



INTERNATIONAL CONFERENCE ON BUSINESS, MANAGEMENT AND LEADERSHIP

4th

Conference program

Dates 21–23 August 2026

Location Oxford, United Kingdom

Venue

Saïd Business School Park End Street · Oxford, United Kingdom

Day 1

Friday, 21 August 2026

VENUE

Venue · Saïd Business School Park End Street · Oxford, United Kingdom



Directions

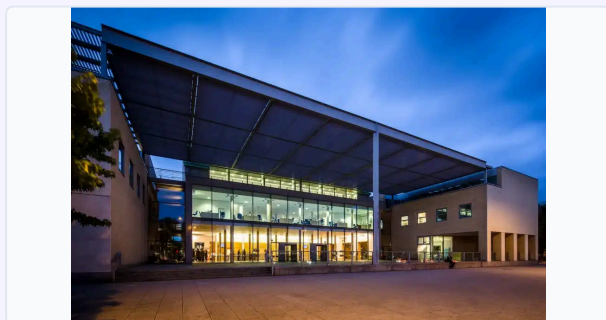
Scan to open the map

<https://maps.app.goo.gl/m242zP7jvhnJ4i867>

09:15–09:45

Conference Check-in REGISTRATION

Collect your badge and complete conference registration.



TRACK

LEADERSHIP, PEOPLE & ORGANISATIONAL BEHAVIOUR

09:45–10:00

Developing Servant Leaders in Manufacturing: A Mixed-Methods Study of Leadership Growth and Follower Perceptions

TALK

Prof. Dr. Chris Rappazini · United States

10:00–10:15

Leadership Dynamics in Human-in-the-Loop Security Models for General-Purpose AI Systems: Implications for Workforce and Technological Transformation

TALK

Dr. Ananya Rajagopalq · Mexico

10:15–10:30

Shareholder Activism and CEO Turnover in Private Equity–Backed Firms: Leadership Alignment and Executive Cohesion

TALK

Dr. Joanna Konstantinou · Greece

10:30–10:45

When Does Employee Wellbeing Drive Firm Growth? Burnout Prevention Climate and the Returns to Innovation Investment

TALK

Dr. Joohyun Ham · Korea, Republic of

10:45–11:00

CEO Overconfidence, Narcissism and International Diversification Strategy: Evidence from Chinese Multinational Enterprises

TALK

Prof. Dr. Gongming Qian · China

11:00–11:30

Refreshment and Netwoking

REFRESHMENT

11:30–11:45

"Always Connected Social Media Notifications and Managerial Control in the Generation Z Workplace"

TALK

Stephanie Bilderback · United States

Emily Kate Gill · United States

11:45–12:00

Linking Paradoxical Leadership and Employee Safety Behaviors Through The Lense of Affective Events Theory: A Moderated Mediation Model

TALK

Dr. Asma Gul · Pakistan

12:00–12:15

Are Boundaryless Careerists a Breed apart From Organization? Insights from South Korea and United States

TALK

Younggun Kim · Korea, Republic of

12:15–12:30

What Shapes Gender Gaps in Entrepreneurship? Entrepreneurial Ecosystem Conditions and Gender Differences in Activity, Perceptions

TALK

Juyeong Park · Korea, Republic of

12:30–12:45

When AI Feels Fair: The Distinct Roles of Procedural and Distributive Justice in Organizational Dehumanization under AI-Enabled HRM

TALK

Jihyun Lee · Korea, Republic of

TRACK

AI, TECHNOLOGY ADOPTION & BUSINESS EDUCATION

12:45–13:00

AI Adoption for Business Leaders: Why Practical Strategy Beats Technology Hype

TALK

Steven Wakefield · United Kingdom

13:00–13:15 **Beyond Technology: A Human Systems Framework for Diagnosing Organisational Readiness in AI Adoption**

TALK

James Daniel Best · United Kingdom

13:15–13:30 **Unique Dynamic Capabilities for Technology Adoption** TALK

Duong Thi Thanh Nhan · Finland

13:30–15:00 **Lunch** LUNCH

15:00–15:15 **From Sensemaking to Sensebecoming: How Institutional Contexts Shape Generative AI Use in Higher Education.**

TALK

Yili Zhao · United Kingdom

15:15–15:30 **Student Managed Investment Fund Participation and Career Readiness in Business Education** TALK

Stephanie Bilderback · United States

Brody Burgess · United States

Broderick David Shoulta Burgess · United States

15:30–15:45 **Alcohol Motives and Professional Identity Development in Business Students** TALK

Stephanie Bilderback · United States

Cutter Elias Shepherd · United States

TRACK

MARKETING, BRANDING & CONSUMER BEHAVIOUR

15:45–16:00 **A Cross-National Comparison of Click-Through Rates for AI Overview Keywords** TALK

Dr. Joe Hazzam · United Kingdom

16:00–16:15 **Cultural Value Communication in Creative Economy Products: A Second-Order Measurement Model in the Context of Thai Floral Perfume Branding**

TALK

Dr. Chutimant Boonnual · Thailand

16:15–16:30 **Scouting Engaging Influencers to Recommend Brands for S-Commerce Repurchase Success in Sustainability**

TALK

Prof. Dr. Yu-Yuan Shih · Taiwan

16:30–17:00 **Refreshment and Networking** REFRESHMENT

17:00–17:15 **Sustainable Marketing and Purchase Intention among Generation Z Consumers: The Mediating Roles of Brand Image and Perceived Value and the Moderating Role of Social Influence Branding**

