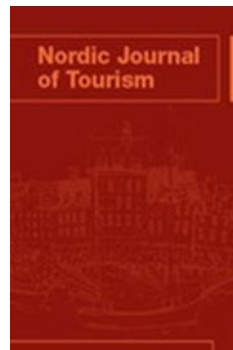




6<sup>th</sup> Nordic International Business, Export Marketing,  
International Entrepreneurship, Entrepreneurship, Brand  
Management, Consumer Behaviour and Tourism Conference  
2025: Annual Conference Proceedings (ebook)

29th-30th March 2025



**ISBN**

6th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2023: Annual Conference Proceedings (ebook), held on Zoom, March 29-30, 2025.

Dafnis  
Coudounaris

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### **ISBN (PDF): ISBN**

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**Note: The conference event will be performed on Time Zone Nicosia/  
Helsinki/ Athens/ Tallinn GMT+2 hours**

**For our conference participants, we provide ZOOM facility for the  
event in the next page**

## **1<sup>st</sup> day 29th March: Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.**

Topic: 6<sup>th</sup> Nordic IB, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2025 29-30 March online at ZOOM

Time: March 29, 2025 12:30 PM Athens to 18:30 PM Athens

Meeting ID: 861 5525 7720

Security Checked Passcode: 247944

checked Waiting Room

Attendees Enable Continuous Meeting Chat

Invite Link: Join Zoom Meeting:

<https://us02web.zoom.us/j/86155257720?pwd=Nmyh99WkyV51DIC0Wi119auBFdFKMR.1>

## **2<sup>nd</sup> day 30th March: Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.**

Topic: My Meeting: 6<sup>th</sup> Nordic IB, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2025, 29-30 March online at ZOOM

Time: March 30, 2025 09:30 AM Athens to 18:30 pm Athens

Meeting ID: 828 3299 5458

Security: Checked Passcode: 661827

Security: checked Passcode:  
checked Waiting Room

Attendees: Enable Continuous Meeting Chat

Invite Link: Join Zoom Meeting:

<https://us02web.zoom.us/j/82832995458?pwd=Yc1VtZlMaN2rtWwZrefzHBPYZMg3sl.1>



6<sup>th</sup> Nordic International Business, Export Marketing,  
International Entrepreneurship, Entrepreneurship, Brand  
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2025: Annual Conference Proceedings (ebook)

29th-30th March 2025

**Sponsored and supported by  
International Journal of Export Marketing (IJEXPORTM) of  
Inderscience Publishers, and Nordic Journal of Tourism (NJT) of  
Inderscience Publishers.**

## A Welcome from the Conference Chair

It is my pleasure to welcome you all to the **6th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2025** to be held during 29th to 30th March 2025. I hope you will have a fantastic online time and memorable conference experience.

The virtual conference offers a platform for academics and doctoral students to share their research. Therefore, I am delighted to present a two day-long programme focused on International Business, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour, and Tourism.

During the 2 days there will be 61 authors coming from 14 countries and 29 universities worldwide, presenting 34 papers/keynote speeches/presentations of journals. It is worth mentioning that there are 25 competitive papers (11 competitive papers on 29th March and 14 competitive papers on 30th March), and 8 presentations by 8 keynote speakers on different areas. Finally, among the 34 presentations, there are four presentations of Journals i.e., **International Marketing Review (IMR)**, **International Journal of Export Marketing (IJEXPORTM)**, **„Journal of Product and Brand Management“**, and **„Nordic Journal of Tourism“**.

I would like to thank all participants who had the time to prepare their papers for this conference and hopefully, they will continue to present their papers to this event in the coming years.

Ten papers from the conference have been invited for one **Special Issue** of the **International Journal of Export Marketing (IJEXPORTM)** and the **Inaugural Issue (Special Issue)** of the **Nordic Journal of Tourism (NJT)**, both published by Inderscience Publishers. In particular Vol. 7 No. 1 of **IJEXPORTM** will accommodate five papers. Finally, five papers from this conference event have been invited for the **Inaugural Issue (Special Issue)** of the **Nordic Journal of Tourism** Vol. 1 No. 1.

Inderscience Publishers provides five awards to the best papers i.e. best paper of the conference, best paper in exporting, best paper in tourism, best review paper, best quantitative paper and best qualitative paper.

I welcome you to this conference and have a good time.

Dr. Dafnis N. Coudounaris  
Conference Chair

Associated Researcher at Hanken School of Economics, Vaasa/Helsinki, Finland and  
Tutor of Entrepreneurial Marketing of Global MBA at University of London, London, United Kingdom  
Part-time lecturer in International Business Management, at American University of Cyprus  
e-mails: dafnis.coudounaris@hanken.fi, coudounaris.londonuniversity@gmail.com

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## Sponsors:

### Sponsor A



- 1) **International Journal of Export Marketing (IJEXPORTM)** is published by Inderscience Publishers.
- 2) **Editor and Editorial team:** The editorial board consists of 10 associate editors and 55 reviewers.  
**Editor-in-Chief: Dr. Dafnis N. Coudounaris**  
**Associate Editors: Dr. Peter Bjork, Dr. Svetla Trifonova Marinova,**
- 3) **Disciplines of interest:** *IJExportM* offers an international, peer-reviewed outlet for export marketing, which is an increasingly important research topic mainly because exporting largely deals with marketing-related issues (foreign market selection, marketing strategy adaptation, export-overseas distributor relations) and its multifaceted character makes it possible to enrich the field with insights from different theoretical and practical perspectives. Exporting is also the most common way for smaller-size firms to enter international markets, since, compared to other foreign direct-entry modes, it involves fewer resources/costs and lower risks.
- 4) **Key research topics of interest**
  - Internationalisation strategies and stages
  - Pathways/approaches, i.e. born globals, Uppsala model I, Uppsala model II, networks
  - Export performance of firms and related constructs
  - The export-import relationship and unethical behaviour
  - Export marketing (stimulation/motivation, barriers, strategy, standardisation vs. adaptation)
  - Export sales management and country-of-origin and constructs relevant to exporting
  - Export promotion programmes and government export policies
  - Green export marketing
  - Attitudinal studies of managers in different export market environments, and studies of managers related to importing



- Corporate social responsibility and supply chain management related to exporting/importing
  - Theoretical studies (resource-based view, transaction cost approach, institutional theory, eclectic paradigm)
  - Meta-analyses of various modes of entry, and modes of entry other than exporting, e.g. franchising agreements/licensing, FDIs, divestments
  - International effectuation, causation, bricolage and international entrepreneurship; entrepreneurship in education, entrepreneurial processes and entrepreneurial marketing
  - Causal and effectual logics in internationalisation and international entrepreneurship
  - Entrepreneurial decision-making logics; entrepreneurial behaviour and orientation; entrepreneurial methods, theory, models and thinking related to internationalisation
- 5) Number of issues per year and number of papers per issue:** 4 issues per year, 5 papers per issue
- 6) Special issues per year:** 1-2
- 7) Submission procedure (online with link to website):**

[http://www.inderscience.com/info/inauthors/author\\_submit.php](http://www.inderscience.com/info/inauthors/author_submit.php)

- 8) Review procedure:** Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.
- 9) Average review duration (i.e., time between submission and editor's answer to author with reviews)**

Category	2015	2016	2017	2018	2019	2020	2021
Days to publication	193	156	179	128	124	127	127

- 10) Desk rejection policy and duration:** Within one week the authors see on-line whether their paper goes into the review process.

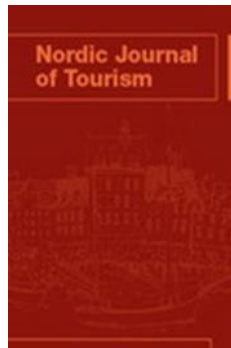
**11) Acceptance rate (overall) %**

Category	2015	2016	2017	2018	2019	2020	2021
Acceptance rate	72.7	50.0	54.6	71.4	72.2	36.4	36.4

**12) Accreditations**

*IJEXPORTM* has got recognition by Finnish List (JUFO1, Scientific 1 Level), Norwegian List (Scientific 1 Level), USA List (Cabell's directory) and is listed in the Polish List (ICI Journals master list database for 2019 - Index Copernicus). Next year 2026 I am expecting that *IJEXPORTM* will enter SCOPUS List and the Emerging List of Web of Science. Since 24th June 2021 *IJEXPORTM* has been in the ABS1 list of Chartered Association of Business Schools (CABS).

## Sponsor B



**1) Nordic Journal of Tourism (NJT)** is published by Inderscience Publishers.

**2) Editor and Editorial team:** The editorial board consists of 31 academics.

**Editor-in-Chief: Dr. Dafnis N. Coudounaris**

**Associate Editors: Dr. Peter Björk**

**3) Disciplines of interest:** *NJT* is an open access journal that offers an international, peer-reviewed outlet for tourism studies with a focus on Nordic countries. The journal is an effective channel of communication between policy makers, government agencies, academia, research institutions and firms in Nordic countries concerned with tourism and hospitality services. *NJT* also aims to promote and coordinate developments in the field of Nordic tourism to other destinations, e.g. Mediterranean countries.

**4) Five key research topics of interest:**

- Nordic tourism marketing and management
  - Environmentally responsible behaviour, environmentalism, green purchasing decisions and environmental consciousness in tourism
  - Eco-friendly tourism attitudes and behaviour, theory of planned behaviour; trust, commitment, loyalty and tourist satisfaction
  - Online review management
  - Memorable tourism experiences, co-creation of tourist experiences, emotions, behavioural intentions, happiness and satisfaction, and subjective well-being (quality of life, happiness, life satisfaction)
  - Food tourism, rural tourism and wellness tourism (spas, healthy life)
  - Sustainable tourism and ethicality in tourism
  - Nordic countries' tourism, hospitality in tourism (restaurants and hotels as means of tourist satisfaction), package tourism versus high-quality tourism
  - Nordic sports tourism, spa and conference tourism, boat and yacht tourism, beach tourism, swimming and sunshine tourism

- Nordic services marketing
  - Measurement and expectations of service quality, service reliability and service/customer-dominant logic and customer relationship marketing
  - Service relationships and service escape, service failure and recovery in a networked environment and sustainable and ethically orientated service firms
- Entrepreneurship topics in relation to tourism
  - Decision-making logic, i.e. causation vs. effectuation in the tourism sector
  - SMEs in tourism (hotels, tourist apartments, travel agencies and other service establishments) in relation to entrepreneurship
  - Entrepreneurial decision-making as a tool for promoting tourism businesses, and supply chain management of large global hotel chains in relation to entrepreneurship
- Brand Management
  - Various issues on brand management including brand equity, branding, and other relevant sub-areas
- Consumer Behaviour
  - Qualitative and quantitative studies on consumer behaviour

**5) Number of issues per year and number of papers per issue:** 4 issues per year, 5 papers per issue

**6) Special issues per year:** 1

**7) Submission procedure (online with link to website):**

[http://www.inderscience.com/info/inauthors/author\\_submit.php](http://www.inderscience.com/info/inauthors/author_submit.php)

**8) Review procedure:** Each article is usually sent to 3 reviewers and the review procedure takes 2 to 3 rounds depending on the quality of the written paper.

**9) Desk rejection policy and duration:** Within one week the authors see on-line whether their paper goes into the review process.

## Keynote speakers

Keynote speakers of the conference are the following eleven distinguished professors will deliver their presentations in two sessions at the first day of the conference on 2nd of December 2023, and three sessions on the 3rd of December 2023.

### *International Business and International Entrepreneurship:*

**Professor Peter Gabrielsson** from the University of Vaasa, Finland, will present “Dynamic improvisation capabilities as a learning mechanism in early internationalizing firms”.

**Professor Carlos M. P. Sousa** from the University of Molde, Norway, will present the journal of International Marketing Review.

### *Export Marketing:*

**Associate Professor Tiia Vissak** from the University of Tartu, Estonia, will present “Performance measurement in international business”.

### *Digitalization and Entrepreneurship:*

**Associate Professor Lasse Torkkeli** from the LUT Business School and Adjunct Professor at the University of Turku, will present “Internationalizing Social Enterprises: Balancing Economic and Social Value in Global Markets”.

### *Entrepreneurship:*

**Professor Tõnis Mets** from University of Tartu will present: " Women in the sustainability new ventures in the digital era: Out from the shadow of the small country male-dominated startup ecosystem ".

### *Brand Management:*

**Professor Cleopatra Veloutsou** from Glasgow University will present the “Journal of Product and Brand Management”. She is the editor-in-chief of this journal since 2013.

### *Consumer Behaviour, Marketing, and Tourism:*

**Professor Peter Björk** from Hanken School of Economics, Finland, will present “Inter-destination development – good intentions but no, case Kvarken destination”.

### *Corporate Governance:*

**Professor Dimitrios Koufopoulos** from University of London, UK. He will present the topic: "Leading firms and corporate boards through purpose".

