



**JAMES COOK  
UNIVERSITY**  
SINGAPORE

Celebrating  
**20**  
YEARS  
2003-2023

# SUSTAINABILITY, ECONOMICS, INNOVATION, GLOBALISATION AND ORGANISATIONAL PSYCHOLOGY (SEIGOP) 2023

1 - 3 March 2023



Brisbane | Cairns | Singapore | Townsville

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Creating a brighter future for life in the Tropics and beyond, through education and research that makes a difference locally, and globally.



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James Cook University Australia offers pathway, undergraduate and postgraduate programs at the Singapore campus of James Cook University.  
James Cook University | 149 Sims Drive, S(387380) | CPE Registration No.200100786K | Period of Registration: 13 July 2022 to 12 July 2026

# Welcome

## Sustainability, Economics, Innovation, Globalisation and Organisational Psychology (SEIGOP) Conference 1–3 March 2023 in Singapore

Following the successful International Conference on Business, Economics, Management, and Sustainability (BEMAS) 2021 and 2022 editions, the Centre for International Trade and Business in Asia (CITBA) at James Cook University, Singapore (JCUS), is pleased to announce the Sustainability, Economics, Innovation, Globalisation and Organisational Psychology (SEIGOP) Conference to be held on 1 – 3 March 2023 in Singapore, face to face! Ranked #1 on economic freedom (Heritage Foundation, 2021) and world competitiveness (IMD World Competitiveness Center, 2021), and #2 on ease of doing business (World Bank, 2021), tropical Singapore is a world-class transportation hub, digital frontrunner and global leader in economic development and entrepreneurial spirit. Against this backdrop, CITBA at JCUS aims to create a platform for academics, researchers, industry practitioners and students to disseminate their research findings with other global experts.

**Centre for International Trade and Business in Asia (CITBA)**

**James Cook University, Singapore**

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- Associate Prof Jacob Wood
- Dr Malobi Mukherjee

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Cork University Business School, Ireland

## Advisor

- Prof May Tan-Mullins

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# Conference Schedule

<b>DAY ONE- 1 March 2023</b> <b>PRE-CONFERENCE WORKSHOP AND WELCOME RECEPTION</b> James Cook University Singapore, 149 Sims Drive, Singapore 387380 Australian High Commission, 25 Napier Road, Singapore 258507			
<b>Time</b>	<b>Activity</b>		
<b>1330-1400</b>	<b>Registration and coffee</b>		
<b>1400-1600</b>	<b>"Advances in Assessment Workshop"</b> for Primary School Teachers, Secondary School Teachers By Mr Syed Mohamed, PBS, PK Lead Assessment Specialist (retired) Venue: E02-01	<b>1600-1700</b>	<b>"Publishing in top journals"</b> By Professor Eero Vaara, Professor in Organisations and Impact, University of Oxford, Saïd Business School On-line only Zoom link will be provided to those who registered. Kindly email <a href="mailto:seigop2023@jcu.edu.au">seigop2023@jcu.edu.au</a> to register.
<b>1600-1645</b>	<b>Networking Teabreak</b>		
<b>1645-1730</b>	Travel to Australian High Commission on own Venue: 25 Napier Road, Singapore 258507		
<b>1730- 2000</b>	Welcome Reception at the Australian High Commission Launch event for the Journal of Tropical Futures Venue: 25 Napier Road, Singapore 258507. Please bring your Eventbrite ticket/ QR code for entry		

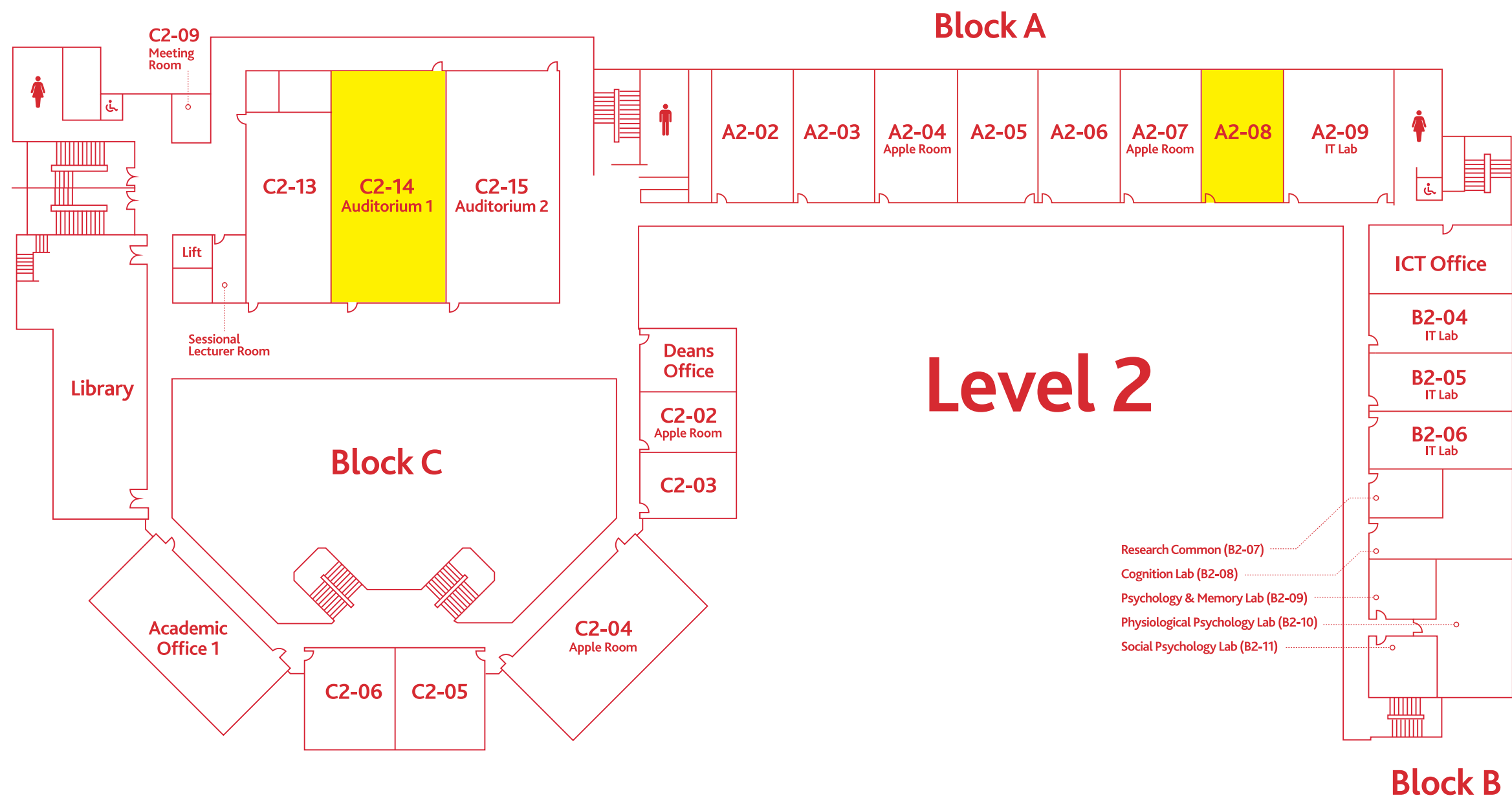
<b>DAY TWO- 2 March 2023</b> <b>SESSIONS</b> James Cook University Singapore, 149 Sims Drive, Singapore 387380			
<b>0830-0900</b>	<b>Registration and Coffee – Venue: C2-14</b>		
<b>0900-0930</b>	Introduction and welcome by chair of conference organizing committee, Emiel Eijdenberg Welcome by May Tan-Mullins Logistical updates Venue: C2-14		
<b>0930-1045</b>	<b>Keynote</b> Jonathan Reynolds, Associate Professor, Saïd Business School, University of Oxford Innovating for Sustainability: Insights from Retailing Venue: C2-14		
<b>1045-1115</b>	<b>Tea break</b>		
<b>1115-1245</b>	<b>Tourism 1, Venue: Tourism 1, Venue: C2-14.</b> <b>CHAIR: JUSAK JUSAK</b> a. Eva Lang, Alex Josiassen, Florian Kock: Spirituality in Tourism	<b>Organizational Psychology, Venue: E02-01</b> <b>CHAIR: SMITA SINGH</b> a. Arushi, Roberto Dillon, Ai Ni Teoh, Denise Dillon: Using Real-time Voice Analysis to Detect Stress in Virtual Reality to Improve Public Speaking – Challenges and Opportunities	<b>Healthcare, Venue: A2-08</b> <b>CHAIR: AI NI TEOH</b> a. Mugdha Hemant Belsare, Josip Burusic: A conceptual framework for impact of AIML in drug development within Pharmaceutical industry b. Usman Yusuf Dutse: Impact of Students' Village Residence on the Students and Host Community: A Study of Federal Polytechnic Bauchi, Nigeria (Online)

