

PRESENTS
EUROPEAN BUSINESS RESEARCH CONFERENCE 2026 (EBRC 2026)
ON
REIMAGINING BUSINESS FOR A SUSTAINABLE FUTURE
 June 24-26 | 2026

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

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Track 1 /Room No.	Regulation, Policy & Governance for Sustainability	Date:	24th June 2026
Room Number Langsett 38 02 04	Paper Code / Paper Title	Time:	2:00 pm – 3:30 pm (BST)
1	<u>A Risk-Based Governance Framework for Generative AI Integration in Higher Education: Balancing Innovation and Academic Integrity</u> Khodijatul Qodriah and Fathor Rozi (Universitas Nurul Jadid, Indonesia); Hasan Baharun, Febri Qushwa and M. Aqil Fahmi Sanjani (Nurul Jadid University, Indonesia); Mukhamad Ilyasin (Universitas Islam Negeri Sultan Aji Muhammad Idris Samarinda, Indonesia)	10m P +5m QA	
2	<u>Digital Advisory Twin Capability: AI Enabled Strategic Decision-Making for Innovation and Entrepreneurship</u> Hanan Alsharah (University of Essex, United Kingdom (Great Britain)); Madonna Ghanem (UCAM University, Spain); Mohammad Aljeemaz (Coventry University, United Kingdom (Great Britain)); Mariam S. Alshammari (Gulf University for Science and Technology, Kuwait); Abdullah Alenzi (University of Edinburgh, United Kingdom (Great Britain))		
3	<u>Social Protection for Gig Workers in Malaysia: Concepts, Definitions and Empirical Evidence</u> Ilhaamie Abdul Ghani Azmi (Academy of Islamic Studies, Universiti Malaya, Malaysia)		
4	<u>Integrating ESG Metrics in Palm Oil Corporate Financial Reports: A Review on Governance Innovation and Transparency</u> Loso Judijanto (IPOSS, Indonesia); Sri Nurhayati (IKIP Siliwangi, Indonesia)		
5	<u>Stakeholder Influence and Financial Disclosure Practices: A Review of the Palm Oil Industry's Corporate Governance Landscape</u> Loso Judijanto (IPOSS, Indonesia); Sri Nurhayati (IKIP Siliwangi, Indonesia)		
6	<u>Corporate Environmental Responsibility in Property Insurance: A Value Chain-Based Systematic Literature Review</u> Constantin Sebastian Repp (Sheffield Hallam University, United Kingdom (Great Britain))		
7	<u>Business-State Resilience: The Impact of Entrepreneurial Risk Orientation and Dynamic Governance Capacity on Sustainable Economic Ecosystems</u> Dr. Mohammed Ali Kafaji , College of Business, Alfaisal University, Saudi Arabia		

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Track 2 /Room No.	Marketing Strategies for Sustainable Future	Date:	24th June 2026
Room Number Langsett 38 02 04	Paper Code / Paper Title	Time:	3:45 pm – 5:15 pm (BST)
1	Role of Digital Marketing in Promoting Sustainable Consumption: An Empirical Study of Gen Z Consumers Prof. Usha Rani Chahal (Govt. P.G. College, Ambala Cantt. Haryana (India))	10m P +5m QA	
2	Greenwashing and Visual Deception: A Persuasion Knowledge Perspective on Sustainable Consumer Behavior I-Ling Ling (National Chiayi University, Taiwan); Hui-Chung Yao (Kaohsiung Medical University, Taiwan); Li-Hsin Wu (University of Toronto, Canada)		
3	Integrating Sustainability and Cultural Branding in Rural Tourism: A Multi-State Case Study from India Ms. Anwesha Sahoo, Ph.D Scholar, University of Engineering & Management, Kolkata, India, Dr. Dipak Saha, Professor, department of Management, Institute of engineering & Management, (School of University of Management), Kolkata, India		
4	Configuring Omnichannel Capabilities for Brand Loyalty: A fsQCA Analysis Across Consumer Durables and FMCG Prof. Dinesh Sharma, Prestige University, Indore, India, Prof. Sunil Sahadev, Professor of Marketing and Responsible Enterprise, Sheffield Business School, Sheffield Hallam University, UK, Prof. Tapan Kumar Panda, Former Pro vice chancellor, KIIT University, Bhubaneshwar, India,		
5	A Longitudinal View of Gen Z's Journeys on Ethically Questionable Online Platforms: Exit, Return, and Questioning Engagement Hayden Cronk (Sheffield Hallam University, United Kingdom (Great Britain))		
6	Bridging Islamic Ethics and Circular Economy: Towards a Halal Circular Economy Framework Hasan Gilani (University of Brighton, United Kingdom (Great Britain))		

