



# Management and Business Academy

## **Our Vision:**

*“We in the Management and Business Academy strongly believe that the main factors that contribute to any organisation’s creation, differentiation and success are organisational culture and innovation. Therefore, the ultimate goal of the MBAcademy is to inspire and support researchers and practitioners in business and management not only nationally, but internationally.”*



# Management and Business Academy

## Welcome From the Conference Hosts

Dear Management and Business Academy members:

We would like to welcome you all to beautiful and historic city of London for this year's MBAcademy International conference! We are excited to meet and share experiences and research with our fellow academics and practitioners, and to advance the theory and practice of Business and Management.

We are pleased to host this year's conference on the theme of *Digitalization and AI* which is sure to be engaging and applicable to common issues we face within our organizations. We will explore the topics of scholarship, leadership and partnerships in experiential education, where we will find vision, connections, strategy, and effective practices for innovative student-focused initiatives in an ever-changing world. When we pursue high-impact scholarly work, build partnerships within our academic and local communities, and engage in leadership development, we can provide students with concrete and authentic learning experiences. We have developed an informative and exciting agenda this year that leads us into the future of experiential education.

The 23<sup>rd</sup> MBAcademy International Business and Management Conference with special theme on Digitalization an AI is for academic researchers and educators as well as practitioners, seeking to promote knowledge, stimulate dialogue and set trends, in the field of Management and Business. The consistent worldwide support established over many years strengthens our belief that there is an ongoing need to discuss, debate, and dissect issues surrounding Business and Management. Please use this conference as a sounding board, networking venue, and debate podium in our journey to amplify knowledge and understanding of these areas of research.

[www.mbacademy.org.uk](http://www.mbacademy.org.uk)  
Email: [info@mbacademy.org.uk](mailto:info@mbacademy.org.uk)



# Management and Business Academy

## ORGANISING COMMITTEES



**Dr Alireza Nazarian**  
Conference Director



**Dr Hani Elbardan**  
Conference Associate Director



**Dr Pantea Foroudi**  
Conference Associate Director



**Dr David Fuschi**  
Conference Associate Director

### FURTHER INFORMATION

For further information, please contact:

[conference@mbacademy.org.uk](mailto:conference@mbacademy.org.uk)

#### **Dr Alireza Nazarian**

University of Westminster, Business School

E-mail: [alireza@mbacademy.org.uk](mailto:alireza@mbacademy.org.uk)

[A.nazarian@westminster.ac.uk](mailto:A.nazarian@westminster.ac.uk)

Phone: +44 2083925752

#### **Dr Javad Mahmoodi**

E-mail: [javad@mbacademy.org.uk](mailto:javad@mbacademy.org.uk)

[javad@mahmoudi.co.uk](mailto:javad@mahmoudi.co.uk)

Phone: +447595625788

[www.mbacademy.org.uk](http://www.mbacademy.org.uk)  
Email: [info@mbacademy.org.uk](mailto:info@mbacademy.org.uk)



# Management and Business Academy

## General Information

### Registration

If you are not staying at The Lancaster Hotel, please take time to find the Hamilton Centre before your presentation day, also leave plenty of time to be able to load your presentation. There will be designated technicians on site to help you with issues that may arise. Please bring a copy of your presentation on a USB flash drive, and make sure it is compatible to use on a Windows operating system. It is the responsibility of the presenter to upload their presentation onto the PC in the presentation room. Registration starts at 8.30 on 15<sup>th</sup> and 16<sup>th</sup> of December in the Eastern Gateway (first floor).

### Conference pack

You will be given your conference pack which includes a Conference Bag, name badge, WiFi code, pad and pen.

### Name Badges

Conference participants are advised to wear their name badges during conference proceedings. Access to all activities (sessions, talks, coffee and tea breaks, lunch etc.) will be dependent upon wearing your name badge.

### Transport

Situated on the West of London (Uxbridge), Brunel University London is very close to Heathrow airport.

#### ***By Taxi***

From Heathrow Airport to the Brunel University costs approximately £40-50 (price in 2023).

#### ***By Train***

##### *By underground (London Transport)*

Take the westbound Metropolitan Line to Uxbridge (approx. 40 mins from Baker Street station). Or take the westbound Piccadilly Line to Uxbridge (approx. 45-50 mins from Earl's Court station). You can then take a taxi, bus (see above for recommended bus services) or walk to campus.

##### *By rail*

West Drayton (First Great Western Link) is the nearest mainline station, approx 1.5 miles from the campus. Services run from London Paddington (approx. 20 mins journey time) or from the West (Bristol). West Ruislip Station (Chiltern Railways) is the mainline service from London Marylebone (approx. 20 mins journey time) and the North (Aylesbury, Banbury and Birmingham) and is approx. 4 miles from the campus.

