

CONFERENCE PROGRAM

Annual Conference of the International Academy of Business

www.intl-academy.org

Zoom Link:

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

Conference Venue

Howard University School of Business.
2600 Sixth Street, N.W., Washington, D.C. 20059.

2023 FALL CONFERENCE

October 05 - 07, 2023
Washington, D.C. (Hybrid)

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) helping close the gap in the quality of higher education through the development of new strategies and utilization of information technology, and (ii) serving as a resource for the dissemination of ideas and research work for improving quality of education as well help with the efficiency with which the content is delivered.

The 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 05, 2023

07:30 AM – 9:15 AM EST

Session 1

“Secure Digital Voting System based on Blockchain”

Manoj Singhal, GL Bajaj Institute of Technology and Management India
R. Ramesh Kumar AMET University India

“An Assessment of Impact of Content Marketing on Customer Satisfaction”

Renu Sharma Footwear Design & Development Institute India
S K Yadav Indira Gandhi Technological and Medical Sciences University Ziro India
Dr Ananta Uppal, Independent Researcher, Surat, India

“An Assessment of Impact of YouTube Haul Videos on Generation Z Purchase Decisions”

Renu Sharma Footwear Design & Development Institute India
Dr Ananta Uppal, Independent Researcher, Surat, India
S K Verma Noida International University India

“The Mediating Influence of Neuroticism on Spiritual and Emotional Intelligence in the Indian Corporation”

Natasha Sharma Amity University India
Paritosh Mishra Amity University India
Sandeep Kumar Gupta AMET University

“Digitalization Highflier: Innovative Onboarding Experience of Employees with Reference to the IT Sector”

Swati Yadav Amity University India
Shikha Kapoor Amity University India
Sandeep Kumar Gupta AMET University India

“Demystifying the effect of Social Enjoyment in shopping behavior for electronic products: An approach to understanding Influencers Marketing”

Aditi Srivastava Noida International University India
S K Verma Noida International University India

"Impact of Information Technology on Logistics Services Management"

Poongavanam AMET University India

Thursday, October 05, 2023

9:40 AM – 11:00 AM EST

Session 2

Panel Discussion: South-South Collaboration

David Katerere, Professor, Tshwane University of Technology, South Africa

Marilyn Sephogle, Professor, Howard University

Fungai Kanogoiwa, Alterra Consulting

Thursday, October 05, 2023

11:15 AM –1:15 PM EST

Session 3

“A Panel Regression Analysis on impact of Branding on Stock performance”

Neha Nagar Noida International University India
Gurpreet Kaur Noida Institute of Engineering and Technology, India
S K Verma Noida International University India
Sandeep Kumar Gupta AMET University India
Sripal Srivastava Galgotias University India

"Comparative Analysis of Return of Different Stock"

Neha Gupta Jamia Hamdard India
Matloomullah Khan Jamia Hamdard India

“Financial Plans and Considerations for Saving Taxes and Salaried Employees”

Shakshi Tyagi Noida International University India
S K Verma Noida International University India

“Genesis of Financial Behaviour in the Conditions of Paradigmatic Changes in Financial Relations”

Valeriia Prokopenko V.N. Karazin Kharkiv National University, Kharkiv, Ukraine.
Sripal Srivastava Galgotias University India
Sandeep Kumar Gupta AMET University India

"Identity of an Enterprise as a Distinct Value in a Culture of High Tolerance For Uncertainty"

Paulina Kolisnichenko WSHIU University Poland
Magdalena Górska WSHIU University Poland

“The Impact of Corporate Financial Strategy in the Rising Market”

Shakshi Tyagi Noida International University India
S K Verma Noida International University India

"Enhancing The Green Bond Market: A Bibliometric Analysis Employing Biblioshiny"

Matloomullah Khan Jamia Hamdard India
Khushnuma Khan Jamia Hamdard India

Friday, October 06, 2023

8:00 AM – 9:15 AM EST

Session 4

“Implementation of International Marketing Tools in the Field of High Technologies”

Andriy Krysovaty West Ukrainian National University Ukraine
Olena Ptashchenko West Ukrainian National University Ukraine

“The Analyses of the Digital Economy and Society Index and their influence on productivity and growth in the EU”

Valeriia Prokopenko V.N. Karazin Kharkiv National University, Kharkiv, Ukraine.
Tetiana Polozova Kharkiv National University of Radio Electronics, Kharkiv, Ukraine
Sandeep Kumar Gupta AMET University India

