



6th International Conference of Marketing, Strategy & Policy PROGRAMME OVERVIEW

8th November 2022

**9.00-10.30am Pre-Conference Paper Development Workshop
Industrial Marketing Management**

**2.00-3.30 pm Pre-Conference Paper Development Workshop
Journal of Business Research**

9th November 2022

DOCTORAL COLLOQUIUM

9.00-9.15am Welcome Note by Dr Pantea Foroudi

9.15am-10.00am Keynote by Prof TC Melewar

10.00am-10.45am Keynote by Dr Luxmi Budhwar

10.45am-11.00 Coffee Break

11.00am-11.45am Talk by Dr Saurabh Bhattacharya

**11.45am-12.45pm Presentations by Doctoral Students
(A1, A2 and A3)**

12.45pm-1.30pm Lunch Break

1.30pm-2.15pm – Keynote by Prof Denish Shah

**2.15pm-3.15pm Presentations by Doctoral Students
(B1, B2 and B3)**

3.15pm-3.30pm Coffee Break

**3.30-4.30am Pre-Conference Paper Development Workshop
International Journal of Information Management**

4.30pm-5.30pm – Keynote by Prof Jagdish N Sheth

10th Nov 2022

11th Nov 2022

MSP2022: Adaptive Business Models

09.00am Welcome Talk by Prof Suraksha Gupta	9.00-10.00am Track 8 Technology and Marketing 8A 8B 8C
9.10-9.45am Editorial Keynote Prof Charles Dennis	10.00-10.45am Track 9 Social Media Marketing 9A 9B
9.45-10.30am Track 1 Internal Marketing 1A 1B	10.45-11am Coffee Break
10.30am-10.45am Coffee Break	10.45-11.30am Track 2 Responsible Marketing 2A 2B
11.00-11.45pm Editorial Keynote Prof Yogesh Dwivedi	11.30-12.15pm Track 3 Brands and Branding 3A 3B
11.45am-12.45pm Track 10 AI, ML, Modeling, Analytics & Robotics 10A 10B 10C	12.15-12.45pm Lunch Break
12.45-1.15pm Lunch Break	12.45-1.15pm Track 4 Sustainability and SDGs 4A 4B
1.15-2.00pm Track 11 Enterprise, Governance & Policy 11A 11B	1.30-2.15pm Track 5 Innovation, Design and Technology 5A 5B
2.45-3.00pm Coffee Break	2.00-2.45pm Track 12 Inclusive Marketing & Consumer Well-being 12A 12B
2.30-3.30pm Track 6 Business-to-Business Marketing 6A 6B 6C	3.00-3.45pm Keynote Mr Rajiv Shandilya, Surya Group, UK
3.30pm-4.15pm Track 7 Marketing and Operations 7A 7B	3.45-4.30pm Editorial Keynote Prof Kelley Martin
4.15pm-5.00pm: MEET THE EDITOR	4.30pm-5.15pm MEET THE EDITOR
5.15-5.30pm TARA AWARDS and Closing Ceremony	