## Short Biographical Notes of each of the keynote speakers:

### Peter Gabrielson

Professor of International Marketing

School of Marketing and Communication, University of Vaasa, Finland



**Dr. Peter Gabrielsson** is Professor of International Marketing at School of Marketing and Communication, University of Vaasa, Finland. He is also Adjunct Professor at Aalto University, School of Business. Peter achieved his doctorate degree at the Helsinki School of Economics (currently Aalto University). He lectures about global marketing management and international entrepreneurship. He has also successfully supervised a number of doctoral students. His current research interests include the globalization process of firms, born globals, international entrepreneurship, global marketing strategies, entrepreneurial marketing, digitalization and sustainable marketing. He has led several large research projects, for instance “Born Globals: Growth Stages and Survival” and “International New Ventures: Growth and Decision-making” financed by Business Finland, and published in journals including the Journal of International Marketing, Industrial Marketing Management, International Business Review, Management International Review, and International Marketing Review. He is editorial board member of Journal of International Marketing and Industrial Marketing Management. He has extensive experience in senior management positions at global ICT firms and continues to consult firms actively.

**Dimitrios N. Koufopoulos**

**Visiting Professor**

**Director of Global MBA, University of London, London, United Kingdom**



**Dr. Dimitrios N. Koufopoulos** (BSc, MBA, PhD, FCMI, FIC, CMBE, FRSA) is currently a Visiting Professor at the School of Law, CCLS at Queen Mary University, Honorary Research Fellow at Birkbeck University of London and the Director of the Global Online MBA Programmes in University of London. He has held numerous academic positions at Brunel University (2002-2018) and Cardiff University (1991-2002) in UK in his over 30 years continuous academic career. He is also adjunct Instructor at the Hellenic Open University and supervises MSc students at Glasgow Caledonian and Warwick University as well as DBA Students at University of Liverpool. He is currently working on the second edition of his textbook “**Essentials of Strategic Management**” published by Sage in 2012.

Prof. Dimitrios N. Koufopoulos BSc, MBA, PhD, FCMI, FIC, CMBE, FRSA

Director of University of London MBA Programmes

Visiting Professor, School of Law, Center for Commercial and Law Studies, Queen Mary University

Honorary Research Fellow, Birkbeck University London,

Fellow for the Center for Distance and Online Education (CODE)

Founder or the Hellenic Observatory of Corporate Governance (HO CG)

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**Peter Björk**  
**Professor in Marketing**  
**HANKEN School of Economics, Vaasa, Finland**



**Dr. Peter Björk** is professor in marketing at HANKEN School of Economics, Vaasa, Finland. He is associate editor for Scandinavian Journal of Hospitality and Tourism, and Finnish Journal of Tourism Research. Björk's research focus is in the field of service marketing, tourism marketing, sustainable tourism, ecotourism, destination development and consumer behaviour. He has a special interest in topics, such as, service innovations, destination branding, tourism development, co-creation of value and consumer/tourist experiences. He has within the field of tourism published in Scandinavian Journal of Hospitality and Tourism, Anatolia, Current Issues in Tourism, Tourism Review, Tourism Management, Tourism Management Perspectives and Tourism in Marine Environments.

**Tõnis Mets****Professor of Entrepreneurship (Emeritus),****School of Economics and Business Administration, University of Tartu, Estonia**

**Dr. Tõnis Mets** ([Tonis.Mets@ut.ee](mailto:Tonis.Mets@ut.ee)), professor emeritus, has been a Professor of Entrepreneurship for over ten years and the founding Head of the Centre for Entrepreneurship at the University of Tartu (Estonia), 2003. In addition, Professor Mets has worked as a management consultant in his own company (ALO OÜ) and as an entrepreneur, engineer and manager in various high-tech companies in Estonia. He also holds a PhD degree in Technical Sciences. Professor Mets is the author and co-author of 15 patents and more than 70 chapters and articles published by international publishers ([https://www.etis.ee/CV/T%C3%B5nis\\_Mets/eng?lang=ENG](https://www.etis.ee/CV/T%C3%B5nis_Mets/eng?lang=ENG); <https://scholar.google.com/citations?user=ZwYgRS4AAAAJ&hl=en>). He has run research and teaches entrepreneurship, technology and academic entrepreneurship, entrepreneurial university, technology transfer, intellectual property, knowledge, and innovation management.



**Carlos M.P. Sousa**  
**Professor of Marketing and Business Strategy**  
**Molde University College, Norway**



**Dr. Carlos M.P. Sousa** is Full Professor of Marketing and Business Strategy at Molde University College in Norway. He received his Ph.D. from University College Dublin (Ireland). Carlos is an Associate Editor of the *Journal of Business Research* and Associate Editor of *International Marketing Review*. He has been a visiting professor at universities in Australia, Brazil, Chile, Ireland, Italy, Portugal, Spain, and the UK. Carlos has published over 70 articles, in journals such as *Research Policy*, *Journal of Product Innovation Management*, *Journal of Business Research*, *Journal of International Marketing*, *Journal of World Business*, *Global Strategy Journal*, and *British Journal of Management*.

**Tiia Vissak****Associate Professor of International Business****School of Economics and Business Administration, University of Tartu, Estonia**

**Dr. Tiia Vissak** is an Associate Professor of International Business at the School of Economics and Business Administration, University of Tartu, Estonia. She defended her PhD dissertation (“The internationalization of foreign-owned enterprises in Estonia: An extended network perspective”) in 2003 at the University of Tartu. She has published in various international journals, such as *International Business Review*, *International Entrepreneurship and Management Journal*, *IEEE Access*, *Journal of International Entrepreneurship*, *Review of International Business and Strategy*, *Journal of East European Management Studies*, *Journal of East-West Business* etc. and in books by Emerald, Edward Elgar, Springer, Palgrave, Routledge etc. She has also co-edited two books by Emerald: in 2013, *(Dis)Honesty in Management: Manifestations and Consequences* together with Prof. Maaja Vadi and in 2009, *Research on Knowledge, Innovation, and Internationalization* together with Prof. Jorma Larimo. Her main research interests include internationalization processes, factors affecting foreign market entries, exits and re-entries (for instance, network relationships, decision-making logic, changes in the business environment), and measurement and improvement of export performance. She is a member of the editorial board of the *International Journal of Export Marketing* (since 2015), a member of the editorial advisory board of the *Review of International Business and Strategy* (since 2015), a member of the international advisory board of *International Entrepreneurship* (since 2019), an associate editor of *Entrepreneurial Business and Economics Review* (since 2021), and an editorial committee member of the *Journal of East European Management Studies* (since 2021). She has been an active reviewer for several other journals: for example, *International Business Review*, *Baltic Journal of Management*, and *Journal of Business Research*. She has led three research grants and supervised two PhD and 29 Master theses.

For more information, visit [https://www.etis.ee/CV/Tiia\\_Vissak/eng?lang=ENG](https://www.etis.ee/CV/Tiia_Vissak/eng?lang=ENG)

**Cleopatra Veloutsou**  
**Professor of Brand Management, Adam Smith Business School,**  
**University of Glasgow, UK**



**Dr. Cleopatra Veloutsou** is a Professor of Brand Management in the Adam Smith Business School of the University of Glasgow (UK), a Visiting Professor at the University of Bari (Italy), University of Bergamo (Italy) and President University (Indonesia), a Visiting Lecturer at the Hellenic Open University (Greece) and the Head of the Marketing Research Unit of the Athens Institute of Education and Research (ATINER) (Greece). She holds an MBA and was awarded a PhD from the Athens University of Economics and Business (Greece).

Her primary research interest is on Brand Management and Marketing Organisation, focusing mostly in the Brand Management structure and the brand support in general. She has also worked in Relationship Marketing and Marketing Communications. She has published about 60 articles in International Academic Journals, including the *Electronic Commerce Research and Applications*, *European Journal of Marketing*, *Industrial Marketing Management*, *International Business Review*, *International Journal of Advertising*, *International Marketing Review*, *Journal of Brand Management*, *Journal of Business Research*, *Journal of Marketing Management* and *Journal of Product & Brand Management* and has presented over 100 papers in International Academic Conferences. Her research presented in these papers has won many awards and she has worked on sponsored research.

Prof. Veloutsou is the co-editor of the *Journal of Product and Brand Management* since 2014, and Associate Editor of the *Journal of Business Research* since 2019, she serves on the editorial board of various Journals including the *European Journal of Marketing*, the *Journal of Brand Management* and the *Services Theory and Practice*, while she has guest edited issues in various Journals. She has been the Conference Chair and a member of the Organising Committee for a number of International Academics Conferences in Marketing and Brand Management.

**Lasse Torkkeli**

**Associate Professor at LUT Business School and Adjunct Professor at Turku School of Economics, Finland**



**Dr. Lasse Torkkeli** is Associate Professor at LUT Business School, Adjunct Professor at Turku School of Economics, Finland.

His research interests are in the international entrepreneurship field and include the role of sustainability and digitalization in internationalization of small- and medium-sized enterprises. He has published in journals such as *International Business Review*, *International Marketing Review*, and *Industrial Marketing Management*, among other journals and publishers.

## Outline Schedule

**Saturday 29th** March

**12:00 – 13:30: Opening and Keynote Session 1**

**12:00 – 12:15: Opening**

Welcome by Dr. Dafnis N. Coudounaris and Editor in Chief of IJEXPORTM and NJT.

**12:15 – 13:30: Keynote Session 1, Chair Peter Gabrielsson, Dimitrios N. Koufopoulos, and Tõnis Mets**

Peter Gabrielsson **12:15- 12:40**

Professor of International Marketing

Topic: “ **Dynamic improvisation capabilities as a learning mechanism in early internationalizing firms** ”

Dimitrios N. Koufopoulos **12:40 – 13:05**

Visiting Professor

Topic: " **Leading firms and corporate boards through purpose** " .

Tõnis Mets **13:05 – 13:30**

Professor of Entrepreneurship (Emeritus)

Topic: " **Women in the sustainability new ventures in the digital era: Out from the shadow of the small country male-dominated startup ecosystem**". This paper is prepared by Tõnis Mets, and Piia Vettik-Leemet (118)

**13:30 – 13:45: Coffee and networking at ZOOM**

**1st SESSION: 13:45 – 14:45 Competitive Session 1: International Business and International Entrepreneurship: Chair Peter Gabrielsson, and Tiia Vissak (3 papers)**

**13:45 – 14:05**

**116: Exploring the interactions of agility, resilience, and sustainability in shrimp supply chain of Bangladesh**

**Ahmed, Md. Tanjil; Tabassum, Fariya; Masroor, Imtiaz**

*Organization(s):* Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh.

*Presenting Author:* Ahmed, Md. Tanjil [taanjil319@gmail.com](mailto:taanjil319@gmail.com)

**14:05 – 14:25**

**114: From migration to innovation: Female migrant entrepreneurs, and digital platform in Finland**

**Rani, Pushpa; Arslan, Ahmad; Hurmelinna-laukkanen, Pia**

Paper type: Research paper (under development)

*Organization(s):* University of Oulu, Finland

*Presenting Author:* Rani, Pushpa [pushpa.rani@oulu.fi](mailto:pushpa.rani@oulu.fi)

**14:25 – 14:45**

**108: The relationship between antecedents of trust, trust, relationship quality, and IJV performance: A meta-analysis for the period 1995-2024**

**Coudounaris, Dafnis; Bjork, Peter; Larimo, Jorma; Koufopoulos, Dimitrios; Marinova, Svetla; Varblane, Urmas**

*Organization(s):* 1: Hanken School of Economics, Finland; 2: University of Vaasa, Finland; 3: University of London, UK; 4: Aalborg University Business School, Denmark; 5: University of Tartu, Estonia

*Presenting Author:* Coudounaris, Dafnis [dafnis.coudounaris@hanken.fi](mailto:dafnis.coudounaris@hanken.fi)

**14:45 – 15:00: Coffee and networking at ZOOM**

**15:00 – 15:40: Keynote Session 2, Chair Tiia Vissak, and Dafnis Coudounaris**

Tiia Vissak **15:00 -15:25**

Associate Professor of IB

Topic: " Performance measurement in international business"

Dafnis Coudounaris **15:25 – 15:40**

**Topic: Nordic Journal of Tourism (NJT)** (Inderscience Publishers)

He is the Editor-in-Chief since its establishment.

**2nd SESSION: 15:40 – 16:40: Competitive Session 2: Entrepreneurship: Tonis Mets, Lasse Torkkeli, and Tiia Vissak (3 papers)**

**15:40 – 16:00**

**112: A mixed-method analysis of the growth trajectories of informal microenterprises in Bangladesh**

**Khan, Sarif Mohammad; Yasmin, Farhana; Masroor, Imtiaz; Alam, Md. Nur; Nabi, Md. Noor Un**

*Organization(s):* 1: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh.; 2: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh.