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Track 3A /Room No.	Social and Sustainable Innovation	Date:	25th June 2026
Room Number Langsett 38 01 01	Paper Code / Paper Title	Time:	10:00 am – 11:30 am (BST)
1	<u>Enabling a Circular Economy Transition in Dubai: An Enabler–Barrier–Intervention Framework for Policy, Accelerators, and Sectoral Pathways</u> Basil Basbous, Ayman Ibrahim, Rochester Institute of Technology Dubai	10m P +5m QA	
2	<u>A Critical Analysis of Enclave Tourism, Coastal Displacement and Beach Access Conflicts in Jamaica</u> Ava Sewell Williamson (University of Technology Jamaica, Jamaica); Norene Brown-Roomes (University of Technology, Jamaica); Tasheena Murray (Jamaica); Tazia Williams, Regene BadreSingh, Crystal Campbell and Cheonty Gayle (University of Technology, Jamaica)		
3	<u>Technophobia of Gender as an Inhibitor for Digital Learning in Education</u> Izzatul Munawwaroh , Hasan Baharun and Akmal Mundiri (Nurul Jadid University, Indonesia); Fathor Rozi (Universitas Nurul Jadid, Indonesia); Muh Hamzah (Nurul Jadid University, Indonesia); Ayatullah Maulidy (Universitas Islam Negeri Walisongo Semarang, Indonesia)		
4	<u>An Analysis of Challenges and Opportunities in IoT-Enabled Large-Scale Smart Cities</u> Ansar Mehmood (Canterbury Christ Church University, United Kingdom (Great Britain)); Umar Ali (TTG International R&D, Turkey)		
5	<u>Automated Data Contract Validation in Multi-Vendor Procurement Platforms</u> Sambit Dhar and Pradipta Das (USA); Ravindra Singh Raghuvanshi (St Cloud State University, USA); Sunil Das and Pradeep Kumar (USA); Deepak Singh (Northwestern Mutual, USA)		
6	<u>Ecosystems Shaping Knowledge Diffusion for Organisational Capability Development: A Comparative Case Study</u> Ikra Binte Islam, Avik Ghosh, Sunil Sahadev and Pallavi Singh (Sheffield Hallam University, United Kingdom)		

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Track 3B /Room No.	Leadership & Change Management for sustainable organisations	Date:	25th June 2026
Room Number Langsett 38 00 11	Paper Code / Paper Title	Time:	10:00 am – 11:30 am (BST)
1	<u>Retaining Generation Z: How Work-Life Balance Builds Intention to Stay Through Employee Engagement in Jakarta</u> Widiantyo Angger Pinilih (Universitas Telkom, Indonesia); Fetty Poerwita Sary (Co-Author, Indonesia)	10m P +5m QA	
2	<u>Rethinking Compensation in Digital Era: Effectiveness of Performance Detection Applications in Driving Employee Performance, Well-Being, and Sustainable HRM Practices</u> Cindy Pramita and Tias Andarini Indarwati (Universitas Negeri Surabaya, Indonesia)		
3	<u>AI-Enabled Leadership in Digital Service Supply Chains: A Sociotechnical Investigation of Chinese Technology Firms</u> Ming Cheng (Iulm University); Daniela Corsaro (IULM University, Italy)		
4	Leading Behavioural Change Among Employees Toward Green Behaviour (GB) Majumder, Chirabrata Institute of Engineering and Management – Department of Management (India)		
5	Examining self-curated home environments as a pathway to enhance wellbeing Prof. Sunil Sahadev, Sheffield Business School, Dr. Xia Zhu, The Open University, Dr. Olga Polyakova, Sheffield Business School		
6	A comprehensive study on East Coast of India of their lives and livelihoods Mr. Siddhartha Das, Dr.Sutapa Chatterjee Bhattacharya, Dr.Dipak Saha, Prof. Anupam Bhattacharya (Department of Management, Institute of engineering & Management, (School of University of Management), Kolkata, India)		