	<ul style="list-style-type: none"><li>b. Jogendra Nayak: Residents perception on sustainability of tourism-A case of India</li><li>c. Jusak Jusak: An Internet of Things Conceptual Model for Integrated Assistive Technology in Tropics Tourism</li></ul>	<ul style="list-style-type: none"><li>b. Smita Singh, Patrick Lin: Exploring the Role of Trust, Competence, and Likability in Fostering Workplace Relations</li><li>c. Eric Tham, Niaz Absadullah: Happiness and Learning Loss During Covid-19 School Closure</li></ul>	<ul style="list-style-type: none"><li>c. Varun R. Miralay: The adaptation and efficiency of a tele health system; observations from tele consultation in India (Online)</li></ul>
1245-1345	Lunch Canteen aircon room		
1345-1545	<b>Sustainable Business 1, Venue: E2-01</b> <b>CHAIR: HARUN HARUN</b> <ul style="list-style-type: none"><li>a. Jyoti Dua, Surbhi Gupta, Anil K. Sharma: Sustainable business practices and companies' cost of capital. Evidence from BRICS countries</li><li>b. May Tan-Mullins: Environmental outcomes of Chinese overseas foreign investment in ASEAN</li><li>c. Christine, W. K. Yip: Power Up Sustainability - a Lean-Agile Perspective for the tropics</li><li>d. Harun Harun, David Carter, Habib Khan: Finding better and sustainable technology of governance in support of small and medium enterprises: a study from ASEAN countries</li></ul>	<b>Information Technology, Venue: A2-08</b> <b>CHAIR: JACOB WOOD</b> <ul style="list-style-type: none"><li>a. Hemant Vilas Belsare, Jireh Hooi Inn Seow, CJ Meadows: A Conceptual Framework for Supporting High-value Innovation in the Large Medical Technology Industry</li><li>b. M. K. Rao, Soumanti Sinha: Turnover Intentions among Indian IT Sector employees: investigating the roles of generic paradoxical tensions, employee voice behaviour and paradox mindset</li><li>c. Jireh H.I. Seow: AI in IT Infrastructure Management and Support in Singapore</li><li>d. Linh Nguyen, Jungsuk Kim, Benedict Atkinson, Haejin Jang, Jacob Wood: The Use of Blockchain in Vietnam's Global Fishery Supply Chain Management (Online)</li></ul>	
1545-1615	Tea break		
1615-1815	<b>Sustainable Business 2, Venue: E2-01</b> <b>CHAIR: JAYDEN KIM</b> <ul style="list-style-type: none"><li>a. Jane Zhang, Maurizio Marinelli: The Global Journey of Sustainable Practices: A Study of Geely and its Innovative Practices in the Tropics</li><li>b. Chang H. Kim, Adrian T. H. Kuah, Pengji Wang, K. Thirumaran: Circular Economy and Consumer Acceptance: Product-Service Options using Conjoint Analysis and Kano Modeling</li><li>c. Jeffrey Ling: Supercharging Barramundi production through better understanding of Scale Drop Disease Virus (SDDV)</li><li>d. Jindu Cherian, Jireh H.I. Seow: Awareness, Measurement. Environmental Sustainability</li></ul>	<b>Human Resource Management, Venue: A2-08</b> <b>CHAIR: RATNA DEVI</b> <ul style="list-style-type: none"><li>a. Pooja Alfred Arambhan, Jireh Hooi Inn Seow, Bhanu Ranjan: Gender-Inclusive, Sustainable, Frugal, &amp; Innovative Methods in Succession Planning for Indian SME FoBs</li><li>b. Shane Whitfield, Jacob Wood: Understanding bias in recruitment decision making: the impact of work/life experiences in responding to diverse job candidates.</li><li>c. Ratna Devi: Skills-Based Volunteering: leverage on work-related skills(core, technical) in a changing work-societal environment— a Singaporean context</li><li>d. Elly Roberts, Jacob Wood: Exploring Employee Engagement in the New Zealand Healthcare Industry during the COVID-19 Pandemic</li></ul>	

<b>DAY THREE- 3 March 2023</b> <b>SESSIONS AND COMPANY VISIT</b> <b>James Cook University Singapore, 149 Sims Drive, Singapore 387380</b> <b>Schneider Electric IT Singapore Pte Ltd, 50 Kallang Ave, Singapore 339505</b>		
<b>0830-0900</b>	<b>Coffee</b>	
<b>0900-1100</b>	<b>Sustainable Business 3, Venue: E2-01</b> <b>CHAIR: THOMAS CHONG</b>	<b>Trade Finance and Economic Development 1, Venue: A2-08</b> <b>CHAIR: SOOK REI TAN</b>

	<ul style="list-style-type: none"> <li>a. Maria Cecilia Rojas Lopez, Hui Shan Loh: Last-Mile Delivery Innovations for Parcels Collection in Singapore</li> <li>b. Thomas Chong: Kicking the proverbial can down the road, across the border: Sustainability at Others' Expense</li> <li>c. Muhammed Lawal Inuwa, Friday Igbadumhe: E-Marketing, Technological Capabilities and Performance of Small Business Enterprises in North East Nigeria (Online)</li> <li>d. Vijay Bijlani, Jireh H.I. Seow: Small businesses beyond resilience: a functional structure approach to growth</li> </ul>	<ul style="list-style-type: none"> <li>a. Dae Eui Kim, Song Soo Lim: Market Power Analysis on Shrimp Import from Tropical Asia: A Korean Case</li> <li>b. Kenny Tee, Gopika Thilagar: Can Green Finance stimulate economy during COVID-19 pandemic?</li> <li>c. Xinru Luan, Jungsuk Kim, Jacob Wood, and Sook Rei Tan: An Empirical Study on the Impact of Trade Facilitation on Chinese exports to South American countries: The Case of Commodities and Electronic Products (Online)</li> <li>d. Vineeta Agrawal, Manisha Agarwal: Evaluating Financial Literacy Among Working Women in Pune: A Gender-Sensitive Approach (Online)</li> </ul>
<b>1100-1115</b>	<b>Tea break</b>	
<b>1115-1245</b>	<b>Tourism 2, Venue: E2-01</b> <b>CHAIR: PENGJI WANG</b> <ul style="list-style-type: none"> <li>a. Priyanka Ghosh, Priyanka Ghosh, Tania Chakravarty : Coastal Tourism and Sustainability: A Case Study of East Midnapur District, West Bengal, India</li> <li>b. Fenggui Chen, Jinglong Jiang, Yuhuan Jiang, Chao Zhang, Qingsheng Li: Spatio-temporal characteristics and driving mechanism of Hainan tourism development under COVID-19 epidemic situation (Online)</li> <li>c. Nicolas Hepp, Riley Lynn, Starling, Greta Elbracht, Miriam Sneha Rajkumar, Win Khant, Pengji Wang: Contemporary Employability Norms for Guest-Facing Hospitality Workers: Some Empirical Evidence during COVID-19 (Online)</li> </ul>	<b>Trade Finance and Economic Development 2, Venue: A2-08</b> <b>CHAIR: EMIEL EIJDENBERG</b> <ul style="list-style-type: none"> <li>a. Rael A. Onyango, Emiel L. Eijdenberg, Nelson Obange, Enno Masurel: Scoping the conveniences of mobile money for micro-entrepreneurs in Kenya</li> <li>b. Sook-Rei Tan, Changtai Li, Xiu-Wei Yeap, Wei-Siang Wang, Wai-Mun Chia: The Determinants of Economic Policy Uncertainty Spillovers And Spillbacks</li> <li>c. Rika Fujioka, Kazuhiro Kishiya: Retail development along with mobile payment methods</li> </ul>
<b>1245-1345</b>	<b>Lunch</b> <b>Canteen Air-con room</b>	
<b>1400-1430</b>	<b>Bus to Schneider Electric Learning Journey</b>	
<b>1430-1700</b>	<b>Schneider Electric Learning Journey</b> <b>Please refer to Appendix A for the programme</b>	
<b>1700-1715</b>	<b>Closing and next steps by Chair/ Co-chairs</b>	

# Campus Map





1 BLOCK E LEVEL 2 LAYOUT PLAN  
NTS

# Things to know

## Getting to the University



### MRT

**Aljunied MRT** **EW9**  
Approx. 10 min (850m) walk to campus

**Kallang MRT** **EW10**  
Approx. 10 min (860m) walk to campus

### Bus

**Blk 45 (80229)**  
Bus No. 64 and 125  
Approx. 4 min (300m) walk to campus

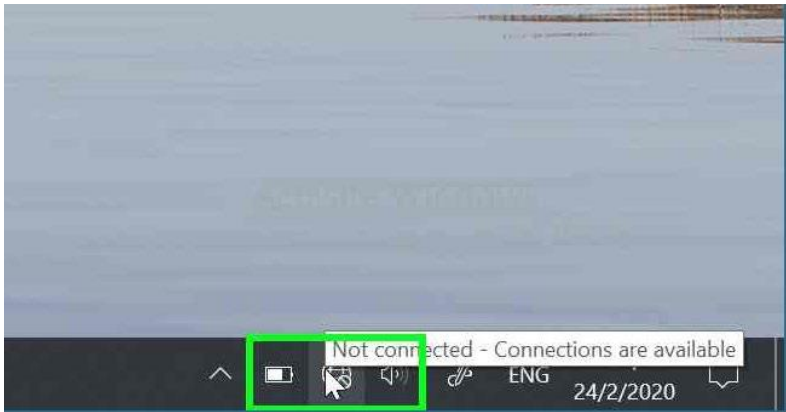
**Yi Xiu Factory Building (80071)**  
Bus No. 2, 13, 21, 26, 51, 62, 63, 67, 80, 100, 158  
Approx. 7 min (550m) walk to campus

**Opp Mohammed Salleh Mosque (80069)**  
Bus No. 2, 13, 21, 26, 51, 62, 63, 67, 80, 100, 158  
Approx. 9 min (730m) walk to campus

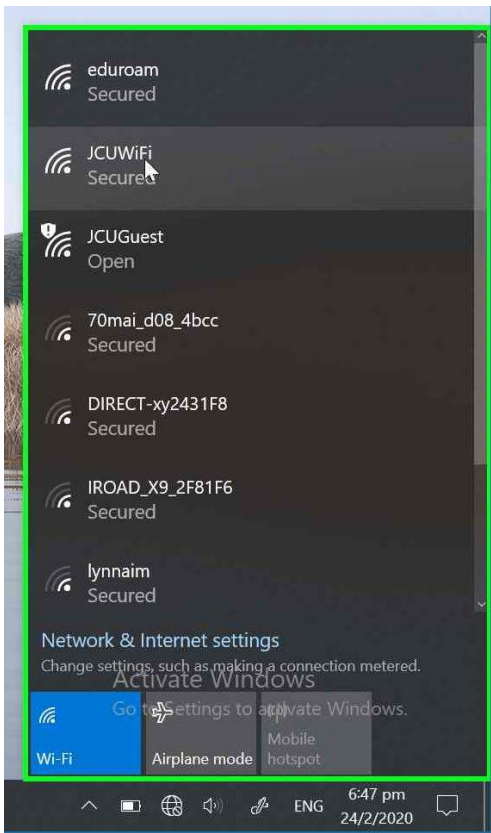
Connecting to JCUWiFi (For people without any data/internet access)

Windows laptops

Select the Wi-Fi option on the laptop



Select the JCUWiFi option from the list of networks



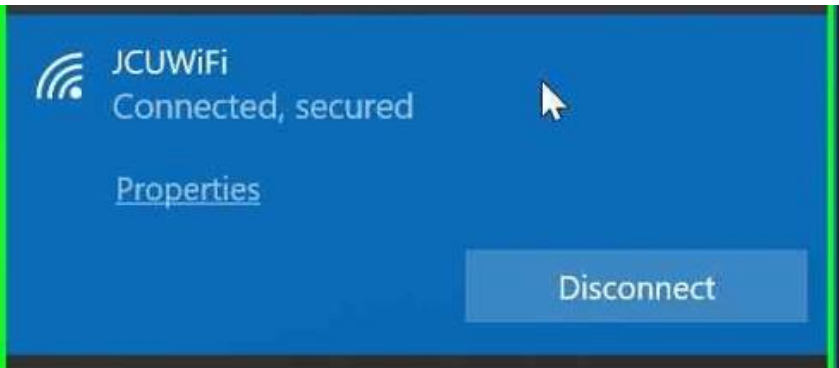
When prompted enter the 8-digit password that has been shared by the event organizer



Once you enter the 8-digit password click on next to connect to the Wi-Fi



Once you see the connected message the Wi-Fi has been connected and is available for usage.