*Presenting Author:* Khan, Sarif Mohammad [sarif.ku@gmail.com](mailto:sarif.ku@gmail.com)

*Topics:* Doctoral Session, Entrepreneurship

**16:00 – 16:20**

**113: Entrepreneurship and innovation-process overlap or the same? Systematic overview and converging process-dynamic model**

**Mets, Tõnis; Vettik-leemet, Piia;**

Organization(s): University of Tartu, Estonia

Presenting Author: Vettik-leemet, Piia [piia.vettik-leemet@ut.ee](mailto:piia.vettik-leemet@ut.ee)

**16:20 – 16:40**

**101: The interplay of mental health, venture performance, and the Big five personality traits: A multidisciplinary examination**

**Arvidsson, Henrik G.S.**

Organization(s): University of Tartu, Estonia

Presenting Author: Arvidsson, Henrik G.S. [stafftome@gmail.com](mailto:stafftome@gmail.com)

**3rd SESSION: 16:40 – 18:00 Competitive Session 3: Tourism Management and Brand Management: Chair Peter Björk, and Dafnis N. Coudounaris (4 papers)**

**16:40 - 17:00**

**105: Global brand emotional storytelling in the digital age to strengthen brand identity and consumer loyalty**

**Alfakihuddin, Muhammad Lukman Baihaqi; Susanti, Santi; Poa, Tan Kaitlynn Eleanore; Jasmine, Anindita; Elpantja, Marbella**

Organization(s): 1: Sampoerna University, Indonesia; 2: Singapore Business School, Singapore; 3: Universitas Negeri Jakarta, Indonesia; 4: The University of Arizona, USA

Presenting Author: Poa, Tan Kaitlynn Eleanore [kaypoa@arizona.edu](mailto:kaypoa@arizona.edu)

**17:00 - 17:20**

**103: The impact of wellness tourism on physical and mental health: A systematic review**

**G, Karpagavalli; Nagalapuram, Harshitha; Kaur, Ikreet; Bhide, Chaitanya**

Organization(s): ISBR Business School, Bangalore, India

Presenting Author: Nagalapuram, Harshitha [harshitha.pg24102@isbr.in](mailto:harshitha.pg24102@isbr.in)

**17:20 – 17:40**

**121: AI and academia: transforming higher education in Bangladesh**

**Solaiman, Md. Solaiman 1; Hasan, Md.Mehedi 2; Nepo, Md.Nurul Islam 1; Hossain Moral, Iqbal 3**

Organization(s): 1: Department of Management Studies, University of Rajshahi, Bangladesh; 2: Human Resource Management Discipline, Khulna University; 3: Department of Business Administration, Northern University of Business and Technology Khulna

Presenting Author: Nepo, Md.Nurul Islam [nipusarkar.ru@gmail.com](mailto:nipusarkar.ru@gmail.com)

**17:40 – 18:00**

**102: Storytelling vs artificial intelligence in modern day brand management**  
**de los Reyes, Joy**

*Organization(s):* Ramapo College, United States of America

*Presenting Author:* de los Reyes, Joy [jdelosre@ramapo.edu](mailto:jdelosre@ramapo.edu)

*Topics:* Buyer-Seller Relationships, Consumer Behaviour, Branding and Universities

**18:00 – 18:30: On-line socialization at ZOOM**



## 2<sup>nd</sup> day: Sunday 30th March

**10:00 – 11:10: Meet the editors, Chair Carlos M.P. Sousa, Cleopatra Veloutsou, and Dafnis N. Coudounaris**

**10:00 – 10:25**

**Journal of Product and Brand Management by Cleopatra Veloutsou.** She is the Editor-in-Chief since 2013.

**10:25 – 10:50**

**International Marketing Review (IMR) by Carlos M.P. Sousa**

**10:50 – 11:10**

**International Journal of Export Marketing (IJEXPORTM) by Dafnis N. Coudounaris**  
He is the Editor-in-Chief since its establishment in April 2015.

**11:10 – 12:00: Keynote Session 3, Chair Peter Björk, and Lasse Torkkeli**

Peter Björk 11:10 -11:35

Professor of Marketing

Topic: “**Inter-destination development – good intentions but no, case Kvarken destination**”.

Lasse Torkkeli 11:35 -12:00

Associate Professor Lasse Torkkeli

Topic: “**Internationalizing Social Enterprises: Balancing Economic and Social Value in Global Markets**”.

## 12:00 – 12:30: Lunch and networking at ZOOM

**4th SESSION: 12:30 – 14:30 Competitive Session 4: Entrepreneurship, Consumer Behaviour and International Business, Chair Cleopatra Veloutsou, Peter Björk, and Tiia Vissak (6 papers)**

**12:30 – 12: 50**

**104: Understanding ambidexterity towards competitive advantage: An SEM-based exploration in light engineering SMEs of Bangladesh**

**Islam, S M Shafeeul; Nabi, Dr. Md. Noor Un; Alam, Dr. Md. Nur; Dana, Dr. Léo-Paul; Masroor, Imtiaz**  
Organization(s): 1: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh; 2: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh; 3: Faculty of Management, Dalhousie University, Halifax, Nova Scotia, Canada

Presenting Author: Islam, S M Shafeeul [shafeeultapu@gmail.com](mailto:shafeeultapu@gmail.com)

**12:50 – 13:10**

**107: Entrepreneurship against the odds: Indigenous innovation as a catalyst for climate adaptation in the face of institutional voids**

**Alam, Md. Nur; Hasan, Syed Shamim; Nabi, Md. Noor Un; Masroor, Imtiaz; Hassan, Md. Sabbir; Khan, Sarif Mohammad**

*Organization(s)*: 1: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh; 2: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh

*Presenting Author*: Hasan, Syed Shamim [shamimhasan476@gmail.com](mailto:shamimhasan476@gmail.com)

**13:10 – 13:30**

**109: Entrepreneurial entropy and its impact on entrepreneurial learning: An experimental study using simulated market environments**

**Alam, Md. Nur; Bably, Sayma Mehezabin; Nabi, Md. Noor Un; Masroor, Imtiaz; Hasan, Sk. Mahmudul**

*Organization(s)*: 1: Business Administration Discipline, Khulna University, Khulna - 9208 Bangladesh.; 2: Human Resource Management Discipline, Khulna University, Khulna - 9208 Bangladesh.

*Presenting Author*: Bably, Sayma Mehezabin [190325saymamehezabinbably@gmail.com](mailto:190325saymamehezabinbably@gmail.com)

**13:30 – 13:50**

**111: Igniting the entrepreneurial mindset: A quasi-experimental study to explore the impact of behavioural nudges on entrepreneurial intentions of university students**

**Alam, Md. Nur; Islam, Md. Zahidul; Nabi, Md. Noor Un; Masroor, Imtiaz**

*Organization(s)*: 1: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh.; 2: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh.

*Presenting Author*: Islam, Md. Zahidul [zahidsamrat@gmail.com](mailto:zahidsamrat@gmail.com)

**13:50 – 14:10**

**115: Bridging the gap between intention and action: How procrastination alters entrepreneurial inclination in university students?**

**Masroor, Imtiaz; Tahmid, Sheikh Muhammad; Alam, Md. Nur; Nabi, Md. Noor Un; Ahmed, Md. Hesham**

*Organization(s)*: 1: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh; 2: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh

*Presenting Author*: Tahmid, Sheikh Muhammad [sheikh.tahmid.79@gmail.com](mailto:sheikh.tahmid.79@gmail.com)

**14:10 – 14:30**

**119: The influence of social self-efficacy, prosocial orientation, resilience, and proactive personality on the intention to engage in social entrepreneurship.**

**Hasan, Md.Mehedi; Hossain Moral, Iqbal; Chowdhury, Md. Solaiman; Haque, Md. Enamu**

*Organization(s)*: 1: Human Resource Management Discipline, Khulna University, Bangladesh, People's Republic of; 2: Department of Business Administration Northern University of Business and Technology Khulna, Khulna, Bangladesh; 3: Department of Management Studies, University of Rajshahi, Rajshahi, Bangladesh; 4: Department of Management, Bangamata Sheikh Fojilatunnesa Mujib Science & Technology, Jamalpur, Bangladesh

*Presenting Author*: Hossain Moral, Iqbal [iqbalmgt@gmail.com](mailto:iqbalmgt@gmail.com)

## 14:30 – 14:45: Coffee and networking at ZOOM

**5th SESSION: 14:45 – 17:25 Competitive Session 4: Entrepreneurship, Consumer Behaviour and International Business, Chair Peter Björk, Tiia Vissak, and Dafnis N. Coudounaris (8 papers)**

**14:45 – 15:05**

**120: Compulsory citizenship behaviour and its consequences: A study of government hospital doctors in Khulna**

**Hridoy, Md. Ashikuzzaman 1; Hasan, Md.Mehedi 1; Solaiman, Md. Solaiman 2**

Organization(s): 1: Human Resource Management Discipline, Khulna University, Bangladesh; 2: Department of Management Studies, University of Rajshahi, Bangladesh

Presenting Author: Hridoy, Md. Ashikuzzaman [mahridoy88@gmail.com](mailto:mahridoy88@gmail.com)

**15:05 – 15:25**

**117: Decoding travel choices: A data-driven analysis of consumer sentiments in online travel agency reviews**

**Vaheed, Binshad**

Organization(s): IIT Kharagpur, India

Presenting Author: Vaheed, Binshad [binshad@kgpian.iitkgp.ac.in](mailto:binshad@kgpian.iitkgp.ac.in)

**15:25 – 15:45**

**122: From awareness to action: Sustainability practices among university students in Bangladesh**

**Hossain, Sadat; Hasan, Md. Mehedi**

Organization(s): Human Resource Management Discipline, Khulna University, Bangladesh;

Presenting Author: Hossain, Sadat [sadatpranto@gmail.com](mailto:sadatpranto@gmail.com)

**15:45 -16:05**

**100: Relationships between the “Big-5” personality traits with memorable tourism experience and revisit intentions: The effects of mediation**

**Coudounaris, Dafnis 1; Bjork, Peter 1; Marinova, Svetla 2; Jafarguliyev, Faig 3; Kvasova, Olga 4; Sthapit, Erosee 5; Varblane, Urmas 3; Talias, Michael 6**

Organization(s): 1: Hanken School of Economics, Finland; 2: Aalborg University Business School, Denmark; 3: University of Tartu, Estonia; 4: UCLAN Cyprus, Cyprus; 5: Manchester Metropolitan University, UK; 6: Open University of Cyprus, Cyprus

Presenting Author: Coudounaris, Dafnis [dafnis.coudounaris@hanken.fi](mailto:dafnis.coudounaris@hanken.fi)

**16:05 -16:25**

**106: Understanding augmented reality (AR) in retail and services: A bibliometric analysis**

**Tsiotsou, Rodoula; Samara, Smaragda**

Organization(s): University of Macedonia, Greece

Presenting Author: SAMARA, SMARAGDA [sm.samara@uom.edu.gr](mailto:sm.samara@uom.edu.gr)

**16:25 – 16:45**

**123: Leadership for quality education and sustainability: A study on higher education in Bangladesh**

**Rumman, Mojammel Hossen; Hasan, Md.Mehedi**

Organization(s): Human Resource Management Discipline, Khulna University, Bangladesh.;

Presenting Author: Rumman, Mojammel Hossen [mojammel.h.rumman@gmail.com](mailto:mojammel.h.rumman@gmail.com)

**16:45 – 17:05**

**124: Into the realm of behavioural economics – How inequality aversion affects entrepreneurial inclination: A randomized controlled trial (RCT) study**

**Alam, Md. Nur 1; Saurab, Sabbir Ahamed 1; Rifat, S. M. 1; Masroor, Imtiaz 2; Islam, Md. Zahidul 1**

Organization(s): 1: Business Administration Discipline, Khulna University, Khulna - 9208, Bangladesh.; 2: Human Resource Management Discipline, Khulna University, Khulna - 9208, Bangladesh.