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Track 5A /Room No.	Sustainable Business Model Innovation	Date:	26th June 2026
Room Number Langsett 38 0204	Paper Code / Paper Title	Time:	10:00 am – 11:30 am (BST)
1	<u>Smart Tax Systems for Sustainable Palm Oil Production: A Review on AI-Enabled Fiscal Policy and Environmental Tax Mechanisms</u> Loso Judijanto (IPOSS, Indonesia); Sri Nurhayati (IKIP Siliwangi, Indonesia)	10m P +5m QA	
2	<u>Building Sustainable and Trustworthy AI: A Governance Perspective</u> Hak Kim and Christos Paloubis (Hofstra University, USA)		
3	<u>Machine Learning Applications in Tax Compliance and Fraud Detection: A Review of Best Practices</u> Loso Judijanto (IPOSS, Indonesia); Sri Nurhayati (IKIP Siliwangi, Indonesia)		
4	Harnessing AI for Transforming healthcare service, a framework for Enhancing Patient Experience and Delight: Review and Bibliometric Analysis Debasree Ghosh, Assistant Professor, Department of Hospital Management, Eminent College of Management and Technology, West Bengal, India, Dr. Soumya Mukherjee, Associate Professor, School of Management Studies, Swami Vivekananda University, Kolkata, India, Dr. Mrinal Kanti Das, Assistant Professor, Department of Commerce, Kanchrapara College, Kanchrapara West Bengal, India, Dr. Dipak Saha, Professor, Dept. of Management, Institute of Engineering & Management (School of University of Engineering and Management), Kolkata, India		
5	<u>Business Model Readiness for Circular Economy Adoption in the European Construction Sector: Evidence from a Multi-Level Stakeholder Perspective</u> Margherita Finamore , Crina Oltean-Dumbrava and Jose Eduardo Munive-Hernandez (University of Bradford, United Kingdom (Great Britain))		
6	<u>Infrastructure-First Analytics for Sustainable Emergency-Response Resilience in Arid Smart Cities: Evidence from Dubai</u> Aishah Almarzooqi, Ayman Ibrahim, Rochester Institute of Technology Dubai, United Arab Emirates		

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Track 5B /Room No.	Sustainable Business Model Innovation	Date:	26th June 2026
Room Number Langsett 38 0205	Paper Code / Paper Title	Time:	10:00 am – 11:30 am (BST)
1	<u>Business Model Innovation and Strategic Transformation in a Family-Owned Real Estate Firm</u> Vishal Nanda (University of Brighton, United Kingdom (Great Britain))	10m P +5m QA	
2	<u>Digital Transformation of Tax Systems Through AI Technologies: A Review of Policy Frameworks and Regulatory Adaptations</u> Loso Judijanto (IPOSS, Indonesia); Sri Nurhayati (IKIP Siliwangi, Indonesia)		
3	<u>From Unstructured Reviews to Actionable Insight: Machine Learning-Driven Sentiment Analysis in E-Commerce Platforms</u> Arjune Selvam (CHRIST UNIVERSITY), India		
4	<u>Measuring to Survive: Performance Measurement and Innovation Practices in SMEs</u> Pallavi Singh (Sheffield Hallam University, United Kingdom (Great Britain)); Glen Cookson (Sheffield business School, United Kingdom (Great Britain)); Giovanna Battiston (Sheffield Business School, United Kingdom (Great Britain))		
5	<u>Conceptualizing German MNEs' Sustainable Management Practices in China: A Maturity Model Approach</u> QI XU (Sheffield Hallam University, United Kingdom (Great Britain))		