TALK

Dr. Chanyaphak Lalaeng · Thailand

17:15–17:30 **Exploring The Advertising Effectiveness of Podcasts: A Congruence Theory Perspective** TALK

Dr. Jung-Kuei Hsieh · Taiwan

17:30–17:45 **Green Signal and Global Sales: The Impact of Environmental Accounting Disclosure on Export Performance of Small Cap Firms in South Africa.**

TALK

Dr. Adejayan Adeola Oluwakemi · Nigeria

17:45–18:00

Strategic Growth Narratives in Corporate Disclosures: Evidence from Textual Analysis of 10-K Reports

TALK

Minsu Jung · Korea, Republic of

18:00–18:15

Closing Remarks and Release of Certificates CLOSING**Day 2**

Saturday, 22 August 2026

CITY TOUR

from 10:00

City Tour

Explore the famous sights of historic Oxford with your own Green or Blue Badge Guide. All Walking Tours of Oxford guides are accredited members of the Institute of Tourist Guiding (ITG) and the Oxford Guild of Tour Guides (see our blog for further information).

There's no set route, or script. Your guide 'tunes in' to the group and your interests, taking into consideration events taking place in Oxford on the day of your tour and any closures.

Discover 'The Heart of Oxford' on foot – the Sheldonian Theatre, the iconic Bodleian Library, many of the colleges, the Bridge of Sighs and the University Church of St Mary the Virgin – viewed from the outside and with a few surprises along the way.

Our highly knowledgeable guides bring the complex history of the university to life, from its humble beginnings to the world-class institution it is today.

Meeting point Martyrs Memorial, St Giles, Oxford (opposite The Randolph Hotel)

**Directions**

Scan to open the map

<https://maps.app.goo.gl/Za4KZ3WSmxz8GGba8>
**Day 3**

Sunday, 23 August 2026

12:50–13:00

Virtual Checkin information REGISTRATION

Log in and complete your virtual check-in before the session starts

TRACK**STRATEGY, INNOVATION & ORGANISATIONAL MANAGEMENT**

13:00–13:15

Open Innovation as an Econometric Framework for Efficient European Eco-Innovation TALK

Dr. Jesús Barrena Martínez · Spain

13:15–13:30

Achieving Sustainable Success in Japan's Mobile Gaming Market Investigation by Mixed-Methods

TALK

Dr. Kasumi Kamizato · Japan

13:30–13:45

Regime-Switching Prediction of Intraday Equity Trading Outcomes: A Hidden Markov Model Approach for Semi-Automated Scalping and Swing Strategies

TALK

Priyanka Gandhi · United States

13:45–14:00

Leadership Practices and Workplace Attachment in Valencian Companies

TALK

Francisco Javier Giménez Divieso · Spain

14:00–14:15

Integrating Spiritual Values in Business Management: a Framework for Sustainable Organizational Change

TALK

Luiza Alekseeva · France

14:15–14:30

Navigating Complexity in Project-Based Organizations: Artificial Intelligence as a Systemic Driver of Managerial Decision-Making

TALK

Fabian David Güiza Pinzón · Colombia

14:30–14:45

Complementarity between Digital Capability and Environmental Sustainability Practices

TALK

Fatemeh Tabatabaei · Belgium

14:45–15:00

From “Passive Adaptation” to “Proactive Reshaping”: A Qualitative Exploration of the Work Values and Career Expectations of Post-00s Interns

TALK

He Qinwan · China

15:00–15:15

Stress and Academic Life: Experiences and Stressors During the First Year of University in Lima, Peru

TALK

Miriam Mejia · Peru

15:15–15:30

Stage-Specific Generative AI Disclosure: Mention, Planned Adoption, and Implementation

TALK

Zirui Huo · China

15:30–15:40

Q&A - Closing Time

CLOSING

FAQ

Invoices or payment receipt. When will I receive my invoice/payment receipt?

We send sales receipts or invoices to customers immediately after registration, along with the payment confirmation email. These documents include an official signature and stamp. If you do not receive your sales receipt or invoice, please contact us using the email address provided in your conference program.

When will you give us certificates?

Listeners and Speakers will be awarded Certificates at the venue. The certificates of virtual attendees will be emailed after the conference.

Publication opportunities; Where and when will my paper be published?

All Abstracts will be published in the Abstract Book (link in the program). Other publishing opportunities including conference Proceedings, peer-reviewed indexed journals, etc. will be announced by our colleagues a few weeks after the conference.

Virtual presentations. How can we join the Virtual sessions?

We will send information to all conference participants in an email with simple and clear instructions. There is a link that will automatically connect you to the conference platform.

Please note there is no need to join the virtual session from the conference venue. You can join us anywhere & you just need a computer and internet.

How long is a conference paper presentation for in-person or virtual delegates?

In-person or virtual presenters will have 13 minutes for the presentation and then 2 minutes for Q&A.

Resources & Links



Conference Abstract Book

The abstracts of the presentations can be found in the online conference Abstract Book. All abstracts will be available in the conference proceedings starting from the inaugural day of the Conference. Visit the following link to access the abstracts or Scan the QR code

<https://proudpen.com/proceedings/index.php/ICBML/issue/view/84>



Virtual Session

Please find the virtual session access details below. Participants who wish to join the online session may use the following link at the scheduled time.

<https://us06web.zoom.us/j/81390686125>