Presenting Author: Rifat, S. M. [rifat.ahmed.saad@gmail.com](mailto:rifat.ahmed.saad@gmail.com)

**17:05 – 17:25**

**110: The conceptual model of consumer ethnocentrism on consumer brand perceptions in Romania: The mediating effects**

**Coudounaris, Dafnis 1; Bjork, Peter 1; Bujac, Andreea 2; Maier, Veronica 3; Marinova, Svetla 4**

Organization(s): 1: Hanken School of Economics, Finland; 2: University of Southern Denmark, Denmark; 3: Technical University, Cluj-Napoca, Romania; 4: Aalborg University Business School, Denmark

Presenting Author: Coudounaris, Dafnis [dafnis.coudounaris@hanken.fi](mailto:dafnis.coudounaris@hanken.fi)

**17:25 -17:45: Awards**

Presenting three awards for best papers by Inderscience Publishers, awards to keynote speakers and awards to reviewers of IJEXPORTM

**17:45 – 18:05: Closing Session**

Dafnis N. Coudounaris, Chair of 6th Nordic IB, Export Marketing, Int. Entrepreneurship,, Entrepreneurship, Brand Management, Consumer Behaviour, and Tourism Conference 2025

**Networking: 18:05 – 18:30 at ZOOM**

***END OF THE CONFERENCE***

# Abstracts

100	<p><b>Relationships between the “Big-5” personality traits with memorable tourism experience and revisit intentions: The effects of mediation</b></p>	<p><b>Coudounaris, Dafnis 1; Bjork, Peter 1; Marinova, Svetla 2; Jafarguliyev, Faig 3; Kvasova, Olga 4; Sthapit, Erosee 5; Varblane, Urmas 3; Talias, Michael 6</b></p>	<p>Full paper on Tourism Management</p>	<p>Abstract: The aim of this study is to ascertain the effects of ‘Big-5’ personality traits (PT) on memorable tourism experience (MTE), and revisit intentions (RI). The study uses a convenience sample of 239 tourists returning home from Larnaca international airport in Cyprus. The data analysis is based on confirmatory factor analysis, exploratory factor analysis, and mediation analysis of MTE dimensions between PT and RI. The findings reveal that most relationships between the five dimensions of PT and the seven dimensions of MTE are not statistically significant except for the relationships of neuroticism to novelty, and openness to refreshment. All the dimensions of MTE are positively and significantly related to RI, and the sub-constructs of PT are not statistically significant on RI. Mediation analysis reveals that there is only a partial mediation for all seven antecedents of MTE between agreeableness and RI. Implications: Since the validity of personality traits as predictors of MTE and RI is rather low, new scales for MTE and PT should be used in future attempts instead of the scales of the seven dimensions of MTE and the ‘Big-5’ personality traits involved in this study. Researchers should further extend the dimensions of MTE and PT.</p>
<p><i>Organization(s):</i> 1: Hanken School of Economics, Finland; 2: Aalborg University Business School, Denmark; 3: University of Tartu, Estonia; 4: UCLAN Cyprus, Cyprus; 5: Manchester Metropolitan University, UK; 6: Open University of Cyprus, Cyprus</p>	<p><i>Presenting Author:</i> Coudounaris, Dafnis <a href="mailto:dafnis.coudounaris@hanken.fi">dafnis.coudounaris@hanken.fi</a></p>	<p><i>Topics:</i> Tourism Management</p>	<p><i>Keywords:</i> Personality traits, memorable tourism experience, revisit intentions, Larnaca international airport, Cyprus.</p>	
101	<p><b>The interplay of mental health, venture performance, and the Big five personality traits: A multidisciplinary examination</b></p>	<p><b>Arvidsson, Henrik G.S.</b></p>	<p>Full paper submission on International Business (FDIs, MNEs, Born Globals, Network's theory and empirical studies, Institutional theory, Effectuation theory and applications by firms, plus other topics)</p>	

**Abstract:** This article investigates the complex relationships between entrepreneurs' mental health, personality traits, and venture performance, with a particular focus on the IT sector. Using a mixed-methods approach, the study examines how mental health issues, especially anxiety and depression, impact entrepreneurial success and explores the moderating effects of the Big Five personality traits – conscientiousness, openness, extraversion, agreeableness, and neuroticism. Quantitative findings reveal that poor mental health negatively correlates with venture performance, while personality traits such as conscientiousness enhance resilience and neuroticism exacerbates vulnerability (Brandstätter, 2011; Coudounaris and Arvidsson, 2021; Masten and Narayan, 2012). Qualitative insights from interviews with IT entrepreneurs provide a deeper understanding of sector-specific stressors, highlighting the unique challenges posed by rapid technological advancement and constant innovation demands. The article concludes with practical recommendations for personalised mental health interventions, underscoring the importance of integrating psychological resilience and adaptability into entrepreneurship models. This research contributes to a more holistic understanding of the factors influencing entrepreneurial success and provides actionable insights for supporting mental health within high-stress industries.

*Organization(s):* University of Tartu, Estonia

*Presenting Author:* Arvidsson, Henrik G.S. [stafftome@gmail.com](mailto:stafftome@gmail.com)

*Topics:* Entrepreneurship

*Keywords:* entrepreneurial mental health; Big Five personality traits; venture performance; resilience in entrepreneurship; IT sector stressors; mental health interventions; personality moderators; sustainable market entry; adaptability in entrepreneurship.

**102** **Storytelling vs artificial intelligence in modern day brand management**

**de los Reyes, Joy**

Full paper on Branding and Universities

**Abstract:** Modern brand management is constantly evolving, whereby the integration of artificial intelligence (AI) technologies has brought about significant changes in how brands engage with their audiences. However, traditional storytelling—an age-old method of connecting with consumers—remains a cornerstone of effective branding. This paper explores the dynamic push and pull between storytelling and AI-driven brand management practices. By examining the advantages and challenges of each, it can become clear how brands can leverage both approaches, separately and cohesively, to create authentic, personalized, and emotionally resonant consumer experiences. The purpose of the presentation is to provide participants with practical insights and knowledge in how brand management can connect traditional marketing practices of storytelling with modern technological advancements of artificial intelligence. Several examples and recommendations will also be provided to enhance the practical implications of the presentation.

*Organization(s):* Ramapo College, United States of America

*Presenting Author:* de los Reyes, Joy [jdelosre@ramapo.edu](mailto:jdelosre@ramapo.edu)

*Topics:* Buyer-Seller Relationships, Consumer Behaviour, Branding and Universities

*Keywords:* Storytelling, Artificial Intelligence, Brand Management, Marketing Efficiency, Consumer Behaviour

<p><b>103</b> <b>The impact of wellness tourism on physical and mental health: A systematic review</b></p> <p>Full paper on Tourism Management</p> <p>Abstract: Wellness tourism, a rapidly expanding segment of the travel industry, is centered on activities that promote holistic health and well-being. Around the world, wellness tourism includes various practices, like thermal Spas in Europe, traditional practices in Asia, spiritual retreat in South America, and the Chinese institutes where individuals are trained by monks to overcome depression, that showcases a requirement for contentment. While wellness tourism is a global phenomenon, this study holds an emphasis on its manifestation and impact within India. The Indian tourism industry, in general, is a substantial contributor to the nation's economy. Within this sector, wellness tourism is a rapidly expanding niche. In India, age-old practices like Ayurveda, Yoga and naturopathy have created a base for wellness tourism for the next decades, all the practices together create a systematic collaboration between mind, body and spirit. In 2023, tourism contributed 6.5% to India's GDP. According to the Ministry of Tourism, India's wellness tourism sector is projected to grow at a CAGR of 20% by the end of 2025. According to available data, approximately 21% of international travelers visiting India come for wellness-related tourism, primarily attracted by the country's renowned medical facilities and traditional healing practices like Ayurveda and yoga. This systematic review examines the impact of wellness tourism on both physical and mental health by analyzing existing literature and empirical studies. Methodologically, this research was conducted using secondary data such as past research papers and articles. It critically reviews the literature published in the past 10 years. Primarily various research was conducted on the topic: 'Wellness Tourism', 'Mental Well-Being', and 'Holistic Development' that emerged as the main three research themes. In-depth analysis was done on the diverse wellness centers that combine traditional practices like Ayurveda, Yoga, and Naturopathy with modern practices. A few significant examples include Somatheeram Ayurveda Resort in Kerala, Shreyas Yoga Retreat in Bangalore, and Isha Foundation in Coimbatore. All are renowned for offering diverse options for people seeking relaxation and rejuvenation. Findings revealed that there exists a positive relationship between wellness tourism and the overall well-being of an individual. The remainder of the paper discusses the future of Wellness centers and their diversified scope in the years to come. This review highlights the importance of further research and development in this sector to fully recognize its potential.</p> <p><i>Organization(s):</i> ISBR Business School, Bangalore, India</p> <p><i>Presenting Author:</i> Nagalapuram, Harshitha <a href="mailto:harshitha.pg24102@isbr.in">harshitha.pg24102@isbr.in</a></p> <p><i>Topics:</i> Tourism Management</p> <p><i>Keywords:</i> Wellness Tourism, Preventive Healthcare, Ayurveda and Yoga retreats, Sustainable Tourism, Holistic Healing.</p>	<p><b>G, Karpagavalli; Nagalapuram, Harshitha; Kaur, Ikreet; Bhide, Chaitanya</b></p>	
<p><b>104</b> <b>Understanding ambidexterity towards competitive advantage: An SEM-based exploration in light engineering SMEs of Bangladesh</b></p> <p>Full paper on Entrepreneurship</p>	<p><b>Islam, S M Shafeeul 1; Nabi, Md. Noor Un 2; Alam, Md. Nur 2; Dana, Léo-Paul 3; Masroor, Imtiaz 1</b></p>	

**Abstract:** The study analyses the relationship among ambidexterity, cognitive flexibility, risk appetite, operational efficiency, and innovation in relation to business performance. Data was acquired using a quantitative approach from 408 SME owners in the light engineering industry through self-administered structured questionnaires, including non-probability snowball and judgemental sampling techniques. These findings are crucial for enhancing the competitive position of SMEs, considering the significance of the light engineering sector to Bangladesh's economy. Confirmatory Factor Analysis (CFA) followed by Structural Equation Modelling (SEM) was employed. The assessment of the measurement model to ascertain the accurate measurement of desired ideas was conducted using Confirmatory Factor Analysis (CFA), while the examination of causal linkages between variables was performed through Structural Equation Modelling (SEM). Employing these techniques provided us with substantial insights into how entrepreneurial ambidexterity might facilitate business success. The research indicates that cognitive flexibility, or the capacity to alternate thoughts, enables entrepreneurs to effectively navigate the hurdles of exploration and exploitation by facilitating more suitable strategic decisions that encompass both innovation and stability maintenance. The necessity of cultivating a dynamic attitude in entrepreneurs is paramount, highlighting the importance of navigating uncertainties in the business landscape. In contrast, entrepreneurial ambidexterity exhibits a multifaceted relationship with risk appetite. The delicate equilibrium between operational stability and innovation can be disrupted by the ingestion of risk in the incorrect quantities. The necessity of prudent risk management is underscored by the fact that entrepreneurs occasionally make risky decisions that jeopardise the long-term viability of their ventures. It is intriguing that the research demonstrated that entrepreneurial ambidexterity did not have a direct, significant impact on innovation, operational efficiency, or competitive advantage. Therefore, it appears that while it is essential to maintain a balance between exploration and exploitation, other factors are more critical to the success of a business. Additional research is necessary to identify these relationships, as they are influenced by market conditions and other external factors. In contrast to these findings, it was determined that operational efficiency and innovation were two critical factors in determining competitive advantage. Operational efficiency is essential for the enhancement of SME's market position, and it is achieved by streamlining business processes and increasing productivity. Similarly, innovation encourages the development of novel business models and products that are essential for preserving a competitive edge. The significance of efficiency and the promotion of an innovative culture for SMEs to compete in a market landscape that is only becoming more competitive is the primary focus of the study. This research contributes to the existing literature on the competitiveness of small and medium-sized enterprises by elucidating the role of cognitive flexibility and risk appetite in the development of entrepreneurial ambidexterity. The study, however, emphasises that organisations cannot establish a competitive advantage solely through ambidexterity, as it is also instrumental in operational efficiency and innovation. Further research is necessary to enhance our comprehension of these relationships by investigating supplementary factors and methodologies. The findings are significant to academics, policymakers, and business owners who aspire to promote the expansion of SMEs in Bangladesh and other comparable economies.

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Topics: Entrepreneurship

Keywords: Entrepreneurial Ambidexterity, Cognitive Flexibility, Competitive Advantage, Emerging Market and Developing Economies (EMDEs), Light Engineering Sector

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|---|--|
| <p><b>105</b> <b>Global brand emotional storytelling in the digital age to strengthen brand identity and consumer loyalty</b></p> | <p><b>Alfakihuddin, Muhammad Lukman Baihaqi 1,2; Susanti, Santi 3; Poa, Tan Kaitlynn Eleanore 4; Jasmine, Anindita 1; Elpantja, Marbella 1</b></p> |
|---|--|



Full paper on Consumer Behaviour

**Abstract:** The digital age drives global brands to utilize emotional storytelling to reinforce deep customer connections, thus improving brand identity and loyalty. This quantitative research investigates the effects of Emotional Brand Attachment (EBA), Electronic Word-of-Mouth (eWOM), Social Media Engagement (SME), Brand Love (BL), and Psychological Brand Ownership (PBO) on Brand Identity (BI) and Customer Loyalty (CL). The study was conducted with 170 respondents collected via Google Forms, and the hypotheses were tested using structural equation modeling SmartPLS. The findings reveal that EBA, SME, and PBO are pivotal in strengthening BI and fostering sustained consumer loyalty. BL and eWOM are influential in enhancing loyalty but do not significantly contribute to establishing BI. These insights challenge conventional branding theories and underscore the need for brands to adopt data-driven emotional storytelling strategies that deepen psychological ownership and social media engagement. The study's findings are expected to assist digital marketers in strengthening their brand identity and long-term consumer loyalty.