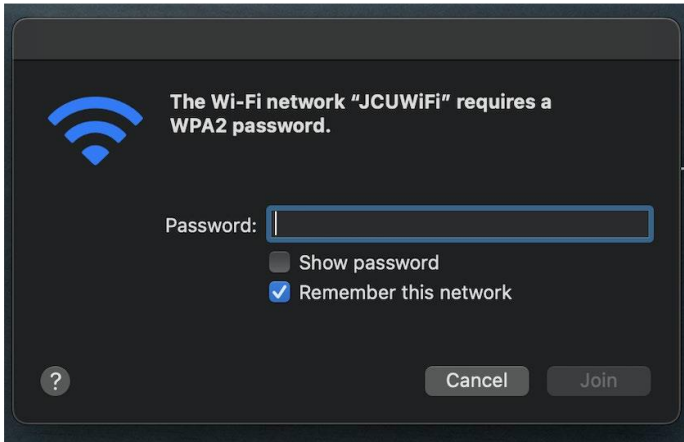


Apple Mac Laptops

Select the Wi-Fi options on the mac device. From the list select the JCUWiFi



When prompted enter the 8-digit password that has been shared by the event organizer



You are now successfully connected and can make use of the Wi-Fi

# Keynote Speaker



## Jonathan Reynolds

**Associate Professor in Retail Marketing, University of Oxford's Saïd Business School**  
**Deputy Dean at the University of Oxford's Saïd Business School**

### Innovating for Sustainability: Insights from Retailing

Retailing is one of the most ubiquitous but also creative and adaptive global economic sectors and is present in many forms across countries in the Tropics, ranging from traditional independent shops and markets to larger and more sophisticated modern formats. Retail businesses face particular challenges when it comes to sustainability: some consumers are becoming increasingly aware of sustainability issues (as well as in many cases being directly affected by the impact of such factors as climate change, or deforestation) and as a result more demanding of retail businesses; other consumers remain focused on consumption to achieve their personal economic goals.

In this keynote talk, Jonathan Reynolds reviews both the set of challenges facing retail businesses in the Tropics as well as the organisational responses as firms wrestle with these trade-offs, finding increasingly innovative ways, often through appropriate technology, to achieve sustainability goals within the context of economic growth.

### Speaker Bio:

Jonathan Reynolds is Deputy Dean at the University of Oxford's Saïd Business School and an Associate Professor in Retail Marketing.

Jonathan's research focuses primarily on the retail sector and he is one of the leading academic experts in this field internationally. He is recognised for his work in the areas of electronic commerce and omni-channel retailing, innovation & entrepreneurship in retailing, retail productivity and skills, and the role of place in marketing and retail management - in particular, the consequences for retail development and planning.

He is presently Deputy Director of the ESRC-funded Consumer Data Research Centre, a multi-million pound initiative run jointly by the Universities of Oxford, Liverpool, Leeds and UCL which has created a service that

has opened up the data resources routinely collected by the retail business sector to academic research, training and capacity building. He has also been Associate Director of the ESRC-funded Retail Industry Business Engagement Cluster (RIBEN), a £1.4m collaboration between Oxford, Southampton, Leeds and Surrey Universities.

His views are sought after by businesses, policy makers and the media. He is heavily committed to knowledge exchanger, actively seeking to ensure that his research can be widely disseminated amongst policy-makers and practitioners. While his academic expertise lies in marketing and geography, Jonathan's research activities have also extended into science and technology studies and strategic management.

He is a founding member of the Oxford Institute of Retail Management, and has been its Academic Director since 1999. The Institute undertakes a range of both commissioned and public domain research with direct relevance to practitioners, but which is nevertheless grounded within rigorous academic scholarship.

Jonathan read geography as an undergraduate at the University of Oxford, and then took an MA in Environmental Planning at the University of Nottingham, and a PhD at the University of Newcastle-upon-Tyne. He returned to Oxford in 1985 to work on research for the British retailer Tesco on the application of new forms of technology and e-commerce, following a post at the University of Edinburgh as founding Research Fellow for the Coca-Cola Retail Research Foundation. He has also been Visiting Professor at the Amos Tuck School of Business Administration at Dartmouth College.

He is a Governing Body Fellow at Green Templeton College, Oxford.

Pre-Conference Sessions

Publishing in Top Journals (Virtual)

This workshop focuses on publishing qualitative work in leading journals. The idea is to have a conversation about the challenges, to do some myth-busting, and to share learning points. The workshop will pay special attention to contribution.

In this workshop, Prof Vaara will share his own experiences about the challenges faced in publishing in top journals from the author, reviewer and editor perspectives. He will offer insights from case base studies, process studies, historical studies and discourse studies. While doing so he will share his views on how to be authentic, detailed and clear in argumentation and style of writing. Finally, he will provide his insights on what ‘contribution’ means in the context of the top journals. Here he will share his experiences to highlight the distinction between the papers which make it through the review process and those which do not succeed after initial review stages.

In this 90 minute interactive session, Prof Vaara will look forward to welcoming questions from fellow academics. Accordingly, a substantial amount of time will be reserved for questions aimed at having an open dialogue, sharing each other’s experiences.

Eero Vaara

Professor in Organisations and Impact, University of Oxford's Saïd Business School



Eero Vaara is Professor in Organisations and Impact at Saïd Business School at University of Oxford. He also serves as Visiting Distinguished Professor at Aalto University. His research focuses on strategic and institutional change. This includes strategy process and practice research, studies of radical change such as mergers and acquisitions, work on institutional change and legitimation, and research on multinational corporations, nationalism and globalization. What cuts across these research interests is an attempt to better understand how communication, discourses and narratives are used in and around organisations and how they construct organisational reality. This research has been published in a number of articles in the leading journals and several books. He has received several awards for his publications such as Roland Calori Prize for the Best Paper published in Organization Studies in 2003, OMT Best Published Paper Award 2014, and JIBS Silver Medal for Significant Contributions to International Business in 2019. He has served in editorial roles (e.g., Associate Editor

in Academy of Management Journal) and in leadership positions in international societies and associations (e.g., Chair of European Group for Organizational Studies, member of the Board of Governors in Academy of Management, and board member in Nordic Academy of Management, European Institute of Advanced Studies in Management, and Scandinavian Consortium for Organizational Research). He is an Academy of Management Fellow and a lifetime member in the Finnish Academy of Sciences and Letters and the Finnish Society of Sciences and Letters.

# **Presenter**

# **Abstracts**

# **Sustainable business practices and companies' cost of capital. Evidence from BRICS countries**

Jyoti Dua, Surbhi Gupta, Anil K. Sharma

Department of Management Studies, Indian Institute of Technology Roorkee, India.

## **Abstract**

The advent of the COVID-19 pandemic has highlighted the human vulnerabilities across the world. It has inculcated a sense of responsibility towards society at large over and above the individuals' personal gains. The massive rise in sustainable investments during the pandemic indicates that the agenda of investors has now shifted from mere profitability to a larger cause. On the other hand, the extent to which businesses adopt sustainability in their operations demonstrates their commitment to achieving a better future and act beyond the narrow objective of increased profitability for the betterment of society. In this study, we attempt to examine the impact of environmental, social, and governance (ESG) disclosure on the company's cost of financing in emerging markets. For this, we have compiled a dataset of over 300 non-financial companies from the BRICS grouping which is a representative of the five most prominent emerging economies in the world. The companies are selected from the benchmark equity indices of each market over a ten-year period from 2011 to 2020. ESG disclosure scores are used as a proxy for the extent of ESG compliance by the companies. Additionally, weighted average cost of capital (WACC) is taken as the proxy for combined cost of capital. Furthermore, to get deeper insights into the data, we have segregated the WACC into cost of equity (COE) and cost of debt (COD) to examine the impact of ESG disclosure on these components separately. Using a panel data approach, pooled and panel regressions are run to examine the relationship between ESG disclosure and cost of capital in the emerging markets. Our empirical findings indicate a negative association between ESG disclosure scores and COE, COD, and COC. The study will help policymakers and managers in making strategic decisions for their businesses to optimize their costs while adopting sustainable practices.

# **Using Real-time Voice Analysis to Detect Stress in Virtual Reality to Improve Public Speaking – Challenges and Opportunities**

Arushi, Roberto Dillon, Ai Ni Teoh, Denise Dillon  
James Cook University, Singapore

Stress during public speaking is common and adversely affects performance and self-confidence of individuals in various professional contexts. In the last two decades, virtual reality (VR) has been used in the field of psychology and human computer interaction to create simulations in order to induce and measure barriers to good public speaking skills, such as anxiety and fear. By reviewing the most significant papers published on major indexed journals across the past 20 years we outline how minimal research has been conducted to detect stress via auditory means in real time during public speaking. As a measurement criterion, the use of questionnaires and physiological parameters remains prevalent. Furthermore, to induce and provide feedback, past experiments relied on simulated audiences that are either scripted or controlled by outside human agents. In this context, we explore the current complexities, limitations and opportunities for novel systems that can provide more engaging and immersive experiences. Hence, we propose a conceptual framework for the development of a voice analysis-based stress-detection computational algorithmic model that can be integrated into a virtual reality or other multimedia application. The implementation of discussed model would then ultimately help users to gradually learn how to overcome their stress in real-time and improve their public speaking performance.