“Fuzzy Logic Controller Using FPGA Technique for Separately Excited DC Motor”

Tamilarasi AMET University India

“Secure Digital Voting System based on Blockchain”

Manoj Singhal, GL Bajaj Institute of Technology and Management India
R. Ramesh Kumar AMET University India

“Economic and Legal Aspects of Financial Intelligence in The System of Anti-Corruption Measures”

Zinaida Zhyvko “Scientific Center of Innovative Research, Estonia,
professor2007@ukr.net
Volodymyr Marchenko H.S. Skovoroda Kharkiv National Pedagogical University,
Kharkiv, Ukraine, marchenko2210@gmail.com
Alla Dombrovska O.M. Beketov National University of Urban Economy in
Kharkiv, Kharkiv, Ukraine, dombrovskalla@gmail.com

Friday, October 06, 2023

9:30 AM – 10:00 AM EST

Session 5

“The Impact of the Covid-19 Pandemic on Firm Performance and Tax Avoidance”

Tao Zeng, Wilfrid Laurier University, Canada

“Brain Science and Artificial Intelligence in Entrepreneurship: An AI-Augmented Creativity Mode.”

Constant Beugre, Delaware State University, USA

Friday, October 06, 2023

10:15 AM – 11:00 AM EST

Session 5: Keynote Address

**Chair: Prof. Lavkush Mishra
Dr. B. R. Ambedkar University**

“G20 and the Inclusive Growth Strategy of Bharat”

Keynote Speaker: Prof. M. K. Agarwal, University of Lucknow, India

Prof. M. K. Agarwal is a Professor of Economics at the University of Lucknow (India). He is also serving as the Director, Population Research Centre; and Director, Institute of Development Studies University of Lucknow (India).

Prof. Agarwal was also appointed state coordinator of the G20 in the state of Uttar Pradesh by the Uttar Pradesh Higher Education Department.

Friday, October 06, 2023

11:15 – 12:30 PM EST

Session 6

“A DEI Transformational Change Model In A High-Performance Team Environment Applying The Facilitated Charette Process”

Carlo J. Ninassi, Marymount University, USA

Brianna Clark, Marymount University

“The Role of Economic Freedom in Explaining the Relationship between Foreign Direct Investment and Gross Domestic Investment: An Application of the JKS Panel Causality Test”

Emmanuel Anoruo, Coppin State University, USA

Kingsley Nwala, Elizabeth City State University, USA

Felix Afolabi, Morgan State University, USA

“Introducing Digital Technology to a Physical Therapist Education Program”

Megan Morgan, Marymount University, USA

Carlo J. Ninassi, Marymount University, USA

“Single Switched Capacitor Based Nine Level Inverter with Fuzzy Logic Controller for a Grid Integrated Fuel Cell Applications”

Tamilarasi AMET University India

"Intense and Continuous Involvement with the Organization: Is There Room for Family and Well-Being"

Sayonara de Fátima Teston, University of Western Santa Catarina, Brazil

Patrick Zawadzki, University of Western Santa Catarina, Brazil,

Suzete Antonieta Lizote, University of the Itajaí Valley, Brazil

Svitlana Ilinich, Germany

Sandeep Kumar Gupta AMET University India

Friday, October 06, 2023

1:00 – 3:00 PM EST

Session 7

“Data-Driven Insights into Diabetes Risk Factors”

Emmanuel Mbuya, University of Johannesburg, South Africa
Tebogo Bokaba, University of Johannesburg, South Africa
Patrick Ndayizigamiye, University of Johannesburg, South Africa
Efosa C. Idemudia, Howard University

**“Optimizing Mental Disorder Prediction with Machine Learning
Enhancing Machine Learning Models Accuracy through Feature Selection”**

Tsholofelo Mokheleli, University of Johannesburg, South Africa
Tebogo Bokaba, University of Johannesburg, South Africa
Tinofirei Museba, University of Johannesburg, South Africa
Nompumelelo Ntshingila, University of Johannesburg, South Africa
Patrick Ndayizigamiye, University of Johannesburg, South Africa
Efosa C. Idemudia, Howard University

"AI-Based Virtual Pointer"

Manoj Singhal, GL Bajaj Institute of Technology and Management India
R. Ramesh Kumar AMET University India

**"A Study on Correlation Analysis Among the Factors of Logistics Service
Management"**

Poongavanam AMET University India

**“Environmental Repair and Economic Growth: A Lesson from The U.S. River
Pollution Experience”**

Anandi P. Sahu, Oakland University, USA

Saturday, October 07, 2023

7:30 – 09:00 AM EST

Session 8

Chair: Dr. Sandeep Gupta, AMET University

“Dynamic Decisions Under Energy Transitions: Creating Tomorrow’s Profitable Niches Today”

