



Global and Sustainable Business Futures



Empowering Leaders for Global Contemporary Businesses



27-29th October 2025



Centre for Leadership and Empowerment, Off Campus Division, University of Greater Manchester, Bolton, BL3 5AB



Welcome to University of Greater Manchester

It is with great pleasure that I welcome all delegates to the Empowering Leaders for Global Contemporary Business Conference, jointly organised by the Centre for Leadership and Empowerment at the University of Greater Manchester, the Global Sustainable Business Futures of the University of Bradford, and the She Inspires Foundation.

We are delighted to host such a distinguished gathering of scholars, practitioners, and leaders from across the globe.

This conference provides a vital platform for critical reflection, dialogue, and collaboration on the future of leadership and business in an increasingly complex and interconnected world.

The theme, *Empowering Leaders for Global Contemporary Business*, resonates deeply with our University's vision to be a beacon of innovation, inclusivity, and societal impact through world-class research and education.

I would like to extend my sincere appreciation to Professor Christian Harrison and the entire organising committee for their hard work and dedication in bringing this important event to fruition. Their efforts embody the spirit of collaboration and excellence that defines the University of Greater Manchester.

I wish you all an inspiring and productive conference experience and hope your time with us fosters new insights, meaningful connections, and lasting partnerships.



Dr Greg Walker

**Acting Vice Chancellor
University of Greater Manchester**

Welcome Address, *University of Greater Manchester*

Welcome to the 2nd International Leadership Conference, hosted by the Centre for Leadership and Empowerment (CLE) at the University of Greater Manchester.

We are truly delighted to have you join us for this landmark three-day event themed “*Empowering Leaders for Global Contemporary Business*,” jointly organised with the Global Sustainable Business Futures at the University of Bradford and the She Inspires Foundation.

This international gathering brings together distinguished scholars, practitioners, industry leaders, and changemakers from around the world to explore cutting-edge leadership strategies, sustainable business practices, and innovative approaches to managing contemporary global enterprises. Positioned at the intersection of academic research and real-world impact, this conference seeks to foster meaningful dialogue, inspire critical reflection, and promote actionable insights toward a more empowered, equitable, and future-oriented business landscape.

Our overarching goal is to enhance leadership capabilities in today’s dynamic and uncertain environments—cultivating leaders who can drive transformation, inclusion, and resilience within their organisations and communities.

We extend our heartfelt thanks to all our attendees for their participation, and to our esteemed keynote speakers, panelists and workshop facilitators for generously sharing their time, insights, and expertise. Your engagement is what transforms this conference from an event into an enriching collaborative experience.

The programme offers a rich and diverse agenda, featuring paper presentations, professional development workshops, thought-provoking talks, interactive panel discussions, and a celebratory gala dinner. We are confident that these sessions will provide valuable opportunities for learning, networking, and professional growth.

As the Founding Director of the Centre for Leadership and Empowerment, I am deeply honoured to host this timely and significant conference in collaboration with our colleagues at Bradford. We find ourselves in an era defined by uncertainty marked by economic shifts, technological disruption, climate challenges, and evolving social expectations. These realities place extraordinary demands on leadership, calling for responses that are not only timely and effective but also ethical, inclusive, and forward-thinking.

At the Centre for Leadership and Empowerment, our mission is to generate and apply new insights into leadership and empowerment across diverse and dynamic contexts. We are committed to nurturing leaders from all backgrounds through research, engagement, applied education, and collaboration. We believe that leadership is both a personal and collective journey, one that requires continuous learning, reflection, and growth.

Thank you once again for being part of this inspiring event. We hope the conference ignites new ideas, fosters lasting connections, and strengthens our shared commitment to advancing leadership for a sustainable and inclusive future.

Professor Christian Harrison

**Conference Chair and Director
Centre for Leadership and Empowerment (CLE)**





Professor Christian Harrison

Director
Centre for Leadership and Empowerment (CLE)



Dr Andrew Chimenya
Lecturer in Business and Management



**Dr Imran H Khan
Suddahazai**
External Supervisor



Dr Widya Nandini
Research Assistant - Business



Lawrence Ngoe
Lecturer in Business Management



Cheryl Crooks
Certified Neuroscience Coach



Anne Cleary
Professional
Compliance/Fitness to Practice
Lead

TEAM



Olanike Babalola
Experienced Nurse Manager



Romana Hashmi
Module Tutor



Dr Daniel Edosa
Lecturer - Business



Dr Joshua Negedu
Lecturer - Business



Dr Godswill Osemeke
Lecturer - Business



Sayed Hamid
Associate Lecturer



Olufemi Kusimo
HR Practitioner



Dr Thakshila Karunaratne
Variable Hours Tutor



Rita Lamsal
Variable Hours Tutor

TEAM



Dr Charles Nzeh
Associate Lecturer



Husain Munther Jawad
PhD Scholar



Patricia Okorodudu Oke
PhD Scholar



Jochim Kodamuti
PhD Scholar



Lateefat Lawal
PhD Scholar



Najmeh Khayat
PhD Scholar



Lateef Damilare Olusesi
PhD Scholar



Omaejemite Ejomah
Postgraduate Student



Anil Paudel
Supplied Data Clerk



Welcome Address, *University of Bradford*

It is with great pleasure that we welcome you to the Joint Conference on “Empowering Leaders for Global Contemporary Businesses.” This conference is a collaborative initiative between the Centre for Leadership and Empowerment at the University of Greater Manchester, the Global and Sustainable Business Futures at the University of Bradford, and the SHE Inspires Foundation. Together, we proudly present this timely event dedicated to advancing leadership excellence in today’s complex and interconnected world. To briefly introduce our work, the Global and Sustainable Business Futures (GSBF) cluster at the University of Bradford is actively engaged in conference organisation work, research collaborations, and grant initiatives. This marks the second consecutive conference successfully organised by our team, reflecting our ongoing commitment to fostering research excellence and global academic engagement.

I would like to highlight that this event brings together scholars, practitioners, and industry leaders to explore leadership strategies and approaches, sustainable business practices, and strategic innovation within the context of contemporary global enterprises. As the majority of our conference participants are early-career researchers, this gathering provides an excellent platform to enhance your understanding of academic careers, research publishing journeys, and professional networking. Moreover, the sessions and discussions throughout this conference will offer valuable insights into emerging global challenges, interdisciplinary collaborations, and the evolving role of leadership in shaping sustainable and inclusive business futures.

We are delighted that you could join us for this three-day conference, centred on the theme “Empowering Leaders”. Our shared vision is to strengthen leadership capabilities in rapidly changing environments while expanding our understanding of leadership through the lenses of enterprise, innovation, and creativity. We extend our sincere gratitude to all participants and distinguished speakers for being part of this journey. Your presence, insights, and contributions are what make this gathering meaningful and transformative.

Our programme brings together an exciting mix of academic paper presentations, professional development workshops, thought-provoking discussions, and a gala dinner, offering an excellent platform for learning, reflection, and networking. We are confident that these sessions will foster valuable collaborations and inspire new perspectives on leadership in global contexts.

Dr. Nirma Jayawardena

**Assistant Professor of Marketing
Head of Global and Sustainable Business
Futures Cluster
University of Bradford**



GLOBAL AND SUSTAINABLE BUSINESS FUTURES

Global and Sustainable Business Futures



Professor Yvonne Moogan

Dean of the School of Management at the
University of Bradford



Professor Richard Nyuur

Head of International Business, Marketing and
Strategy Department and Professor of International
Business at the University of Bradford



Dr. Nuttawuth Muenjohn (Former Cluster Head)

Associate Dean of Research & Innovation
Murdoch Business School, Australia



Dr. Nirma Jayawardena (Head of the GSBF cluster)

Assistant Professor in Marketing at the
University of Bradford



Dr. Berk Kucukaltan

Associate Professor in Technology
Management at the University of Bradford



Mr. Toby Whittington

Management Lecturer, BPP University, UK



GLOBAL AND SUSTAINABLE BUSINESS FUTURES

Global and Sustainable Business Futures



Dr. Rohitkumar Trivedi

Associate Professor in Marketing at
the University of Bradford



Dr. Mahnaz Mansoor

Assistant Professor in Marketing
at the University of Bradford



Dr. Brinda Mahadeo

Assistant Professor in Strategic
Management and Leadership at the
University of Bradford



Dr. Amizan Omar

Associate Professor in Strategic
Management at the University of
Bradford



Dr. Jing Li

Associate Dean (R&I) and Reader in
Accounting at the University of Bradford



KEYNOTES



JOANNE MAGUIRE

Joanne Maguire is the Managing Director of ScotRail- the prestigious public owned company which operates the rail services in Scotland.

She has been instrumental in ensuring ScotRail Trains achieves its business objectives across a spectrum of areas including safety, finance, operations, people, and corporate social responsibility, working collaboratively with a range of partners and stakeholders.