# Power Up Sustainability: A Lean-Agile Perspective for the Tropics

Christine Wing Kit Yip

Business Improvement Advisor, New Zealand

## Abstract

Sustainability from the ground up is the way for the tropic. This paper presents research and a framework to implement such a strategy from a practitioner perspective. This is a drastically different approach from the top down, hierarchical, authoritarian leadership commonly seen in the region. Businesses need to be resilient in a challenging business environment with ongoing uncertainty, and disruptions in technologies and the supply chain. Fear and fatigue bottled up over the past years due to the pandemic can trigger fight, flight, and freeze reactions, which act as roadblocks for sustainability and innovation. Lean-Agile practice empowers teams with greater accountability, creativity, and enables wellbeing at work. The Lean practice emphasis reduces organisational inefficiency and procrastination when it comes to the iteration and implementation of sustainability initiatives. The Four F Words is a framework with built-in agility. It is informed by research and practical experience in implementing sustainability initiatives. Free. Enabling possibility and flexibility in the ways of working from a lean and Zen mentality. Freeing from past burdens with a renewed sense of energy and allowing the day-to-day business activity as a practice to create calmness, reducing pressure amid chaos and a heavy workload. Focus. Sustainability in business as a critical focus, with innovation to address the changes in the environment. The Lean-Agile way of working is less authoritative in the organisational structure. Achievements in iteration and testing as new norms. Fun. Fatigue is a killer of creativity. Workers and leaders in Asian cultures spend 60-to-80% of our time working in the office or thinking and working. Hackathon events are examined as a way to ignite fun while being solution focused. Fire. Research shows a heartfelt vision and meaningful purpose across the end-to-end supply chain fuels the growth and speed of innovation.

**Keywords:** Sustainability, Innovation, Implementation, Lean-Agile, Team

# Market Power Analysis on Shrimp Import from Tropical Asia: A Korean Case

Dae Eui Kim, Song Soo Lim

Department of Food and Resource Economics, Korea University, 145 Anam-ro, Seungbuk-gu, Seoul, Korea

## Abstract

Shrimp is the most highly traded seafood product in the world. While tropical Asia is the leader in shrimp aquaculture and wild harvest, developed economies account for the lion's share of global shrimp imports. Studies show market power issues arise from trade imbalances, regulatory standards, and the non-competitive structure of the market. Market power is largely defined as the ability to alter prices away from competitive levels or affect product quality and trade requirements. A market power analysis would provide insight into the extent to which trade liberalization and market dominance have improved the global shrimp trade. Focusing on food safety regulation and quarantine standards in Korea, this study aims to perform the market power analysis on shrimp imports from tropical Asia, including Vietnam, Thailand, and Indonesia. A residual supply approach is adopted to estimate the buyer power of the importer. Using a monthly panel dataset, the residual supply model contains key factors contributing to market power's potential exercise. In particular, in addition to the quarantine measures, the empirical model includes market-specific demand and supply conditions for live, chilled, and frozen shrimps.

# Exploring Employee Engagement in the New Zealand Healthcare Industry during the COVID-19 Pandemic

Elly Roberts,  
Southern Institute of Technology, Invercargill, New Zealand

Jacob Wood,  
JCU Singapore Business School, James Cook University Singapore

## Abstract

This qualitative interpretive study explored employee engagement in the New Zealand healthcare industry during the COVID-19 pandemic. The setting for this research is the healthcare organisations across New Zealand. Participants consisted of 17 management staff (2 Chief Executive Officers and 15 Managers). Interviews were conducted online via Zoom using a semi-structured interview guide which aligned with the research questions on employee engagement. Data was analysed using thematic analysis. Peer-reviewed articles were compared to the interview responses to identify common themes that emerged during the research process. The research problems addressed are the negative impacts of the COVID-19 pandemic on employee engagement, factors that diminish organisational commitment, and strategies that boost employee engagement in the New Zealand healthcare industry during the COVID pandemic. Findings coincided with the theoretical frameworks used to guide this study which are the Social Exchange Theory (SET) and Job Demands-Resources (JD-R) Model. Results revealed that the pandemic had negative impacts on employee engagement among healthcare employees in New Zealand. Burnout associated with overwhelming job demands, extended work hours, and staffing shortages diminished organisational commitment. Open communication, appreciation, authentic leadership, succession planning, and a positive organisational culture were found to be effective in boosting employee engagement. Future practice recommendations include prioritising employee engagement surveys and acting upon employee feedback efficiently to achieve successful outcomes. Future research should be around exploring the economic implications of disengaged employees with one specific healthcare organisation to allow in-depth investigation of the distinct, individualistic, and multifaceted construct of the employee engagement research.

# Happiness and Learning Loss During Covid-19 School Closure

Eric Tham

James Cook University, Singapore

Niaz Absadullah

Monash University

## Abstract

COVID-19 school closure has disrupted education systems globally raising concerns over learning loss. Raw data for urban Malaysia shows that 34.5% of students during the first school closure in Mar-July 2020 experienced learning discontinuity. We use Machine Learning (ML) that significantly increases predictive accuracy of learning continuity to 76.4% from an unconditional probability of 65.5%. ML lists decrease in happiness, gender, health-seeking behaviour and pandemic awareness knowledge as key predictive factors. The paper further uses ML to probe the deterioration in children's emotional well-being (i.e. happiness and sadness levels) with recall and precision rates up to 85% and 90% respectively. Explainable AI lists gender, time spent on play and religious activity, and social-economic status as predictive factors that are otherwise incongruous. This paper is the first to link online learning continuity to emotional well-being. Based on the results, we develop a conceptual framework of learning continuity that formalizes the importance of investment in happiness.

## **Spirituality in Tourism**

Eva Lang,  
Copenhagen Business School, Denmark

Alexander Josiassen,  
Copenhagen Business School, Denmark

Florian Kock,  
Copenhagen Business School, Denmark

### **Abstract**

While traditionally interlinked with religiosity, spirituality is today used more broadly to include esoteric, mystic, and New Age beliefs and practices that centre on the individualistic search for meaning and purpose. Spiritual well-being, an outcome of spiritual experiences, has been linked to feelings of inner harmony and direction and thus to higher levels of happiness and reduced stress. Tourism scholars have acknowledged the potential of tourism to provide spiritual experiences and thereby contribute to consumers' well-being (e.g., Moal-Ulvoas, 2017). As such, spiritual tourism provides considerable business potential for tourism managers, especially in post-pandemic times. However, academics' and tourism managers' understanding and ability to leverage spirituality is considerably limited by three key shortcomings. Firstly, tourism studies often make no clear distinction between religious and spiritual tourism and typically approach spirituality from a religious point of view. Secondly, there is a lack of consensus regarding the definition of spiritual tourism. Thirdly, extant literature has focused primarily on tourists' experience of spirituality, yet has failed to validate spiritual needs as a driver of individuals' travel behaviour. Relatedly, a gap exists regarding the variables and personality traits that correlate with individuals' motivation to achieve spiritual meaning or fulfilment through tourism. This dearth of research leaves tourism practitioners ill-equipped to understand and cater to the growing market segment of tourists that travel for spiritual purposes (Moufakkir & Nouredine, 2017; Vada et al., 2020). Setting out to address these shortcomings, this study reviews the body of literature on spiritual tourism and proposes a conceptual framework that addresses tourists' spiritual needs. To this end, the study also advances a more nuanced understanding of the delimitation between religiosity and spirituality in tourism.

# Spatio-temporal characteristics and driving mechanism of Hainan tourism development under COVID-19 epidemic situation

Fenggui Chen,

Third Institute of oceanography, Ministry of Natural Resources, China

Jinglong Jiang

Third Institute of oceanography, Ministry of Natural Resources, China

Yuhuan Jiang,

Third Institute of oceanography, Ministry of Natural Resources, China

Chao Zhang,

Third Institute of oceanography, Ministry of Natural Resources, China

Qingsheng Li,

Third Institute of oceanography, Ministry of Natural Resources, China

## Abstract

Tourism plays an important role in promoting economic growth, employment, government revenue and national income. The era characteristics of the great development of world tourism have promoted the arrival of the climax of island tourism development and construction. At present, the international island resorts are mainly distributed in the tropics and subtropics, and the suitable climatic factors and good regional resources give the island unique advantages for its development. Tourism has become a major sector in the Indian Ocean, the Caribbean and the whole Asia-Pacific region. Some economies believe that tourism accounts for more than 50% of GDP and is a major source of direct employment. Hainan Province, the only tropical island province in China, is located in the internationally recognized golden holiday tourism belt in the world. Its ecological environment is first-class in China, and its marine tourism resources are extremely rich and unique. In the past ten years, the total income of tourism has continued to grow, and its proportion in GDP has steadily increased. In 2019, the province's total tourism revenue was 105.78 billion yuan, a year-on-year increase of 11.3%, and the total number of domestic and foreign tourists received was 83.112 million. The outbreak of COVID-19 at the end of 2019 caused the global tourism industry to slow down and cool down, which also had a great impact on the development of tourism in Hainan province. This study analyzes the development characteristics of tourism in Hainan province under the COVID-19 epidemic from two dimensions of time and space, and measures its driving mechanism by constructing the index system of driving factors of tourism development, using SPSS and other software to carry out factor analysis and multiple regression analysis.

# Finding better and sustainable technology of governance in support of small and medium enterprises: a study from ASEAN countries

Harun Harun

JCU Singapore Business School, James Cook University Singapore

David Carter

Canberra Business School, The University of Canberra

Habib Khan

Canberra Business School, The University of Canberra

## Abstract

The study aims to provide a better understanding of the institutional environment and key challenges associated with the adoption of technology of governance for small and medium enterprises in 10 ASEAN countries. The empirical data of the study was collected from a survey of 200 professional accountants in 10 ASEAN countries, in-depth interviews with 65 participants including SME owners, regulators, and government officials. It is found that although all ASEAN countries recognize the significant economic role of SMEs, incoherent and contradictory definitions of SMEs across ASEAN countries persist. Beyond this, there is a naive assumption among policy makers and the accounting profession who believe that the success of SME companies is how to become a big company like a multinational firm. Unfortunately, such an assumption has an impact on policy making in support of SMEs. Therefore, overall training, skills uptakes and technological support provided by the accounting, professional, international, and governmental bodies in ASEAN also fail to meet the real needs of SMEs from the economic and sustainability perspective of these entities. The study warns that micro-entrepreneurs have been excluded from all accounting service processes, standard-setting processes and government support according to the needs of SMEs. This study also enriches the previous literature's idea that the overall approach promoted by government agencies, accounting professional bodies and standard setters does not really reflect the real needs and sustainability of SMEs in the ASEAN region.

