

# **CONFERENCE PROGRAM**

## **Annual Conference of the International Academy of Business**

[www.intl-academy.org](http://www.intl-academy.org)

Zoom Meeting Link

<https://howard.zoom.us/j/3644108689?pwd=YjVjT2ZuNjNmTTNxdjErSzJUV2MxUT09>

Meeting ID: 364 410 8689  
Passcode: 10413000

### **2021 FALL CONFERENCE**

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**October 28 - 30, 2021  
Washington, D.C. (Virtual)**

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**The International Educators' Group**, a not-for-profit organization, was established to facilitate and promote discussion and publication of research ideas by scholars from around the world in a small conference setting where researchers and business executives get to know each other, opening up opportunities for collaborations and for jointly seeking solutions to problems related with higher Education. As the conferences held by the IEG are international in nature, they facilitate discussion of higher education issues encountered in many countries, providing learning opportunities even to established researchers.

The International Educators Group is dedicated to both (i) help close the gap in quality of higher education through development of new strategies and utilization of information technology, and (ii) serve as a resource for dissemination of ideas and research work for improving quality of education as well help with the efficiency with which the content is delivered.

Infusion of information technology is playing a major role in the improvement in the delivery of education. For profit institutions are also leading the advances in the delivery of higher education.

**The International Academy of Business** was established to facilitate and promote discussion and publication of ideas by scholars from around the world in a small conference setting where researchers and business executives get to know each other, opening up opportunities for collaborations and for jointly seeking solutions to business problems. As the conferences held by the IAB are international in nature, they facilitate discussion of business issues encountered in many countries, providing learning opportunities even to established researchers.

Thursday, October 28, 2021

6:00AM – 7:30 AM

Session I

**Session Chair:** Kalplata Pandey, Vice Chancellor, Chandrashekhar University  
Co- Chair: Vijay Karn, Nav Nalanda University

**“Impact of the Covid-19 Pandemic on Tourism Sector-an Analytical Study”**

Lavkush Mishra, Dr. Bhimrao Ambedkar University

**“Preparing for the Future of Tourism in a Post-Covid-19 World”**

Lavkush Mishra, Dr. Bhimrao Ambedkar University

Amit Kumar Sahu, Dr. Bhimrao Ambedkar University

**“Macroeconomic Determinants of Private Investment and Economic Growth”**

Sunny O. Akpan, University of Uyo

Ntiedo J. Umoren, University of Uyo

**“Earnings Quality of Health Sectors Companies in Nigeria Before and After IFRS Adoption”**

Ito Jacob Okechukwu, University of Uyo

**Strategy Deployment: A De Rigueur For Today’s Business Survival, Sustainability And Competitiveness**

Ekpuk, Abasiakan, University of Calabar

Thursday, October 28, 2021

7:30AM – 09:00 AM

**Session II**

**Session Chair:** U.N. Shukla, Dr. Bhimrao Ambedkar University  
Co-Chair: Vipin Kumar Agrawal, Dr. Bhimrao Ambedkar University

**“Post covid challenges in International inbound tour business- A case study of India”**

Chandra Shekhar Barua, Indian Institute of Tourism and Travel Management

**“African Youth Agency: COVID/Post COVID-19 Response and Intellectual Property Challenge”**

Jean T. Wells, Howard University  
Winston Wheeler, Howard University

**“Workplace Environment Influences on Worker Engagement as Mediated by the Autonomic Nervous System: A Quasi-Experimental Study”**

Doreen Loska, Northcentral University  
Frank Bearden, Northcentral University  
Robin Butler, Northcentral University  
Sharon Kimmel, Northcentral University

**“Challenges of Law awareness in India”**

Anil Kumar Dixit, Maharishi University of Information Technology, Lucknow

Thursday, October 28, 2021

**9:30 AM – 10:00 AM**

**Inauguration and Opening Keynote**

**Prof. Satyadev Poddar, Vice Chancellor, Maharaja Beer Bikram University**

Thursday, October 28, 2021

**10:00AM – 10:50 AM (EST)**

**Keynote**

Dr. Jo-Ann Rolle, Dean School of Business Medgar Evers College, City University of New York (CUNY)