Before joining ScotRail, Joanne was Vice Principal of Resources at the University of the West of Scotland, where she was responsible for, among other things, Finance, HR and industrial relations, health and safety, sustainability, and information services.

Joanne was previously Executive Director for HR at the university and has held senior leadership roles at City of Glasgow College, as well as in the manufacturing and retail sectors.

PROFESSOR MOHAMMAD ELAHEE

Professor Mohammad Elahee is the William S. Perthroth Endowed Professor of Business at Quinnipiac University (QU), USA.

He earned his Ph.D. from the The University of Texas-Pan American, USA and an MBA from the University of New Brunswick - Fredericton, Canada. He also has a Bachelor's (Hons.) and Master's in Accounting from University of Dhaka, Bangladesh.

Professor Elahee was a US Fulbright Professor in Jordan in 2018. He also taught in several countries including Bangladesh, China, France, Egypt, and Mexico. A recipient of multiple teaching excellence awards, Professor Elahee is an expert in International Negotiation and International Business. His research intersects culture and various aspects of business.

A widely published author, Professor Elahee serves as a reviewer for the U.S. Department of Education and multiple journals. He is also actively involved with the Hamden Rotary Club, Columbus House, Inc, and the Albert Schweitzer Institute. Professor Elahee has appeared in various media including Australian Broadcasting Corporation (ABC)- CT, CBS-CT, NBCUniversal-CT, Fox Corporation-CT, NPR and has published op-eds in various newspapers.



DONNA FRASER, OBE



Donna Fraser OBE is the Director of People, Equity, Diversity & Inclusion at the Professional Cricketers' Association (PCA). She has become a leader in equality, diversity and inclusion with over 10 years of corporate experience within business, sport, leadership, well-being and PMA for both start-ups and established companies.

In 2021 she was awarded an OBE (Order of the British Empire) for services to equality, diversity and inclusion in the workplace and has served as a Trustee, advisor and Board member for multiple organisations, such as the The London Marathon Charitable Trust Limited, Women's Sports Trust, British Athletes Commission, International Women's Group and Her Spirit to name a few.

Donna Fraser is a 4x Olympian and former 400m sprinter for Great Britain, with a successful athletics career which spanned over 20 years and has a host of European, Commonwealth and World medals.

Donna, unfortunately, retired in 2009 due to being diagnosed with Breast Cancer. She was recognised with the Freedom of the Borough of Croydon in 2018 for services to sport and continues to inspire a generation through sharing her knowledge and experience with people aspiring to achieve their goals.

She has made several appearances (Sky Sports news, CNN, BBC Radio; 5 Live). Donna is also the non-executive director of Commonwealth Games England, former vice president of UK Athletics etc.

PROFESSOR MUSTAFA F. ÖZBILGIN



Professor Mustafa Özbilgin is the Associate Dean, Equity and Inclusion and a Professor of Organisational Behaviour at Brunel Business School, London. His research focuses on workplace equality, diversity and inclusion from comparative and relational perspectives. He has conducted field studies in the UK and internationally. Supported by international and national grants from the ESRC, EPSRC, EU Horizon2020, CIPD, ACE, ACCA, and British Academy, he studied changing policies and practices of workplace equality, diversity and inclusion. He is an engaged scholar, driven by values of workplace democracy, equality for all, and humanisation of work.

He has authored and edited more than 20 books and published over 200 papers in academic journals such as the British Medical Journal, Academy of Management Review, Academy of Management Learning and Education, Journal of Management Studies, British Journal of Management, Journal of Vocational Behavior, Human Resource Management, Human Relations, Gender Work and Organization, and Social Science and Medicine, among others.

He has conducted research, consultancy and training at a large number of organisations, including the House of Commons, Barclays Bank, The Bank West Australia, Google, Halifax, the CIPD, the National Health Service, the NHS Employers, L'Oreal, Tesco, the Probation Services, The UK Fire Service, the Economist Research Unit, the OECD, the WRVS, DTI, Rio Tinto, PwC, Linklaters and ACCA.

He served as the editor-in-chief of the journal, Equality, Diversity and Inclusion: an international journal (Emerald Press) between 2006 and 2010. He served as the editor-in-chief of the European Management Review (EMR), the official journal of the European Academy of Management (EURAM), from 2014 to 2018 and as the editor-in-chief of the British Journal of Management, the official journal of the British Academy of Management, for four years from 2010 to 2014. He is currently serving on the editorial boards of over 20 journals internationally.

KIRSTY SANDWELL



Kirsty Sandwell is the Head of Consulting, RSM UK.

As Head of Consulting at RSM UK, Kirsty Sandwell leads a diverse team of over 1,800 professionals across six core advisory areas: business transformation, forensic services, deal services, restructuring, finance function support, and risk & governance.

Kirsty joined RSM in 2001 as part of the newly formed Mergers and Acquisitions team, advising on complex deals and transactions. Her expertise and leadership quickly earned her a promotion to partner in 2006, where she played a key role in shaping and driving RSM UK's national growth strategy.

With over 15 years in senior leadership roles, Kirsty has been instrumental in expanding RSM's consulting capabilities and delivering strategic value to clients. She is passionate about developing talent and creating an environment where individuals can thrive both personally and professionally.

A committed and inspiring leader, Kirsty is especially proud to champion women in leadership and empower her team to achieve excellence. In addition to leading the Consulting business, she serves on RSM's National Leadership Team, helping to steer the firm's vision to become the first-choice premium adviser to the middle market.

PROFESSOR JOHN CONNOLLY



Professor John Connolly is the Interim Pro Vice Chancellor for Research and Vice Dean of the Glasgow School for Business and Society, Glasgow Caledonian University.

He has published widely in the areas of expertise include the politics of crisis management, policy analysis, evaluation, public administration, and multi-level governance. He is Chief Editorial Advisor for Routledge Open Research and former Editor of the Contemporary Social Science journal (the flagship journal of the Academy of Social Sciences) and Senior Fellow of the Higher Education Academy. He is also an Expert Adviser to the Cabinet Office's Evaluation and Trial Panel.

Professor Connolly has been an Associate Dean for Research & Enterprise and Head of Department with over 20 years' experience of teaching in higher education and has worked for the Open University, the University of Strathclyde and University of the West of Scotland. He also served as a Policy and Evaluation Adviser for NHS Scotland and an Educational Standards Adviser for Strathclyde Police.

He has led on capacity building programmes in the public sector and undertook/commissioned evaluations of complex health programmes. His public sector activities and networks have led to a number of consultancy and knowledge exchange projects.

DR. EVGENIA PAVLAKOU



Dr. Evgenia Pavlaku is the Associate Dean and Head of Research, New York College, Greece. She holds a Doctorate from the Department of Marketing and Communication at the Athens University of Economics and Business, with research focusing on digitalisation, organizational behaviour, and employee psychological capital.

With a strong academic foundation in Political Science, Marketing, and Adult Education, Dr. Pavlaku has over two decades of experience in higher education, executive training, and educational leadership. Her scholarly work explores positive organizational behaviour, digital transformation in HRM, and adult learning and development. A certified adult educator and active researcher, she contributes to bridging theory and practice in the fields of leadership, innovation, and sustainable business.

GULNAZ BRENNAN



Gulnaz Brennan stands at the helm of the SheInspires Network, where her unwavering commitment revolves around empowering women, amplifying their voices, and ensuring their safety. Her world is dedicated to inspiring positive change, and she finds immense joy in lighting the spark of inspiration in the hearts of countless individuals.

A passionate advocate for women's empowerment and celebration, Gulnaz wears the hat of an accomplished author. Through her narratives, she weaves tales of triumph, resilience, and empowerment that resonate deeply with her audience. With over two decades of experience in the education sector in the UK and abroad, she has become a stalwart figure, making significant contributions to the field.

Gulnaz is not only the creative mind behind lifestyle books and the community newspaper *ChaiTimes* but has also launched a national women's magazine, *BEE*, adding another dimension to her impactful storytelling.

JACKIE HYDE



Jackie Hyde is the Owner-Managing Director at Stanmore Insurance Brokers Ltd. Since 1962, Stanmore Insurance Brokers have been providing personal and professional insurance to North West businesses. Offering protection, peace of mind, and superior quality of service in the face of ever-changing market conditions. Jackie has worked at Stanmore for 35 years and joined as an Account Handler, working her way through to owning the business.

Stanmore is an award-winning commercial insurance broker whose aim is to change the perception of insurance for the better. Stanmore is also home to a dedicated children's day care nursery insurance scheme, dot2dot, who insure over 3,000 nurseries across the UK.

Jackie sits on the fundraising boards of various charities and community interest organisations and is an avid supporter of females so they maximise their true potential, which includes sponsoring a number of awards.