# A Conceptual Framework for Supporting High-value Innovation in the Large Medical Technology Industry

Hemant Vilas Belsare

S P Jain School of Global Management | Dubai · Mumbai · Singapore · Sydney, Bangalore 560 037, India

Jireh Hooi Inn Seow

Director, Innovation & Entrepreneurship Center (i2e) and Director, SPJ Angels' Network (SPAN), S P Jain School of Global Management | Dubai · Mumbai · Singapore · Sydney, 10 Hyderabad Road, Singapore 119579

C. J. Meadows

Director, Innovation & Entrepreneurship Center (i2e), S P Jain School of Global Management | Dubai · Mumbai · Singapore · Sydney, 10 Hyderabad Road, Singapore 119579,

## Abstract

This paper proposes a conceptual framework that identifies internal and external elements that support high-value innovation in the large medical technology industry in North America, Europe, and Asia. While there are several types of innovations, including open, closed, incremental, sustaining, radical, and disruptive, this study focuses on high-value innovation. High-value innovation involves the pursuit of differentiation, cost, quality, and scalability, all at the same time. The traditional approach to market differentiation is to pick between the contrast of higher-value and lower-cost, but when low-cost, high-value, high-quality, and scalability are effectively integrated, this is regarded a movement toward attaining high-value innovation. So far, there is lack of literature on the factors that drive high-value innovation in large medical technology enterprises. There are very few studies on how new insights might be leveraged to develop effective responses to the internal and external environmental factors of innovation so as to inform the top management of the large medical technology industry. As such, this study aims to provide new insights into successful responses to internal and external environmental factors of high-value innovation to the top management of such firms. This model is based on a systematic literature review of most relevant ABDC journal publications and unstructured interviews with management and professionals in the large medical technology industry. Future research on confirming this conceptual framework as well as discovering the most and least influential factors of high-value innovation will involve the formal collection and analyses of empirical data.

# **Residents perception on sustainability of tourism-A case of India**

Jogendra Nayak

Department of Management Studies  
Indian Institute of Technology Roorkee.

## **Abstract**

Tourism has been a major industry for several countries in the world, especially developing economies. It has helped in employment and foreign exchange generation. But recently a new debate has emerged regarding the sustainability of the tourist places/destinations. It has mainly risen due to over-tourism, which has become a cause of concern for the residents and policy makers in those destinations. Some of the tourist places such as Bhutan have started a sustainable development fee to control the traffic inflow and protect the ecology. The flow of tourists has increased over time with the development of social media and online travel sites, which has acted as moderators. This study aims to investigate the resident's perception of tourism in various tourist destinations in India. Data was collected from residents in the select tourist destinations using a random sampling method. Data purification was done and common method bias was checked before the final data analysis. Factor analysis was done for data summarization and PLS-SEM was used to test the relationships in the conceptual model. The response of the participants was mixed. On one hand, participants felt that tourism positively affected the infrastructure growth and the economy whereas on the other side it hurt socio-cultural values and environmental factors. The study suggests that the participation of all the stakeholders especially residents must be ensured before any decision is taken by the policymakers to ensure residents participation and cooperation. Better host-tourist interaction facilities should be developed and a sense of duty and pride among the residents need to be inculcated among the residents for better tourism development.

# **The Global Journey of Sustainable Practices: A Study of Geely and its Innovative Practices in the Tropics**

Jane Zhang, Co-Founder,  
The Global Education Hub; The Sino-British College, USST

Maurizio Marinelli,  
University College London (Institute for Global Prosperity)

## **Abstract**

The scholarship on globalization has developed in parallel with the relevant de-globalization (or even anti-globalization, re-localization or local autonomy) studies, especially in the past twenty years. The conundrum between the global and the local forces has raised new questions due to the global effects of the Covid-19 pandemic and the rising geopolitical conflicts. Nevertheless, globalization remains one of the fundamental drivers for corporations to expand beyond national borders and seek new international collaborations and business developments. The rationale for a corporation's outward-oriented strategy could be to fulfil the growing demand of consumer needs, and/or to help tackle the challenges brought by the rapidly changing environment through collaborative efforts. This research will focus on Zhejiang Geely Holding Group Co., a multinational Automotive Company - commonly known as Geely, and analyze the sustainability of the company's innovative practices in the Tropics. Under the Geely Group, Volocopter (the pioneer of urban air mobility) completed its first public manned flight in Marina Bay, Singapore. Moreover, the Holding Group also acquired stakes in Proton and Lotus from Malaysia DRB-HICOM Group and became Proton's exclusive foreign strategic partner. In addition, its Asia Pacific Division is fully responsible for its Automobile business in this region, with the main market covering the Philippines and the markets to be entered including Vietnam, Indonesia, Malaysia, Thailand, etc. Hence, this research aims to explore how Geely made such a journey and what are the key elements that sustain their business practices in the Tropics.

# **Circular Economy and Consumer Acceptance: Product-Service Options using Conjoint Analysis and Kano Modeling**

Chang H. Kim <sup>a</sup>, Adrian T. H. Kuah <sup>a</sup>, Pengji Wang <sup>a</sup>, K.Thirumaran <sup>a</sup>

<sup>a</sup>JCU Singapore Business School, James Cook University Singapore

## **ABSTRACT**

Electronic waste, or e-waste, is a growing concern around the world in terms of its escalating volume and the toxicity of materials contained within. However, research on sustainable consumption and production to reduce e-waste has been mostly neglected, especially in the Asian context. An integrative approach that starts from producer-dominant logic to customer-dominant logic (CDL) can create a stronger product service system (PSS) informed by consumer preferences. Using the CDL approach, this paper assesses South Korean consumer acceptance of PSS elements for refrigerators. To that end, an exploratory sequential mixed methods design was used, namely, a qualitative phase of focus group study followed by a quantitative phase of conjoint analysis and Kano modelling with survey data from 244 consumers. Our results suggest that a PSS composition of durability, energy efficiency, long-term warranty with replacement and upgraded parts received the highest priority by consumers. On the other hand, other PSS elements such as refurbishment, modular/bespoke products, customer education, leasing/rental, using recycled components, and regular maintenance were of lesser interest to consumers. This study contributes to the PSS and CDL literature by providing empirical and methodological insights to understand consumer acceptance of circular economy and value propositions for refrigerators in a PSS model.

# Supercharging Barramundi production through better understanding of Scale Drop Disease Virus (SDDV)

Jeffrey Ling

James Cook University, Singapore

Barramundi or Asian Seabass (*Lates calcarifer*), is an important farmed food fish in Singapore. The sustainability of the Asian Seabass farming depends on effective management of the diseases affecting the fish. In recent years, we identified a new catastrophic virus - Scale Drop Disease Virus (SDDV) in Barramundi. The virus has been associated with mortalities ranging from 40-50% in the cultured fish. Here, we reviewed the current understanding of SDDV in Barramundi. A search was conducted on Scopus using keywords (“scale drop OR “scale loss”) AND (“barramundi” OR “asian seabass” OR “lates calcarifer”). 11 articles were considered relevant and included. SDDV is typically characterised by scale loss. They are often accompanied by non-specific lesions, including darkened bodies, fin and tail erosions, and sometimes cloudy eyes, and red bellies. These signs could be due to other infections or poor water quality. Further histopathological investigations showed that infected fish had extensive vasculitis and associated necrosis, particularly in spleen and kidney. Currently, there is no established treatment or preventive measure that is safe and effective in controlling the infection under commercial production conditions. Recently, a recombinant MCP protein produced in E. coli vaccine showed a relative protection against mortality of 91%, when compared with the control. However, it is not yet commercialised. Researchers also attempted to develop molecular based diagnostic tests to detect SDDV that could be used for screening incoming stock. This ensures that only negatively tested stock is introduced to an aquaculture facility. This however is not yet an established practice in barramundi farms. In this review, we found that there was a lack of studies on the pathogenesis and epidemiology of SDDV. Hence, to further our understanding of the complex pathogen-host-environment relationship of SDDV to ensure sustainable productions of Barramundi, we propose to develop a SDDV disease challenge model.

# **An Internet of Things Conceptual Model for Integrated Assistive Technology in Tropics Tourism**

Jusak Jusak

School of Science and Technology, James Cook University, Singapore

## **Abstract**

Tropics region which geographically lies between latitude 23 degrees 30 minutes north and south poses specific natural conditions that influence people, culture, and tourism behavior. Some of the distinctive features of this area are including mean annual temperature of 25 degrees Celsius, abundance of sunshine, heavy precipitation which occasionally can induce Monsoonal rainfall, high levels of humidity, dense vegetation of rainforest, and diverse marine life. These properties drive tourism activities that are significantly difference from other parts in the world. Therefore, the way assistive technology used to maintain sustainability, customer satisfaction, and finally improve overall quality of tourism industries in this area may attract special attention. In this paper, we propose a conceptual model of Internet of Things (IoT) system consisted of specific sensors required for tropics environment embedded on point of interest (POI) devices, network infrastructure and communication protocols to deal with vast amount of data and low latency transmission, secure storage for consumer data, navigation, and geographical attraction data collection. The proposed system can provide benefit for online operational monitoring and tracking visitors' movements to quickly detect any disruption on the spots such as traffic collision and missing person. On the other hand, the system can potentially be used as an early warning system when disaster like land slide, tsunami, and flood take place. Finally, several other aspects related to security, privacy, and interoperability of the proposed system will be addressed to achieve its optimum functionality.

# Can Green Finance stimulate economy during COVID-19 pandemic?

Kenny Tee

JCU Singapore Business School, James Cook University Singapore

Gopika Thilagar

JCU Singapore Business School, James Cook University Singapore

## Abstract

The study aims to measure the link between green finance and economic growth during COVID-19 pandemic. COVID-19 pandemic induced more financial uncertainty globally. Raising green funds has now become more challenging than ever. The COVID-19 pandemic has changed the scenarios and priorities of countries toward environmental issues. In response, this study is an attempt to understand the role of green financing in economic growth during the pandemic. Using Global Green Finance Index (GGFI) of 80 major cities in the world, we break our sample into high-, upper middle-, lower middle-, and lower-income economies, we test how green financing impacts economic growth. The study uniquely contributes to the literature by examining the contribution of green finance to economic growth. This helps in verifying whether green financing achieves its stated intention of balancing economic development and environmental issues. In addition, it unifies green finance, environmental benefits, and economic growth into one model and draws conclusions from it that are currently lacking in the literature. Furthermore, whereas prior studies focus on one country at a time, this study considers and compares many cities across different countries.