**Organization(s):** 1: Sampoerna University, Indonesia; 2: Singapore Business School, Singapore; 3: Universitas Negeri Jakarta, Indonesia; 4: The University of Arizona, USA

**Presenting Author:** Poa, Tan Kaitlynn Eleanore [kaypoa@arizona.edu](mailto:kaypoa@arizona.edu)

**Topics:** International Entrepreneurship, International Advertising, Consumer Behaviour, Entrepreneurship, Branding and Universities

**Keywords:** Brand Identity, Consumer Loyalty, Digital Age, Emotion, Global Brand, Storytelling, and Strengthen.

**106 Understanding augmented reality (AR) in retail and services: A bibliometric analysis** **Tsiotsou Rodoula; Samara Smaragda**

Full paper on Consumer Behaviour

Full paper on Consumer Behaviour

**Abstract:** In today's digital age, Augmented Reality (AR) has significantly transformed consumer experiences. Augmented reality technology includes virtual three-dimensional elements on the real world without replacing it, allowing users to interact in real time (Azuma, 1997). Thus, today, an increasing number of consumers are making decisions about physically absent products or intangible and digitized services (Heller, 2020; Huang, Tsiotsou, and Liu, 2023; Tsiotsou and Boukis, 2022). Additionally, according to Tan et al. (2022) AR can boost sales by eliminating uncertainty and increasing consumer confidence in purchasing. The aim of this study is to provide a comprehensive and systematic examination of the literature related to AR technology in retail and services through a systematic literature review (SLR). To ensure the objectivity and consistency of our literature search, we applied the PRISMA protocol (Moher, 2009) to Scopus, as it is one of the most popular databases, covering a significant number of scientific areas (Paul et al., 2021). We used 79 articles published in 12 high-ranked journals (L3, L4 and L4\*) based on the 2021ABS Journal Ranking. We conducted a bibliometric analysis using Bibliometrix created in R because it is an ideal tool for scientific mapping (Aria and Cuccurullo, 2017). The analysis results indicated an annual scientific production (articles) from 2009 to 2024 with an annual growth of 14.9% and a significant growth of 29.11% in 2023 (23 articles – 29% of total production). These findings indicate that AR research in retail and services is becoming an emerging research field, growing at an exponential rate. Next, we identified the five core journals with the most significant accumulation of knowledge in the area, such as the Journal of Business Research (27% of total production), Psychology and Marketing, Technological Forecasting and Social Change, Internet Research, and Computers in Industry. Also, the SLR highlighted a variety of theories with the most popular being the flow theory. Following, we identified several thematic clusters, including AR and e-commerce, which are central but not well-developed topics (basic themes), customer experience, Metaverse, consumer behavior/behavioral control, AI (motor themes), spatial presence (niche theme), mental simulation, virtual tourism and point of sale (emerging

themes). Moreover, the AR literature context bounded as it is mostly focused on retail and tourism services. This study highlights key research gaps and offers useful recommendations for future research.

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*Topics*: Consumer Behaviour

*Keywords*: Augmented Reality, AR, Marketing, Services, Retail

- 107 Entrepreneurship against the odds: Indigenous innovation as a catalyst for climate adaptation in the face of institutional voids** Alam, Md. Nur 1; Hasan, Syed Shamim 1; Nabi, Md. Noor Un 1; Masroor, Imtiaz 2; Hassan, Md. Sabbir 1; Khan, Sarif Mohammad 1

Full paper on Entrepreneurship

**Abstract:** Indigenous entrepreneurship exemplifies a distinctive and robust approach to sustainable development, wherein traditional knowledge and community-driven innovation converge to tackle urgent global issues, including climate adaptation and environmental sustainability. Indigenous entrepreneurs provide a distinctive solution to the climate crisis by combining traditional knowledge and values with community-based resource management, as the world seeks sustainable solutions. This intersection of culture and entrepreneurship has attracted increasing scholarly attention due to its potential to promote sustainability and resilience. Bangladesh, especially its southern portion, ranks among the most climate-vulnerable nations worldwide. The economy and communities, particularly indigenous populations, are significantly reliant on natural resources, including the Sundarbans and coastal regions. These communities are intricately connected to their environment, showcasing a profound legacy of resource management and adaptive methods. The objective of this investigation is to investigate the extent to which indigenous entrepreneurial innovations can facilitate climate adaptation in regions characterised by institutional voids, thereby contributing to the broader body of literature on sustainability and resilience. The demographic of interest for the study was comprised of

indigenous farmers living in rural areas. Quantitative and qualitative approaches were utilised in the course of this research. A survey of 200 indigenous farmers, employing a 5-point Likert scale and nonprobability convenience sampling, yielded quantitative findings. For the purpose of analysis, SmartPLS, SPSS, and R Studio were utilised. In addition, ten farmers were interviewed through the use of purposive sampling in order to acquire qualitative insights, and the data was analysed using NVivo-14. Findings from quantitative analysis indicates that indigenous green innovation has a positive impact on the sustainability of natural resources and green entrepreneurship. The preservation of natural resources is another benefit that comes from green entrepreneurship. Institutional voids moderate the relationship between indigenous green innovation and resource sustainability, but they do not influence the link between green innovation and green entrepreneurship, nor the relationship between green entrepreneurship and resource sustainability. This indicates that indigenous and green entrepreneurial approaches are resilient and efficient in fostering environmental sustainability, even in the absence of formal institutional assistance. Findings from qualitative analysis indicate that Indigenous farmers utilise their green innovations—distinct agricultural practices, cost-saving strategies, and specialised knowledge—to preserve natural resources while reducing environmental damage. Nevertheless, they emphasise the necessity of institutional support to expand these innovations, citing a lack of market infrastructure, governmental backing, and funding to completely achieve their potential. However, while having significant shortcomings, this study is able to shed insight on the climate adaption measures that indigenous groups in Bangladesh have implemented. While it identifies institutional voids, it does not delve into systematic solutions, such as policy reforms or capacity-building programs. The economic feasibility of green entrepreneurship for small-scale producers, as well as the potential barriers to indigenous innovation, such as commercialisation, scalability, and cultural resistance, remain underexplored. Future research endeavours should focus on addressing these difficulties to yield potential policy implications for indigenous entrepreneurs worldwide, so contributing to the sustainability of natural resources and promoting green entrepreneurship for climate-adaptive solutions.

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*Topics*: Entrepreneurship

*Keywords*: Climate Change, Climate Adaption, Indigenous innovation, Green Entrepreneurship, Institutional Voids

- 108** **The relationship between antecedents of trust, trust, relationship quality, and IJV performance: A meta-analysis for the period 1995-2024**

Full paper submission on IJVs

**Coudounaris, Dafnis 1,3; Bjork, Peter 1; Larimo, Jorma 2; Koufopoulos, Dimitrios 3; Marinova, Svetla 4; Varblane, Urmas 5**

**Abstract**: The aim of this study is to perform a meta-analysis, estimating the relationships between the constructs in relation to the antecedents of IJV performance.

The study performs a meta-analysis of the pertinent literature of 94 articles on the relationship between trust and IJV performance and the most relevant relationships between antecedents of trust-trust-relationship quality and IJV performance.

This study reveals the important relationships between the antecedent factors that influence trust, which in turn impact relationship quality, and the relationship quality factors affecting IJV-performance. The meta-analysis reveals eight important/significant relationships, namely trust-

communication, trust-commitment, satisfaction-IJV performance, commitment-IJV performance, trust-IJV performance, trust-satisfaction, resource complementarity-trust, and communication-IJV performance. Negative relationships found are those of trust-conflict, and conflict-IJV performance, with the first being significant and the second non-significant. Additionally, the relationship of cultural similarity-trust is positive and non-significant, whilst strategic/operational control-trust relationships could not be measured.

Finally, the findings indicate that IJV managers can manipulate at least twelve measures/items of the three-stage decision-making process for higher IJV performance.

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*Topics*: IJVs

*Keywords*: Antecedents of trust, trust, relationship quality, antecedents of IJV performance, frequencies; meta-analytic correlations.

- 109 **Entrepreneurial entropy and its impact on entrepreneurial learning: An experimental study using simulated market environments**
- Alam, Md. Nur 1; **Bably, Sayma Mehezabin 1**; **Nabi, Md. Noor Un 1**; **Masroor, Imtiaz 2**; **Hasan, Sk. Mahmudul 1**;

Full paper on  
Entrepreneurship

**Abstract**: Entrepreneurial entropy, defined by uncertainty and imperfect knowledge, is a crucial element of entrepreneurship, as it embodies the intrinsic obstacles entrepreneurs have in decision-making and resource allocation within dynamic and unexpected contexts. This study examines the impact of "entrepreneurial entropy"—the uncertainty and disorder resulting from insufficient knowledge—on entrepreneurial learning in business students. The learning and decision-making processes of entrepreneurs are frequently influenced by the environment of uncertainty that is created by the limited or absent information that is used to make decisions. The research investigates the extent to which this disorder, which is the result of entrepreneurial entropy, affects the capacity of business students to confront real-world business challenges. The study investigates the impact of uncertainty on entrepreneurial learning and decision-making in a controlled environment by simulating situations of incomplete information. Entropy is a critical component of this research, as it represents the uncertainty that businesses frequently encounter when they are compelled to make decisions without complete information. This study simulates real-world difficulties using an experimental framework, enabling participants to encounter the repercussions of decision-making in scenarios with restricted data. The objective is to comprehend how students adjust to inadequate knowledge and derive lessons from these suboptimal circumstances, reflecting the intrinsic unpredictability of actual business operations. A three-arm randomised controlled trial (RCT) was conducted to determine causal links while reducing bias. The participants were divided into two groups, one of which was a control group, and the other was a high-entropy group. When participants in the high-entropy group were not provided with essential market information, they were compelled to make decisions without having all of the relevant information at their disposal. A clear observation of the decision-making process was made possible as a result of this simulation of the uncertainty that real entrepreneurs confront. The control group, functioning as the baseline, received no intervention and was exempt from the restrictions applied to the high-entropy group. The study involved 200 business students from multiple universities throughout Bangladesh, guaranteeing a diverse sample that reflected a variety of backgrounds. Participants' performance was evaluated based on three major

entrepreneurial learning outcomes: making effective decisions, dealing with ambiguity, and making sound business judgements under pressure. The data was evaluated using analysis of covariance (ANCOVA), which adjusted for confounding variables and provided a complete insight of the participants' reactions to the high-entropy experience. The results demonstrate that exposure to entrepreneurial entropy markedly improved students' decision-making capabilities in uncertain contexts. Students in the high-entropy group exhibited enhanced adaptability, superior decision-making abilities under pressure, and a deeper comprehension of the significance of uncertainty in business operations relative to the control group. The study demonstrated that exposure to uncertainty enhanced adaptability in students. Participants in the high-entropy group had an enhanced ability to modify their tactics and risk tolerance in the face of uncertain variables. Business students who confronted entropy during the experiment exhibited enhanced critical thinking and problem-solving abilities. Indicating that ambiguity stimulated more in-depth analysis and innovative problem-solving, the high-entropy group demonstrated greater perseverance in decision-making processes. This implies that the integration of entropy into entrepreneurship education can promote cognitive flexibility and innovative thinking. The study advocates for the incorporation of more uncertainty-driven situations into entrepreneurship education. This would more effectively equip students for the dynamic and frequently unanticipated nature of business ventures. This study emphasises the pivotal influence of entrepreneurial entropy on decision-making and learning outcomes, providing significant insights for improving entrepreneurship education by integrating real-world uncertainty to better equip students for the intricacies of entrepreneurial endeavours.

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Topics: Entrepreneurship

Keywords: Entrepreneurial Entropy, Entrepreneurial Learning, Stimulation, Uncertainty in Entrepreneurship, Randomized Controlled Trial (RCT), Entrepreneurial Decision-Making.

- 110** **The conceptual model of consumer ethnocentrism on consumer brand perceptions in Romania: The mediating effects** **Coudounaris, Dafnis 1; Bjork, Peter 1; Bujac, Andreea 2; Maier, Veronica 3; Marinova, Svetla 4**

Full paper submission on International Business (FDIs, MNEs, Born Globals, Network's theory and empirical studies, Institutional theory, Effectuation theory and applications by firms, plus other topics)

**Abstract:** The current study investigates the mediating effects of consumer ethnocentrism (CE) on consumer brand perception (BP) in a Central Eastern European country, Romania. Data was collected using a survey method that produced 317 usable responses. The study uses confirmatory factor analysis to test the fit of the conceptual model. Confirmatory factor analysis (CFA) via AMOS 28 reveals that two relationships are positive and significant, and four relationships are not supported. In fact, both constructs of CE positively and significantly influence the construct of buying Romanian brands. Furthermore, the study reveals seven significant partial mediators and provides an empirical foundation for the theoretical insights and a basis for subsequent research in other emerging market economy contexts.

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Topics: International Business

Keywords: Consumer ethnocentrism, consumer brand perception, CFA test of the fit of the model, mediating effects of CE and BR, buy Romanian brands, Romania.

