



# The 9<sup>th</sup> International Conference of Marketing, Strategy and Policy Research

## Art of Business for Sustainable Fashion

Kingston Business School & Center for Sustainable Business Transformations, Bournemouth University



## Conference Programme

5-6 June 2025

Mode of Presentation Indicators (Presentation-I: In Person Presentation and Presentation-O: Online Presentation)

## Day 1: June 5, 2025 (UK Time)

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8.50-9.10 am                                    | Registration In person at Kingston Business School, Ground Floor Artium                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 9.10-9.30am                                     | Room: Kingston Business School, 3 <sup>rd</sup> Floor, room BS3033 (main conference room)<br><a href="#">Online TEAMS Link</a><br><br>Welcome to Kingston University by Prof Sankar Sivarajah, Head of Kingston Business School<br>Welcome to MSP Research Responsible ConsumptionSIG Conference 2025 by Dr Kaouther Kooli, Bournemouth University                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 9.30-9.50am                                     | Research Keynotes: Sustainable Business of Fashion by Prof Suraksha Gupta, University of Arts London<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 9.50-10.10am                                    | Research Keynotes: Sustainable Fashion by Prof Marcus O’Dair, Kingston University, UK<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10.10-10.30am                                   | Industry Keynote Online: Relevance of UK-India Trade Agreement for Fashion Industry by Dr SP Sharma, NEOEconomics, India<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10.30-10.50am                                   | Policy Keynote: Mina Parmar, Councillor, London Borough of Harrow, Conservative Group, London, UK<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 10.50-11.10am                                   | Policy Keynote: Rym Knani, First Secretary Textile and Clothing Portfolio, Tunisian Embassy, London, UK<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11.10-11.40am: Tea/Coffee Break<br>Room: BS3035 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11.40-12.00pm                                   | Research Keynote: Circular Approach for Sustainability in Return of Fashion Products by Prof Regina Frei, University of Arts, London<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 12-12.30pm                                      | Editorial Keynote Online: Prof Jyoti Choudrie, Editor-in-Chief, Information, Technology and People<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 12.30-1pm                                       | Editorial Keynote: Prof Sandy Black, Editor-in-Chief, Fashion Practice<br><a href="#">Online TEAMS Link</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 1.00-2.00pm: Lunch<br>Room: BS3035              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 2.00-3.00pm                                     | <b>Track A</b><br><b>Room: BS3033</b><br><a href="#">Online TEAMS Link</a> <b>Track Chair: Dr Kaouther Kooli, Bournemouth University, UK</b><br><i>Presentation-I</i> 1: A Novel Educational Tool to Advance Current Pattern Construction Practices: A Theory-Based Design Process and Learner-Centric Pilot Evaluation<br>Presenter: Hailah Al Houf, Simeon Gill and Jo Conlon, Manchester University, UK<br><br><i>Presentation-O</i> 2: Cultural and Creative Industries as Catalysts for Social Innovation and Value Co-Creation in Global Contexts<br>Presenter: Giusy Sica, Universitas Mercatorum, ITALY<br><br><i>Presentation-O</i> 3: Sustainable by Design? Understanding Consumer Expectations for Personalized Fashion<br>Presenter: Fabio Shimabukuro Sandes, ESDES Business School, UCLY, France | <b>Track B</b><br><b>Room BS3024</b><br><a href="#">Online Teams Link</a><br><b>Track Chair: Dr Arnab Banerjee, University of the Arts, London, UK</b><br><i>Presentation-I</i> 4: Green Scepticism in the Age of Generative Artificial Intelligence<br>Presenter: Abhinaya U, Goa Institute of Management, India<br><br><i>Presentation-O</i> 5: W.E.A.V.E: kuWomen’s Empowerment through Apparel Value Extension — A Scalable CSR Model for School Uniform Waste<br>Presenter: Kundlata Mishra, NIFT, India<br><br><i>Presentation-O</i> 6: Reducing Waste in the Fashion Industry through Generative AI Powered Consumer Behavior Simulation<br>Presenter: Emily Chen, LSE, UK | <b>Track C</b><br><b>Room BS3022</b><br><a href="#">Online TEAMS Link</a><br><b>Track Chair: Dr Shahpar Abdollahi, University of the Arts, London, UK</b><br><i>Presentation-I</i> 7: Cause Related Marketing, Brand Love & Authenticity<br>Presenter: Ana Ivanova, UAL, UK<br><br><i>Presentation-O</i> 8: Fashioning Responsibility: Empowering Artisans through Skills, Voice, and Equity<br>Presenter: Kundlata Mishra, NIFT, India<br><br><i>Presentation-O</i> 9: ‘RE-TAKE – A study on the practice of recycling costume in the Indian film and television industry<br>Presenter: Patricia Sumod, NIFT, India |

