

INNOVISION 2026

INTERNATIONAL CONFERENCE

Conference Programme

Rethinking Business in the Era of Complexity:
Foresight, Leadership and Innovation

DAY 1 • IN PERSON

**Thursday
5 November 2026**

GBSB Global – Madrid campus

DAY 2 • ONLINE

**Friday
6 November 2026**

Online Rooms 1–6 • plenaries streamed live

134

PRESENTATIONS

27

PARALLEL SESSIONS

7

RESEARCH TRACKS

PROGRAMME AT A GLANCE

Day 1 · Thursday 5 November · In person, Madrid	
8:30–9:30 AM	Registration & Networking Patio
9:30–9:45 AM	Plenary Opening & Welcome by the Deans Auditorium
9:45–10:20 AM	Keynote Speaker Auditorium
10:20–10:35 AM	Signing of the Collaboration Agreement Auditorium
10:35–10:50 AM	Coffee Break Foyer
10:50–11:30 AM	Round Table: Trends Redefining Business Education Auditorium
11:30 AM–1:00 PM	Parallel Sessions 3 rooms
1:00–2:00 PM	Networking Lunch
2:00–3:30 PM	Parallel Sessions 4 rooms
3:30–3:50 PM	Coffee Break
3:50–4:50 PM	Parallel Sessions 3 rooms
4:50 PM	Closing of Day 1
8:00 PM	Gala Dinner & Awards Optional

Day 2 · Friday 6 November · Online	
8:30–9:30 AM	Networking Foyer
9:30–9:45 AM	Opening of Day 2 & Welcome by the Deans Auditorium and online
9:45–10:45 AM	Workshop – Meet the Editors Auditorium and online
10:45–11:00 AM	Coffee Break Foyer
11:00 AM–1:00 PM	Parallel Sessions 6 rooms
1:00–2:00 PM	Networking Lunch
2:00–3:30 PM	Parallel Sessions 8 rooms
3:30–3:50 PM	Coffee Break
3:50–4:50 PM	Parallel Sessions 3 rooms
4:50 PM	Closing of the Conference

RESEARCH TRACKS

- | | |
|---|--|
| 01 Complexity, Risk, and Strategic Foresight | 02 Leadership, Governance, and Organizational Transformation |
| 03 Innovation, Entrepreneurship, and Digital Transformation | 04 Sustainability, Geopolitics, and Global Value Creation |
| 05 Accounting, Finance, and Economics | 06 Marketing and Business Communication |
| 07 Business Administration and Management | |

Reading this programme. Each day opens with a room-by-room timetable; full session listings follow in time order, with every presentation's start time, title and authors. Track numbers and colours are used throughout. Times are local time in Madrid (CET).

DAY 1 · IN PERSON

Thursday, 5 November 2026

GBSB Global – Madrid campus

Rooms 4 (Sergey Brin), 5 (Bill Gates) and 6 (Ingvar Kamprad)

10

PARALLEL SESSIONS

43

PRESENTATIONS

7

TRACKS

DAY 1 AT A GLANCE

	Room 4 Sergey Brin	Room 5 Bill Gates	Room 6 Ingvar Kamprad
8:30–9:30 AM	Registration & Networking · Patio		
9:30–9:45 AM	Plenary Opening & Welcome by the Deans · Auditorium		
9:45–10:20 AM	Keynote Speaker · Auditorium		
10:20–10:35 AM	Signing of the Collaboration Agreement · Auditorium		
10:35–10:50 AM	Coffee Break · Foyer		
10:50–11:30 AM	Round Table: Trends Redefining Business Education · Auditorium		
11:30 AM– 1:00 PM	T04 Sustainability, Geopolitics, and Global Value Creation 11:30 AM–1:00 PM 6 papers	T02 Leadership, Governance, and Organizational Transformation 11:30 AM–1:00 PM 6 papers	T03 Innovation, Entrepreneurship, and Digital Transformation 11:30 AM–1:00 PM 6 papers
1:00–2:00 PM	Networking Lunch		
2:00– 3:30 PM	T01 Complexity, Risk, and Strategic Foresight 2:00–2:30 PM 2 papers T07 Business Administration and Management 2:45–3:30 PM 3 papers	T02 Leadership, Governance, and Organizational Transformation 2:00–3:30 PM 6 papers	T03 Innovation, Entrepreneurship, and Digital Transformation 2:00–3:30 PM 6 papers
3:30–3:50 PM	Coffee Break		
3:50– 4:50 PM	T05 Accounting, Finance, and Economics 3:50–4:35 PM 2 papers	T06 Marketing and Business Communication 3:50–4:50 PM 4 papers	T03 Innovation, Entrepreneurship, and Digital Transformation 3:50–4:35 PM 2 papers

4:50 PM	Closing of Day 1
8:00 PM	Gala Dinner & Awards · optional, separate reservation