In 2017, 2020 & 2022, Stanmore was named Schemes Broker of the Year at the Insurance industry awards. Also in 2022, Jackie was named one of the insurance industry's Elite Women by Insurance Business Magazine which is just one of her many accolades.

PROFESSOR ELIZABETH ROSE



Professor Elizabeth Rose is a Research Chair Professor in Business Policy and Strategy at the Indian Institute of Management Udaipur (India). She is also a Visiting Senior Research Fellow at the University of Leeds. Her work has appeared in a variety of top-tier journals, including the Journal of International Business Studies, Strategic Management Journal, and Journal of World Business.

She is an elected Fellow of the Academy of International Business (AIB). Beth has held leadership roles in several academic professional organizations. She served as Vice President for Administration for the AIB, where she worked closely with AIB chapters from around the globe. She was the founding chair of the AIB's Australia and New Zealand Chapter (AIB-ANZ, now AIB-Oceania) and is a past President of both the Australia and New Zealand International Business Academy (ANZIBA) and the Association of Japanese Business Studies (AJBS).

JACK FARREN



Jack is an award-winning social entrepreneur based in the United Kingdom. He possesses vast experience in international development, finance, and edtech. In his current role as Co-Founder and Chief Executive Officer of Rural Inclusion, a social enterprise supporting rural communities in over seven countries, he leads a team across the UK, Sub-Saharan Africa and Latin America to develop innovative projects on training and research to support smallholder farmers, microentrepreneurs, refugees and host communities become more resilient and prosperous.

Jack regularly travels to Sub-Saharan Africa and Latin America, and collaborates with community-based organisations, international development partners, academic institutions and financial institutions.

He is also the host of a development podcast called The Social Impact Journal, where he meets with founders, academics and development practitioners to discuss important topics surrounding the UN Sustainable Development Goals (SDGs).

MICHELLE HOWARD



Michelle Howard is a sought-after speaker, trainer, contributor and consultant who helps businesses grow and succeed. With over 25 years of experience in the corporate and public sector, Michelle has helped business leaders across the UK and beyond to implement strategies that have resulted in better strategy, improved performance, enhanced customer and employee satisfaction, and reduced costs.

Her career began as a Chartered Marketer working within Legal 500 Law Firms, a title she has held for over 20 years. It progressed to the public sector where Michelle built up expertise implementing strategic and change initiatives and leading transformational projects, often developing strategic practices which were recognised for their contribution to national best practice.

With an award-winning record of building long-term relationships, Michelle brings her strategic marketing and her leadership knowledge to the forefront of all that she does to help businesses to develop. She has led and contributed to substantial partnerships which have led to business success. This includes a partnership between education, health, local government, and third sector organisations which won a Guardian Newspaper Innovation in Partnership Healthcare Award. Judges praised it for its innovation and contribution to the future of both education and healthcare.

ALWYN HOPKINS



Alwyn is the EY UK&I Industrials and Energy Sustainability Leader.

Alwyn leads sustainability for the Industrials and Energy (I&E) sector. He is focused on helping businesses in energy-intensive industries to make a positive environmental, social and economic impact.

Prior to his current role, Alwyn led sustainability for the Advanced Manufacturing and Mobility sectors and led the sustainability strategy for Tax and Law in the UK&I region. His background is helping businesses and the public sector to understand and respond to sustainability pressures both policy and commercial.

Alwyn is an Institute of Chartered Accountants of Scotland (ICAS) Chartered Accountant, a Fellow of the Royal Society of Arts (RSA) and a certified member of the Market Research Society (MRS). He also holds an MSc in International Marketing from Newcastle University Business School.

AYO BENSON OLAREWAJU



Ayo is the founder of the Mastermind Business Edge.

He trained as a Chartered Accountant with MBA from Oxford in United Kingdom. He is the author of the great book on mindset and entrepreneurship 'Goldmine of Your Mind-Your Fast Track to Abundance'.

After many successful years in the corporate environment, He has devoted the rest of his career to helping established entrepreneurs as a Business Coach to help them get exponential results without the stress of working 70 to 90 hours a week. His desire to help people was implanted from his early life experience and his full story could be found in some of his television, radio, newspapers, interviews etc. He is a subject matter expert sought after by the media because of his insights about business and psychology of success.

Several entrepreneurs have benefited from his coaching, books, seminars, TV programs, Radio programs, webinars, public speaking, digital marketing packages etc. He uses his expertise to take small businesses and turn them into big businesses; he takes struggling businesses and turn them around within a short period of time.

DR DEBORAH LAWSON

Dr Deborah Lawson is a wheelchair user, and a multi-award-winning Disability Inclusion Consultant recognised as one of the most influential disabled changemakers in the UK.



After becoming disabled, Deborah was shocked by the exclusion and discrimination disabled people face in every aspect of life. Determined to reduce these barriers for others and create lasting change, she has dedicated her life to advocating for a more inclusive society. Her significant, wide-reaching, and long-standing contributions to EDI have improved the lives of hundreds of thousands of disabled people nationwide.

Deborah's impact spans healthcare, retail, fashion, housing, community, disabled rights, policy reform, accessibility improvements, transforming attitudinal barriers, peer support, disability awareness training and resources, and promoting inclusion through children's literature. She is the author of the best selling book; *Danson Friendship Wish*. Leading systemic change across sectors, she features on ITV, BBC and Sky. Deborah has been recognised as one of the UK's most influential disabled change-makers and praised by the Prime Minister for exceptional work and impact.

Over two decades, Deborah has advocated for thousands of disabled people and their families. She's transformed thousands of buildings, organisations, and events nationwide, enhancing accessibility and facilities for countless individuals. She's tackled attitudinal barriers through comprehensive training programs in over 600 large stores. As a former stylist who worked with world-renowned photographers, her accessible fashion guidance is used in over 500 major stores, and she provided in-depth resources to thousands more, ensuring widespread adoption.

She's a member of the Regional Stakeholder Network, reporting to the government on policies affecting disabled people. Deborah is also a judge for numerous national and global awards and serves on various panels, including the Housing Ombudsman. She has spoken at official local government events, on the BBC and to audiences of over 1500.

Regularly featuring in the media as a 'trailblazer,' an 'extraordinary woman who has done amazing things,' and a 'kind, strong, exceptional role model,' Deborah also closely works with local government on all aspects of disability awareness. She chairs a council advisory group, improving accessibility for thousands of disabled residents, focusing on reviewing consultations and policies, enhancing council services and communications, increasing disability awareness, creating guides, and making events, transport, businesses, and outdoor spaces more accessible.

Conference Programme

Day 1 – Monday 27th of October 2025 (Virtual)

08:30-09:00 Arrival and Registration (Online)

09:00-09:10 Opening Address - Professor Yvonne Moogan. *Dean, School of Management, University of Bradford*

09:10-09:45 Welcome Address - Professor Christian Harrison and Dr Nuttawuth (Wuth) Muenjohn. *Conference Chairs*

09:45-10:30 Keynote Address - Professor Mohammad Elahee. *William S. Perlroth Endowed Professor of Business, Quinnipiac University (QU), USA*

10:30-10:45 Networking Break (Online)

10:45-12:00 Parallel Sessions: Track 1-5

Break out Room 1

- Track 1 New Leadership Approach in Global Contemporary Businesses
Chair: Dr Nuttawuth (Wuth) Muenjohn

The Spillover effect of environmental volunteering on workplace aspirations: the moderating role of religiosity in fostering altruism and biospheric values.

Ashfi Pratiwi, Moh Rifqi Khairul Umam, Rina Hastuti, Ika Yoga; *Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia.*

Technology-Driven Toxicity: Conceptualizing Dark Digital Leadership in Contemporary Organizations.

Billel Ferhani; *Sorbonne University of Abu Dhabi* and **Brice Isseki;** *Sorbonne Paris Nord University.*

Leadership role models across contexts: developing a taxonomy of role model characteristics.

Franziska Weindel; *Ingolstadt School of Management.*

Break out Room 2

- Track 2 Fostering Creativity and Innovation in Global Contemporary Businesses

Chair: Dr Nirma Jayawardena and Dr Prakash Singh

The Impact of ESG Investing on Portfolio Performance in the UK Financial Market.
Chinwe Ada Olelewe-Anyanwu; *University of Nigeria, Nsukka & Kizito Nweze.*

The context of Life Insurance Industry in Vietnam in the Era of Digital Transformation and Integration: Prospects and Challenges.

Phan Kim Thanh, Anupam Mazumdar, Christian Harrison; *University of Greater Manchester, UK.*

Strategic Governance and Innovation in International Organisations: Reconfiguring Decision-Making for the 21st Century.

Olanrewaju Balogun, Bilal Zaghmout, Kalani Rajapakse Pathirannahelage, Uma Ema and **Olalekan Adisa;** *York St John University, London, UK.*

Break out Room 3

- Track 3 Gender and Inclusive Leadership in Global Contemporary Business.
Chair: Dr Michael Oyenuga.