Ricardo G Barcelona, Barcelona, Spain

“Study on the Export and Import of Textile Products in India”

R. Divyaranjani AMET University India

“An Analysis on Shipment Consolidation in Vestas Wind Technology India Pvt Ltd”

R. Divyaranjani AMET University India

“Dominant trends in the development of the global economy in the world”

Iryna Shevchenko Simon Kuznets Kharkiv National University of Economics Ukraine

“A Systematic Review on Impact of Hub and Spoke Model in Supply Chain Management”

A. Shameem AMET University India

“Influence of Work-Related Factors and Personal-Related Factors on Emotional Intelligence of Employees of it Firms in Chennai”

A. Shameem AMET University India

“Summarizing the Experience of Forming the Agricultural Land Market in Israel”

Nadya P. Reznik National University of Life and Environmental Sciences of Ukraine
Ukraine

Saturday, October 07, 2023

9:15 AM – 10:30 AM EST

Session 9

Chair: Dr. Anandi P. Sahu, Oakland University

“Festive/Cultural Economy: Case Study of Bharat”

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

"Design Consideration of Inverse Coupled Interleaved Boost Converter For Fuel Cell Power Source"

Tamilarasi

"A sustainable approach of application of metaverse technology in HR functions: A literature review"

Lalit

"GUI Based Optimal Allocation FACTS Devices By HBMO For The Enhancement Of Power System Loadability"

Tamilarasi

"Development of Tourism in Israel: Experience for Ukraine"

Nadya P. Reznik National University of Life and Environmental Sciences of Ukraine
Ukraine

“The Change of the Monetary Paradigm: Economic and Legal Aspects”

Volodymyr Marchenko H.S. Skovoroda Kharkiv National Pedagogical University,
Kharkiv, Ukraine, marchenko2210@gmail.com

Alla Dombrovska O.M. Beketov National University of Urban Economy in
Kharkiv, Kharkiv, Ukraine, dombrovskalla@gmail.com

“Impact of War on the Performance of IT Industry”

Zinaida Zhyvko Lviv State University of Internal Affairs, Lviv, Ukraine, e-
mail:inna_vysot@ukr.net

Inna Vysotska Lviv State University of Internal Affairs, Lviv, Ukraine, e-
mail:inna_vysot@ukr.net

Saturday, October 07, 2023

10:45 AM – 11:45 AM EST

Session 10

“Use of Technology in Teaching a Quantitative Course: A Reflection”

Narendra K. Rustagi, Howard University

Anandi Sahu, Oakland University

"Classical And Alternative Hedging Strategies of Agriculture Manufacturers"

Nadiya P. Reznik National University of Life and Environmental Sciences of Ukraine,
Ukraine

**“Development of Entrepreneurship in The Tourism and Recreation Sphere:
Marketing Research”**

Nadya P. Reznik National University of Life and Environmental Sciences of Ukraine
Ukraine

**"Innovative Decisions in the Implementation of Restructuring and the Impact of
Management Dynamic"**

Nadya P. Reznik National University of Life and Environmental Sciences of Ukraine
Ukraine

Saturday, October 07, 2023

1:00 PM – 2:00 PM EST

Session 11

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

“South-South Cooperation in the Area of Sustainability”

Marilyn Sepocle, Professor of Languages and Humanities, Howard University

"Modelling the Impact of Urbanization on the Development of Diseases within Human Population"

Sandeep Sharma DIT University India

Piyusha Somvansi Poornima College of Engineering India

"Implementation of Lean-Method in Management of the Agrarian Enterprises in Conditions of Digitalization"

Kateryna Alekseiieva National University of Life and Environmental Sciences of Ukraine Ukraine

Sandeep Kumar Gupta AMET University India

"Peculiarities of Tourism and Recreational Activities in Ukraine: Economic and Managerial Aspects"

Nadya P. Reznik National University of Life and Environmental Sciences of Ukraine, Ukraine

Conference Chair

Emmanuel Anoruo, Coppin State University

Conference Coordinators

Narendra K. Rustagi, Howard University

Annadi Sahu, Oakland University

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

Cathrine Linnes, Østfold University College

Lavkush Mishra, Dr. B. R. Ambedkar University

Sandeep Kumar Gupta, AMET University