DAY 1 • FULL PROGRAMME

8:30 AM – 9:30 AM	Registration & Networking Tea, coffee & biscuits	PATIO
9:30 AM – 9:45 AM	Plenary Opening & Welcome by the Deans GBSB Global · MESOS · Sanjivani University	AUDITORIUM
9:45 AM – 10:20 AM	Keynote Speaker To be announced	AUDITORIUM
10:20 AM – 10:35 AM	Signing of the Collaboration Agreement	AUDITORIUM
10:35 AM – 10:50 AM	Coffee Break	FOYER
10:50 AM – 11:30 AM	Round Table: Trends Redefining Business Education Facilitator: Dr. Hind Naaman · With GAU (Dr. Dina Aslamazishvili), GBSB Global, ZLC-MIT (Dr. Susana Val), UOC (Àngels Fitó Bertran), IE, ESCP	AUDITORIUM

11:30 AM – 1:00 PM	PARALLEL SESSIONS 3 sessions
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TRACK 04

Sustainability, Geopolitics, and Global Value Creation

Room 4 • Sergey Brin • Chair: Dr. M.F. Harake • 11:30 AM–1:00 PM • 6 papers

11:30	Appealing to the Ethics of Counterfeit Buyers Through Religious Messages <i>Pahlevan Sara</i>
11:45	Circular Economy Adoption in Maltese SMEs: Barriers, Opportunities, and Context Specific Insights <i>Aquilina Nathan, Mallia Joseph</i>
12:00	Extended Abstract <i>Dandache Nisrine</i>
12:15	Geopolitics and the Price of Risk <i>Pietrzak Marcin</i>
12:30	Governing AI as a Source of Soft Power: Foreign Public Opinion Toward the United States, China and the European Union <i>Lorella Bellia Calderón</i>
12:45	Strategic Value Creation Through Circular Bioeconomy: A Sustainable Innovation Framework for the Functional Food Industry <i>Dahikar Samadhan, Bhutada Sarita</i>

TRACK 02 | SESSION A

Leadership, Governance, and Organizational Transformation

Room 5 • Bill Gates • Chair: Dr. George Kassab • 11:30 AM–1:00 PM • 6 papers

11:30	Architecting Value: The New Frontier of Financial Enterprise <i>Mallia Joseph</i>
11:45	Beyond Governing by Numbers: Ethical Sensemaking and the Pre-Appropriation of Management Tools in Times of Crisis <i>Omari Harake Oumaima</i>

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|-------|---|
| 12:00 | Beyond Mobility: Reframing Erasmus+ as a Strategic Capability for Higher Education Institutions in an Era of Polycrisis
<i>Pranjali Kirloskar Deshmukh</i> |
| 12:15 | Diplomatic Capital and Bilateral Economic Performance: A Transaction-Cost Theory of Embassy Effectiveness, with Evidence from the Spain–Nigeria Dyad
<i>Ogunrinde Abayomi</i> |
| 12:30 | Ethical Leadership for AI-Enabled Organizational Transformation
<i>Patil Mangal V., Chavan Sachin</i> |
| 12:45 | From Command-and-Control to Adaptive Leadership: Rethinking Business Leadership in Complex Environments
<i>Maheshwari Kalpana</i> |

TRACK 03 | SESSION A

Innovation, Entrepreneurship, and Digital Transformation

Room 6 • Ingvar Kamprad • Chair: Dr. Oumaima Omari • 11:30 AM–1:00 PM • 6 papers

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|-------|---|
| 11:30 | AI Integration and Customer Acquisition Performance in Early-Stage eCommerceX
<i>Sarkis Elie</i> |
| 11:45 | Beyond Ease to Use: Rethinking AI Adoption Among Gen Z
<i>Kanashina Olga, Nikitina Maria</i> |
| 12:00 | Digital Foresight and Innovation in Education Consulting: A Survey of International Student Service Providers
<i>Al Mestrah Faraj</i> |
| 12:15 | Digital Transformation and Circular Economy for Inclusive Agripreneurship in South Africa
<i>Ntoyanto-Tyatyantsi Nonceba</i> |
| 12:30 | Embracing Industry 4.0 Technologies in Manufacturing Operations: A Case Study of Omani Manufacturing SMEs
<i>Alnaimi Hamed</i> |
| 12:45 | From Explanation to Anticipation: Artificial Intelligence as a Strategic Foresight Capability
<i>Pauceanu Alexandrina Maria</i> |

1:00 PM Networking Lunch
– 2:00 PM

2:00 PM
– 3:30 PM

PARALLEL SESSIONS

4 sessions • Room 4: Track 01 until 2:30 PM, Track 07 from 2:45 PM

TRACK 01

Complexity, Risk, and Strategic Foresight

Room 4 • Sergey Brin • Chair: Dr. M.F. Harake • 2:00–2:30 PM • 2 papers

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|------|---|
| 2:00 | Beyond Static Readiness: A Dynamic Readiness-Maturity-Mindset Framework for Organisational AI Adoption Under Complexity
<i>Busuttil Dougall Daniela</i> |
| 2:15 | Governing the Unforeseen: Strategic Vigilance and Organizational Resilience Under Permanent Uncertainty
<i>Harake M.F.</i> |

