore	12:00pm - 12:25pm (BST)	25m
	Keynote Address 2 : Prof. Amitava Chattopadhyay The Glaxo Smith Kline Chaired Professor of Corporate Innovation, INSEAD, France	12:25pm - 12:50pm (BST)	25m
	Inaugural Vote of Thanks : 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	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	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

Venue :

Sheffield Business School, Sheffield Hallam University,
City Campus, Howard Street, Sheffield, S1 1WB, United Kingdom.

Day 2	Program	Timings	Duration
Technical Session 3A	Research Papers Presentation (10m P + 5m QA)	10:00am - 11.30am (BST)	1h 30m
Technical Session 3B	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	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	Prof. Mehmet Demirbag, Professor of International Business, Essex Business School, University of Essex, UK	1:40pm - 2:00pm (BST)	20m
Keynote Address 4	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	Prof. Chanaka Jayawardhena, Professor, University of Surrey, UK	2:20pm - 2:40pm (BST)	20m
Keynote Address 6	Prof. Neeru Malhotra, Professor, Georgia Southern University, USA	2:40pm - 3.00pm (BST)	20m
TEA BREAK		3:00pm - 3:30pm (BST)	30m
Technical Session 4	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

Venue :

Sheffield Business School, Sheffield Hallam University,
City Campus, Howard Street, Sheffield, S1 1WB, United Kingdom.

Day 3	Program	Timings	Duration
Technical Session 5A	Research Papers Presentation (10m P + 5m QA)	10:00am - 11:30am (BST)	1h 30m
Technical Session 5B	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	Research Papers Presentation (10m P + 5m QA)	11:45am - 1:15pm (BST)	1h 30m
Technical Session 6B	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: - 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: - Dr. Ayman Ibrahim, Associate Professor, RIT Dubai, UAE	2:20pm - 3:20pm (BST)	1h
	Announcement of Best Paper Award 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