Dr. Jo-Ann Rolle holds a PhD. in Economics from Howard University. Dr. Rolle has served as the Dean of the School of Business at Medgar Evers College, City University of New York (CUNY) for the past seven years. Dean Rolle is an accomplished leader with a consistent history of success who served in the U.S. Government and I.B.M. before her academic career. She served as Chief Executive Officer (CEO) of a university; seven years as Chief Academic Officer (CAO); and ten years as a Business School Dean at two universities. During her career, she launched two entrepreneurial Centers and many entrepreneurship programs. She has taught entrepreneurship and economic courses. She is a business consultant with board experience. She recently co-edited the book, “A Handbook of the Future of Work and Entrepreneurship with two co-editors from Kenya. Dr. Rolle awards include two Citations from Brooklyn, NY Borough President Eric Adams for Leadership & Community Service. She has been recognized as a Top 25 Influential African American Women in Business. She has delivered Keynote speeches and workshops to include the U.N. in N.Y.C. She is a Price-Babson Symposium for Entrepreneurship Educators fellow, Administrative Fellow, Harvard University, Member of the Economic Club of New York, and a Fellow of Centre for Business & Economic Research.

Thursday, October 28, 2021

11:00 AM - 12:00 PM

**Session III – Panel Discussion**

**Session Chair/ Moderator: Ntiedo Umoren, University of Uyo**

**“Embedding of Entrepreneurship in Higher Education”**

**Panelists:**

**Dr. Barron H. Harvey**, Dean Emeritus and Associate Provost, Howard University

**Dr. Ronald Williams**, Director of Center for Strategic Entrepreneurship, Coppin State University

**Dr. Satyadev Poddar**, Vice Chancellor, Maharaja Beer Bikram University

**Mr. Percy Morapedi Koji**, Founder & CEO, Travel with Confidence PTY, South Africa

Thursday, October 28, 2021

12:00PM – 1:00PM

Session IV

**Session Chair:** M. C. Srivastava, APS University  
Co-Chair: Dr Arvind Kumar Dube, IGNOU

**“Issues in Tourism Management at rock cut caves pre & post covid 19: A case study of Gopachal rock cut caves”**

Shipra Singh Chauhan, Jiwaji University

**“Education Post - Covid 19: a Path towards Reformative Methods and a Journey from Sustenance to Excellence”**

Y. Aparna, Dr. B. R. Ambedkar University

**“The Evolution of Microfinance Services in India- The Way Forward”**

Hari Prapan Sharma, GLA University

**“Impact of Electronic Payment on Economic Growth in Nigeria”**

Joseph M. Essien, Bori Polytechnic

Anietie N. Ibanga, Zenith Bank, Uyo

Ntiedo J. Umoren, University of Uyo

**“Examination Of the Significance of Corporate Restructuring in The Nigerian Banking Sector”**

Francis Aniefiok Bassey, University of Uyo

Uwem Okpogo, Zenith Bank, Nigeria

Ntiedo J. Umoren, University of Uyo

Thursday, October 28, 2021

1:00PM – 2:00PM  
(EST)

Session V

**Session Chair:** Dr. Lavkush Mishra, Dr. B. R. Ambedkar University

**“Demographic Determinants of Work Performance in Some Select Akwa Ibom State Ministries”**

Samuel V. Akpan, University of Uyo

Mercy Okon, University of Uyo

**“Determinants Of Adequacy and Appropriateness of Audit Evidence in Nigeria”**

Saviour I. Ibok, University of Uyo

Ntiedo J. Umoren, University of Uyo

**"Impact of Sustainable tools Practices in Indian Tourism Development, A Case Study ROSE Kanda, Bageshwar, Uttrakhand, India"**

Shivendu Dixit, Dr. B.R.Ambedkar University, Agra (India)

Mohammad Faiz Afzal, USM, Malasia

Lavkush Mishra, Dr. B.R.Ambedkar University, Agra (India)