TRACK 07

Business Administration and Management

Room 4 • Sergey Brin • Chair: Dr. Sara Pahlevan • 2:45–3:30 PM • 3 papers

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- 2:45** **A Bibliometric Review of Financial Wellbeing Research and Its Implications for Employee Behaviour**
Hawaladar Aparna, Nair Sridevi
-
- 3:00** **Democratisation of Workforce: Organisational Restructuring by and with AI?**
Sali Erkin
-
- 3:15** **Working with AI in Secret: Why Employees Hide Their Use of Generative AI**
Kassar George
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TRACK 02 | SESSION B

Leadership, Governance, and Organizational Transformation

Room 5 • Bill Gates • Chair: Dr. George Kassar • 2:00–3:30 PM • 6 papers

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- 2:00** **From Quality Management to Awareness Management: A Systems Perspective on Adaptive Organizations**
Wosik Dawid
-
- 2:15** **From Transfer to Knowledge Embeddedness: A Leadership Framework for University Social Impact**
Geha Carmen
-
- 2:30** **Human-Centred Leadership in an Age of Artificial Intelligence: Collective Sensemaking and Strategic Imagination in Complex Organizations**
Collins Ann
-
- 2:45** **Leading Through the Spiral: Homo Integralis, Phronetic Leadership, and Organizational Futures in an Era of Complexity**
Aslamazishvili Dina
-
- 3:00** **Performing Leadership Online: Authenticity, Humor, and the Construction of Corporate Culture on Social Media**
De Cepeda Leyre
-
- 3:15** **Recognising the Unrecognised: RPL Governance Challenges for Private Degree Holders in Spanish and European Higher Education**
Patena Wiktor
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TRACK 03 | SESSION B

Innovation, Entrepreneurship, and Digital Transformation

Room 6 • Ingvar Kamprad • Chair: Dr. Oumaima Omari • 2:00–3:30 PM • 6 papers

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- 2:00** **From Tools to Teammates: Governance Frameworks for Multi-Agent Systems in Established Firms**
Di Grezia Giovanni
-
- 2:15** **Infrastructure Is Not Enough: Digital Financial Complementarity and New-Firm Creation in European Entrepreneurial Ecosystems**
Ouni Habib
-
- 2:30** **Innovating from Within: Building Digital Innovation Ecosystems in Traditional Banks**
Mallia Ludwig
-
- 2:45** **Managing the Invisible: How Managers Detect and Respond to Teaching Staff Burnout in a Digital Campus Environment**
Plazinić Aleksandra, Božić Mitar
-
- 3:00** **The Missing Layer of Digital Transformation: Why Knowledge, Not Data, Drives Real Impact**
Fabio Rodriguez
-
- 3:15** **The Role of AI-Driven Social Media Marketing in Shaping Consumer Trust and Purchase Intentions in Sustainable Luxury Fashion**
Serafimova Donika
-

3:30 PM

Coffee Break

– 3:50 PM

3:50 PM

– 4:50 PM

PARALLEL SESSIONS

3 sessions

TRACK 05

Accounting, Finance, and Economics

Room 4 • Sergey Brin • Chair: Dr. Sara Pahlevan • 3:50–4:35 PM • 2 papers

3:50 Achieving the Carbon Neutrality Target in Selected OECD Countries: The Role of Renewable Energy and Electric Vehicles

Ouni Habib

4:05 The Malting and Brewing Sector and Its Importance for the Slovak Economy

Golej Julius, Machalik Vladimir

TRACK 06

Marketing and Business Communication

Room 5 • Bill Gates • Chair: To be announced • 3:50–4:50 PM • 4 papers

3:50 Redefining the CMO Role in the Age of Generative AI: From Campaign Manager to Intelligence Orchestrator

Moreno Reyes Fernando, Kumar Phool, Kress Sevilla Alejandro

4:05 Reputational Dynamics and Discursive Contestation in Digital Celebrity Culture: The Case of Blake Lively and It Ends with Us

De Cepeda Leyre

4:20 Silent Shoppers, Loud Data: Event-Based Funnel Analytics and Consumer Drop-Off in Digital Retail

Daou Salma-Ines, Mahouachi Salma, Guedouar Ghofran

4:35 We Create AI in Our Own Image: Customised Large Language Models for Enterprises

Sali Erkin

TRACK 03 | SESSION C

Innovation, Entrepreneurship, and Digital Transformation

Room 6 • Ingvar Kamprad • Chair: Dr. Oumaima Omari • 3:50–4:35 PM • 2 papers

3:50 The Silent Monetary Revolution: The Shadow Economy of Stablecoins and the Transformation of Central Banking

Celotto Francesco

4:05 The University as a Complex Adaptive Enterprise: Artificial Intelligence and the Strategic Transformation of the Higher Education Business

Ligorio Vincent

4:50 PM

Closing of Day 1

8:00 PM

EVENING EVENT • OPTIONAL

Gala Dinner & Awards

Separate payment and reservation required. For details, contact the GBSB Global Research Centre at research.centre@gsbsb.global.