- 111 **Igniting the entrepreneurial mindset: A quasi-experimental study to explore the impact of behavioural nudges on entrepreneurial intentions of university students**

**Alam, Md. Nur 1; Islam, Md. Zahidul 1; Nabi, Md. Noor Un 1; Masroor, Imtiaz 2**

Full paper on Entrepreneurship

Abstract: When it comes to economic growth, the creation of new jobs, and innovation, entrepreneurship is a factor of vital significance. While many universities offer entrepreneurship courses, the real challenge lies in igniting the entrepreneurial mindset among students. This study examines the potential impact of subtle, well-designed institutional interventions, or "nudges," on the entrepreneurial intentions (EI) of students. Specifically, it investigates the most effective approaches for shaping and enhancing students' motivations to pursue entrepreneurship through structured nudges. A quasi-experimental design was implemented with 200 students from different universities in Bangladesh. Participants participated in four interactive sessions that were intended to cultivate an entrepreneurial mindset and encourage active engagement over the span of two months. To enhance the sessions' engagement and relevance, eight guest presenters we recruited, comprising successful entrepreneurs, policymakers, and academic experts, who recounted their personal adventures, problems, failures, and achievements instead of merely presenting theoretical knowledge. The sessions included behavioural nudges like goal-setting activities, exposure to entrepreneurial role models, and motivational reinforcement, all of which were intended to help students visualise themselves as entrepreneurs, reduce fear of failure, and boost confidence. The change in perspective was exemplified by the comment of a participant: "I had always believed that entrepreneurship was a profession for individuals with money and connections, but I have since come to the realisation that it is a matter of persistence and a positive mindset." This emphasises the transformative potential of such interventions in reshaping students' perceptions of entrepreneurship. Examples such as these brought to light the significant role that institutional assistance plays in moulding the aspirations of entrepreneurs. To evaluate the effectiveness of these nudges, students' entrepreneurial intentions were measured before and after the program using a standardized EI scale. Analysis of Covariance (ANCOVA) were applied to compare the treatment and control groups, ensuring statistical accuracy. The results showed a significant increase in EI scores, with an effect size of  $\eta^2 = 0.408$ , demonstrating a strong impact of the intervention. This finding suggests that when universities move beyond traditional lectures and integrate behavioural nudges, students are far more likely to consider entrepreneurship as a viable career path. The most significant improvement was observed in students who initially lacked confidence in their entrepreneurial potential, which reinforces the notion that mindset, rather than mere knowledge, is a significant impediment to entrepreneurship. These findings possess global significance, as educators and governments internationally endeavour to cultivate

entrepreneurship among youth. Universities in different socio-economic contexts can adapt these low-cost, high-impact interventions to cultivate a stronger startup culture. This research is a valuable addition to the expanding discourse on behavioural economics in the higher education sector. Instead of relying solely on coursework, universities should explore practical, psychology-based strategies to engage students. By adding entrepreneurial nudges to universities, a conducive environment can be fostered that encourages risk-taking, new ideas, and self-belief—all of which are important for a vibrant entrepreneurial setting. This investigation illustrates the transformative potential of institution-based behavioural nudges in the promotion of entrepreneurial intention among university students. As global economies prioritise innovation-driven growth, it is more essential to cultivate entrepreneurial aspiration through deliberate institutional initiatives. This research urges educators, policymakers, and institutions to reconsider the methods by which we motivate the next generation of entrepreneurs. This includes not only the provision of business knowledge, but also the empowerment of students to have confidence in their capacity to establish and manage businesses.

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*Topics*: Entrepreneurship

*Keywords*: Behavioural Nudges, Entrepreneurial Intentions, Quasi-Experimental Study, Entrepreneurial Mindset, Institutional Interventions.

**112** **A mixed-method analysis of the growth trajectories of informal microenterprises in Bangladesh**

Full paper on Entrepreneurship

**Khan, Sarif Mohammad 1; Yasmin, Farhana 1; Masroor, Imtiaz 2; Alam, Md. Nur 1; Nabi, Md. Noor Un 1**

**Abstract**: Microentrepreneurs in Bangladesh, especially within the informal sector, are crucial to the economy but are relatively under-researched, rendering their growth patterns and affecting variables essential subjects for investigation. The objective of this research is to investigate the growth trajectories of micro enterprises in Bangladesh, with a particular emphasis on those that operate in the informal sector. It concentrates on the variables that affect the progression and expansion of these organisations over time. A three-phase mixed-method approach has been employed, integrating qualitative and quantitative studies alongside expert reviews. The study employs NVivo 14 for qualitative data analysis, Ordered Logistic Regression in StataSE 13 for quantitative evaluation, and DEMATEL techniques in Python version 3.10 for expert assessments. Using cluster sampling, a total of 323 informal micro entrepreneurs were selected from eight geographic regions distributed throughout Bangladesh. Furthermore, insights were obtained from 10 industry experts to offer a thorough perspective on the determinants affecting microenterprise expansion. The research identifies the primary factors that influence the expansion of informal micro enterprises in Bangladesh, offering policymakers, researchers, and entrepreneurs' practical insights. Given the informal sector's recent incorporation in Bangladesh's National Industrial Policy for 2022, the results of this research are particularly pertinent. The significance of incorporating informal businesses into formal economic frameworks is underscored by this policy shift, and the results provide valuable input for the development of future policies that are designed to promote sustainable micro-enterprise growth. This study's emphasis on informal micro enterprises, which are frequently disregarded in conventional economic research, is one of its most significant contributions. This study provides a comprehensive examination of these enterprises' growth paths, emphasising their capacity to provide employment, alleviate poverty, empower women, and enhance involvement in export operations. The results highlight the necessity for specialised assistance to enable small businesses to overcome current

obstacles and prosper in a competitive marketplace. However, the research encountered numerous obstacles, despite the positive results. The following were addressed: participant apprehension, circumstantial obstacles during data acquisition, and the accuracy of historical data. In order to address these obstacles, the research team implemented strategies such as flexible planning to accommodate a variety of field conditions, stringent data validation, and the cultivation of a supportive environment for participants. However, the research encountered numerous obstacles, despite the positive results. The following were addressed: participant apprehension, circumstantial obstacles during data acquisition, and the accuracy of historical data. In order to address these obstacles, the research team implemented strategies such as flexible planning to accommodate a variety of field conditions, stringent data validation, and the cultivation of a supportive environment for participants. It is anticipated that the research's results will make a substantial contribution to the comprehension of the lifecycle and obstacles faced by informal micro enterprises, a subject that has been insufficiently investigated in academic research. It is anticipated that the research's results will make a substantial contribution to the comprehension of the lifecycle and obstacles faced by informal micro enterprises, a subject that has been insufficiently investigated in academic research. This paper provides a comprehensive analysis of informal micro firms in Bangladesh, highlighting the principal factors that affect their growth and sustainability. The research elucidates the obstacles and opportunities confronting these enterprises, offering essential information for policymakers, business proprietors, and prospective researchers. The study enhances academic understanding and national development efforts, providing a framework for fortifying the informal sector and facilitating its incorporation into the larger economy.

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*Topics*: Doctoral Session, Entrepreneurship

*Keywords*: Growth Trajectories, Microenterprises, Informal Sector, DEMATEL Analysis, Mixed Method Approach.

**113 Entrepreneurship Vettik-leemet, Piia; Mets, Tõnis**

**and innovation-  
process overlap  
or the same?  
Systematic  
overview and  
converging  
process-dynamic  
model**

Full paper on  
Entrepreneurship

**Abstract**: Recently, there has been increased discussion of entrepreneurship and innovation as process-based phenomena. However, research on the essence of dynamic entrepreneurial and innovation processes and their simultaneous interactions needs to be more cohesive and well-covered. This article critically reviews prior publications and explores the process approach to entrepreneurial and innovation processes. Structuration and equivalence theory, systems and design thinking, and pattern matching theory were implemented to structure and synthesise a converged operationalised dynamic process model. Exploring different approaches to entrepreneurial and innovation processes by screening 468 publications on entrepreneurship and 527 on innovation and a critical review of prior findings, the article identified only 17 and 13 dynamic process models, respectively. Six structurally comparable models covering both disciplines were selected for further analysis. Both disciplines' dynamic process models can be structured into five harmonised stages, which can partly be divided into (sub)phases. The article's primary contribution to the theory is systematically integrating process-based and design approaches in entrepreneurship and innovation. As a result, a streamlined and converged dynamic process model is developed, and the role of the



process venue and the entrepreneur or innovator is discussed. As a practical implication, future directions for entrepreneurship and innovation educators, policymakers, and entrepreneurial/innovation ecosystem stakeholders are presented at the end of the article.

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*Topics:* Entrepreneurship

**114 From migration to innovation: Female migrant entrepreneurs, and digital platform in Finland**

**Rani, Pushpa; Arslan, Ahmad; Hurmelinna-laukkanen, Pia**

Full paper on Entrepreneurship

**Abstract:** Purpose – This research explores the phenomena of ‘artisan female migrant entrepreneurs’ (FMEs) strategies for surviving in Finland and the utilization of digital tools to set up business for becoming financially independent particularly in North part.

**Design/methodology/approach** – The paper employs a qualitative research approach based on eight case studies in Finland. The in-depth interviews in two phases (face-to-face and telephonic) were conducted with the artisan FMEs.

**Findings** – The findings reveal how these artisans are coping with challenges with regards to language barriers, cultural gap and mentally well-being. Along with how digitalization enables them to leverage online platform, digital tools to promote their products and services and establish resilient their network in the host country.

**Originality**– This research highlights the unique aspect of self-employment and financial independence. This research sheds light on how these female migrant entrepreneurs (FMEs) emphasize their contribution not only to the socio-economy but also sustainable development. Through case studies, this research explores various aspects, including the reason for migration to Finland, how they turned their hobbies into business, the adaptation of creative strategies, customers acquisition for financial sustainability and awareness of governmental benefit. This study particularly focuses on the utilization of digital tools, that have enabled entrepreneurs to enhance artisan distribution networks, thereby promoting sales of their products. Additionally, digitalization has become integral to tailoring business products for global markets, which creates greater market reach and coverage.

*Paper type:* Research paper (under development)

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*Topics:* Entrepreneurship

*Keywords:* Artisan, Digital Platforms, Entrepreneurship, Immigrant and Finland

- 115 **Bridging the gap between intention and action: How procrastination alters entrepreneurial inclination in university students?** Masroor, Imtiaz 1; Tahmid, Sheikh Muhammad 2; Alam, Md. Nur 2; Nabi, Md. Noor Un 2; Ahmed, Md. Hesham 2
- Full paper on Entrepreneurship

Abstract: Students frequently engage in the practice of procrastination, which has the impact of impeding their capacity to translate their intentions to engage in entrepreneurial behaviour into real behaviour. The purpose of this study is to investigate the impact that procrastination has on the entrepreneurial intentions and actions of undergraduates, with a particular focus on the role that procrastination plays in the gap between students' intents and their actions during the process of entrepreneurial behaviour. The research seeks to identify the psychological, emotional, and behavioural factors contributing to procrastination and its impact on hindering entrepreneurial advancement. In order to collect qualitative data from fifteen students at Khulna University, this study takes a phenomenological approach. The research collection methods include semi-structured interviews, focus group discussions (FGDs), and reflective diaries. The action disparity, task delay impact, emotional impact, and coping techniques were the most prevalent themes that emerged from the thematic analysis that was carried out with the use of the Atlas.ti program. The study demonstrates that procrastination is induced by entrepreneurial intention in the presence of anxiety, self-doubt, and fear of failure. As a result of emotional repercussions and resource constraints, task delay is exacerbated. On the other hand, coping abilities and support systems facilitate the resolution of decision-making procrastination, task aversion, and motivational challenges, which ultimately makes it possible to transition from intention to entrepreneurial action. The research results reveals that procrastination causes significant disruptions to entrepreneurial action by causing barriers to motivation, emotional regulation, task aversion, and reluctance in decision-making. In addition, the study emphasises the need of procrastination prevention programs that are supported by institutions. On the other hand, students' procrastination is made worse by the limited resources and inadequate support provided by the institution, which makes it difficult for them to put their intentions into action. In spite of the fact that the challenges associated with procrastination are extremely serious, the study contends that tackling the issue on both an individual and institutional level could result in an atmosphere that is more encouraging to entrepreneurial endeavours. Providing students with mentorship, entrepreneurship training programs, and the establishment of more robust support mechanisms in educational institutions are some of the recommended treatments

that should be taken into consideration. These interventions are intended to enable students to overcome procrastination and put their entrepreneurial goals into action. It is necessary for future research to test samples that are larger and more diverse, as well as to assess the efficacy of technology-based interventions, such as online mentoring programs and technology-based time management systems, in reducing procrastination. This research makes a significant contribution to a more in-depth knowledge of the ways in which procrastination reduces the inhibition of entrepreneurial action and suggests potential solutions for minimising the effects of this phenomenon. In addition to providing students, universities, and governments with specific recommendations, the research also provides an outline of different psychological and behavioural factors that can limit the momentum of entrepreneurial endeavours. Finally, it underscores the importance of reducing procrastination in order to promote youth entrepreneurship, with the ultimate objective of fostering economic development and innovation.