# The Use of Blockchain in Vietnam's Global Fishery Supply Chain Management

Linh Nguyen

Graduate School of International Studies (GSIS), Sogang University, Seoul, South Korea

Jungsuk Kim

Department of Economics, Sejong University, Seoul, Korea

Benedict Atkinson

JCU Singapore Business School, James Cook University Singapore

Haejin Jang

JCU Singapore Business School, James Cook University Singapore

Jacob Wood

JCU Singapore Business School, James Cook University Singapore

## Abstract

Traceability has emerged as a fundamental to sound management of logistics and supply chain in the food industry where there is high consumer requirements of transparency and quality assurance. The fishery export industry in Vietnam is one such example that requires long-term solutions for prevailing problems of information asymmetry and low transparency that entails the decrease in product quality and multiple rejections from major importers. This study investigates a blockchain-based traceability framework for traceability in the fishery supply chain management of Vietnam. The study seeks to achieve four objectives. First, to provide a comprehensive analysis of the advantages and potential applications of blockchain to the characteristics of Vietnam's fishery profile. Second, to present an application framework that consists of four stages, with the aim of improving transparency and security of transaction information by adopting IoT and Blockchain in each of the connection throughout the fishery supply chain. Third, to demonstrate five transformation phases of blockchain application to Vietnam's SMEs in the fishery industry. Finally, to establish a set of policy implications based around the infrastructural, human capital and regulatory gaps that exist in the fishery industry in Vietnam and affect blockchain. Overall, the analysis provides substantial cause for optimism about the role of blockchain as an engine of growth in Vietnam's fishery export industry.

# An Empirical Study on the Impact of Trade Facilitation on Chinese exports to South American countries: The Case of Commodities and Electronic Products

Xinru Luan,  
Graduate School of International Studies (GSIS), Sogang University, Seoul 04107, South Korea

Jungsuk Kim  
Department of Economics, Sejong University, Seoul 05006, Korea

Jacob Wood  
JCU Singapore Business School, James Cook University Singapore

Sook Rei Tan  
JCU Singapore Business School, James Cook University Singapore

## Abstract

Following significant reduction in tariff levels, trade flows have become increasingly influenced by other factors, such as the level of trade facilitation. In order to examine these developments, our research empirically assesses the impact of South American countries' logistics performance levels on exports from China. Our methodological approach utilizes a Logistics Performance Index, tariffs, and signed FTAs to analyze the level of trade facilitation. Moreover, to further investigate their impact, a gravity model was developed and the Feasible Generalized Least Square regression approach was used. We found that the level of trade facilitation has a positive correlation with China's exports in relation to the overall merchandise trade and E-products at 2-digit HS code level. For E-products at 4-digit HS code level, both LPI and tariff have no significant effect on trade, while signing an FTA has a negative effect on trade.

## Awareness, Measurement, Environmental Sustainability

Jindu Cherian

SP Jain School of Global Management

Jireh H.I. Seow

SP Jain School of Global Management

### Abstract

Sustainability touches many areas of our economy from how we decarbonize our business operations to responsible employment. Sustainability has become a strategic priority for organizations. There are four important aspects of building sustainability in organizations: decarbonization, water management, social responsibility including responsible employment and supply chain practices and the circular economy. Many people are now using sustainability metrics as an indicator for which companies they will work for, invest in, or buy from. In addition, socially responsible investing, along with environmental, social, and governance (ESG) criteria, now appear regularly in the media and in investment prospectuses. The market for ESG-focused exchange-traded funds has been among the world's hottest investment areas for more than two years now. Global sustainable fund assets almost doubled from April to September 2021, and they reached \$3.9 trillion at the end of September 2021 (Morningstar, 2021). However, any organization with a goal to reduce their organizational environmental impact would also need to develop a multi-year strategy to decarbonize, figure out how to make it data driven, and automate carbon footprint tracking and reporting. Such practices would also help these organizations to meet government regulations and enhanced compliance requirements (e.g., Task Force on Climate-Related Financial Disclosures, Sustainability Accounting Standards Board, and Global Reporting Initiative).

# Turnover Intentions among Indian IT Sector employees: investigating the roles of generic paradoxical tensions, employee voice behaviour and paradox mind-set

M.K. Rao

Department of Humanities and Social Sciences, Indian Institute of Technology, Kharagpur. Kharagpur 712302, West Bengal, India.

Soumanti Sinha,

Department of Humanities and Social Sciences, Indian Institute of Technology, Kharagpur. Kharagpur 712302, West Bengal, India.

## ABSTRACT

Organisational life is filled with paradoxical tensions, which are understood as simultaneously existing contradictory elements that persists over time. Although largely dormant, these tensions gain salience under conditions of change, as was the recent COVID 19 pandemic, and under situations of scarcity and plurality. Set in the backdrop of the Great Resignation, the present study caters to the problem of employee retention, and aims to study the effect of the experience of generic paradoxical tensions on turnover intentions. A process model is proposed based on Hirschman's Exit-Voice-Loyalty model and on the Conservation of Resources Theory with employee voice behaviour as the mediator and paradox mindset as the moderator in the tension-turnover intention link. Data collected from 285 IT Sector employees in India through standardised self report measures and analysed by Structural Equation Modelling (SEM) revealed that generic paradoxical tensions were significantly and positively related to turnover intentions. Employee voice behaviour partially mediated this relationship. Multi-group SEM based analyses between employees high and low on paradox mindset confirmed its moderating role. This paper thus contributes theoretically to both mindset and voice behaviour literature, along with furthering our understanding of the stakeholder perspective to sustainable human resource management. The managerial implications lay in its relation to two dimensions of sustainability, namely retention of employees and ensuring their participation in the decision making process. Taken collectively, this conceptual model and its empirical validation thereof potentially further the attainment of SDG 8 (Decent work) and 16.7(Inclusive participatory and representative decision making at all levels).

## Evaluating Financial Literacy Among Working Women In Pune: A Gender-Sensitive Approach

Dr Vineeta Agrawal

Lexicon Management Institute of Leadership and Excellence

Manisha Agarwal

JCU Singapore Business School, James Cook University Singapore

### Abstract

For years women have faced ample challenges. Whether it is at home or the workplace, women have to tackle varying issues in their day-to-day life. The social status of women is now liberalized. Positive changes have been witnessed in the condition of women in India. Financial literacy further helps in promoting and empowering women. With this, financial literacy has become the need of the hour. The study is focused on working women in Pune, India. It accentuates the level of literacy among working women in Pune city. The nation has made noteworthy progress in all fields but the lack of women's involvement in financial matters has been a center of concern for years. For the study, a structured questionnaire was circulated among 103 working women in Pune to gauge their literacy level with reference to financial matters and their will to learn more about this subject. The results of the study have unveiled that working women are informed about financial matters to an extent and they want financial security but they still fall behind in terms of literacy. They have responsibilities of budgeting and retirement planning, but they do not have sufficient information. They do have financial freedom as they are in the urban areas, but they do not often become a part of financial decision-making. Most female respondents were not well versed with the investment opportunity available which ultimately stresses the need for financial literacy awareness programs.

# **Last-Mile Delivery Innovations for Parcels Collection in Singapore**

Maria Cecilia Rojas Lopez  
Singapore University of Social Sciences  
Hui Shan Loh  
Singapore University of Social Sciences

## **Abstract**

The last-mile delivery industry has been adapting and constantly implementing innovations to enhance its overall service. In recent years, with the ubiquity of e-commerce, the number of parcels to be delivered rapidly increased. This has created logistics and urban-transport challenges, especially in densely urbanised and populated areas – such as Singapore. Singapore is a tropical island country in South East Asia. Recognised as one of the most densely populated countries in the world, Singapore is also steadily becoming an example of a “smart-nation”. Since the year 2016, authorities and service providers have been working to improve the last-mile delivery system in the country. Initial developments included providers “dropping” parcels at shops; transport stations; or selected residences, for the customer to collect them later at their own convenience. Then, other innovations, such as automated self-collection parcel lockers, began to be implemented. As of the year 2022, a nationwide parcel locker network – available to all last-mile delivery providers – is accessible in Singapore. The virtually unmanned and 24-7 available lockers, can not only enhance logistics efficiency, reduce costs due to consolidation of goods, and minimise failed deliveries, but they also provide flexibility for customers for parcel collection. This paper presents an overview of Singapore’s evolution of last-mile delivery innovations, specifically related to parcel collection. A discussion on logistics, urban planning, and sustainability impacts of key developments is provided. While the focus of the study is in Singapore, pointers on how other (tropical) countries can take some learning points into consideration to improve last-mile deliveries are provided. Finally, a possible direction for future research and innovations is pointed.

# **A conceptual framework for impact of AIML in drug development within Pharmaceutical industry**

Mugdha Hemant Belsare

Swiss School of Business and Management (SSBM), Geneva, Switzerland,

Josip Burusic

SSBM Geneva, Swiss School of Business and Management, GBC - Geneva Business Center, Avenue des Morgines 12, 1213 Genève, Switzerland

## **Abstract**

This paper proposes a conceptual framework that focus on determining impact of AI in drug discoveries in pharmaceutical industry in India region by identifying internal and external determinants which are most significant to the success of the AI in Pharma. In the pharmaceutical sector, lowering prices and speeding up the development of new drugs has become a demanding and pressing issue. In the area of drug discovery and development, recent advances in machine learning and deep learning approaches have opened up lots of new possibilities. The pharmaceutical industry is expanding at a lightning speed in the pandemic time frame. The global pharmaceutical business is on the verge of a new paradigm, as rapid advances in artificial intelligence bring up the possibility of producing more effective drugs faster and at a lower cost. Artificial intelligence has the potential to revolutionized pharmaceutical industry as AI and new deep learning techniques have opened the pathway for modern drug development. Machine learning (ML) is a branch of AI that comprises the compilation of mathematical formulae and advanced statistics that researcher uses through algorithms to solve real-world issues. AI has the potential to increase drug approval rates, lower development costs, accelerate the delivery of pharmaceuticals to patients, and assist patients in complying to their treatment regimens. This model is based on systematic literature review of most relevant ABDC journal publications. Future research on confirming the conceptual framework, identifying most and least impactful factors, will involve formal collection and analysis of empirical data.