DAY 2 · ONLINE

Friday, 6 November 2026

Online

Online Rooms 1–6 · plenaries streamed from the Auditorium

17

PARALLEL SESSIONS

91

PRESENTATIONS

7

TRACKS

DAY 2 AT A GLANCE

	Online Room 1	Online Room 2	Online Room 3	Online Room 4	Online Room 5	Online Room 6
8:30–9:30 AM	Networking · Foyer					
9:30–9:45 AM	Opening of Day 2 & Welcome by the Deans · Auditorium and online					
9:45–10:45 AM	Workshop – Meet the Editors: How to Publish in Top Economics and Business Journals · Auditorium and online					
10:45–11:00 AM	Coffee Break · Foyer					
11:00 AM–1:00 PM	T02 A Leadership, Governance, and Organizational Transformation11:00 AM–1:00 PM8 papers	T07 A Business Administration and Management11:00 AM–1:00 PM8 papers	T06Marketing and Business Communication11:00 AM–1:00 PM8 papers	T03 A · Pt 1 Innovation, Entrepreneurship, and Digital Transformation11:00 AM–1:00 PM8 papers	T03 B · Pt 1 Innovation, Entrepreneurship, and Digital Transformation11:00 AM–1:00 PM8 papers	T03 C · Pt 1 Innovation, Entrepreneurship, and Digital Transformation11:00 AM–1:00 PM8 papers
1:00–2:00 PM	Networking Lunch					
2:00–3:30 PM	T02 B Leadership, Governance, and Organizational Transformation2:00–3:00 PM4 papers T04 A Sustainability, Geopolitics, and Global Value Creation3:00–3:30 PM2 papers	T07 B Business Administration and Management2:00–2:45 PM3 papers T01 A Complexity, Risk, and Strategic Foresight2:45–3:30 PM3 papers	T05 A Accounting, Finance, and Economics2:00–3:30 PM6 papers	T03 A · Pt 2 Innovation, Entrepreneurship, and Digital Transformation2:00–3:30 PM6 papers	T03 B · Pt 2 Innovation, Entrepreneurship, and Digital Transformation2:00–3:15 PM5 papers	T03 C · Pt 2 Innovation, Entrepreneurship, and Digital Transformation2:00–3:15 PM5 papers
3:30–3:50 PM	Coffee Break					
3:50–4:50 PM	T04 B Sustainability, Geopolitics, and Global Value Creation3:50–4:50 PM4 papers	T01 B Complexity, Risk, and Strategic Foresight3:50–4:50 PM4 papers	T05 B Accounting, Finance, and Economics3:50–4:05 PM1 paper			
4:50 PM	Closing of the Conference					

DAY 2 • FULL PROGRAMME

8:30 AM – 9:30 AM	Networking Tea, coffee & biscuits	FOYER
9:30 AM – 9:45 AM	Opening of Day 2 & Welcome by the Deans GBSB Global • MESOS • Sanjivani University	AUDITORIUM AND ONLINE
9:45 AM – 10:45 AM	Workshop – Meet the Editors: How to Publish in Top Economics and Business Journals Introduced and chaired by Dr. M.F. Harake; led by the editor of a Scopus-indexed journal	AUDITORIUM AND ONLINE
10:45 AM – 11:00 AM	Coffee Break	FOYER
11:00 AM – 1:00 PM	PARALLEL SESSIONS 6 sessions	

TRACK 02 | SESSION A

Leadership, Governance, and Organizational Transformation

Online Room 1 • 11:00 AM–1:00 PM • 8 papers

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|--------------|---|
| 11:00 | AI-Augmented Collective Intelligence as Public Governance Infrastructure for Mission-Oriented Innovation Ecosystems
<i>Hayek Joanne</i> |
| 11:15 | AI-Enabled Project Governance and Leadership Alignment: Examining Strategic Delivery and Organizational Effectiveness in Healthcare Organizations
<i>Ojo Oluwatoyin</i> |
| 11:30 | Architects of Trust: Responsible Leadership as a Catalyst for Organizational Change in Higher Education
<i>Rao Aishwarya, Kote Bhakti, K Bharath</i> |
| 11:45 | Capability Maturity Model Development for Virtual and Hybrid Learning
<i>Dintsis Danil</i> |
| 12:00 | Epistemic Securitisation and the Politics of Knowledge Production: Muslim Identity in Indian Universities
<i>Prakash Kul</i> |
| 12:15 | From Gears to Ecosystems: Organizational Biomimicry as a Response to Complexity
<i>Socorro Márquez Félix Oscar</i> |
| 12:30 | Influence of Board Entrenchment on ESG Disclosures in Nigerian Firms: Moderating Effect of Family-Controlled Firms
<i>Olorede Titilope, Ruzhanskaya Liudmila, Ejalonibu Oluwatobi</i> |
| 12:45 | Leadership in Scientific Research Teams: The Role of Ethical Decision-Making
<i>Gaikwad Sai</i> |