Bridging Adoption and Impact: How Accountants Perceive AI in Accounting Processes.

Tazkia Angelie Firdaus and **Frank Aligarh;** *Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia.*

Psychological Contracting: A proposal for a compassionate approach policy to leadership in Higher Education (HE).

Natasha Barry and **Joana Suta;** *BPP University, UK.*

Green Leadership and the Challenge of Greenwashing: Navigating Authenticity in ESG Strategy

Olanrewaju Balogun, Bilal Zaghmout, Kalani Rajapakse Pathirannahelage, Uma Ema and **Olalekan Adisa;** *York St John University, London, UK.*

Conference Programme

Day 1 – Monday 27th of October 2025 (Virtual).

10:45-12:00

Parallel Sessions: Track 1-5

- Track 4 Digital Leadership and Strategic Governance
Chair: Dr Andrew Chimenya

Break out
Room 4

Empowering Leadership, Dynamic Learning Capability, and Employee Resilience in the Healthcare Sector: A Job Demands-Resources (JD-R) Perspective on Thriving Under Demands.

Thomas Oyetunde Oladele; *Nigerian Army University Biu, Borno, Nigeria* and **Solomon Jeresa**; *University of Huddersfield, UK*.

Unpacking Board Dynamics: How Governance Structures Shape Bank Performance in Vietnam.

Huy Hoang Pham, Christian Harrison and **Mathew Shafaghi**; *University of Greater Manchester, UK*.

Authentic Leadership in Global Manufacturing.

Phakamon Jay Suwanjirateeb; *Golden Gate University, USA* and **Christian Harrison**; *University of Greater Manchester; UK*.

Break out
Room 5

- Track 5 Global Talent Strategies and Technological Transformation.
Chair: Professor Christian Harrison

Digital leadership in the implementation of E-AIW: a comparative study through interpretative thematic analysis at the Kua Kartasura and Kua Surakarta.

Arum Fitri Lestari, Betty Eliya Rokhmah and **Asep Maulana Rohimat**; *UIN Raden Mas Said Surakarta*.

A Critical Evaluation of Cross-Cultural Leadership Strategies and Their Impacts on Project Success

Olalekan Adisa, Ibukunoluwa Ayomide Adekunle, Mercy Chebet and **Emmanuel Adomako**; *York St John University, London, UK*.

Reframing the Plan-Do-Check-Act Cycle: A Culturally Responsive Leadership Framework for Global Project Environments

Olalekan Adisa, Mercy Chebet; *York St John University, London, UK*.

12:00-13:00

Lunch Break

13:00-14:15

Parallel Sessions: Tracks 1 to 5

- Track 1 Digital Leadership and Strategic Governance
Chair: Anne Cleary

Break out
Room 1

Inclusive Digital Leadership and the Ethics of AI in Global HRM.
Uma Ema, Bilal Zaghmout, Kalani Rajapakshe Pathirannahelage, Olanrewaju Balogun and **Olalekan Adisa**; *York St John University, London, UK*.

The Visionary AI-Augmented Adaptive Leadership - Innovating New Theoretical Frameworks to Address Technological Challenges.

Xiaolin Chen; *Golden Gate University, USA* and **Christian Harrison**; *University of Greater Manchester, UK*.

Beyond the Glass Ceiling: Women's Leadership for Sustainability – A Literature Review.

Sundus Baig and **Syed Yaqzan**; *BPP University, UK*.

Conference Programme

Day 1 – Monday 27th of October 2025 (Virtual).

13:00-14:15

Parallel Sessions: Track 1-5

Break out
Room 2

- **Track 2 New Leadership Approach in Global Contemporary Businesses**
Chair: Dr Andrew Chiminya

CSR Disclosure, Financial Performance, and Firm Value: Evidence from the Vietnamese Banking Sector
Tam Ha Ngoc and **Khanh Huynh Phu**; *Industrial University of Ho Chi Minh City, Vietnam.*

Unhealthy Organisations as a Threat to Sustainable Futures.
Adebukola E. Oyewunmi; *Teesside University, UK.*

Spiritual Leadership and Workplace Outcomes in the Indian Banking Sector: Building A Resilient Organization.
Ishani Chakraborty and **Saboohi Nasim**, *Aligarh Muslim University, India.*

Break out
Room 3

- **Track 3 Global Talent Strategies and Technological Transformation**
Chair: Dr Mahnaz Mansoor

Beyond the Hype: Challenges of Implementing AR Marketing in Emerging Economies.
Prakash Singh; *Saudi Electronic University, Riyadh, Saudi Arabia* and **Nirma Jayawardena**; *University of Bradford, UK.*

Future of Affirmative Action: A case study of Nepal civil service employment.
Rita Lamsal and **Denis Hyams-Ssekasi**; *University of Greater Manchester, UK.*

Comparative Analysis of Deeptech in the Netherlands Vs Nigeria Using the MIT iEcosystem Model.
Destiny I. Ogwuche; *Golden Gate University, USA* and **Christian Harrison**, *University of Greater Manchester, UK.*

Break out
Room 4

- **Track 4 Digital Leadership and Strategic Governance**
Chair: Professor Christian Harrison

Dynamic Leadership – key to strengthening the effectiveness and sustainability of Civil Society Organisations (CSOs) in Malawi.
Charles Ephron Nzawa, **Christian Harrison**. and **Zahra Salimi**; *University of Greater Manchester, UK.*

Leveraging AI in the Supply Chain of Transnational Education.
Najmeh Khayat; *University of Greater Manchester, UK.*

Beyond Cultural Stereotypes: Behavioral Evidence for Advanced Cross-Cultural Management Frameworks.
Quynh Nguyen; *University of Greater Manchester, UK.*

Break out
Room 5

- **Track 5 Fostering Creativity and Innovation in Global Contemporary Businesses**
Chair: Dr Michael Oyenuga

Enhancing Organisational Performance Through the Integration of Strategic Planning and Business Continuity Management: A Framework for Empowering Leaders in Volatile Environments.
Noël Kondwani B. Mtonza and **Christian Harrison**; *University of Greater Manchester, UK.*

Adoption of Self-Directed Learning in Post- and Pre-Pandemic Contexts: A Leadership Perspective.
Isuru Koswatte, *University of the West of Scotland, UK*; **Sabiha Mumtaz**, *University of Wollongong, Dubai*; **Christian Harrison**, *University of Greater Manchester, UK*; **Nirma Jayawardena**, *University of Bradford, UK* and **Udani Dilrangi**, *Edith Cowan University, Sri Lanka.*

The Difference Between Developed and Developing Nations' Infrastructure, and Knowledge Gaps Regarding Digital Advertising.
Ruth Angbazo Anah and **Michael Oyedele Oyenuga**; *Woxsen University, Telangana, India.*

Conference Programme

Day 1 – Monday 27th of October 2025 (Virtual).

14:15-14:30

Break

14:30-15:30

- **Panel Discussion: Developing the Next Generation of Global Leaders.**

Chair: Professor Christian Harrison.

Dr Deborah Lawson, *Multi-award-winning Disability Inclusion Consultant and #1 Bestselling Author*; **Dr Evgenia Pavlakou**, *Associate Dean and Head of Research, New York College, Greece*; **Jack Farren**, *Co-Founder and CEO of Rural Inclusion.*

15:30-15:45

Refresher Session (Online)

15:45-16:00

Networking Break (Online)

16:00-17:00

Professional Development Workshops

- **How to use AI tools to support your job search as you move from completing a PhD to securing a position in academia?**

Dr. Prakash Singh; *Associate Professor, Saudi Electronic University, Saudi Arabia.*

- **Meet the Editors' Session.**

Professor Elizabeth Rose; *Research Chair Professor in Business Policy and Strategy at the Indian Institute of Management Udaipur (India).*

Professor Christian Harrison; *Professor of Leadership and Enterprise and Director of the Centre for Leadership and Empowerment, University of Greater Manchester, UK.*

- **Adaptive Leadership and Team Building in a Fast-Changing World.**

Niyi Taiwo; *Founder and Principal Consultant at Motivar Consulting Inc., Canada.*

- **Ethical Tech Governance- Balancing Innovation, Human Rights and Regulatory Compliance in Global Enterprise.**

Antoinette Essilfie; *Data Privacy Expert and Lead Counsel at Meta Platforms Inc., USA.*

- **Power of Voice Inflection in Leadership Communication.**

Sabrina Zavahir; *Founder - Verbalize Speaker-Hub (Pvt) Ltd, Sri Lanka*

17:00-17:30

Taking Stock

Conference Programme

Day 2– Tuesday 28th of October 2025
(*Social Learning Zone, Chancellors Mall,
University of Greater Manchester*).