[www.mbacademy.org.uk](http://www.mbacademy.org.uk)  
Email: [info@mbacademy.org.uk](mailto:info@mbacademy.org.uk)



# Management and Business Academy

## ***By Bus***

*From Uxbridge bus station* (next to underground station)

U3 (alight Cleveland Road)

U1 to West Drayton, U4 and U7 (alight Kingston Lane)

222 and U5 (alight Cowley Road and use path via Zone A – see campus map)

*From Heathrow Central*

A10 Heathrow Fast, every 15 minutes, journey time approx. 25 minutes (alight The Greenway and use river footpath to campus)

*From West Drayton railway station*

U3 (alight Cleveland Road)

U1 (alight Kingston Lane)

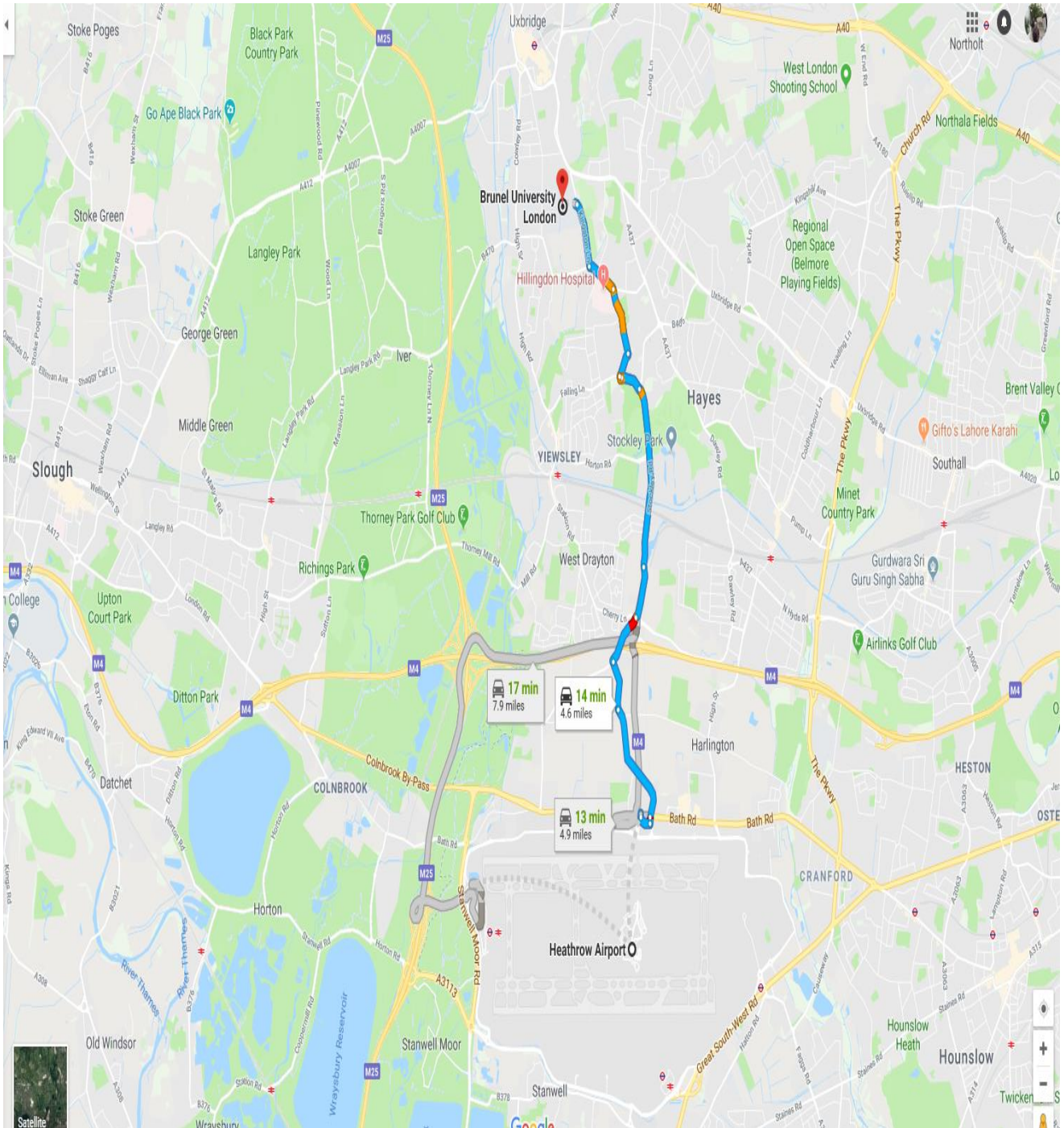
222 (alight Cowley Road and use path via Zone A)