**“Post- Covid-19 Challenges and Opportunities for Entrepreneurs – In Context of Indian Tourism”**

Rahul Rajput, Dr. Bhimrao Ambedkar University

Friday, October 29, 2021

6:00 AM – 7:30 AM EST

**Session I**

**Session Chair: Gazi Md Daud Iqbal**, Coppin State University

**Session Co-Chair: Dr. Lidan Ha**, Coppin State University

**“Change in Social Issue Post Covid-19”**

Rajjan Dwivedi, Rani Durgawati University

**“Risk Analysis in Merger and Acquisition Deals among Voluntary Non-Financial Firms in Nigeria”**

Mfon Akpan, University of Uyo

Ntiedo Umoren, University of Uyo

Sunday Sunday Akpan, University of Uyo

**“Agrarian Labour relation in Agra & Oudh”**

BD Shukla, Dr B.R. Ambedkar University

**“Women Entrepreneurship in Natural Resource Management: Challenges & Opportunities for the MSME Sector in the post COVID-19 Socio-Economic Recovery”**

Sandhya Srivastav, A.P.J. Abdul Kalam Technical University

Friday, October 29, 2021

7:30 AM – 09:00 AM EST

**Session II**

**Session Chair: Alok Sharma, IITTM**

**Co Chair: Chandra Mohan, H. P. University**

**“Issues n Challenges of Hospitality industry post COVID”**

Anurag Bhosle, Uttarakhand Open University

**“Metal Complexes Having Anti-Corona Activity”**

Reetesh Chourasia, Rani Durgavati University Jabalpur

**“Political Power and Public Policy: Visible Class Bias in U.S. Policies”**

Anandi Sahu, Oakland University

**“Agrarian Labour Relation in Agra and Oudh – (1902-1947)”**

Brajeshwer Dutt Shukla, Dr. B. R. Ambedkar University

Friday, October 29, 2021

**9:00 AM – 10:00 AM EST**

**Panel Discussion:**  
**India – a 10-Trillion Economy by the Year 2030:**  
**Aspirations, Strengths, Threats and Challenges**

Moderator: **Narendra K. Rustagi**, Howard University

Panelists

**Prof. Surekha Rao**, Indiana University Northwest

**Prof. Vijay Kaul**, University of Delhi

**Dr. Satyadev Poddar**, Vice Chancellor, Maharaja Beer Bikram University

Friday, October 29, 2021

10:00 AM - 11:00 AM

**Panel Discussion**

**Post COVID-19 Management Strategies Including Alternative Medicine**

**Session Chair/ Moderator: Narendra K. Rustagi, Howard University**

**Prof. Baldeo Kumar**, Vice Chancellor, SriKrishna Ayush University

**Dr. David Katerere**, Tshwane University of Technology and PharmaConnectAfrica

**T/Dr. Amanda Gcabashe, Sangoma Doctor**, South African Bureau of Standards

**Dr. Ramneek Ahluwlia**, University of Johannesburg, and CEO, Higher Health

Friday, October 29, 2021

**11:00 AM EST**

**Keynote**

**Prof. Augustin Kwasi Fosu**  
Professor of Economics  
Institute of Statistical  
University of Ghana  
Ghana

**“Covid-19 As A Shock to African Economies: Implications for Growth and Development”**

Professor Augustin K. Fosu, Professor of Economics, Institute of Statistical, Social and Economics Research, University of Ghana; Distinguished Visiting Professor, College of Business and Economics, University of Johannesburg; Extraordinary Professor, Economic and Management Sciences, University of Pretoria; and Research Associate, Centre for the Study of African Economies, University of Oxford. Prof Fosu has also served as Deputy Director, UN University-WIDER, Helsinki; Senior Policy Advisor/Chief Economist, UN Economic Commission for Africa, Addis Ababa; and Director of Research, African Economic Research Consortium, Nairobi. He holds a PhD in economics from Northwestern University, USA. Dr Fosu has published extensively: <https://ideas.repec.org/e/pfo27.html>. He was the August 2017 recipient of the Elsevier Atlas Award. He has served on the editorial boards of numerous international journals, including: Journal of African Economies, Journal of Development Studies, Oxford Development Studies, World Bank Economic Review, and World Development. Currently, he is the Editor-in-Chief of the Journal of African Trade (Atlantis/Elsevier) and a managing editor of the Journal of African Economies (Oxford). Prof Fosu has also served in numerous advisory and consultancy capacities for international organizations and has been engaged in numerous fora globally. Currently, he is a member of the UN Committee of Experts on Public Administration (CEPA). Locally, in Ghana, he has served, inter alia, on the President’s Economic Advisory Council, President’s Fiscal Responsibility Advisory Council, and on the Eminent Panel for Ghana’s Priorities.