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*Topics:* Entrepreneurship

*Keywords:* Procrastination, Entrepreneurial Inclination, Entrepreneurial Action, Behavioural Factors, Psychological Barriers, Self-Doubt, Fear of Failure

**116** **Exploring the interactions of agility, resilience, and sustainability in shrimp supply chain of Bangladesh**

**Ahmed, Md. Tanjil; Tabassum, Fariya; Masroor, Imtiaz**

Full paper on International Entrepreneurship

**Abstract:** The sustainability of the shrimp supply chain is essential for sustaining economic growth, ensuring environmental viability, and tackling persistent issues such as infrastructural deficiencies and market fluctuations. The viability of the shrimp supply chain in Bangladesh is the primary focus of this study, which investigates three critical dimensions: resilience, agility, and sustainability. These factors are crucial for guaranteeing the sustained performance of the supply chain, especially in developing nations where systemic issues frequently hinder operational efficiency. The study shows how these factors affect each other and how systemic inhibitors, like poor infrastructure and rules, can affect the supply chain's ability to stay in business (SCV). Bangladesh's shrimp business is a big part of the country's economy. It creates jobs, brings in foreign currency, and

helps rural areas grow. Even though it has had remarkable expansion, the industry is confronted with a great deal of difficulty that threatens its long-term viability. A few examples of them are inefficient stakeholder networks, restricted access to cutting-edge technology, and delays caused by regulatory bottlenecks. The primary objective of the study is to investigate the interaction between supply chain agility, resilience, and sustainability in order to improve SCV, and to determine whether systemic inhibitors may impede or facilitate these endeavours. The study employs a quantitative methodology, gathering data from 413 participants in the shrimp supply chain via interviewer-administered surveys. The relationships between agility, resilience, sustainability, and SCV were analysed using Structural Equation Modelling (SEM). The research situates its findings within recognised theoretical frameworks, such as Dynamic Capabilities Theory, the Resource-Based View (RBV), and Institutional Theory, to enhance comprehension of the factors affecting SCV in the shrimp industry. Principal findings indicate that supply chain agility exerts a favourable and substantial influence on SCV. Agility allows the supply chain to swiftly adjust to market fluctuations and external disturbances, guaranteeing operational continuity. On the other hand, it was discovered that the direct effects of resilience and sustainability on SCV were not statistically significant. This underscores the intricate nature of these variables within the shrimp supply chain, indicating that although they are significant, their direct impact on SCV is tempered by other factors. Systemic inhibitors, on the other hand, have a substantial impact on the relationship between sustainability and SCV. The paradoxical function of these inhibitors, which encompass regulatory challenges and infrastructural weaknesses, is to impede operational efficiency while simultaneously promoting compliance with environmental standards. To put it another way, these issues may restrict the supply chain's capacity to function effectively, but they also encourage stakeholders to embrace more environmentally friendly methods in response to legal requirements. Additionally, the study highlights the significance of enablers such as digitalisation, collaboration among stakeholders, and capacity building inside the organisation. When it comes to enhancing the performance of the supply chain and tackling the issues that are posed by systemic inhibitors, these enablers are absolutely necessary. Furthermore, collaboration among stakeholders, including as farmers, processors, exporters, and policymakers, can enhance the sharing of knowledge and resources, thereby addressing the fragmented structure of the shrimp supply chain in Bangladesh. The results point out a number of limitations even though they offer insightful information about the dynamics of the shrimp supply chain. The research centres on the shrimp sector in Bangladesh, hence constraining the applicability of the results to other industries or nations. The employment of a cross-sectional survey methodology restricts the capacity to analyse the temporal evolution of supply chain dynamics. This paper significantly contributes to the literature on supply chain management by offering a thorough investigation of the interconnections among agility, resilience, sustainability, and systemic inhibitors. It provides practical implications for policymakers and industry stakeholders who are interested in improving the sustainability of the shrimp supply chain in Bangladesh. This research emphasises the significance of a comprehensive approach to supply chain management that takes into account the intricate interplay between agility, resilience,

sustainability, and inhibitors. To ensure the shrimp supply chain's long-term sustainability in Bangladesh, it is imperative to implement specific measures that promote both economic and environmental sustainability and to address these factors holistically.

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*Topics:* Entrepreneurship

*Keywords:* Supply Chain Viability, Supply Chain Agility, Supply Chain Resilience, Supply Chain Sustainability, Shrimp Sector, Emerging Markets and Developing Economies

**117** **Decoding travel choices: A data-driven analysis of consumer sentiments in online travel agency reviews** **Vaheed, Binshad**

Full paper on Tourism Management

Management

**Abstract:** With Online Travel Agencies (OTAs) shaping modern travel decisions, understanding customer sentiment and service expectations are vital for enhancing user satisfaction and brand loyalty. This study analyzes consumer experiences across multiple OTA platforms in India through computational text analysis. Using web-scraped review data, Latent Dirichlet Allocation (LDA) topic modeling identifies key themes such as booking efficiency, refund and cancellation policies, and customer support quality. Aspect-Based Sentiment Analysis (ABSA) further evaluates sentiment variations across service dimensions, revealing critical drivers of satisfaction and dissatisfaction. Findings indicate that negative reviews receive greater engagement and visibility, influencing brand perception and consumer trust. By offering a cross-platform perspective on customer sentiment and behaviour, this research provides strategic insights for OTAs to refine service quality, streamline refund processes, and foster trust through transparent pricing. The study contributes to tourism and consumer behavior literature by integrating advanced text analytics with service experience evaluation, equipping OTAs with data-driven strategies to enhance customer engagement and loyalty.

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*Topics:* Tourism Management, Consumer Behaviour

*Keywords:* Online Travel Agencies, Topic Modeling, Consumer Behaviour, Tourism, Service Quality

**118** **Women in the sustainability new ventures in the digital era: Out from the shadow of the small country male-dominated startup ecosystem** **Mets, Tõnis; Vettik-Ieemet, Piia**

Full paper on Entrepreneurship

Entrepreneurship

**Abstract:** Estonia's startup entrepreneurship contributes prominently to innovative ideas in energy technology and information and communication technology (ICT) applications, essential for

sustainability. Research and education are prerequisites for innovation in both fields. The gap in educational levels between Estonian women and men, favoring women, is among the largest in the EU. However, the proportion of women in entrepreneurship is significantly lower, even though the share of women in ICT personnel is among the highest in Europe. This study sought to determine women's contribution to sustainability (technology) startups in the context of these contrasting gaps. It qualitatively analyzed the sustainability orientation of ventures and the gender structure of founders across nearly 1300 startups and clarified the share of selected startups' fundraising within the entire ecosystem. Through a simple regression analysis, we uncovered some short-term trends. Our findings indicate that 92% of the accumulated €4.46 billion in startup funding is foreign capital, and 171 sustainability startups account for nearly 63% of the ecosystem's total fundraising. Among the founders of top-invested startups, only 6% are women, whereas women constitute 23% of the founders of sustainability startups. Despite this, sustainability startups with female participation have secured only 2.2% of the total investments in the sustainability group, highlighting a drastic gender disproportion. However, the fundraising trend for women's sustainability startups founded in the last five years is more positive, reaching 24% of this group's investments. Although their overall share remains significantly lower compared with the entire startup ecosystem, this emerging trend is a promising sign of the breakthrough for female entrepreneurs in a traditionally male-dominated sector.

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*Topics:* Entrepreneurship

- 119** **The influence of social self-efficacy, prosocial orientation, resilience, and proactive personality on the intention to engage in social entrepreneurship.**

**Hasan, Md.Mehedi 1; Hossain Moral, Iqbal 2; Chowdhury, Md. Solaiman 3; Haque, Md. Enamu 4**

Full paper on Entrepreneurship

**Abstract:** Social entrepreneurship plays a crucial role in addressing societal challenges, yet little is known about the psychological factors that drive students' intentions to engage in social entrepreneurial activities. This study examines the impact of social self-efficacy, prosocial orientation, resilience, and proactive personality on social entrepreneurial intention (SEI) among university students in Bangladesh. Using a quantitative research design, data were collected from 580 students through structured questionnaires and analyzed using Partial Least Squares (PLS) regression. The results indicate that proactive personality and resilience exert the strongest positive influence on SEI, while social self-efficacy and prosocial orientation also contribute positively, albeit to a lesser extent. The model explains 49% of the variance in SEI ( $R^2 = 0.49$ ), demonstrating its predictive relevance. These findings underscore the importance of fostering proactive traits and resilience in students to enhance their social entrepreneurial intentions. The study provides valuable insights for educational institutions and policymakers aiming to cultivate social entrepreneurship in Bangladesh. Future research should explore the transition from intention to action, gender-based variations in SEI, and larger, more diverse samples to validate and extend these findings.

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Keywords: Social Self-efficacy, Prosocial Orientation, Resilience, Proactive Personality and Social Entrepreneurship.

- 120 **Compulsory citizenship behaviour and its consequences: A study of government hospital doctors in Khulna**

Full paper on  
Entrepreneurship

**Hridoy, Md. Ashikuzzaman 1;**  
**Hasan, Md.Mehedi 1; Solaiman, Md.**  
**Solaiman 2**

Abstract:

Introduction

In healthcare settings, organizational citizenship behavior (OCB) is often encouraged as a means to improve efficiency and patient care. However, when such behaviors become compulsory, they can lead to unintended negative consequences. This study examines the impact of Compulsory Citizenship Behavior (CCB) on four critical work-related outcomes: job satisfaction, intention to leave, workplace deviance, and emotional exhaustion among doctors working in government hospitals in Khulna, Bangladesh. Given the high demands and limited resources in the public healthcare sector, understanding how enforced extra-role behaviors influence doctors' professional well-being is crucial.

Methodology

The study employs a quantitative approach to assess the relationship between CCB and its consequences. Primary data was collected from doctors working in government hospitals within the Khulna district using a structured questionnaire administered via Google Forms. A total of 117 respondents participated, with sampling conducted using the convenience sampling method, a non-probability technique suitable for hard-to-reach populations.

The survey questionnaire contained 25 close-ended statements, evaluated on a 5-point Likert scale to gauge respondents' perceptions of CCB and its associated effects. SPSS (Statistical Package for Social Science) version 25 was used for data analysis, employing descriptive statistics, correlation, and regression analysis to establish relationships between variables. Reliability testing confirmed a Cronbach's alpha score of 0.800, indicating strong internal consistency.

Findings

The study's findings reveal that Compulsory Citizenship Behavior significantly affects doctors' work-related outcomes: A strong positive relationship was found between CCB and intention to leave, indicating that doctors compelled to engage in extra-role behaviors are more likely to consider leaving their jobs. A significant positive correlation exists between CCB and workplace deviance, suggesting that enforced organizational citizenship behavior may foster counterproductive work behaviors as a response to perceived unfairness. Emotional exhaustion was also positively associated with CCB, emphasizing the psychological toll that mandatory extra-role behavior exerts on doctors. Interestingly, CCB exhibited a weak positive relationship with job satisfaction, implying that while some doctors may derive a sense of fulfillment from these behaviors, the overall effects lean towards increased stress and job dissatisfaction.

Implications and Contributions

This research contributes to the existing literature by focusing on the underexplored area of CCB within

healthcare settings in Bangladesh, a context where such behaviors are often normalized due to hierarchical work structures and resource constraints. The findings highlight the need for organizational reforms to address the negative implications of enforced extra-role behaviors, including improving job autonomy, reducing workload pressures, and fostering a voluntary culture of citizenship behavior rather than coercion.

Furthermore, this study provides practical insights for hospital administrators and policymakers by emphasizing the importance of creating a supportive work environment that recognizes and balances the voluntary and compulsory aspects of extra-role behaviors to ensure sustained job satisfaction and employee well-being.

#### Conclusion

Compulsory Citizenship Behavior, while intended to enhance workplace functionality, can lead to undesirable consequences for government hospital doctors in Khulna. This study underscores the importance of mitigating the coercive aspects of OCB to foster a healthier work environment, retain skilled professionals, and enhance overall healthcare efficiency. Future research can explore interventions and policy frameworks to minimize the adverse effects of CCB and create a more sustainable and ethical organizational culture in public healthcare institutions.

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Keywords: Compulsory Citizenship Behavior, Job Satisfaction, Intention to Leave, Workplace Deviance, Emotional Exhaustion

- 121 AI and academia: Solaiman, Md. Solaiman 1; transforming Hasan, Md.Mehedi 2; Nepo, higher education in Md.Nurul Islam 1; Hossain Bangladesh Moral, Iqbal 3**