**Mode of Presentation Indicators (Presentation-I: In Person Presentation and Presentation-O: Online Presentation)**

|                                                                      |                                                                                                                                                                                           |
|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.00-3.30pm                                                          | Editorial Keynote Online: Prof Subodha Kumar, Editor-in-Chief, Production and Operations Management<br>Room: BS3033<br><a href="#">Online TEAMS Link</a>                                  |
| 3.30-4.00pm                                                          | Editorial keynote Online: Prof Prof Fevzi Okumus, Editor-in-Chief, International Journal of Contemporary Hospitality management<br><a href="#">Online TEAMS Link</a>                      |
| <b>4.00-4.30pm: Tea/Coffee Break</b><br><b>Room: BS3035</b>          |                                                                                                                                                                                           |
| 4.30-5.00pm                                                          | Methodology Workshop: Experimental Research Design with Eye Tracking and Mind Mapping by Dr Zoi Zoupanou, University of Arts, London<br>Room: BS3033<br><a href="#">Online TEAMS Link</a> |
| <b>5.30-8.30pm: Networking Dinner (Advance Reservation required)</b> |                                                                                                                                                                                           |





## Day 2: June 6, 2025 (UK Time)

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00-10.00am                                    | <p><b>Track D</b><br/><b>Room: BS3033</b><br/><a href="#">Online TEAMS link</a><br/><b>Track Chair: Gabriella Daniels, University of the Arts, London, UK</b><br/><i>Presentation-I</i> 10: Un – Make &amp; Re - Cloth: Critically Making a Modular Pattern Cutting System<br/>Presenter: Heather Martin, Arts University, Plymouth</p> <p><i>Presentation-O</i> 11: Traditional Circularity and Second-Hand Fashion: Informing Sustainable Business Models in India<br/>Presenter: Kriti Srivastava, NIFT, India</p> <p><i>Presentation-O</i> 12: Redefining waste: Building resilient circular value systems in India’s Textile Sector<br/>Presenter: Mohini Jaywant Kale, Namtech, India</p> | <p><b>Track E</b><br/><b>Room: BS3024</b><br/><a href="#">Online TEAMS Link</a><br/><b>Track Chair: Dr Rahul Chawdry, Kingston University, UK</b><br/><i>Presentation-I</i> 13: Balancing Act: Navigating Digital Capabilities and Strategic Adaptation in the Fashion Sustainability Innovation Ecosystem.<br/>Presenter: Nana Musa, Sheffield University, UK</p> <p><i>Presentation-O</i> 14: Driving Sustainability: AI Adoption Framework for the Fast Fashion Industry<br/>Presenter: Selcen Ozturkcan, Linnaeus University, Sweden</p> <p><i>Presentation-O</i> 15: AI-Driven Insights into Sustainability: A Predictive Framework for Consumer Purchasing Behaviour in the Fashion Industry<br/>Presenter: Yue Guan, UAL, UK</p> | <p><b>Track F</b><br/><b>Room: BS3036</b><br/><a href="#">Online TEAMS Link</a><br/><b>Track Chair: Dr Sena Ozdemir, Lancaster University, UK</b><br/><i>Presentation-I</i> 16: Sustainable Fashion Marketing: How Ad Appeals Influence Brand Attitude<br/>Presenter: Adarsh KV, Goa Institute of Management, India</p> <p><i>Presentation-O</i> 17: Slowing Down Fashion: How Webrooming Supports Thoughtful Consumption in the Age of Circularity<br/>Presenter: Sampath Kumar, Univ of Wisconsin, USA</p> <p><i>Presentation-O</i> 18: Fashion's Digital Pull: An Analysis of Social Media Influencers' Voices on Over consumption and Sustainable Fashion<br/>Presenter: Kayleigh Walton, Toronto Metropolitan University, Canada</p> |
| 10.00-10.20am                                   | Research Keynote: Psychology of Colour in Fashion, Dr Yousra Asaad, Brunel University<br>Room: BS3033<br>Online <a href="#">TEAMS</a> Link                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10.20-10.40am                                   | Research Keynote: Finding Novelty in Research on Business of Fashion, Dr Sena Ozdemir, Lancaster University<br>Online <a href="#">TEAMS</a> Link                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10.40-11.00am                                   | Practice Keynote: Sustainable Fabric Line: Certified for a Greener Tomorrow, BeReal Wear, Batool Zaidi<br>Online <a href="#">TEAMS</a> Link                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 11.00-11.30am: Tea/Coffee Break<br>Room: BS3035 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 11.30-11.50am                                   | Research Keynote: Responsible Cosmetic Science, Gabriella Daniels, University of Arts London<br>Online <a href="#">TEAMS</a> Link                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 11.50-12.10pm                                   | Policy Keynote: Health and Fashion, Dr Kawal Chandok, Medicinal Consultant, NHS<br>Online <a href="#">TEAMS</a> Link                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 12.10-1.10pm                                    | <p><b>Track G</b><br/><b>Room: BS3033</b><br/><a href="#">Online TEAMS</a> Link<br/><b>Track chair: Dr Pantea Foroudi, Brunel University, UK</b><br/><i>Presentation-I</i> 19: Circular Business Models and the role of stakeholders in driving Circularity in the fashion industry<br/>Presenter: Abhishek Kumar, UPES, India</p>                                                                                                                                                                                                                                                                                                                                                              | <p><b>Track H</b><br/><b>Room: BS3024</b><br/><a href="#">Online TEAMS Link</a><br/><b>Track chair: Dr Padmi Nagirikandalagi, Nottingham Trent University, UK</b><br/><i>Presentation-I</i> 22: The influence of social media advertising on brand awareness within the cosmetic and fashion industry<br/>Presenter: Taiwo Obadimu, Nottingham Trent University, UK</p>                                                                                                                                                                                                                                                                                                                                                                 | <p><b>Track I</b><br/><b>Room: BS3036</b><br/><a href="#">Online TEAMS</a> Link<br/><b>Track chair: Dr Zoe Zoupanaou, University of the Arts, UK</b><br/><i>Presentation-I</i> 25: Expectation gaps and their outcomes in B2B relationships within textile industry<br/>Presenter: Sena Ozdemir, Lancaster University, UK</p>                                                                                                                                                                                                                                                                                                                                                                                                             |