# **E-Marketing, Technological Capabilities and Performance of Small Business Enterprises in North East Nigeria**

Muhammed Lawal Inuwa

Department of Marketing, School of Business Studies, Federal Polytechnic Bauchi, Nigeria

## **Abstract**

Small Business Enterprises (SBE's) play a major role in the world economy accounting for humongous economic development and employment growth. On the other hand, the revolution in information technology (IT) and communications has changed the way people conduct business today. The reinvention of marketing requires a cursory examination of relationship between e-marketing and performance of SBE. The need to carry out research on e-marketing and performance of small Business Enterprises is of utmost importance. The study was conducted for the purpose of examining the impact of marketing tactics on performance of Small Business Enterprises in Bauchi Metropolis Nigeria. A Descriptive survey research design was employed for the study. The population of the study comprised 526 registered Small-scale enterprises in Bauchi metropolis and a sample size of 176 was determined through the krejcie and Morgan method. Primary Data required for the study was collected via a four-point scale structured questionnaire. A Cronbach Alpha reliability coefficient of 0.79 was obtained. The data was analyzed using Mean and Standard Deviations for the research questions while inferential statistics of Linear Regression was employed to test hypotheses at the significance level of 0.05. The study found that content, marketing mix, endorsement, sponsored posting, referral and competitive marketing strategies have significant influence on the performance of Small-scale business in Bauchi metropolis. Consequently, it was concluded that marketing tactics have a positive impact on performance of Small Business Enterprises in Bauchi metropolis. Chief among the recommendations was that; proprietors of Small-scale business should deploy time tested E -Marketing tactics to enhance their business performance. This study may present a clearer view towards the published work in the field of e-marketing. Beneficiaries of this research include researchers and academicians, industrialists, policy maker and practitioners. The outcomes of the study illustrate the research gap between e- marketing and performance of SBEs. It may also facilitate better approach towards accumulated knowledge in the field of study.

# Gender-Inclusive, Sustainable, Frugal, & Innovative Methods in Succession Planning for Indian SME FoBs

Pooja Alfred Arambhan  
S P Jain School of Global Management  
Jireh Hooi Inn Seow,  
Director, i2e and S P Jain School of Global Management  
Bhanu Ranjan  
S P Jain School of Global Management

## Abstract

India has recently recorded the fastest economic growth amongst all of the major world economies, making the country currently the fifth largest economy in the world. 89% of the Gross Domestic Product (GDP) of India is contributed by family-owned businesses (FoB) that employ 75% of the work force; yet there exists a gaping void in the participation of women in top leadership positions and gender inequality remains a key development issue. Furthermore, the recent Covid-19 global pandemic has aggravated sustainability challenges for these Small & Medium Enterprises (SME) FoB with increased importance being given to succession planning in the aftermath of the Covid crisis. As a result, FoB are forced to adopt frugal innovative methods for inter-generational sustainability. The authors conducted a systematic literature review between 2020-2022 to delve into the various innovative methods adopted by SME FoBs and their implications on gender inclusivity as a key human capital to propose suitable recommendations. Gender inclusivity in the long-term planning of SME FoBs positively impacts the economic and social upliftment of the country as well as addresses the rising disparity of female economic participation witnessed during the Covid-19 global pandemic. This study also proposes implications for FoBs, academics, and policy makers to assist the inter-generational sustainability of FoBs and bridge the prevalent gender gap so as to improve India's 124<sup>th</sup> position out of 190 countries on the Gender Inequality Index as rated by the World Bank (2022).

# Contemporary Employability Norms for Guest-Facing Hospitality Workers: Some Empirical Evidence during Covid-19

Nicolas Hepp

Independent Academic, AviAlliance

Riley Lynn Starling

Independent Academic, Sodexo Singapore Pte. Ltd.

Greta Elbracht

Independent Academic, Cunard Line

Miriam Sneha Rajkumar

Independent Academic, Rakuten Symphony Singapore Pte. Ltd.

Win Khant

Independent Academic, Phoe La Min Shopping Center

Pengji Wang

JCU Singapore Business School, James Cook University Singapore

## Abstract

The Covid-19 pandemic has disrupted industries and now poses uncertainties regarding the skills necessary for employability in a peri- and post-pandemic landscape. With limited options to work remotely, the hospitality industry has been especially perilous and forced to adapt. This research is informed by a thorough literature review into employability in hospitality and theories on employability in the pandemic. This study seeks to address the need for empirical evidence of contemporary employability norms through interviews of 14 hospitality workers and content analysis of 2,700 hospitality job advertisements from 158 different hotels and hotel groups. The findings of the job advertisements are compared with the interviews to reveal teamwork, communication, prioritization of guest experience, positivity, and flexibility as the top employability qualities. The paper argues that the top interview skills, like patience and emotional intelligence, should also be emphasized as they are not explicit in the job advertisements, which can be mistaken for a comprehensive description of employability qualities. The key skills mentioned in interviews are adaptability, patience, emotional intelligence, and innovation. The exploratory nature of this paper leaves many opportunities for further research, and meaningful implications for stakeholders.

# Coastal Tourism and Sustainability: A Case Study of East Midnapur District, West Bengal, India

Dr. Priyanka Ghosh

VISH, VIT-AP, Amaravati, Andhra Pradesh, India

Dr. Tania Chakravarty

VISH, VIT-AP, Amaravati, Andhra Pradesh, India

## Abstract

Coastal tourism can be defined as a process in which tourists visit people and places along the coasts as well as experience natural and cultural resources in a coastal environment. Since the second half of the twentieth century, development of tourism along the coastline especially in tropical countries have drastically altered the delicate ecological balance of the coastal regions. With a total coastline of 7,516.6 km and 170 million people living in the coastal region, coastal tourism is becoming a fast-developing component of overall tourism industry in India. At present Digha, Shankarpur, Mandarmani, Tajpur are some of the most popular tourist destinations in West Bengal, India. Situated on the coast of East Midnapur District, West Bengal, these sites fall under the CRZ-1 which is extremely vulnerable to coastal erosion. From 1950s the government of West Bengal actively promoted Digha as a tourist spot. As the popularity of Digha increased, the nearby beach of Shankarpur also started attracting tourists' attention. On the other hand, Mandarmani and Tajpur remained relatively unknown until 1990s. Both of these sites have developed well-known tourist sites in the past two decades. This has been associated with a boom in hotel and seaside resort development leading to a drastic change in land use patterns. Today, the website of West Bengal Government Tourism Department promotes Tajpur as 'one of the most hidden beaches of India.' Interestingly, the elements of attraction mentioned in the website for Tajpur – virgin beach, natural vegetation, red crabs and moderate to little tourist presence – were previously applicable to Digha, Shankarpur and Mandarmani. This brings us to the question of the impact of tourism development on land use-land cover of the coastal areas of East Midnapur and what such changes imply for the future of the tourism industry in this coastal belt. This paper examines the transformation of East Midnapur coastal belt as a tourist destination by studying land use data from different sources (i.e., primary and secondary data). Collation of these data can provide a better understanding of the impact of tourism on East Midnapur and offer sustainable solutions in managing tourism-related investments along the coast of West Bengal.

## **Scoping the conveniences of mobile money for micro-entrepreneurs in Kenya**

Rael A. Onyango

School of Business and Economics, Vrije Universiteit Amsterdam, The Netherlands

Emiel L. Eijdenberg

JCU Singapore Business School, James Cook University, Singapore

School of Business and Economics, Vrije Universiteit Amsterdam, The Netherlands

Nelson Obange

Department of Economics, School of Business and Economics, Maseno University, Kenya

Enno Masurel

School of Business and Economics, Vrije Universiteit Amsterdam, The Netherlands

### **Abstract**

Knowledge of what mobile money means is of great importance for micro-entrepreneurs (i.e., those people running micro-enterprises) who operate in the rapidly changing digital environments of emerging economies. Mobile money is an innovative, no-frills mobile-based payment instrument, which enables a broad set of financial services such as remittance, payments, savings, credit, and insurance, by using ubiquitous mobile technology. An internationally acclaimed example of mobile money is “M-Pesa”, first launched in Kenya in 2007 and subsequently put into operation in multiple countries in sub-Saharan Africa. With over 40 million users of mobile money and problems of financial exclusion, mobile money could play a phenomenal role in emerging economies for both businesses and individuals. However, little attention has been devoted to contextual studies on mobile money use by micro-entrepreneurs in emerging economies, and its potential for entrepreneurship. It is in this regard that this research aims to establish what mobile money means to micro-entrepreneurs in emerging economies. Individual interviews with 23 experts, analyzed using the Gioia methodology, confirm that mobile money means many positive conveniences for micro-entrepreneurs. These conveniences include convenience for payments, real-time updates, savings and lastly convenience of obtaining loaning and overdraft facilities. Other than expanding scholarly knowledge, the findings provide useful practical and managerial insights for micro-entrepreneurs, stakeholders and practitioners. Specifically, tailored products that enhance micro-entrepreneurs’ mobile money savings, mobile money micro-insurance, and other improved overdraft facilities can also be developed. Further, this study also contributes to insights that could allow the development of transaction-based business models that are data-driven and useful for the growth and development of micro-enterprises. The potential for mobile money use for growing micro-enterprises in the tropics should therefore not be overlooked.

## **Skills-Based Volunteering: leverage on work-related skills (core, technical) in a changing work-societal environment — A Singaporean context**

Ratna Devi Pillai

JCU Singapore Business School, James Cook University Singapore

### **Abstract**

This article contributes to research on skills-based volunteering (SBV) by focusing on the experiences of individuals, companies and nonprofit organization to address the impacts from organizational and individual outcomes. Drawing on qualitative research with 18 individuals comprising of corporate social responsibility managers from 6 different companies, employee- volunteers, and the staff and volunteers from a nonprofit organization in Singapore, it demonstrates the nature of skills applied in volunteering that can become central to understanding workplace dynamics better. The article reveals how both management and employees are influenced by both strategic and personal motivations, combined with interpretation from nonprofit perspectives, together provides greater insights that can leverage skilled employee-volunteers".