<https://www.brunel.ac.uk/about/documents/pdf/campus-map-2017-8.pdf>





# Management and Business Academy



[www.mbacademy.org.uk](http://www.mbacademy.org.uk)  
Email: [info@mbacademy.org.uk](mailto:info@mbacademy.org.uk)



# Management and Business Academy

## Management and Business Academy

### *MBAcademy International Business Conference*

*Eastern Gateway, Brunel University London 15-16 Dec 2023*

<b>MBAcademy International Business Conference 15<sup>th</sup>, Dec, 2023</b>	
<b>Time</b>	<b>Activity</b>
08.30 am to 9:50 am	Conference Registration, Tea, Coffee and Networking (Reception)
<b>Opening Ceremonies</b>	
9:45 am to 10:00 am	Welcoming speech by Dr Alireza Nazarian
<b>Workshop</b>	
09.00 am- 17.00 pm	Opening Speech and Presentations (Eastern Gateway)
10.00 am- 12.30 pm	Workshop on writing bids
12.45 pm- 14.00 pm	Lunch
14.00 pm- 15.00 pm	Afternoon Presentations
15.00 pm- 15.30 pm	Tea/Coffee Break
15.30 pm- 17.00 pm	Afternoon Presentations
<b>MBAcademy International Business Conference 16<sup>th</sup>, Dec, 2023</b>	
<b>Time</b>	<b>Activity</b>
<b>Presentations</b>	
09.00 am- 10.00 am	Registration, and Breakfast
10.00 am- 11.20 am	1st session of Morning Presentation
11.20 am- 11.40 am	Tea/Coffee Break
11.30 am- 12.30 pm	2nd session of Morning Presentations
12.45 pm- 13.45 pm	Lunch
14.00 pm- 15.00 pm	Afternoon Presentations
15.00 pm- 15.30 pm	Tea/Coffee Break
15.30 pm- 17.00 pm	Workshop on Mixed methodology
17.00 pm- 17.30 pm	Closing Ceremony



# Management and Business Academy

**Chairs** *Dr Jessie Qun Ren*  
*Dr Alireza Nazarian*

*15th Dec, Easter Gateway*  
*10-12,30*

**Workshop (Online)**  
**Writing Bids**

*Dr David Fuschi*  
*University of Coventry*

*15<sup>th</sup> Dec, Eastern Gateway*  
*14.00 till 17.00*

**Visitor experiences and satisfaction in theme parks: an exploration of travel companions on the study of digital platform TripAdvisor**

*Dr Jessie Qun Ren*  
*University of Portsmouth London*

**Experiential Learning in Asset Management: A Case Study**

*Prof Osman Kilic*  
*Quinnipiac University*

**Investigating the relationships between Internal Market Orientation, Customer Experience and Customer Orientation of Service Employees**

*Ms Elizaveta Simakova*  
*University of Westminster*

*Tea and Coffee Break*  
*15.30-15.50*

**Enhancing Management and Business Education and Assessment through Serious Games Informed by Grid-Group Cultural Theory**

*Mrs Krisitna Risley*  
*University of Southampton*

**Using Grid-Group Cultural Theory for Innovative and Inclusive Educational Practices in the Age of AI (Café)**

*Dr Peter Atkinson and Mr Munya Chimbaira*  
*University of Westminster*  
*King's College London*





# Management and Business Academy

**Chairs** *Dr Peter Atkinson*  
*Dr Alireza Nazarian*

*16<sup>th</sup> Dec, Eastern Gateway*  
*10.30 till 12.30*

**An Investigation of Workers' Experiences and Perceptions of Virtual Assistants**

*Prof Stephen Jackson*

*University of Ontario Institute of Technology*

**Exploring the Influence of Customer Oriented Ideation on Customer Adoption: A Theoretical Framework**

*Prof Daryna Lysenko*

*Universitas of Westminster*

**Relationship between Artificial Intelligence and Value Co-Creation: A Review Study**

*Dr Roshan Panditharathna*

*University of Westminster*

**Narrative Strategies and Impulse Buying Dynamics: Influencer-Led Livestreams on TikTok and the role of product-cause fit.**

*Dr Wei Hutchson*

*University of Westminster*



# Management and Business Academy

**Chairs** *Dr Peter Atkinson*  
*Alireza Nazarian*

*16<sup>th</sup> Dec,  
14.00 till 17.00*

**The Social Constructivism Paradigm, Hermeneutic-Dialectic Methodology, and Fourth Generation Evaluation in Tourism (Online)**

*Mr Amirhossein Imanizadeh*  
*University of Tehran*

**Leadership's Green Mandate: Fostering Organizational Citizenship for Environmental Sustainability (Online)**

*Mr Saqlain raza Syed*  
**Hamdard University Pakistan**

*Tea and Coffee Break  
15.00-15.30*

**Workshop  
Mixed Methodology**

*Dr Pantea Foroudi*  
*Brunel university London*