Friday, October 29, 2021

**12:00 – 01:00 PM EST**

**Session III**

**Session Chair:** Cathrine Linnes, Østfold University College  
Co-Chair: S. C. Upadhyay, Dr. B. R. Ambedkar University

The Tech Industry: Thriving During the Pandemic  
**Marilyn Sephacle**, Howard University

**“Role of AI in Impulsive purchasing among Indian Shoppers at Retail Outlets”**  
**Shivang Dwivedi**, GLA University

**"The Role of Photography in Business at Present Scenario"**  
**Deepak Kulshreshtha**, Dr.B. R. Ambedkar University

**“Machine Learning Approach to Reduce the Consequences of Deadly Heatwaves”**  
**Gazi Md Daud Iqbal**, Coppin State University  
**Lidan Ha**, Coppin State University  
**Emmanuel Anoruo1**, Coppin State University  
**Sadie Gregor**, Coppin State University

Friday, October 29, 2021

**1:00 – 02:00 PM EST**

**Session IV**

**Session Chair:** Deepakraj Gupta, Jammu University  
Co Chair: C.K.Tiwari, HB Technical University

**"Demystifying African Culture and Tradition: An Antithesis to Transformational Leadership"**

**Maria Asuelimen**, Managing Partner, AMA Consulting LLC

**"The Role of Photography in Business at Present Scenario"**

Deepak Kulshreshtha, Dr.B. R. Ambedkar University

**"A study on issues and challenges in Fostering Technological Innovation after the Covid-19 situation with reference to selected leather shoes companies of Agra"**

D S Yadav, Dr A P J Abdul Kalam Technical University

Saturday, October 30, 2021

6:00 – 7:30 AM EST

**Session I**

**Session Chair:** Sanjay Mishra, MJP Rohilkhand University

**Co Chair:** Anil Kothari, MLS University

**“Promotion of Underutilized Plants on Commercial Scale”**

**Rajesh Kumar Pandey**, Bundelkhand University

**“Promotion of Underutilized Plants on Commercial Scale”**

**Rajesh Kumar Pandey**, Bundelkhand University

**“The Study about Analysis of Techniques which Used by HR Managers for  
Healthy and Good Relationship between Employer and Employees In IT- Industry  
Reference with Delhi NCR”**

**Sonam Singh Kharor**, Shri Venkateshwara University

**“Work with Students to Improve Vaccine Coverage-How We did It?”**

**Nisha Singh**, Livingstone College

Saturday, October 30, 2021

7:30 – 09:00 AM EST

**Session II**

**Session Chair:** Dr. Cathrine Linnes, Østfold University College

Co-Chair: Atul Pandey, APS University

**“How Organizations Respond to Public Healthcare Events: Practices from Chinese Firms”**

**Haining Wu**, Shanghai University

**Xiaodong Deng**, Oakland University

**“Vaidic Management Education is Essential to Maintain World Peace, Growth & Sustainability”**

**Santosh Kumar Upadhyay**, Assam Downtown University

**"Investment Portfolio of Mutual Funds Companies and Economic Growth in Nigeria"**

**Ntiedo Umoren**, University of Uyo

**Gabriel Thompson Udofa**, Akwa Ibom State College of Science and Technology,  
Nung Ukim

**“Impact of COVID on Indian Family”**

**Nirmala Dixit**, Member, Uttar Pradesh (India) State Women Commission

Saturday, October 30, 2021

**9:00 – 10:00AM EST**

**Opening Keynote**

**Moderator: Manoj Kumar Agrawal, Lucknow University**

**Speakers: Prof. Anayo D Nkamnebe, President, The Association of Management Nigeria**

**R C Mishra, Director School of Management, Uttarakhand Open University**

Saturday, October 30, 2021

**10: 00 – 11:00 AM**

**Keynote: Professor Bhagwati Prakash Sharma, VC  
Gautama Buddha University, India**

Prof. B.P Sharma is an expert on Global Trade Scenario the WTO, Free Trade Agreements, Economic Globalization, Patents, Investment Measures, Business Environment, Socio-cultural Values & Trends etc.