TRACK 07 | SESSION A

Business Administration and Management

Online Room 2 • 11:00 AM–1:00 PM • 8 papers

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|--------------|--|
| 11:00 | A Study on Non-Performing Assets Amongst Scheduled Urban Cooperative Banks in Gujarat: Trends, Contributing Factors and Issues
<i>Verma Abhishek</i> |
| 11:15 | AI-Driven Consumer Analytics and Workforce Resilience for Sustainable Business Transformation in the Chemical and Process Industries
<i>Shelar Vaibhav</i> |

11:30	Close Enough to Be Fair? Psychological Distance, Need for Cognition, and Managers' Compensation Decisions <i>Behnoush Kangarlou</i>
11:45	Healthcare Accessibility in India: A Panel Analysis of State-Level Infrastructure, Nursing Workforce, AYUSH Integration, and Hospitalization Outcomes (2014–2024) <i>Kaushik Preeti, Ramesh Dr. G.</i>
12:00	Impact of Diversity, Equity, Inclusion and Belonginess on Process Innovation of Selected Manufacturing Companies in Nigeria <i>Onaolapo Opeyemi Samuel, Odeh Callistus Destiny, Olatunji Olaide Hezekiah, Olatunji Titilayo Funke</i>
12:15	Psychological Safety and AI Adoption in the Singapore Workforce: A Moderated Mediation Model of AI Self-Efficacy and Organizational Support <i>Guo Qiang Tan</i>
12:30	The Effect of Employee Motivation on Organizational Performance <i>Sharma Vaishnavi</i>
12:45	The Future of Higher Education in the Age of Generative AI: Organizational Transformation, Workforce Readiness, and Digital Resilience <i>Garg Ankita, Garg Ruchi, Gupta Isha, Gupta Nitin, Kalwaghe Anand</i>

TRACK 06

Marketing and Business Communication

Online Room 3 • 11:00 AM–1:00 PM • 8 papers

11:00	Antecedents of Digital Influencer Branding That Shape Brand Patronage in an Emerging Economy: A Qualitative Analysis <i>Ozoh Uchechukwu, Shittu Saheed</i>
11:15	Decoding the Social Influence Matrix: Dominating Influencer Marketing in the Digital Revolution <i>Bharath K, Sr Ramesh Kkumar, Atish Kothavale Sakshi, Ravindra Sancheti Diya, Wakchaure Akshay</i>
11:30	From Personalization to Autonomy: Consumer Trust and Strategic Foresight in AI Agent–Driven Marketing Under Business Complexity <i>Godse Aniket, Deb Saikat, Dixit Surabhi, Patre Smruti</i>
11:45	Need for Uniqueness in Gender-Neutral Jewellery Purchase Intention: Evidence from Gen Z <i>P J Ayana, Treasa Mendez Ottina, Antony Jefin, C A Dr. Rafeeka Mol</i>
12:00	The Green Purchase Gap: A Systematic Review of How Green Marketing Tools Translate into Consumer Purchase Behaviour <i>Edeh Mark Bekweri, Nze Nnenna Jennifer</i>
12:15	Trust Beyond the Transaction: Consumer Decision-Making and Brand Legitimacy in India's Building Materials Market <i>Patel Khush</i>
12:30	Understanding User Retention in AI Influencer Engagement: A Qualitative Exploration of Stickiness <i>Bhatt Sudhanshu, Jhawar Anand</i>
12:45	When Low Prices Backfire: Strategic Algorithmic Price Sequencing and Cognitive Biases in Commerce <i>Saqib Najam</i>

TRACK 03 | SESSION A • PART 1

Innovation, Entrepreneurship, and Digital Transformation

Online Room 4 • 11:00 AM–1:00 PM • 8 papers

11:00	A Machine Learning-Driven Framework for Early Identification and Mentored Intervention of At-Risk Students Using University ERP Systems <i>Vibhute Pritish, Gondkar Snehal, Bangale Sonal, Sadaphal Nilesh, Kondekar Abhinandan, Togrikar Pradeep, Agrawal Sushant, Malawe Mrunal, Vibhute Chanchal</i>
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11:15	AI Chatbots as Informal Tutors in Corporate Language Learning: A Comparative Qualitative Study of Employees in Internationalizing Companies (Italy and Brazil) <i>Di Fabio Errico</i>
11:30	AI Driven Workforce Transformation in SMEs: Adoption Dynamics and Legitimacy in Post Crisis Economies <i>Sampson Kayla Kim</i>
11:45	AI-Driven Business Innovation Models for Sustainable Nanotechnology: Commercializing Eco-Friendly Solutions in Healthcare and Environmental Markets <i>Wani Sahil</i>
12:00	AI-Driven Language Innovation for Inclusive Digital Transformation: Advancing NLP in Low-Resource Contexts <i>Bhatt Priyanka</i>
12:15	An Analysis of the Impact of AI-Driven Personalization on Customer Satisfaction in E-Commerce Platforms <i>Kinjal Lodha, Ghumare Radhika, Taji Tejveer, Bandna Dr.</i>
12:30	Applying AI Agents for Digital Service Development and Delivery by SMB and Startups – Advantages, Limitations, Risks <i>Dintsis Danil</i>
12:45	Artificial Intelligence and Moroccan Supply Chains: An Exploratory Approach to Adoption and Value Creation <i>Amzil Aimad</i>