Conference schedule

Day 1, Tuesday 08 November 2022

9-10.30 am Pre-Conference

Paper Development Workshop

Industrial Marketing Management

2-3.30 pm Pre-Conference

Paper Development Workshop

Journal of Business Research

Day 2 Wednesday 09 November 2022

Doctoral Colloquium

9.00-9.15am	Welcome Talk	Dr Pantea Foroudi
9.15-10.00am	Keynote speaker: Research Passion	Prof TC Melewar
10.00-10.45.am	Keynote: Mental Health and Healthcare	Dr Laxmi Budhwar, Consultant Clinical Psychologist, NHS
10.45-11.00am	Coffee Break	
11.00-11.45am	Keynote: Building Academic Career	Dr Saurabh Bhattacharya
11.45-12.45pm	Track A: Presentations by Doctoral Students	Distinguished Faculty: Prof Dorothy Yen Dr Tana Licsandru
	A1 The role of augmented reality to enhance consumer brand experience, brand attitude, brand advocacy and brand purchase intention Umme Kalsoom, TC Melewar, Pantea Foroudi and Alexis Chapman	
	A2 Exploring Usability of Chatbots in Customer Services: An Expectation and Experience Perspective Mohammed Al-Shafei	
	A3 An investigation of multinational enterprises (MNEs) mental health supports for company-assigned expatriates during pre-departure and post-arrival for international assignments Donna Derksen	
12.45-1.30pm	Lunch Break	
1.30-2.15pm	Keynote: Marketing in a digital world	Prof Denish Shah
2.15-3.15pm	Track B: Presentations by Doctoral Students	Distinguished Faculty: Dr Sena Ozdemir Dr Yousra Asaad
	B1 Unanticipated antecedents and unintended consequences of social media marketing Emily Webster	
	B2 Brand purpose and its role in millennials' brand choices Jishnu Changkakoti	
	B3 Sell me the Blackbox! Mandating explainable artificial intelligence (XAI) may harm users Behnam Mohammadi	
3.15-3.30pm	Coffee Break	
3.30-4.30pm	Paper Development Workshop International Journal of Information Management	
4.30-5.30pm	Keynote: Future of Marketing	Prof Jagdish N Sheth

9.00-9.15am	Welcome Talk	Prof Suraksha Gupta
9.15-9.45am	Keynote: Preparing for Next REF	Prof Charles Dennis
9.45-10.30am	Track 1: Internal Marketing	Track Chair: Dr Pantea Foroudi
	1A Workplace Spirituality: A tool to enhance employee well-being Vriti Jain and Jyoti Sharma	
	1B Enhancing voice assistants' acceptance through lens of trust and perceived privacy risks Hardeep Chahal and Mehak Mahajan	
10.30-10.45am	Coffee Break	
10.45-11.30am	Track 2: Responsible Marketing	Track Chair: Dr Sharifah Faridah Alwi
	2A: Managing Dartainment Responsibility Sophie James, James Cronin and Anthony Patterson	
	2B: A shift in practices of the luxury service sector after COVID-19 and strategies for revival Arun Sharma and Hardeep Chahal	
11.30-12.15pm	Track 3: Brands and Branding	Track Chair: Dr Kaouther Kooli
	3A: Managerial perspective on Brand Identity Fit in Co-branding Ediz Akcay and Kaouther Kooli	
	3B: Disinformation in Socially Conscious Responsible Brands Natalia Yannapoulou & Koblarp Chandrasapth	
12.15-12.45pm	Lunch Break	
12.45-1.30pm	Track 4: Sustainability and SDGs	Track Chair: Dr Minhao Zhang
	4A: Multi-stakeholder partnerships and United Nations SDGs 2030 agenda Pinaki Dasgupta and Sampada Kumar Dash	
	4B: The sustainable consumption of Healthcare Devices Mingxue Wei, Suraksha Gupta and YiChuan Wang	
1.30-2.15pm	Track 5: Innovation, Design, Technology and Ethics	Track Chair: Dr Arpita Agnihotri
	5A: The role of expectation gaps in decision outcomes in inter-organisational relationship Sena Ozdemir, Konstantinos Poulis, Suraksha Gupta, Efthimios Poulis and Shijie Zhang	
	5B: Problem solving in innovation: A systematic literature review Keyou Feng, Minhao Zhang and Palie Smart	
2.15-2.30pm	Coffee Break	
2.30-3.30pm	Track 6: Business-to-Business Marketing	Track Chair: Dr Sena Ozdemir
	6A: Barriers and facilitators of B2B degree of digital use and brand engagement: An integration of technological and behavioural perspective Deviprasad Ghosh and Satyabhushan Das	
	6B: A framework for analysing Brand Equity in business markets Sanket Vatawala	
	6C: Embracing AI for B2B sales: Looking backward and forward David Fehrenbach and Carolina Herrando	
3.30-4.15pm	Track 7:	Track Chair: Dr Reza Marvi
	7A: Gaining insight from the complexities of customer experience: A case study of personalised product recommendatins Lanlan Cao, Muxin Ren and Jianjun Xu	
	7B: Consumers' Actuation of power in markets: A taxonomy Swapan Deep Arora	
4.15-5pm	Meet the Editor: Prof Douglas Cumming, Editor-in-Chief, British Journal of Management	