# Retail development along with mobile payment methods

Rika Fujioka  
Kansai University

Kazuhiro Kishiya  
Kansai University

## Abstract

Since Christensen (2013) identified the dilemma of innovation, many studies have found its examples and counterexamples; O'Reilly and Tushman (2016, 2021) extended his work and studied organisational capacity to address rapidly changing environments and to transform their business over time. They pointed out that companies are required to compete in both mature businesses where they can exploit their existing strengths and new domains where they have leveraged existing resources to do something new. They also discuss from an organisational theory perspective why retailers with shops in competition with Amazon are struggling. This paper focuses on the Japanese retail market from the perspective of retail development, highlighting the fact that the existing system was so effective that retailers were slow to adopt the new payment methods and to restructure the retail system. The existence of convenience stores, for example, has been highly adapted to the Japanese market with customer purchasing data. Therefore, when new payment methods such as QR code and barcode payments were seen, they did not adapt well to the environment. Rather, platform businesses developed more quickly in China or tropical countries, where existing payment methods had not developed and the retail industry was still developing. During the COVID-19, Japanese government has provided policy support to encourage cashless and touchless payments. We surveyed both retailers and consumers in a standard city in Osaka Prefecture about the effects of this policy. Based on the results, this paper examines why cashless payment is less popular in Japan than in other countries, and the obstacles for retailers to adopt new payment methods. This will explore insights that may be useful to researchers, practitioners, and policymakers, in other retail environments.

# Understanding bias in recruitment decision making: the impact of work/life experiences in responding to diverse job candidates

Shane Whitfield

Southern Institute of Technology, Invercargill, New Zealand

Jacob Wood,

JCU Singapore Business School, James Cook University Singapore

## Abstract

Workplaces have become increasingly diverse as accessibility, acceptance, migration, and societal expectation have grown – but does this mean that everyone has an equal opportunity to have their skills and qualifications recognised, access to meaningful employment, and career progression opportunities? Burgeoning workforce diversity asks employers to think differently about recruitment, maximising potential, maintaining harmony, professional development, understanding difference, and ultimately keeping people safe from discrimination. This exploratory study has considered the impacts of life experiences, work experience, and demography on decision making during a recruitment process – with a particular focus on characteristics of diversity. A mixed-methods approach has been implemented to capture both quantitative and qualitative data and draw out findings of note in the comparison of experiences and diversity characteristics often expressed during recruitment. Participants have been drawn from within the social sector in Aotearoa, New Zealand and were questioned in relation to how diverse characteristics may influence their decision making; what preferences they may exhibit when choosing between similar candidates; how they perceive the expectations diverse employees may enter the workplace with; and how they value diverse perspectives within managing team dynamics. Through better recognising how life course experiences may influence decision making at the point of recruitment, it is hoped this study will support the development of tools, techniques, practices, and policies that reduce discrimination, enhance innovation, and ensure workplaces are both welcoming diversity and making the most of what it offers.

# Exploring the Role of Trust, Competence, and Likability in Fostering Workplace Relations

Smita Singh and Patrick K. F. Lin  
School of Social and Health Sciences, James Cook University, Singapore

## Abstract

Past studies have indicated the importance of likability and competence in driving relationships in various domains. Given the dominance of trust in any relationship formation, we aimed to investigate its role in a workplace setting. We examined the relationship between likability, trust, and competence in an experimental study. We hypothesized that trust would fully mediate the likability-work attraction relationship in workplace settings (Hypothesis 1) but the competence-work attraction relationship partially (Hypothesis 2). Undergraduate participants ( $N = 240$ ) learned about the competence (low vs. high) and likability (low vs. high) of a possible working partner and indicated their trust and attraction toward the partner. The design was a 2 (likability: high vs. low) x 2 (competence: high vs. low) x 2 (order of information presentation: competence-likability order vs. likability-competence order) between-participants factorial. Participants were randomly assigned to one of the eight experimental conditions ( $ns = 30$  per cell). Results showed that attraction was more toward a lovable fool (low competence, high likable) than a competent jerk (high competence, low likable). This finding was similar to previous literature indicating the preference for likability over competence. More importantly, trust entirely mediated the likability-work attraction link but not the competence-work attraction link. So, work attraction was due to the partner's likability via the activation of trust. Overall, our finding puts forth a comprehensive model for understanding workplace relations. It implies that a co-worker needs to be likable. A likable co-worker is automatically trusted. Therefore, trust is essential and more important than competence. Trust is associated with likability more than the competence of the co-worker.

# **Impact of Students' Village Residence on the Students and Host Community: A Study of Fedreal Polytechnic Bauchi, Nigeria**

Usman Yusuf Dutse

Member, Nig. Economic Society (MNES), Fellow & Inst. of Corporate Adm. (FICA)  
Dept of Business Administration and Management  
Federal Polytechnic, Bauchi

## **Abstract**

This study is on the impact of students' village residence on students of tertiary institutions performance and the host community. Federal Polytechnic, Bauchi was used for the study, it is located in Gwallameji community about 7km south of Bauchi metropolis along Dass/Tafawa Balewa road, Nigeria. In the study, questionnaire, direct observation and oral interview were used to generate data from the students, staff and people in the community; descriptive survey design, tables and percentages were used to present data. The data collected were analyzed using mean scores to answer the research questions. Any item with less than 2.50 was rejected as having no influence. On the other hand, it was accepted if it was 2.50 and above for having significant impact.. It was established that there is significant gap between demand and supply for hostel accommodation in higher institutions and that the increasing reliance on students' village residence outside the institutions has significant negative influence on their academic performance and their social development. It also have its economic impact as it attract different forms of business activities which provides sources of income, and reduces poverty in the host community. However, it was also evident that cult's activities, drugs peddling/consumption and insecurity become prevalent in the host community. Careful and coordinated effort is required on the side of government, schools administration and the community leaders to mitigate these challenges effectively.

# **The adaptation and efficiency of a tele health system; observations from tele consultation in India:**

Varun R. Mirlay  
HELYXON, I.I.T. Madras Research Park

## **Abstract**

The digital healthcare market in India is likely to reach an approximate magnitude of \$483.45 billion in 2024 growing at a C.A.G.R. of 27.41%. Tele health and mobile health dominate this growing trend. Arguably, the Covid pandemic lead to the increase in adoption by patients and doctors thereby accelerating growth in digital disruption. Digitization is predicted to save up to \$10 billion by 2025. Digitization with the integration of tele medicine technologies is transforming medical practice in India. Considering the transformations taking place, this study aims to determine the change in efficiency of a tele medicine system brought about by the application of the Co-efficient of progressive adaptation to reduce the number of steps required in the teleconsultation process. The study involves the observation and study of an information system that is the backbone of a healthcare tele consultation process. The efficiency of the old system is calculated based on the number of steps or time taken to complete a consultation. This is then compared with the number of steps or time taken to complete the consultation process in the new system to determine the change in efficiency. Therefore, the research aims to make conclusions on how the new system or process is made more efficient by the application of the Co-efficient of progressive adaptability. Additionally, the study paves the way for further exploration of the efficiency measurement of health care information systems which may be of interest to healthcare technology companies. This method of efficiency measurement being mentioned is being worked on practically with progressive research in the tele health sector in India with time difference calculation to determine efficiency.

# Small businesses beyond resilience: a functional structure approach to growth

Vijay Bijlani

S P Jain School of Global Management

Jireh H.I. Seow

Director, Innovation & Entrepreneurship Centre (i2e),

S P Jain School of Global Management, Singapore

## Abstract

India aimed to become a US\$5 trillion economy and create additional 50 million employment opportunities (Reserve Bank of India, 2020). Small businesses contribute only 28 percent to total India's GDP and this sector has the potential to grow at a faster pace (Reserve Bank of India, 2019). As such, the key question leading this research has been *“how can we help small businesses in India scale up?”* Small businesses are classified as micro, small, and medium enterprises and 110 million people in India are working in small businesses (Dun & Bradstreet, 2018). The findings suggest that workplace harmony and collectivism, business agility, and resource mobilization are the changes essential in enhancing business resilience, and thus equipping the small businesses with the ability to bounce back after COVID-19 pandemic (Hadjielias, Christofi, and Tarba, 2018). Small businesses can exhibit innovative and sensitive attitudes toward the changing conditions of the market. Yet, to have effective results, small businesses need to develop and apply compatible functional strategies and practices (Erdem and Erdem, 2011). This research employed participatory action research as a methodology with the researcher collecting the data being a practicing consultant to the small businesses.

## Kicking the proverbial can down the road, across the border: Sustainability at Others' Expense

Thomas Chong  
James Cook University, Singapore

### Abstract

All too often we hear about the need for sustainability. But are these achieved at the expense of another community (province or country)? Think about Bhopal, India. The Bhopal disaster, also known as the Bhopal gas tragedy, was a chemical accident on the fateful nights of 2–3 December 1984 at the city's Union Carbide India Limited (UCIL) pesticide plant. Considered possibly the world's worst industrial disaster in history according to The Atlantic (2018), more than 500,000 people were exposed to methyl isocyanate (MIC) gas, a highly toxic substance that made its way into and around the small towns located near the plant (Varma & Varma, 2005). The UCIL factory was built in 1969 to produce the pesticide Sevin (or carbaryl) using MIC as an intermediate. Indeed, the world needs pesticides but no, the pesticide-producing factory will not be located in one's own backyard but in someone else's, someone who needs the foreign direct investment, badly – perhaps for their economic survival. This “not-in-my-backyard” or NIMBY approach has resulted in countries like Ukraine hosting the Chernobyl plant – that's another disaster story worthy of another paper. More recently (in April 2022), around the American Indian reservation of Cass Lake in norther Minnesota, environmental activists voiced their concerns about the environmental harm the Huber Mill, a lumber mill, could cause, if approved. The community at large wishes for economic growth and timber products but they do not want the lumber mill to be located in their backyard or anywhere near their neighbourhoods. Thanks to comparative advantage and globalisation, customers from across the globe also wish for such timber products but they don't want the lumber mill in their backyard. So how sustainable are we, really?