**Mode of Presentation Indicators (Presentation-I: In Person Presentation and Presentation-O: Online Presentation)**

|                                                                  |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                  | <p><b>Presentation-I 20:</b> A Systematic Literature Review of Parameterization to Establish Its Theoretical and Technical Frameworks in Fashion Pattern Construction<br/>Presenter: Hailah Al Houf, Manchester University, UK</p> <p><b>Presentation-I 21:</b>Environmentally Responsible Fashion<br/>Presenter: Zoi Zaopanou, UAL</p> | <p><b>Presentation-I 23:</b> Investigating personalised algorithm powered pay per click advertising: The case of ASOS<br/>Presenter: Padmi Nagirikandalage, Nottingham Trent University, UK</p> <p><b>Presentation-I 24:</b> Sustainable consumption with slow fashion<br/>Presenter: Arnab Banerjee, UAL</p> | <p><b>Presentation-I 26:</b> ESG advertising on Corporate Financial Performance: An investigation of International Luxury Fashion Firms<br/>Presenter: Lan Wang, University of the Arts, UK</p> <p><b>Presentation-I 27:</b> Can GI match human strategists? Evaluating Generative AI’s role in strategy analysis and recommendation<br/>Presenter: Abhinaya U, GIM, India</p> |
| <p><b>1.10-2pm: Lunch</b><br/><b>Room: BS3035</b></p>            |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
| 2-3.30pm                                                         | <p>Masterclass: Role of Technology in <i>Transforming Sustainability in the Fashion, Textile and Clothing Industry</i> by Dr Kaouther Kooli, Prof Marcjanna Augustyn, Bournemouth Univ &amp; Mr Ross Alexander, Green Threads<br/>Room: BS3033<br/>Online <a href="#">TEAMS</a> Link</p>                                                |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>3.30-4pm: Tea/Coffee Break</b><br/><b>Room: BS3035</b></p> |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
| 4-4.30pm                                                         | <p>Keynote Online TARA Lifetime Achievement Award by Prof Jennifer Aaker, Stanford University.<br/>Online <a href="#">TEAMS</a> Link</p>                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
| 4.30-5pm                                                         | <p>Awards, by Dr Shapar Abdollahi, University of the Arts London and Vote of Thanks, Prof Chris Hand, Kingston University<br/>Online <a href="#">TEAMS</a> Link</p>                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |



## List of Presenters

| Name                     | University / Institute                  | Email address                                                                      |
|--------------------------|-----------------------------------------|------------------------------------------------------------------------------------|
| Suraksha Gupta           | University of the Arts, London, UK      | s.gupta@fashion.arts.ac.uk                                                         |
| Marcus O'Dair            | Kingston University, UK                 | M.Odair@kingston.ac.uk                                                             |
| S P Sharma               | NEOEconomics, India                     | <a href="mailto:satyaresearch@gmail.com">satyaresearch@gmail.com</a>               |
| Regina Frei              | University of the Arts, London, UK      | r.gina@arts.ac.uk                                                                  |
| Hailah Al Houf           | Manchester University, UK               | <a href="mailto:hailah.alhouf@manchester.ac.uk">hailah.alhouf@manchester.ac.uk</a> |
| Giusy Sica               | Universitas Mercatorum, ITALY           | giusysica@hotmail.com                                                              |
| Fabio Shimabukuro Sandes | ESDES Business School, UCLy, France     | fsandes@gmail.com                                                                  |
| Arnab Banerjee           | University of the Arts, London, UK      | a.banerjee@fashion.arts.ac.uk                                                      |
| Kaouther Kooli           | Bournemouth University, UK              | kkooli@bournemouth.ac.uk                                                           |
| Nana Musa                | Sheffield University, UK                | nmusa1@sheffield.ac.uk                                                             |
| Selcen Ozturkcan         | Linnaeus University, Sweden             | <a href="mailto:Selcen.Ozturkcan@lnu.se">Selcen.Ozturkcan@lnu.se</a>               |
| Emily Chen               | LSE, UK                                 | <a href="mailto:emilyaychen@gmail.com">emilyaychen@gmail.com</a>                   |
| Abhinaya U               | Goa Institute of Management, India      | <a href="mailto:abhinaya.u23fpm@gim.ac.in">abhinaya.u23fpm@gim.ac.in</a>           |
| Kundlata Mishra          | NIFT, India                             | kundlata.mishra@nift.ac.in                                                         |
| Patricia Sumod           | NIFT, India                             | <a href="mailto:patricia.sumod@nift.ac.in">patricia.sumod@nift.ac.in</a>           |
| Zoi Zoupanou             | University of the Arts, London, UK      | z.zoupanou@fashion.arts.ac.uk                                                      |
| Gabriella Daniels        | University of the Arts, London, UK      | g.n.daniels@fashion.arts.ac.uk                                                     |
| Heather Martin           | Arts University, Plymouth, UK           | hmartin@aup.ac.uk                                                                  |
| Kriti Srivastava         | NIFT, India                             | <a href="mailto:kriti.srivastava@nift.ac.in">kriti.srivastava@nift.ac.in</a>       |
| Mohini Jaywant Kale      | Namtech, India                          | monaliwalke9@gmail.com                                                             |
| Lan Wang                 | University of the Arts, UK              | l.wang@fashion.arts.ac.uk                                                          |
| Yue Guan                 | University of the Arts, UK              | y.guan@fashion.arts.ac.uk                                                          |
| Adarsh KV                | Goa Institute of Management, India      | adarsh.kv24fpm@gim.ac.in                                                           |
| Sampath Kumar            | Univ of Wisconsin, USA                  | kumars@uwgb.edu                                                                    |
| Kayleigh Walton          | Toronto Metropolitan University, Canada | kayleighwalton18@gmail.com                                                         |
| Yousra Asaad,            | Brunel University, UK                   | yousra.asaad@brunel.ac.uk                                                          |
| Sena Ozdemir             | Lancaster University, UK                | <a href="mailto:s.ozdemir@lancaster.ac.uk">s.ozdemir@lancaster.ac.uk</a>           |
| Pantea Foroudi           | Brunel University, UK                   | pantea.foroudi@brunel.ac.uk                                                        |
| Abhishek Kumar           | UPES, India, UK                         | abhishek.kumar@ddn.upes.ac.in                                                      |
| Lucia Egbe               | Nottingham Trent University, UK         | lucia.egbe@ntu.ac.uk                                                               |
| Ana Ivanova              | University of the Arts, London, UK      | a.ivanova@fashion.arts.ac.uk                                                       |

**Mode of Presentation Indicators (Presentation-I: In Person Presentation and Presentation-O: Online Presentation)**

|                       |                                    |                                                                          |
|-----------------------|------------------------------------|--------------------------------------------------------------------------|
| Padmi Nagirikandalage | Nottingham Trent University, UK    | padmi.nagirikandalage@ntu.ac.uk                                          |
| Mina Parmar           | Harrow Council                     | <a href="mailto:mina.parmar@harrow.gov.uk">mina.parmar@harrow.gov.uk</a> |
| Shahpar Abdollahi     | University of the Arts, London, UK | s.abdollahi@fashion.arts.ac.uk                                           |
| Chris Hand            | Kingston University, UK            | c.hand@kingston.ac.uk                                                    |
| Kawal Chandok         | NHS, UK                            | kawal.mohan@nhs.net                                                      |