TRACK 03 | SESSION B · PART 1

Innovation, Entrepreneurship, and Digital Transformation

Online Room 5 • 11:00 AM–1:00 PM • 8 papers

11:00	Entrepreneurship-Driven Transformation of Agro-Industries in India's Food Systems: Institutions, Digital Supply Chains and Multi-Case Evidence <i>Jain Dinesh</i>
11:15	Explainable Learning Analytics: A Human-Centered AI Framework for Digital Transformation in Higher Education <i>Katyal Ashish</i>
11:30	Firm Level Absorptive Capacity as the Bottleneck in Entrepreneurship Support Effectiveness <i>Odeh Callistus Destiny, Astratova Galina Vladimirovna, Onwusuribe Chigozirim Ndubuisi, Onaolapo Opeyemi Samuel</i>
11:45	From Generative AI to Autonomous Research: Transforming Scientific Discovery in Complex Innovation Ecosystems <i>Garg Ankita, Gupta Nidhi, Sahal Gaurav, Gupta Aman, Wankhede Disha</i>
12:00	From Green Chemistry to Market Impact: Innovation Management and Entrepreneurial Strategies for Sustainable Chemical Enterprises <i>Kalwaghe Anand</i>
12:15	From Regulation to Innovation: Scalable Innovation Management Framework for European Banks <i>Mateo Julius</i>
12:30	From Tinkering to Transformation: Educational Makerspaces as Catalysts for Innovation and Entrepreneurship in Indian Higher Education <i>Wakchaure Kiran, Kedar Hrushikesh, Khatkale Praveen</i>
12:45	Frugal Generative AI Adoption in Indian Micro and Small Enterprises: A Practical Study of Use Cases and Barriers <i>Yarramreddy Saiesh, Wagh Tejal</i>

Innovation, Entrepreneurship, and Digital Transformation

Online Room 6 • 11:00 AM–1:00 PM • 8 papers

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|-------|--|
| 11:00 | A Machine Learning-Driven Framework for Early Identification and Mentored Intervention of At-Risk Students Using University ERP Systems
<i>Vibhute Pritish, Gondkar Snehal, Bangale Sonal, Sadaphal Nilesch, Kondekar Abhinandan, Togrikar Pradeep, Agrawal Sushant, Malawe Mrunal, Vibhute Chanchal</i> |
| 11:15 | AI Chatbots as Informal Tutors in Corporate Language Learning: A Comparative Qualitative Study of Employees in Internationalizing Companies (Italy and Brazil)
<i>Di Fabio Errico</i> |
| 11:30 | AI Driven Workforce Transformation in SMEs: Adoption Dynamics and Legitimacy in Post Crisis Economies
<i>Sampson Kayla Kim</i> |
| 11:45 | AI-Driven Business Innovation Models for Sustainable Nanotechnology: Commercializing Eco-Friendly Solutions in Healthcare and Environmental Markets
<i>Wani Sahil</i> |
| 12:00 | AI-Driven Language Innovation for Inclusive Digital Transformation: Advancing NLP in Low-Resource Contexts
<i>Bhatt Priyanka</i> |
| 12:15 | An Analysis of the Impact of AI-Driven Personalization on Customer Satisfaction in E-Commerce Platforms
<i>Kinjal Lodha, Ghumare Radhika, Taji Tejveer, Bandna Dr.</i> |
| 12:30 | Applying AI Agents for Digital Service Development and Delivery by SMB and Startups – Advantages, Limitations, Risks
<i>Dintsis Danil</i> |
| 12:45 | Artificial Intelligence and Moroccan Supply Chains: An Exploratory Approach to Adoption and Value Creation
<i>Amzil Aimad</i> |