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Track 6A /Room No.	Sustainable Business and Management Education	Date:	26th June 2026
Room Number Langsett 38 0204	Paper Code / Paper Title	Time:	11:45 am – 1:15 pm (BST)
1	Documentation-Centric AI as an Organizational Capability: Rethinking Enterprise Intelligence in Knowledge-Intensive Organizations Amrutha Moorthy (Patenti Technology Solutions, India)	10m P +5m QA	
2	Human Judgment Displacement Within Artificial Intelligence-Based Academic Management Hasan Baharun (Nurul Jadid University, Indonesia); Mualimin Mualimin (Open University, Jakarta, Indonesia); Hasan Bin Jali (University of Kuala Lumpur Malaysia, Malaysia); Zohaib Hassan Sain (Superior University, Pakistan); Dinda Febrianti Putri (Nurul Jadid University, Indonesia); Ahmad Zubaidi (Universitas Nurul Jadid, Indonesia)		
3	Decoupling India's Farm Growth from Carbon: Evidence from Agritech, Credit and Digitalization Using Panel MMQR Analysis Arjune Selvam (CHRIST UNIVERSITY), India		
4	The Missing Majority Problem in Sustainable Business Education Informal Economy Perspectives and a Conceptual Change Framework for Curriculum Transformation in Business Schools Dr. Caroline Kom, Dr Diana Sharpe, (Sheffield Hallam University, United Kingdom)		
5	The Human-Centric Side of Digital Transformation: Flexible Work Arrangements and Employee Performance Through Employee Well-Being in the IT Sector Riski Wahyudi (Telkom University, Indonesia); Fetty Poerwita Sary (Co-Author, Indonesia)		

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Track 6B /Room No.	Sustainable Finance, Investment & Accounting	Date:	26th June 2026
Room Number Langsett 38 02 05	Paper Code / Paper Title	Time:	11:45 am – 1:15 pm (BST)
1	Determinants of Sustainability Reporting: The Role of Free Cash Flow per Share, Firm Attributes, and Board Characteristics Vika Elvira (Syiah Kuala, Indonesia); Indayani Inda Indayani and Fazli Syam BZ (Universitas Syiah Kuala, Indonesia)	10m P +5m QA	
2	AI-Based Detection for near Risk-Free Borrower Detection in U.S. Loan Origination Ravindra Singh Raghuvanshi and Deepa Singh (St Cloud State University, USA); Pradipta Das, Pradeep Kumar, Sunil Das and Sambit Dhar (USA); Deepak Singh (Northwestern Mutual, USA)		
3	Do Firm Attributes Matter? Evidence on Profitability, Size, Institutional Ownership, and Firm Age in Sustainability Reporting Veni Sriwahyuni , Mirna Indriani and Indayani Inda Indayani (Universitas Syiah Kuala, Indonesia)		
4	Climate-Aligned and Net-Zero Investment Strategies for Developing Nations: Transition Barriers, Financing Gaps, and Future Pathways Pavan Manjunath (Jain University, India & GIATM, India); Thomas Prüfer (Jain, Germany); Rachit Vats (IIM, India); Selwyn Anbarasan (IIMG, India); Pallavi Priyadarshini (JIT, India); Vidya Valsalan (IIM, India); Kruthi R (Maharaja Institute of Technology Mysore, India); Naveen Kumar Reddy Chichili (Doterra, USA)		
5	Turning Tech Deals into Profitability and Market Value: ESG, R&D, and Competitive Strategy in AI-Leading Economies Abbas Abbas and Abdul Mukti Soma, Master of Management Study Program, School of Economics and Business, Telkom University, Bandung, Indonesia		

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