08:30-09:00

Arrival and Registration

09:00-09:30

Opening Address - Professor Christian Harrison. *Conference Chair*

09:30-9:45

University Welcome - Dr Greg Walker
Acting Vice Chancellor, University of Greater Manchester, UK.

09:45-10:15

First Keynote Address - Joanne Maguire. *CEO ScotRail, UK.*

10:15-10:45

Second Keynote Address - Professor Mustafa Ozbilgin. *Associate Dean, Equity and Inclusion and Professor of Organisational Behaviour, Brunel Business School, London, UK.*

10:45-12:00

Parallel Sessions: Tracks 1-4

Room
T3-014

- Track 1 Digital Leadership and Strategic Governance
Chair: Lawrence Ngoe

Is digital financial inclusion a real panacea for financial exclusion? The case of migrants in the UK.

Bernard Ofosu Boateng, *University of the West of Scotland, UK.*

Study on Elementary School Principals' Resilient Leadership, Teacher Professional Community, and Instructional Effectiveness in Taipei City.

Su-Ching Lai; *National Taiwan University of Science and Technology, Taiwan.*

Yi-Ku Ding; *University of Taipei, Taiwan.*

Human-AI Collaboration and Performance Outcomes in SMEs: Rethinking Leadership Competencies in the Digital Era.

Gbemisola Ogbolu and **Sina Joneidy**; *Teeside University, UK.*

Room
T3-056

- Track 2 New Leadership Approach in Global Contemporary Businesses.
Chair: Toby Whittington

Emotionally Intelligent Leadership During Crisis: Cultivating Trust and Psychological Safety.

Bilal Zaghmout, *York St John University, London, UK.*

Entrepreneurial Leadership in Post-Crisis Recovery: Rebuilding Resilient Communities through Social Innovation.

Bilal Zaghmout, *York St John University, London, UK.*

Adaptive Leadership in VUCA Environments: Conceptualising Servant and Populist Leadership Through a BANI Lens.

Suzzie Aidoo and **Bilal Zaghmout**, *York St John University, London, UK.*

Conference Programme

Day 2– Tuesday 28th of October 2025 (Social Learning Zone, Chancellors Mall, University of Greater Manchester).

10:45-12:00

Parallel Sessions: Tracks 1-4

Room
T4-068

- **Track 3 Fostering Creativity and Innovation in Global Contemporary Businesses**
Chair: Dr Berk Kucukaltan

Digital Entrepreneurial Leadership and Platform-Based Ecosystems: Redefining Innovation and Value Creation in the Network Economy.
Suzzie Aidoo and **Bilal Zaghmout**, *York St John University, London, UK.*

Navigating sustainability Trade-offs: Investigating the relationship between Dynamic Capabilities, Proactive Environmental Strategy in Nigerian SMEs.
Solomon Jeresa, *University of Huddersfield, UK.*

Distributed Leadership in Hybrid Work Environments: A Catalyst for Innovation and Resilience.

Kalani Rajapakshe Pathirannahelage, **Bilal Zaghmout**, **Uma Ema**, *York St John University, London, UK* and **Olanrewaju Balogun**; *Arden University, UK.*

- **Track 4 Gender and Inclusive Leadership in Global Contemporary Business**
Chair: Professor Christian Harrison

Challenges, Support and Trends in Special Educational Needs and Disabilities (SEND) in the UK: An Analysis of Barriers and Effective Interventions.
Sunina Kiran, **Christian Harrison**; *University of Greater Manchester, UK* and **Jackie Hyde**; *Stanmore Insurance, UK.*

Leadership Responsibilities in the Formulation and Execution of Talent Management Strategies.
Akinseye Olowu; *University of Johannesburg, South Africa.*

Defining Personality Traits as Determinants of Transformational & Ambidextrous Leadership. **Anargyros Sideris**; *City Unity College, Greece.*

Room
T4-080

12:00-13:00

Lunch (Social Learning Zone, Chancellors Mall).

13:00-14:15

Parallel Sessions: Tracks 1-4

Room
T3-014

- **Track 1 Gender and Inclusive Leadership in Global Contemporary Business.**
Chair: Lawrence Ngoe

Economic Duality and Transgender Inclusion in Urban India: Evidence from Delhi-NCR, India Navigating Leadership Legitimacy in the Age of Misinformation: Strategies for Rebuilding Organisational Trust.
Mohd Azam Khan; *Aligarh Muslim University, Aligarh, India.*

Student Retention in Higher Education: The theoretical framework of Strategic Interventions in Greece.
Athina Dermentzi and **Evgenia Pavlakuou**; *New York College, Greece.*

Adaptive Entrepreneurial Leadership in Circular Economies: Building Regenerative Business Models for the Global South.
Albert Amanollahnejad and **Bilal Zaghmout**; *York St John University, London, UK.*

Conference Programme

Day 2– Tuesday 28th of October 2025 (Social Learning Zone, Chancellors Mall, University of Greater Manchester).

13:00-14:15

Parallel Sessions: Tracks 1-4

Room
T3-056

- Track 2 Fostering Creativity and Innovation in Global Contemporary Businesses

Chair: Dr Jyoti Devi Mahadeo

Redefining Entrepreneurial Leadership Development in the Age of Artificial Intelligence.

Fida Ahmed; *University of Turbat, Pakistan* and **Christian Harrison**, *University of Greater Manchester, UK*.

Value Creation Strategies and Performances of Humanitarian Medical Logistics in Africa and Asia.

Hassan Doma; *Teesside University, UK*.

Crisis Leadership in an Emerging Economies: A Case Study of the Nigerian Insurance Companies.

Patricia Oke Okorodudu; *University of Greater Manchester, UK*.

Room
T4-068

- Track 3 Global Talent Strategies and Technological Transformation.

Chair: Toby Whittington

Influence of the 3Cs of Entrepreneurial Resources on Women's Entrepreneurship: Insights from Nigerian Women Entrepreneurs.

Inyene Nkanta, *University of the West of Scotland, UK*; **Paschal Anosike**, *University of the West of England, UK*; **Janet Firth**, *University of Wolverhampton, UK*; **Paul Agu Igwe**, *University of Lincoln, UK* and **Christian Harrison**; *University of Greater Manchester, UK*.

How does the introduction of a four-day work week contribute to sustainable work practices while also impacting the productivity levels and well-being of workers in Greece.

Marieta Maravellia and **Konstantina Sardini**; *New York College, Greece*.

The Paradox of Competence, Strategic Hypocrisy, and Authentic Leadership in Corporate Promotion: Insights from the French Banking Sector.

Rachid Taher; *University of Greater Manchester, UK*.

Room
T4-080

- Track 4 Digital Leadership and Strategic Governance.

Chair: Professor Christian Harrison

Social Entrepreneurship and Business Ethics: Navigating Purpose and Responsibility in Contemporary Business.

Bisayo O. Otokiti; *Regent College, London, UK* and **Olutayo O Folohunso**; *Covenant University, Nigeria*.

Reframing CSR through Responsible Leadership: Evidence from a developing economy.

Opeyemi Titus, *Nottingham Trent University, UK*; **Abisola Ariyo**, *De Montfort University, UK* and **Ibitayo Adebayo**, *Coventry University, UK*.

Ethical Leadership in the Age of AI.

Ama Lawani; *University of Stirling, UK*.

14:15-14:30

Break

Conference Programme

Day 2 – Tuesday 28th of October 2025
(*Social Learning Zone, Chancellors Mall,
University of Greater Manchester*)

14:30-15:30

Panel Discussion (Social Learning Zone, Chancellors Mall)

Women in Leadership: Building Resilient and Adaptive Global Businesses.
Chair: Professor Christian Harrison.

Kirsty Sandwell; Head of Consulting, RSM UK, Jackie Hyde, Owner-Managing Director at Stanmore Insurance Brokers Ltd; Gulnaz Brennan, Head of SheInspires Network; Michelle Howard, Head of Michelle Howard Consulting.

15:30-15:45

Refresher Session

15:45-16:00

Networking Break

16:00-17:00

Professional Development Workshops

Room
T3-014

- **Systematic Literature Review Workshop.**
Dr Jyoti Devi (Brinda) Mahadeo; Assistant Professor of Strategic Management and Leadership, University of Bradford.

Room
T3-056

- **A Conversation about Wellbeing and Resilience.**
Alicia Allotey; Family and Systemic Psychotherapist Cheryl Crooks, Certified Neuroscience Coach.

Room
T4-068

- **Leadership in the 21st Century.**
Professor Christian Harrison; Professor of Leadership and Enterprise and Director of the Centre for Leadership and Empowerment, University of Greater Manchester, UK.