1:00 PM
– 2:00 PM

Networking Lunch

2:00 PM

– 3:30 PM

PARALLEL SESSIONS

8 sessions · Room 1: Track 04 from 3:00 PM · Room 2: Track 01 from 2:45 PM

Leadership, Governance, and Organizational Transformation

Online Room 1 • 2:00–3:00 PM • 4 papers

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|------|---|
| 2:00 | Leading with Humanity in the Age of AI: Leadership Sensemaking and Human-Centred Practice in AI-Driven Organizational Transformation
<i>Oliva Max</i> |
| 2:15 | Navigating the Panopticon: AI-Driven Workplace Surveillance, Organisational Governance, and Employee Privacy in the Banking Sector
<i>Dixit Surabhi, Patre Smruti, Godse Aniket, Deb Saikat</i> |
| 2:30 | Strategic Leadership and Digital Accounting Innovation: Implications for Small-Scale Business Sustainability
<i>Oluwatimileyin Adenle, Oyinlola Abodunrin, Peter Daramola, Wasiu Lamidi</i> |
| 2:45 | The Role of AI-Powered Visualization Tools in Strategic Leadership and Organizational Decision Making
<i>Paramasivan Kavitha Rani, Jadhav Sachin, Kumar Jashvant, Awsarmal Ankita</i> |

TRACK 04 | SESSION A

Sustainability, Geopolitics, and Global Value Creation

Online Room 1 • 3:00–3:30 PM • 2 papers

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- 3:00** **AI-Enabled Sustainability: Accelerating Circular Economy and Green Innovation for Long-Term Value Creation**
Garg Ankita, Garg Ruchi, Gupta Nitin, Dumbre Vinit, Shelar Vaibhav
-
- 3:15** **AI-Driven Circular Business Models for Sustainable Chemical Industries: Integrating ESG Strategies for Long-Term Value Creation**
Rohamare Samiksha
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TRACK 07 | SESSION B

Business Administration and Management

Online Room 2 • 2:00–2:45 PM • 3 papers

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- 2:00** **The Impact of Business Process Management on Organizational Performance**
Wandhekar Prathamesh, Ware Bhakti, Kothari Bhumi
-
- 2:15** **The Impact of Innovation and Digital Transformation on Entrepreneurial Success: A Study of Modern Businesses**
Pahilwan Riya
-
- 2:30** **The Role of Diversity, Equity, and Inclusion in Reducing Burnout Among Generation Z Employees in Academia**
Rao Aishwarya, K Bharath, Tidake Rutuja
-

TRACK 01 | SESSION A

Complexity, Risk, and Strategic Foresight

Online Room 2 • 2:45–3:30 PM • 3 papers

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- 2:45** **AI-Enhanced Portfolio Optimization: Risk-Adjusted Portfolio Optimization and Arbitrage Detection**
Netaniel Segal
-
- 3:00** **Algorithmic Risk Intelligence in Fintech: How AI-Driven Decision Systems Navigate Financial Complexity and Systemic Uncertainty**
Patil Bhavesh, Baji Seema
-
- 3:15** **Artificial Intelligence for Strategic Foresight: Detecting Weak Signals and Emerging Technologies for Future-Oriented Leadership and Workforce Decision-Making**
Garg Ankita, Garg Ruchi, Gupta Isha, Dumbre Vinit, Sonawane Shraddha
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TRACK 05 | SESSION A

Accounting, Finance, and Economics

Online Room 3 • 2:00–3:30 PM • 6 papers

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- 2:00** **Artificial Intelligence, Sustainable Finance, and Organizational Resilience: An Integrated Framework for Decision-Making Under Economic Uncertainty**
Garg Ruchi, Garg Dr. Ankita, Gupta Nitin, Dumbre Vinit, Sahal Gaurav
-
- 2:15** **Does ESG Create Value Equally Across Europe? The Moderating Effect of Regional Characteristics on Financial Performance**
Božić Mitar
-
- 2:30** **Impact of Digital Financial Literacy on Financial Decision Making Among Undergraduate Students**
Kashid Swamini, Datir Shraddha, Nikam Sakshi, Dive Kavita
-
- 2:45** **Mutual Fund Investors and Irrational Behaviour: An Empirical Investigation**
Gupta Jyoti
-
- 3:00** **Outsource or Backsource in a Fractured World? How Competitiveness, Regulation, Geopolitics, and Environmental Pressures Shape Location Strategies in the Financial and Digital Sectors: A Configurational Analysis Based on Interviews and QCA**
Khyari Hibat
-

3:15 Sectoral Work Environment and Investment Psychology Among Women Educators: Mediating Role of Herding Behaviour in Punjab and Haryana Abstract
Bala Renu

TRACK 03 | SESSION A · PART 2

Innovation, Entrepreneurship, and Digital Transformation

Online Room 4 • 2:00–3:30 PM • 6 papers

2:00 Artificial Intelligence-Driven Digital Transformation and Entrepreneurial Resilience: Advancing Innovation in Dynamic Business Ecosystems
Jagdale Santosh

2:15 Artificial Intelligence-Enabled Human Resource Management for Future-Ready Organizations: A Strategic Framework for Business Transformation
R Priya

2:30 Building Financially Resilient Pharmaceutical Supply Chains Through AI-Driven Predictive Analytics: Integrating Economic Decision-Making for Sustainable Healthcare
Matsagar Ishwari

2:45 Conditional Business Partnering in Innovation: Evidence from Maltese Manufacturing Organisations
Wallbank Suzanne