Full paper on Entrepreneurship

**Abstract:** In today's rapidly evolving educational landscape, the intersection of academic integrity, artificial intelligence (AI) tools, and innovative teaching techniques is reshaping the way knowledge is imparted and acquired. The increasing prevalence of AI-based learning tools has sparked discussions on their potential benefits and drawbacks, particularly in the context of higher education. While AI tools offer enhanced learning opportunities, concerns surrounding their ethical use and impact on academic integrity remain significant. This study explores the direct and indirect effects of academic integrity and AI tool utilization on academic performance, career guidance, innovative teaching methods, learning experience, and self-reliance among university students and faculty members in Bangladesh. Additionally, it investigates whether the interaction between academic integrity and AI tool usage moderates these effects, offering insights into their independent or complementary roles in the learning process. A quantitative research approach was adopted to examine these relationships, with data collected through a structured questionnaire distributed among 512 respondents, comprising 212 faculty members and 300 students from both public and private universities across Bangladesh. The respondents were selected using a simple random sampling technique, ensuring diverse representation from undergraduate, graduate, and postdoctoral levels. To analyze the collected data, path analysis was conducted using SmartPLS 4 software, allowing for a comprehensive examination of the direct, indirect, and moderating effects of academic integrity and AI tool utilization on the identified learning variables. The



findings reveal that academic integrity plays a crucial role in fostering positive educational outcomes. It was found to significantly enhance academic performance, career guidance, innovative teaching practices, learning experience, and self-reliance among students and faculty members. This underscores the importance of ethical academic practices in maintaining a high standard of education, where honesty and responsible learning contribute to overall academic and professional growth. Additionally, the study found that AI tool utilization also positively influences academic performance, innovative teaching, learning experience, and self-reliance. The integration of AI-based learning tools facilitates personalized learning, automated assessments, and access to a vast array of educational resources, thereby improving the overall quality of education. However, an interesting finding emerged regarding career guidance, where AI tool usage did not show a significant impact. This suggests that while AI can support academic and cognitive development, its role in providing personalized career mentorship may still be limited. Another notable finding relates to the impact of innovative teaching techniques on learning outcomes. The study found that innovative teaching methods significantly improve academic performance, career guidance, and learning experience. Modern pedagogical approaches, including blended learning, flipped classrooms, and AI-assisted tutoring, have been instrumental in engaging students and enhancing their critical thinking skills. However, despite their effectiveness in these areas, innovative teaching techniques did not show a significant contribution to self-reliance. This indicates that while advanced teaching strategies can improve knowledge retention and career preparedness, they may not necessarily foster independent learning habits or problem-solving abilities in students. A key objective of this study was to explore whether the interaction between academic integrity and AI tool utilization had any moderating effects on educational outcomes. The results indicate that no significant moderating effect was found, suggesting that academic integrity and AI tools function independently rather than as complementary forces. This implies that maintaining academic honesty and incorporating AI tools into learning environments are both essential but do not necessarily amplify each other's impact when combined. Instead, they contribute separately to the enhancement of academic and professional development. The study also conducted indirect path analysis to examine whether academic integrity and AI tools influence learning experiences and career guidance through innovative teaching methods. The results indicate that while some indirect relationships were statistically significant, others lacked empirical support. This suggests that while academic integrity and AI tools may influence learning indirectly through teaching innovations, their effects may vary based on contextual factors such as institutional policies, faculty readiness, and student adaptability to technology-driven education. These findings offer several practical implications for higher education institutions in Bangladesh. Universities should prioritize academic integrity by implementing strong ethical guidelines, promoting anti-plagiarism initiatives, and encouraging original thinking among students. At the same time, the effective integration of AI tools should be strategically planned to maximize learning outcomes while minimizing ethical risks. Faculty members should be trained in AI-assisted pedagogy to leverage technology for personalized learning while maintaining ethical academic practices. Furthermore, given that AI tools did not significantly impact career guidance, universities should consider human-centered approaches to mentorship and career counselling, ensuring that students receive guidance that AI alone cannot provide. In conclusion, this study contributes to the growing body of research on the role of AI in education by providing empirical evidence on its effects in the Bangladeshi context. While AI tools offer significant benefits in improving academic performance, learning experiences, and innovative teaching, their impact remains independent of academic integrity. The findings highlight the importance of balancing technological advancements with ethical educational practices to create a well-rounded and future-ready academic environment. Future research should explore how emerging technologies, such as machine learning, adaptive learning

platforms, and AI-driven analytics, can be integrated into higher education while maintaining strong ethical foundations. Moreover, longitudinal studies could provide deeper insights into the long-term effects of AI on student success and professional development. By fostering a harmonized approach that combines academic integrity, innovative teaching, and AI-driven solutions, higher education institutions in Bangladesh can pave the way for sustainable and ethical academic excellence in the digital era.

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Keywords: Academic Integrity, AI Tools, Academic Performance, Career Guidance, Innovative Teaching Techniques, Learning Experience, Self-Reliance, Higher Education

**122 From awareness to action: Sustainability practices among university students in Bangladesh**

**Hossain, Sadat; Hasan, Md. Mehedi**

Full paper on Entrepreneurship

**Abstract:** Purpose – This study investigates the factors that influence sustainable behaviors among university students in Bangladesh by integrating the Theory of Planned Behavior (TPB) and the Norm Activation Model (NAM) with environmental education and knowledge. In a country where sustainability challenges are growing, understanding how students develop pro-environmental behaviors is crucial. The research explores both cognitive and normative pathways that shape students' intentions and actions toward sustainability. By examining how attitudes, subjective norms, perceived behavioral control, and personal norms interact with environmental education and knowledge, the study aims to provide insights into how behavioral change occurs and how sustainability initiatives can be effectively promoted in higher education.

**Methodology** – A quantitative research approach was employed, using a structured questionnaire to collect data from 409 university students across different institutions in Bangladesh. The study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships between key constructs. The questionnaire assessed students' environmental education and knowledge, their attitudes toward sustainability, the influence of social norms, their perceived ability to act sustainably, and their actual engagement in sustainable behaviors, such as recycling, energy conservation, and water-saving practices. The random sampling method ensured diversity in the sample, including students from both public and private universities, and from various academic backgrounds.

**Findings** – The results indicate that environmental education and knowledge significantly influence attitudes, subjective norms, and perceived behavioral control, which in turn shape students' intentions to engage in sustainable practices. However, the direct impact of environmental education and knowledge on actual sustainable behavior was relatively low, suggesting that awareness alone is not sufficient to drive long-term behavioral change. Instead, behavioral intentions serve as a key mediator in transforming knowledge into action. Furthermore, the study finds that social norms play a strong role in shaping sustainable behavior in the collectivist culture of Bangladesh, where community expectations and peer influence often drive decision-making. Personal moral norms also contribute to sustainability

efforts, but their effects vary depending on the type of behavior.

**Theoretical and Practical Implications** – This research contributes to the existing literature by integrating TPB and NAM to provide a comprehensive framework for understanding sustainability behavior. While previous studies have explored sustainability from either a cognitive or normative perspective, this study combines both approaches to show how education, attitudes, social norms, and perceived control interact to influence sustainable actions. The findings suggest that sustainability programs in universities should go beyond traditional environmental education by incorporating interactive learning, community-driven sustainability projects, and moral engagement strategies. Institutions should focus on creating a sustainability culture on campus by embedding environmental values into academic curricula, extracurricular activities, and university policies. Furthermore, addressing structural barriers—such as lack of recycling facilities, inefficient waste management systems, and water conservation infrastructure—can help students translate their sustainability intentions into real-life actions.

**Originality** – The study is one of the first to integrate TPB, NAM, and environmental education and knowledge to explain sustainable behaviors among university students in Bangladesh. While many studies focus on sustainability practices in developed countries, this research sheds light on the unique challenges and opportunities within a developing country context, where cultural, social, and institutional factors strongly influence behavior. The findings contribute to the global discussion on sustainability in higher education, providing practical recommendations that are applicable in similar collectivist societies.

**Conclusion** – The study emphasizes that raising awareness about sustainability is not enough—behavioral change requires emotional engagement, social reinforcement, and structural support. While education and knowledge play a crucial role in shaping attitudes and behavioral intentions, the actual adoption of sustainable behaviors depends on strong social norms and perceived behavioral control. Universities should take a multi-dimensional approach by integrating theoretical knowledge, real-life applications, and community-driven initiatives to promote long-term sustainability. Future research should explore longitudinal impacts of sustainability education and comparative studies across different cultural contexts to further enrich our understanding of how educational institutions can drive meaningful environmental change.

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Topics: Branding and Universities

Keywords: Sustainability, Environmental Education, Behavioral Intentions, University Students, Theory of Planned Behavior (TPB)

**123 Leadership for quality education and sustainability: A study on higher education in Bangladesh**

Full paper on Entrepreneurship

**Rumman, Mojammel Hossen; Hasan, Md.Mehedi**

**Abstract:** Introduction: The United Nations introduced the Sustainable Development Goals (SDGs) as a comprehensive political framework addressing social, economic, and environmental sustainability. These goals provide a global vision for sustainable development, with education playing a crucial role. The objective of this study is to explore the leadership role of higher education management in integrating quality education (SDG 4) by examining both the challenges and the initiatives. Additionally, it provides insights into the implementation of university-wide sustainability

initiatives. The study aims to identify key obstacles and incentives for establishing a coordinated and integrated approach to sustainability in higher education institutions.

**Design/Methodology/Approach:** This study follows a qualitative hermeneutic phenomenological approach to explore the experiences and perspectives of stakeholders in higher education. Data were collected using a purposive sampling technique to ensure that participants had direct experience with the research topic. A total of 25 participants contributed to the study, including 15 in-depth interview (IDI) respondents, 5 key informant interview (KII) participants, and a focus group discussion (FGD) with 10 participants. These methods provided a detailed understanding of the leadership role in promoting quality education and sustainability in higher education.

**Expected Outcomes:** By analyzing existing literature and primary data, this study identifies the challenges faced by top management in ensuring quality education. Since SDG 4 emphasizes inclusive, equitable education and lifelong learning opportunities, the study argues that higher education institutions (HEIs) must take an active role in shaping and leading this agenda rather than remaining observers. To achieve this, HEIs must establish effective learning environments, offer scholarships for marginalized communities to ensure inclusivity, and build international collaborations with other institutions. Additionally, HEIs must develop training and professional development programs for teachers to increase the supply of qualified teachers. The study also examines students' expectations from faculty and university leadership, offering insights that can help shape institutional policies and strategies. These findings will contribute to developing a structured plan for achieving sustainability in higher education.

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**Keywords:** Sustainable development, Quality education, Higher education, Leadership role, Bangladesh.

**124 Into the realm of behavioural economics – How inequality aversion affects entrepreneurial inclination: A randomized controlled trial (RCT) study**

Full paper on  
Entrepreneurship

**Alam, Md. Nur 1; Saurab, Sabbir Ahamed 1; Rifat, S. M. 1; Masroor, Imtiaz 2; Islam, Md. Zahidul 1**

**Abstract:** By examining how inequality aversion influences entrepreneurial inclination, this study examines the relationship between behavioural economics and entrepreneurship. The study intends to offer empirical insights into how inequality aversion affects people's entrepreneurial motivations through the use of a randomized controlled trial (RCT) methodology. 95 college students participated in the study, which documents the dynamic changes in entrepreneurial inclination prior to and following interventions that emphasize inequality aversion. Examining whether and how inequality aversion may influence people's inclination to start their own business while considering different demographic and psychological factors that might mitigate this effect is the main goal. Based on Bangladesh's historical economic trajectory after independence, the study explores the potential of entrepreneurship as a vehicle for socio-economic change in a nation with a growing youth population and a plethora of entrepreneurial opportunities and challenges. The study highlights how inequality is a crucial factor influencing entrepreneurial behaviours and how, depending on the context, inequality aversion may either encourage or impede entrepreneurial activity, especially in developing nations. The findings from

the study demonstrate that inequality aversion has a statistically significant effect on entrepreneurial inclination, particularly among female participants and those with moderate risk propensities. Interventions aimed at raising awareness of inequality were found to increase entrepreneurial intention. This suggests that people who are highly sensitive to social and income disparities may be inspired to pursue entrepreneurial endeavours as a way to achieve socioeconomic mobility. The findings indicate that the effectiveness of interventions motivated by inequality aversion is affected by many demographic characteristics, such as gender, age, and familial background, with individuals from entrepreneurial families exhibiting a more prominent response. The consequences of inequality aversion is moderated by individual risk attitudes, as exemplified by the limited changes in entrepreneurial inclination exhibited by individuals with extreme risk aversion. The research used a rigorous technique, incorporating intention-to-treat (ITT) analysis, paired sample t-tests, and sensitivity analysis to ensure the validity and robustness of the findings across diverse scenarios. These analyses confirm that the observed changes in entrepreneurial inclination are not solely the result of coincidence and demonstrate the mediating role of inequality aversion in fostering entrepreneurial intentions. Additionally, this research fills a substantial void in the behavioural economics literature, which has largely overlooked the specific impact of inequality aversion on entrepreneurial inclination. The research enhances understanding of how individuals understand and react to socioeconomic disparities in the entrepreneurial context by emphasising the psychological mechanisms through which inequality aversion influences entrepreneurial behaviours. This study has two important implications. First, it helps educators and policymakers understand how to use inequality aversion as a tool to encourage people to become entrepreneurs, especially from under-represented groups. Second, it gives advice on how to make interventions that get rid of psychological barriers to starting a business. The results show how important behavioural economics is for making laws and lessons that encourage people to start their own businesses in places where there is economic inequality. The study says that inequality aversion and how it affects people's desire to be entrepreneurs should be looked into more, with a focus on treatments that are made to fit each person's risk tolerance and demographics. This study is a big step towards a better understanding of how psychological factors like aversion to inequality can be used in education and policy to create an environment that encourages more people to become entrepreneurs. This is especially important now that entrepreneurship is seen as a major source of economic growth and job creation.

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Keywords: Behavioral Economics, Inequality Aversion, Entrepreneurial Inclination, Randomized Controlled Trial, Entrepreneurship Policy

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**Note: The conference event will be performed on Time Zone Nicosia/ Helsinki/ Athens/ Tallinn GMT+2 hours**

## PHOTOS



**Gala Dinner at Restaurant CRU, Viru 8, 10140 Tallinn at Inaugural Nordic IB and Export Marketing Conference 2018**







Participants at the conference.



Five keynote speakers are from left to right Mika Gabrielsson, Carlos M.P. Sousa, Olli Kuivalainen, Jorma Larimo and Kadri Ukrainski. Dafnis Coudounaris was the Chair of the conference and Urmas Varblane was the host of the conference.



Kissing couple: Symbol of Town Hall Square of Tartu

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