17:00-17:30

Taking Stock

18:30-19:00

Drinks Reception - Holiday Inn, Bolton Town Centre, 1 Higher Bridge St, Bolton BL1 2EW

19:00-21:00

Dinner - Holiday Inn, Bolton Town Centre, 1 Higher Bridge St, Bolton BL1 2EW

Conference Programme

Day 3– Wednesday 29th of October 2025
(Social Learning Zone, Chancellors Mall,
University of Greater Manchester)

08:30-09:00 Arrival and Registration

09:00-10:30 Formula One Race Simulation and Tour of Bolton Stadium

10:30-10:45 Welcome - Dr Nirma Jayawardena, *Conference Chair*

10:45-11:00 Welcome - Sharon Germaine-Cox, *Assistant Vice Chancellor Organisational Change & People, University of Greater Manchester*

11:00-11:45 **Keynote Address - Donna Fraser OBE**
Director of People, Equity, Diversity & Inclusion at the Professional Cricketers' Association (PCA)

11:45-13:30 **Parallel Sessions: Tracks 1-3**

Room
T3-014

- **Track 1 Fostering Creativity and Innovation in Global Contemporary Businesses**
Chair: Professor Hakeem Owolabi

Beyond Binaries: Determinants and Impediments of Financial Inclusion Among Transgender Individuals in Delhi-NCR, India- **Rameez Raja**; *Aligarh Muslim University, India.*

Reskilling for Relevance: Strategic Talent Development in the Age of Generative AI and Technological Transformation.
Juhriyansyah Dalle; *Independent Researcher, Indonesia.*

Enhancing Psychological Capital in Employees: Theoretical Models and the Greek Context.
Stefanos Koutsikouris and **Evgenia Pavlakou**; *University of Greater Manchester and New York College, Greece.*

Resilient Leadership in Public Sector Transformation: Governance, Trust, and Institutional Change in the Middle East.
Vida Farzipour; *University of West England, Bristol, UK* and **Bilal Zaghmout**; *York St John University, London, UK*

Room
T3-056

- **Track 2 New Leadership Approach in Global Contemporary Businesses.**
Chair: Dr Jyoti Devi (Brinda) Mahadeo

Beyond the Glass Ceiling: Women's Leadership for Sustainability – A Literature Review.
Sundus Baig and **Syed Yaqzan**; *BPP University, UK.*

Empowering Women Leaders in the Digital Age: Challenges, Strategies, and Traits.
Aseel Al Asadi; *University of the West of Scotland, UK* and **Bilal Zaghmout**; *York St John University, London, UK.*

AI-Augmented Leadership: Ethical Dilemmas and Strategic Opportunities in the Age of Digital Governance.
Daniel Oladiran; *Ravensbourne University, UK.*

Strategic Leadership and Policy Readiness in SMEs.
Peter Mugambi and **Christian Harrison**; *University of Greater Manchester, UK.*

Conference Programme

Day 3– Wednesday 29th of October 2025

(Social Learning Zone, Chancellors Mall,
University of Greater Manchester)

11:45-13:30

Parallel Sessions: Tracks 1-3

Room
T4-068

Track 3 Global Talent Strategies and Technological Transformation

Chair: Dr Mahnaz Mansoor

Navigating Leadership Legitimacy in the Age of Misinformation: Strategies for Rebuilding Organisational Trust.

Albert Amanollahnejad and Bilal Zaghmout; York St John University, London, UK.

Building High-Performing Teams Across Geographical Borders: A Cross-Cultural Leadership Perspective in International Business Management.

Olalekan Adisa, Emmanuel Adomako, Bilal Zaghmout; York St John University, UK and Olanrewaju Balogun; Arden University, UK.

Organizational Culture and the Impact on Project Success: A Cross-Cultural Evaluation of Leadership Strategies in International Project Management.

Olalekan Adisa, Bolajoko Francis, Kalani Rajapakshe Pathirannahelage and Uma Ema; York St John University, London, UK.

Human Resource Management Practices and Employee Performance of Public Sector Organisation in Nigeria

Hussein Doma; Teesside University, UK.

13:30-14:30

Lunch (Social Learning Zone, Chancellors Mall)

14:30-15:30

Professional Development Workshops

Room
T3-014

• **Responsible Leadership for Shaping a Sustainable Future.**

Dr Syed Yaqzan; Assistant Professor; BPP University, UK.

Tobias Whittington, Lecturer in Management; BPP University, UK.

Room
T3-056

• **The Mindset of a Productive Leader.**

Ayo Benson Olarewaju; Leadership Coach, Award-Winning Strategist, and the Founder of MBE Mastermind.

Room
T4-068

• **The connection between digital video advertising and consumer visual memory.**

Dr Nirma Jayawardena; Assistant Professor in Marketing; University of Bradford

15:30-15:45

Break

15:45-16:45

Panel Discussion (Social Learning Zone, Chancellors Mall)

• **What's, Whys and How's of Sustainability in Changing Industry Landscape.**

Chair: Dr Rohitkumar Trivedi and Dr Mahnaz Mansoor

Alwyn Hopkins; EY UK&I Industrials and Energy Sustainability Leader; Ayo Benson, Founder of the Mastermind Business Edge and Professor John Connolly; Interim Pro Vice Chancellor of Research, Glasgow Caledonian University, UK.

16:45-17:00

Refresher Session

17:00-17:15

Taking Stock

17:15-17:30

Farewell

ADAPTIVE LEADERSHIP AND TEAM BUILDING IN A FAST-CHANGING WORLD

In today's rapidly evolving business landscape, leaders are challenged to remain agile, empathetic, and results driven.

This session explores the core principles of adaptive leadership—enabling leaders to respond effectively to change while fostering trust, clarity, and collaboration within their teams.

Participants will learn to:

- Apply adaptive leadership frameworks to drive alignment and resilience.
- Strengthen collaboration and communication across diverse and distributed teams.
- Establish clear roles and expectations to minimize conflict and enhance accountability.
- Harness emotional intelligence to lead with empathy, authenticity, and influence.

The session is designed to be insightful yet practical, offering participants an engaging experience grounded in real-world scenarios. Through a blend of discussion, reflection, and actionable strategies, leaders will leave equipped to navigate complexity with confidence and elevate team performance in an ever-changing environment.

Facilitator



Niyi Taiwo is the Founder and Principal Consultant at Motivar Consulting Inc., a leadership and performance management firm with operations in Canada, the United States, and Nigeria. He is also the creator of MyTaLentium, a global e-learning platform designed to help organizations and professionals' access world-class courses that enhance leadership, workplace effectiveness, and team performance.

With over 17 years of experience across the pharmaceutical, FMCG, and professional development sectors, Niyi has helped leaders and teams build clarity, collaboration, and high performance.

He holds an MBA from the University of East London and is currently pursuing a Doctor of Business Administration (DBA), with an intended research focus on leadership development and performance management in emerging markets.

A certified John Maxwell Coach and DISC Behavioural Consultant, Niyi combines academic rigor with real-world experience to deliver sessions that are practical, engaging, and transformative.

A CONVERSATION ABOUT WELLBEING AND RESILIENCE

In a world where emotional sustainability is often overlooked in the rush of professional demands, this workshop offers a reflective and empowering space to reconnect with what truly matters. A Conversation About Wellbeing and Resilience brings together two seasoned practitioners whose lived experiences and professional expertise span continents, disciplines, and decades of service.

Together, Cheryl and Alicia invite participants into a dynamic dialogue that blends systemic theory, neuroscience, and personal insight. Through case examples, interactive exercises, and facilitated reflection, this workshop explores:

- How relational and cognitive frameworks can support emotional wellbeing
- The impact of systemic thinking and brain-based coaching on resilience
- Strategies for cultivating self-worth, clarity, and sustainable leadership
- Tools for embedding wellbeing into professional practice and team culture

Whether you're a practitioner, educator, leader or student this session offers a space to pause, reflect, and reimagine how you care for others—and yourself.

Facilitators

Alicia Allotey, a Family and Systemic Psychotherapist with a background in psychiatric nursing since 1996, has worked across frontline and leadership roles in mental health services in Trinidad & Tobago and England. Her career has taken her from prisons and inpatient units to community CAMHS teams and systemic services within children's social care. Alicia's passion for teaching is evident in her role as a visiting lecturer at King's College London and her leadership of accredited systemic training courses in Croydon. Her work centres on relational resilience—how systemic thinking can support professionals, families, and teams in navigating emotional complexity with clarity and compassion.



Cheryl Crooks, a Certified Neuroscience Coach and doctoral researcher in leadership, brings over 35 years of experience as a mental health practitioner and 20 years as a coach. Her approach is rooted in neuroscience and shaped by her own transformative journey—discovering how understanding her brain unlocked the confidence and clarity to lead with purpose. Cheryl specialises in supporting women in leadership, helping them overcome emotional insecurity, self-doubt, and the feeling of being undervalued. Her coaching empowers individuals to rewire limiting beliefs, enhance decision-making, and create actionable roadmaps toward their most ambitious goals.