Day 3 Friday, November 11, 2022

9.00-10.00am	Track 8: Technology and Marketing	Track Chair: Dr Parth Patel
	8A Crypto Economy: A systematic Review and Future Research Agenda Dingli Xi and Minhao Zhang	
	8B: On the metaverse (r)evolution and how it is (re)shaping Marketing Kevin Giant Barrera and Denish Shah	
	8C: Chatbots' effectiveness in service recovery Arpita Agnihotri and Saurabh Bhattacharya	
10.00-10.45am	Track 9: Social Media Marketing	Track Chair: Dr Saurabh Bhattacharya
	9A: Visibility through clutter: How could brands cut through advertising clutter on Instagram? Ahmed Ismail, Sharifah Alwi and Yousra Asaad	
	9B: Integrating text and numerical data from online and offline sources for customer satisfaction evaluation Anastarios Kyriakidis and Stelios Tsafarakis	
10.45-11am	Coffee Break	
11.00-11.45am	Editorial Keynote: Prof Yogesh Dwivedi, Editor-in-Chief, International Journal of Information Management	
11.45-12.45pm	Track 10: Artificial Intelligence, Machine Learning, Modelling, Analytics and Robotics	Track Chair: Dr YiChuan Wang
	10A Sell me the Blackbox! Mandating explainable Artificial Intelligence(XAI) may harm users Behnam Mohammadi, Nikhil Malik, Kannan Srinivasan and Tim Derdenger	
	10B: AI-human hybrid authorship collaboration to escape consumers' algorithm aversion Martin Haupt, Jan Freidank and Alexander Haas	
	10C Exploring the impact of big data analytics capabilities on the knowledge sourcing activities of the upstream oil and gas innovation value chain Habib Abubakar, Sena Ozdemir, Maureen Meadows and Mujahid Mohiuddin Babu	
12.45-1.15pm	Lunch Break	
1.15-2.00pm	Track 11: Enterprise, Governance and Policy	Track Chair: Dr Parth Patel
	11A Effect of social media policy uptake of development research: Evidence from Altmetric Sarvana Jaikumar, Prasanna Kumar Gurugubelli and Rishikesan Parthiban	
	11B: Differences in regulatory institutions on climate change and corporate environmental performance: A cross-country comparative study Xiaolong Shui, Minhao Zhang and YiChuan Wang	
2.00-2.45pm	Track 12: Inclusive Marketing and Consumer Wellbeing	Track Chair: Dr Tana Licsandru
	12A: Marketing and Mental Illness: A 50 year scoping review Jane Machin, Ann Mirabito, Justine Rapp Farrell, Christina Chan Park, Natalie Ross Adkins, Jenna Drenton and Elizabeth Crosby	
	12B: An examination of the happiness concept and its major antecedents and consequences: A qualitative approach Waleed Yousef	
2.45-3.00pm	Coffee Break	
3.00-3.45pm	Keynote: Effect of COVID-19 and BREXIT on global procurement	Mr Rajiv Shandilya Sr Buyer (Global Procurement) Surya Group, UK

3.45-4.30pm

Editorial Keynote: Prof Kelley Martin, Editor-in-Chief, Journal of Public Policy & Marketing

4.30-5.15pm

Meet the Editors

- Prof Subodha Kumar, Editor-in-Chief, Production and Operations Management
- Prof Fevzi Okumus, Editor-in-Chief International Journal of Contemporary Hospitality Management

5.15-5.30pm

TARA AWARDS
Closing Ceremony

Dr Yousra Asaad

See you in 2023