He has been keen observer and a regular commentator on all the aforesaid issues. Ever since the launch of Uruguay round of the talks for the formation of WTO, he has been participating and keenly studying the MTAs in the bi-annual ministerial conferences of WTO since 2003.

Among the latest events he has participated in the 10th bi-annual ministerial conference of WTO held at Nairobi in Kenya from 15 December to 18th December 2015. He has spoken on a variety of issues there including automatic compulsory licensing, agricultural issues, intra-firm trade special safe guard mechanism and a series of other issues.

A Visionary on Management and Globally renowned expert on Global Business and Economic Scenario having an in-depth understanding of the dynamics of Global Trade Policy, Interpersonal Effectiveness, Work Engagements, Organizational Culture and Transformational Leadership.

He enjoys a reputation of a nationally renowned Consultant on Intellectual Property Rights, Industry Clusters, Zero Based Budgeting, Competition Law and Free Trade Agreements.

He has been keen observer and a regular commentator on all the aforesaid issues. Ever since the launch of Uruguay round of the talks for the formation of WTO, he has been participating and keenly studying the MTAs in the bi-annual ministerial conferences of WTO since 2003.

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Saturday, October 30, 2021

11:00 AM – 12:00PM

**Panel Discussion Globalization of Higher Education**

**Session Chair/ Moderator:** Prof. Nagendra Nath Mishra, University of California

Panelists:

**Prof. K. P. Singh**, Vice Chancellor, MJP University

**Prof. Stephen Ocheni**, University of Uyo

**Prof. O. P. S. Negi**, Vice Chancellor-Uttarakhand Open University

**Prof. Manoj Kumar Dixit**, Former Vice Chancellor, RML University

Saturday, October 30, 2021

12:00 – 2:00 PM EST

**Session II**

**Session Chair:** Prof. Uchenna Akpom, The University of West Alabama

**Session Co-Chair:** Prof. Young Nwoye, Virginia State University

**“Economic Impacts of the COVID-19 Pandemic on Parents: Evidence from Canada”**

**Camille Simardone**, University of British Columbia Okanagan

**“Impact of COVID-19 on the Revenue of Taj Mahal, India,”**

**Lavkush Mishra**, Dr. B.R. Ambedkar University

**“Suicide Prevention”**

**Meenal Dubey**, Rani Durgavati University, Jabalpur, M.P.

Saturday, October 30, 2021

1:00 – 2:00 PM EST

**Session III**

Session Chair: Saurabh Dixit, North Eastern Hill University  
Co Chair: B. D. Shukla , Dr Bhimrao Ambedkar University

**“Tourism Business. Challenges and Opportunities at Brij Region post Covid-19”**  
Satyavir Singh Nimesh, Dr. Bhimrao Ambedkar University

**“Pradhan Mantri Ujjwala Yojana: A Normative Clean-Fuel Programme in India”**  
Samia Ansari, University of Lucknow

**“Black and Women Opportunity Entrepreneurship Post-Pandemic Outcomes”**  
Micah Crump, Medgar Evers College, CUNY, and Nicholas J. Hill, Claflin University

**“Role of Customer Reviews in Selecting a Destination”**  
Narendra Kumar, Amity University Noida

**Sovereign Wealth Fund And Nation Building: Wither Nigeria**  
Christian Yokina, Office of the Auditor General, Rivers State, Nigeria, Uduak B.  
Ubom, University of Uyo, Ntiedo J. Umoren, University of Uyo

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## **Conference Chair**

**Emmanuel Anoruo, Coppin State University**

## **Conference Coordinators**

**Narendra K. Rustagi, Howard University**

**Lavkush Mishra, Dr. B. R. Ambedkar University**

**Ntiedo Umoren, University of Uyo**

**Annadi Sahu, Oakland University**

**David Katerere, Tshwane University of Technology and  
PharmaConnectAfrica**

**Robin Butler, Northcentral University**

**Dr. Cathrine Linnes, Østfold University College**

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