MEET THE EDITORS SESSION

The event “Meet the Editors” is designed to support scholars and practitioners by creating a space for discussion and reflection on submitting articles in peer reviewed journals. The event will focus on the publishing process and what editors and reviewers of journals are looking for in the articles they accept. The editors will provide more insight on the process of publishing high quality research, selecting appropriate channels, common grounds for rejection and strategies for learning from academic journal.

Facilitators

Professor Christian Harrison is a Professor of Leadership and Enterprise at the University of Greater Manchester UK and the Director of the Centre for Leadership and Empowerment. He leads the Research and Doctoral Programmes of the Off Campus Division. He is a well-known scholar in leadership, contributing to media outlets like STV, Scotland Tonight, and the Guardian Nigeria. He has authored numerous research papers and books, including the bestselling *Leadership Theory and Research: A Critical Approach to New and Existing Paradigms*.

Christian chairs the Leadership and Leadership Development SIG of the British Academy of Management and the Academy for African Studies. He is a Senior Fellow of the Higher Education Academy, a Certified Management and Business Educator, and a Fellow of the Institute of Business Administration and Knowledge Management. He serves on several editorial boards and panels, and as an external examiner for many UK universities.

Christian is the editor of *New Frontiers in African Business and Society* by Emerald Publishing. He is also the editor of *Routledge Studies in Leadership and Leadership Development*, associate editor of *International Journal of Entrepreneurship and Innovation*, guest editor of the *British Journal of Management*, associate editor-in-chief of the *International Journal of Business Research and Management (IJBRM)*, associate editor of the *Humanities and Social Sciences Communications (HSS)* and review editor of *Organisational Psychology*.

An expert consultant and speaker, he has delivered leadership training to the Scottish Government Directors, NHS, SMEs, and a host of others. Professor Harrison’s accolades include an Honorary Doctor of Innovation in Leadership, British Academy of Management Medal for Contribution to Communities, 2024 Distinguished Leadership Award and multiple Excellence Awards. He is also the founder of The Leadership Mould Initiative International, championing leadership development globally.



Professor Elizabeth Rose is a Research Chair Professor in Business Policy and Strategy at the Indian Institute of Management Udaipur (India). She is also a Visiting Senior Research Fellow at the University of Leeds. Her work has appeared in a variety of top-tier journals, including the *Journal of International Business Studies*, *Strategic Management Journal*, and *Journal of World Business*.

She is an elected Fellow of the Academy of International Business (AIB). Beth has held leadership roles in several academic professional organizations. She served as Vice President for Administration for the AIB, where she worked closely with AIB chapters from around the globe. She was the founding chair of the AIB’s Australia and New Zealand Chapter (AIB-ANZ, now AIB-Oceania) and is a past President of both the Australia and New Zealand International Business Academy (ANZIBA) and the Association of Japanese Business Studies (AJBS).

Beth is co-editor of *Academy of Management Collections*, the Academy of Management’s newest journal, and served on the editorial team for the *Journal of International Business Studies*, as a member of the Research Methods Advisory Committee. She is also the associate editor of *AIB Insights*.



RESPONSIBLE LEADERSHIP FOR SHAPING A SUSTAINABLE FUTURE

As the global population moves toward 10 billion, humanity faces an urgent question: how can we continue to prosper without exhausting the planet? This interactive workshop explores the evolving role of leadership in an era defined by climate stress, social inequality, and economic uncertainty. Participants will examine how traditional growth-driven leadership models must give way to more balanced, responsible, and regenerative approaches.

The session challenges conventional notions of progress and invites reflection on how leaders can redefine success beyond GDP and profit. Through immersive discussions and scenario-based exercises, participants will engage with real-world dilemmas that demand foresight, collaboration, and ethical decision-making. The workshop provides a space for business practitioners and emerging leaders to exchange ideas, reflect on their own leadership values, and co-create visions for organizations that thrive within planetary boundaries.

By the end of the workshop, participants will:

1. Understand the global shift from growth-oriented leadership to balance-oriented, responsible leadership models.
2. Explore how theories like the Kuznets Curve and Degrowth apply to real-world leadership and strategic decision-making.
3. Reflect on their own leadership assumptions and how these align with long-term sustainability goals.
4. Gain insights into how responsible leadership can create lasting value for business, society, and the environment.
5. Leave inspired to lead change within their organizations — moving from short-term performance to long-term purpose.

Facilitators

Dr. Syed Yaqzan is an Assistant Professor at BPP University and a sustainability and climate action enthusiast whose consultancy, research, and teaching focus on helping businesses achieve Net Zero emissions and leverage sustainability for growth. As a consultant, he works closely with executives of large organisations and SME entrepreneurs to design and implement carbon reduction strategies that are fully integrated into their business models. His client portfolio includes organisations ranging from SMEs to FTSE-100 companies across the construction, automobile, pharmaceutical, energy, and public sectors.

Toby Whittington is a Lecturer of Management at BPP University. He is a leadership and sustainability enthusiast whose academic and professional work focuses on developing responsible leaders for contemporary challenges. After over 15 years in industry, he transitioned into academia in 2023 and now lectures in Management at BPP University while pursuing research at the University of Bradford. He has delivered leadership programmes for organisations including KPMG, the NHS, the Civil Service, and SMEs. Toby is a Chartered Manager (CMgr), Fellow (FCMI) of the CMI, and Fellow of the Higher Education Academy (FHEA).



ETHICAL TECH GOVERNANCE- BALANCING INNOVATION, HUMAN RIGHTS AND REGULATORY COMPLIANCE IN GLOBAL ENTERPRISE

In a rapidly evolving AI landscape, top leaders view ethical governance as a strategic advantage rather than an obstacle. This session explores the vital challenge of balancing technological innovation with human rights and regulatory compliance. Through brief case studies on AI bias and biometric data misuse, we highlight the potential financial and reputational risks of neglecting ethics and give data subjects insight into their rights and how they can take control. Attendees will leave with a practical roadmap for developing a risk-based governance framework that fosters innovation, ensures transparency, builds accountability, and strengthens trust with data subjects.

Facilitator



Antoinette Essilfie is an International Corporate and Technology lawyer and data privacy expert dedicated to advancing data subject rights globally and empowering African professionals in the Diaspora. She earned her LL.B. from Kwame Nkrumah University of Science and Technology in Ghana (2014) and became a licensed attorney in Ghana (2016), where she practiced for some years.

Antoinette obtained her LL.M. from the University of Illinois Urbana-Champaign in 2019 in International Corporate Law and Trade and is a legal practitioner in New York and Washington, D.C.

She is currently pursuing a doctorate at the Swiss School of Business Management, researching the development of a minimalistic framework for Data Privacy compliance that SMBs can leverage.

As a Lead Counsel at Meta Platforms Inc., she balances innovation, Youth safety, and legal compliance for platforms like Facebook, Messenger, WhatsApp, and Instagram. A certified CIPP/US, CIPM, and Fellow of the International Association of Privacy Professionals (IAPP), she has consulted for several tech startups and trained privacy professionals.

She is also an Advisory Board Member of the Women Leading Privacy Committee of the IAPP and the Executive Director for the African Privacy Lawyers Association.

THE CONNECTION BETWEEN DIGITAL VIDEO ADVERTISING AND CONSUMER VISUAL MEMORY

The connection between digital video advertising and consumer visual memory lies in how visual stimuli in digital ads influence the encoding, storage, and recall of brand-related information in consumers' minds. Digital video advertising uses dynamic visual and auditory cues—such as motion, color, imagery, and storytelling—to capture attention and create strong sensory impressions. These visual elements enhance visual memory encoding, making it easier for consumers to recognize and recall brands, logos, or product features later. When designed effectively, digital video ads activate emotional responses that strengthen memory retention and enhance brand recall, as moving images and repeated brand cues are processed more deeply than static visuals. Furthermore, digital video advertising leverages dual coding, where both visual and verbal information work together to reinforce memory. In short, digital video advertising enhances consumer visual memory by engaging multiple senses, sustaining attention, and evoking emotions—leading to stronger brand recognition and recall compared to static or text-based advertising.

Facilitator



Dr Nirma Sadamali Jayawardena is an Assistant Professor in Marketing at the University of Bradford, United Kingdom. She has work experience as a secondary school teacher, lecturer and researcher in Sri Lanka, Australia, India and the United Kingdom. Her research interests are in the areas of virtual reality advertising, 360-degree video advertising, consumer psychology, digital video advertising, experimental research, qualitative research, and consumer behaviour. Her research work has been published in multiple international peer-reviewed journals. She has also presented her research in several international and national-level research conferences. Additionally, she has contributed to magazine articles, book chapters, books, and industry reports. She served as a reviewer for several journals, including the International Journal of Information Management, Industrial Marketing Management, International Journal of Consumer Studies, Asia Pacific Journal of Marketing and Logistics, Journal of Business Research, and IEEE Transactions on Engineering Management.