3:00 Designing and Validating a Scalable Capability-Based Model for Disruptive Frugal Innovation in Technology, Industrial/Manufacturing, and Service-Sector SMEs in Emerging-Economy Contexts: Evidence from Nigeria and the UAE
Jumbo Biedima

3:15 Determinants of Fintech Adoption Among Generation Z: A Financial Resilience Perspective
Suryawanshi Hemant, Nirmal Shivtej, Chaudhari Ajay, Sanchiti Diya, Kothavale Sakshi

TRACK 03 | SESSION B · PART 2

Innovation, Entrepreneurship, and Digital Transformation

Online Room 5 • 2:00–3:15 PM • 5 papers

2:00 Governance-First Value Mobility in Education Ecosystems: A Conceptual Model of Blockchain, Artificial Intelligence, and Oracle Convergence
Burden Ulrica

2:15 Human–AI Collaboration in Research and Innovation: Opportunities, Risks, and Governance Frameworks for the Future
Garg Ankita, Garg Ruchi, Gupta Nishant, Gupta Aman, Dushing Pallavi

2:30 Impact of AI Analytics on Managerial Decision-Making in Organizations
Deore Aniket

2:45 Influence of Innovation and Digital Transformation on Entrepreneurial Success: An Analysis of Modern Companies
Ware Bhakti, Wandhekar Prathamesh, Kothari Bhumi, Chattani Vanshita

3:00 Medicine Beyond Medicines: Platform Business Model Innovation for Community Pharmacies as Integrated Primary Healthcare Hubs
Ghotekar Vaibhav

TRACK 03 | SESSION C · PART 2

Innovation, Entrepreneurship, and Digital Transformation

Online Room 6 • 2:00–3:15 PM • 5 papers

2:00 The Impact of Quantum Technologies on Digital Transformation and Innovation Ecosystems
Kumar Jashvant, Awsarmal Ankita, Jadhav Sachin

2:15 The Role of Ethical AI in Transforming Indian Retail: Balancing Innovation with Privacy and Fairness
Gade Anushka, Bandna Dr.

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- 2:30** **Understanding Post-Adoption Satisfaction in Digital Banking: From Service Features to Cognitive**
Nabila Jawadi
-
- 2:45** **Unified Payment Interface (UPI): Transforming India into a Cashless Economy**
Lolge Akshay, Chandane Vaishnavi, Thakur Dr. Bandna
-
- 3:00** **Why Sustainable Scientific Innovations Fail to Reach Industry: Bridging the Lab-to-Market Commercialization Gap**
Manisha D. Pal, Pranay Somase
-

3:30 PM **Coffee Break**
– 3:50 PM

3:50 PM **PARALLEL SESSIONS**
– 4:50 PM 3 sessions

TRACK 04 | SESSION B

Sustainability, Geopolitics, and Global Value Creation

Online Room 1 • 3:50–4:50 PM • 4 papers

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- 3:50** **Artificial Intelligence for Advancing the Circular Economy: Opportunities and Challenges for Sustainable Business**
Sant Tanaya
-
- 4:05** **Beyond Corporate Messaging: How Influencer-Mediated ESG Communication Bridges Credibility Gaps and Drives Sustainable Consumer Behavior in Russia**
Belyaeva Zhanna, Onewo Theophilus
-
- 4:20** **Future Food Systems: Integrating Sustainability, Geopolitics, and Circular Bioeconomy**
Pallavi Anushka
-
- 4:35** **Human Resource Emergency Response During Crisis Situations Arising from Armed Conflict**
Boukareva Bistra, Pandya Bharti, Khdour Naser
-

TRACK 01 | SESSION B

Complexity, Risk, and Strategic Foresight

Online Room 2 • 3:50–4:50 PM • 4 papers

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- 3:50** **From Fit to Foresight: Reimagining Product–Market Fit as a Strategic Compass in Complex Digital Ecosystems**
Teredesai Paresh
-
- 4:05** **Rethinking Business in an Era of Complexity: Strategic Adaptation Amidst the Europe–Middle East Crisis**
Wakchaure Akshay, Painoli Girish
-
- 4:20** **Scenario Planning as a Strategic Tool for Managing Complexity and Uncertainty in Post-COVID Global Business Ecosystems**
Pathan Moin
-
- 4:35** **Transformational Leadership and Cross-Cultural Communication as Drivers of Organizational Resilience and Strategic Foresight in Corporate Hospitals of Maharashtra**
Nehare Smt.Uma
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TRACK 05 | SESSION B

Accounting, Finance, and Economics

Online Room 3 • 3:50–4:05 PM • 1 paper

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- 3:50** **The Impact of AI-Driven Market Intelligence on the Investment Decisions of Gen-Z Retail Investors**
Chaudhari Ajay, Painoli Girish
-

4:50 PM **Closing of the Conference**

INNOVISION 2026

Rethinking Business in the Era of Complexity

Questions about the programme, the gala dinner or your presentation?

GBSB Global Research Centre
research.centre@gsb.global