SYSTEMATIC LITERATURE REVIEW: FOUNDATIONS AND PROCESSES FOR PHD STUDENTS

A systematic literature review (SLR) is a rigorous, transparent, and replicable method for synthesizing existing research to answer specific research questions, identify knowledge gaps, and guide future inquiry. SLRs are increasingly vital for PhD students aiming to establish a solid foundation for their research and contribute meaningfully to their fields. You will be provided with insights of the process of conducting an SLR such as formulating a clear research question using frameworks such as PICOS; developing and inclusion/exclusion criteria; undertaking a systematic search (using well-defined keywords etc...); screening and selection using PRISMA; appraisal of selected articles; data extraction; synthesis and analysis and reporting.

Facilitator



Dr Jyoti Devi (Brinda) Mahadeo is an Assistant Professor of Strategic Management and Leadership at the University of Bradford. She is a mid-career researcher in the field of Corporate Governance, Leadership and Sustainability. Her research is focused on gender inequality in the upper echelons, board dynamics and corporate sustainability. Alongside, her main research, she also publishes in pedagogy. Her research has been published in high quality journals; and presented at local, regional and international conferences.

THE MINDSET OF A PRODUCTIVE LEADER

In today's fast-moving world, leadership isn't about titles—it's about mindset. This high-impact workshop is for entrepreneurs, executives, and academic professionals ready to lead with clarity, confidence, and purpose. You'll explore evidence-based frameworks and practical tools to overcome common leadership challenges, inspire high-performing teams, and build systems that scale. Through interactive discussions and real-world insights, you'll leave equipped to lead with greater focus, resilience, and measurable impact.

Facilitator



Ayo Benson Olarewaju is a visionary leadership coach, award-winning strategist, and the founder of MBE Mastermind—a platform that empowers entrepreneurs and financial professionals to scale with clarity, confidence, and purpose.

He's a Chartered Accountant turned transformation expert, blending neuroscience, emotional intelligence, and systems thinking to help leaders grow without burnout.

He's also the author of the bestselling book *Goldmine of Your Mind*, and the founder of a multimillion-pound e-commerce business built from scratch.

Beyond business, Ayo is a passionate supporter of charitable initiatives and a mentor to emerging leaders.

HOW TO USE AI TOOLS TO SUPPORT YOUR JOB SEARCH AS YOU MOVE FROM COMPLETING A PHD TO SECURING A POSITION IN ACADEMIA?

This workshop, titled “How to use AI tools to support your job search as you move from completing a PhD to securing a position in academia?” aims to support PhD scholars and early-career researchers in exploiting AI tools (for instance ChatGPT, Microsoft Copilot, Google Gemini, and Perplexity AI) to efficiently lead their journey to securing a position in academia. Participants will obtain skills to develop useful academic job applications by leveraging AI tools to support their job search process. The workshop covers theoretical and practical topics, including the use of prompts to draft a strong academic CV and cover letter, creating professional academic reference letters, tailoring LinkedIn profiles to entice academic employers, and preparing for interviews using AI-generated interview questions.

Facilitator



Dr Prakash Singh is an Associate Professor in the E-Commerce department at the College of Administrative and Financial Sciences, Saudi Electronic University, Saudi Arabia. He earned his PhD in Marketing Management from Savitribai Phule Pune University, Pune, India, in 2016. Dr Singh has authored more than 23 research papers in prestigious journals indexed in Scopus, ABDC, ABS, and Web of Science. He has completed four funded research grants, two research grants in progress, authored and published six case studies, authored one book, five book chapters, awarded one Indian patent based on his PhD work, and four Indian patents are under process. With over ten years of teaching experience, five years in India and five years in Saudi Arabia, Dr Singh has taught students from 10 nationalities, namely, India, Poland, Mexico, Nepal, Bangladesh, Jordan, Yemen, Bahrain, United Arab Emirates, and Saudi Arabia. His research interests encompass Digital Entrepreneurship, Consumer Behaviour, E-Learning, Mobile Commerce, Customer Engagement, Digital Innovation, Social Media Marketing, and Metaverse. He has delivered 15+ guest sessions as a keynote speaker and guest speaker. He has conducted research workshops for various universities in India, Malaysia, Saudi Arabia, and the United Kingdom. He has mentored more than 1000 students as an academic advisor, guided more than 100 students as a project supervisor, acted as a peer reviewer for more than 10 reputed journals, a Quality Matters certified Peer Reviewer Course and has expertise in Program accreditation and quality assurance.

POWER OF VOICE INFLECTION IN LEADERSHIP COMMUNICATION

The most common feature of leaders who achieve indescribable and superb performance in a leadership role is through the effectiveness applied to the leadership role through the "Power of Voice Inflection in Leadership Communication". Building or Eroding Trust in leadership position hinges not only on the content of communication but also significantly on how the corporate messages are delivered. Voice inflection can either reinforce or undermine the intended message equating to the misalignment between verbal content and vocal delivery which can lead to mistrust and misinterpretation among team members. Outlining meticulously and explicitly in what needs to be communicated is certainly a skill to be enhanced in communication.

Discussion points:

- Confusion and diminished trust among team members through well voiced communication.
- Emphasizing the critical role of voice inflection and body language.
- Voice inflection to reinforce the intended message.
- Communication is primarily about the choice of words and tone.
- Being prepared means more than just practicing a presentation.
- Watch your tone: as tone includes volume, projection and intonation together with the choice of words.

Facilitator



Sabrina Zavahir is the Founder of Verbalize Speaker-Hub (Pvt) Ltd, a dynamic platform dedicated to advancing communication, leadership, and public speaking excellence. With over 16 years of experience in media and 12 years in the corporate sector, she has established herself as a versatile professional bridging the worlds of broadcasting, business communication, and leadership development.

She currently serves as a State Radio News Presenter and Broadcaster at the Sri Lanka Broadcasting Corporation, Editor-in-Chief of the BIMT Corporate Magazine, and Programme Host of Talking Point with Sabrina Zavahir on Global CEO TV. Sabrina is also a Certified Life and Business Coach (SLITAD), TESOL-qualified educator, IELTS Certified Trainer, and a Registered Teacher at Trinity College London (SL).

Her professional journey spans roles in HR, corporate communications, training, and media production, with past leadership positions including Director at Global CEO Magazine and Hemas Holdings PLC. Passionate about empowerment through communication, Sabrina continues to inspire global audiences through her teaching, voice work, and broadcasting.

LEADERSHIP IN THE 21ST CENTURY

Leadership is a phenomenon observed in all organised human groups. Nevertheless, despite such a large body of scholarship, leadership remains an elusive concept.

The dynamic nature of the today's environment and the challenges faced in the 21st century has led to a clarion call for effective leadership. In today's vastly complex and evolving world, a different kind of leadership is required that can combat change and identify opportunities. Leaders have to be entrepreneurial, problem solvers and change agents. Such mind-set and behaviour are important in the creation of social, environmental and economic value within organisations.

At the end of the session, participants should be able to:

- Elucidate the concept of leadership
- Critically reflect on leadership development needs for the 21st century
- Identify potential areas for leadership skill development.

Facilitator

Professor Christian Harrison is a Professor of Leadership and Enterprise at the University of Greater Manchester UK and the Director of the Centre for Leadership and Empowerment. He leads the Research and Doctoral Programmes of the Off Campus Division. He is a well-known scholar in leadership, contributing to media outlets like STV, Scotland Tonight, and the Guardian Nigeria. He has authored numerous research papers and books, including the bestselling *Leadership Theory and Research: A Critical Approach to New and Existing Paradigms*.

Christian chairs the Leadership and Leadership Development SIG of the British Academy of Management and the Academy for African Studies. He is a Senior Fellow of the Higher Education Academy, a Certified Management and Business Educator, and a Fellow of the Institute of Business Administration and Knowledge Management. He serves on several editorial boards and panels, and as an external examiner for many UK universities.

Christian is the editor of *New Frontiers in African Business and Society* by Emerald Publishing. He is also the editor of *Routledge Studies in Leadership and Leadership Development*, associate editor of *International Journal of Entrepreneurship and Innovation*, guest editor of the *British Journal of Management*, associate editor-in-chief of the *International Journal of Business Research and Management (IJBRM)*, associate editor of the *Humanities and Social Sciences Communications (HSS)* and review editor of *Organisational Psychology*.

An expert consultant and speaker, he has delivered leadership training to the Scottish Government Directors, NHS, SMEs, and a host of others. Professor Harrison's accolades include an Honorary Doctor of Innovation in Leadership, British Academy of Management Medal for Contribution to Communities, 2024 Distinguished Leadership Award and multiple Excellence Awards. He is also the founder of The Leadership Mould Initiative International, championing leadership development globally.





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