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|  **INTERNATIONAL CONFERENCE Logo, company name  Description automatically generated****IC-EMID 2021****Schedule** **&****Abstracts** |
| **HOST PARTNERS**In Co-ordination with International Researchers as Key-note Speakers and faculties from The University of Sunderland in London andQAHE & Northumbria University London Campus UK**Hosted virtually** **London, UK****December 19, 2021**

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TIME SCHEDULE

**December 19, 2021 (Sunday):**

**9.00 AM-11.50 UK TIME**

Via ZOOM MEETING LINK

**Address: online via zoom link**

* Please keep your Acceptance email ready for the online login/ registration form before you come to the conference.
* Your ID might be required for the registration.
* Certificate of Participation (if paid for) will be sent online.

# PROGRAMME OF THE DAY : SUNDAY, 19TH DEC 2021

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| 1000-1010 | Welcome Address by Dr Vipin Nadda |
| Co-Organisers | Dr Sumesh Dadwal and Dr Vipin Nadda |
| Kenote Speakers |  |
| 1010-1020 | Dr Arshad JamalNorthumbria University London. **Dr. Arshad Jamal** is an accomplished academic and researcher with exceptional teaching, research, and scholarship abilities. As an active researcher, He has published research in peer reviewed journals and conferences. He has extensive Programme management experience in higher education with excellent track record of managing successful academic programmes and professional projects. In his teaching, he likes to apply technology enhanced and research rich teaching strategies. He has over twenty years of experience in teaching, research and practice and have delivered range of courses in the disciplines of IT and Business at undergraduate and postgraduate levels. Over the years, he has demonstrated knowledge and skills of programme design, session planning, effective assessment, awareness of diversity, working effectively with students, and application of professional value base in relation to teaching in higher education. A good team player with excellent networking, analytical and communication skills |
| 1020-1030 | Mr. Ian ArnottUniversity of Westminster UK**Ian**, has written published academic papers in the field of sports events management, is also a practitioner in event management delivery. This is predominantly in sports events, however in multisport where you have several disciplines taking place at any one time. Therefore, his knowledge is both that of an academic disseminating this to future event managers who are studying as well as those who work in the industry today. Part of the process when he is working in the delivery is working with key stakeholders in the emergency services and also National Governing Bodies in sport. |
| 1030-1040 | Dr Amit ShármaAs a Tourism Industry professional, over 19 years: Currently working as Vice President-Contracting &amp; Product Development at Abercrombie &amp; Kent (World’s biggest luxury travel business). In the past, worked for 11 years for Cox &amp; Kings (World’s oldest travel company).● PhD in Sustainable Development, Indian Institute if Management Calcutta Alumnus (EPBM-2008). Master’s in management, Science/chemistry &amp; Education● As Sustainability &amp; Innovation consultant for 7-8 years: For various MSME companies from the USA, Europe, Bhutan/Nepal and India. ● As an Academician for 9-10 years: A visiting faculty member for various universities and hospitality/tourism institutes for academic contribution, pedagogy development and innovation, Catalysing the integration of industry expertise and academic knowledge, focusing on youth empowerment &amp; skills.● Authorised several print media articles on various tourism/travel-related contemporary issues.● Awarded as “Leader of the Year award by the Institute of Supply Chain Management India.● An avid speaker in various academic and professional conferences advocating for sustainable practices in supply chain management in the travel industry. |
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| 1040-1050 | Dr Larry John- ***Dr. Larry Jones-Esan*** *h*as been working as an educationist, entrepreneur, and researcher in business management for over 20 years, with interests in strategic human resources management, career counselling, higher education knowledge management, strategic marketing management and much more. During this time. He has promoted UK education across the world, organising trade missions to India, Pakistan, Nepal, Ghana, Cameroon, Hong Kong, Thailand and Nigeria. He has also led training programmes in banking and finance, leadership and project management. |
|  | TopicTrade Development in AfricaTrade is key to long term, sustainable economic growth, and development in sub-Saharan Africa. Trade is vital to sub-Saharan Africa’s economic future and to improving lives and livelihoods. Africa currently holds about 2% of all world trade, which implies that Africa despite its wealth of natural resources is currently undermining these tremendous resources. It is quite disturbing that Africa currently has the lowest percentage of intra-regional trade in the world at 18%, compared with 70% in Europe, 55% in North America, 45% in Asia and 35% in Latin America-(AFRICA EXPORT-IMPORT BANK.).Extensive research has validated how impossible it is to achieve economic development without trade. It therefore puts Africa at a great disadvantage not trading enough with itself. |
| 1050-1100 | Dr Bilan Sahidi- Bilan Sahidi is a Senior Lecturer and Programme Manager at the University of Sunderland in London. He is a holder of a PhD in Philosophy, Politics and Sociology from the RWTH-Aachen University (Germany). He holds also three masters’ in Business (University of Sunderland), Marketing & Innovation from Anglia Ruskin University and Strategy. He is specialised in Hegelian Philosophy and very active in the current research on the Ultimate foundation of Raison and ethics. |
|  | AbstractThis paper aims to reconstruct the project of an ultimate grounding of reason and ethics in the perspective of transcendental pragmatics by K. O. Apel. The issue of the ultimate foundation of reason and ethics has been at the centre of the most significant philosophical controversies of our time. In response to the theoretical and practical challenges such as the ecological crisis, terrorism, the economic disparities between the Global South and The North etc, the transcendental pragmatics of K. O. Apel. tries to establish dialogical, transcendental, universal ethics of responsibility.K. O. Apel demonstrates through discourse and argumentation, the existence of transcendental statements and underlying ethical principles which constitute the transcendental condition of all intersubjective communication that aims at a consensus. These ethical principles according to K. O. Apel are universal, indubitable, irrefutable and un-circumventable because they constitute a priori condition of possibility of discourse or dialogue and therefore of any form of refutation as such. In other words, these ethical principles cannot be dismissed or refuted without a performative self-contradiction. |
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| 1100 | Over to Dr Sumesh Dadwal |
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| Presentation Session | Chair of the session-Dr Amit SharmaCo-Chair-Dr Bilan Sahidi |
| 1100-1115 | Husam HelmiThe role of educational institutions in embedding employability skills business management studies degrees: students’ viewpoint Higher education in the United Kingdom is increasingly expected to be further involved in the process of students’ development beyond the requirement of the discipline in terms of knowledge and is demanded to be an active contributor to skills development to further meet the needs of the labour market. The purpose of the study is to provide understanding of ways to embedding employability skills in the curriculum of business management studies degrees. This understanding would be generated through the literature and collection of data based on focus group including small number of female students at the final year of their studies based in the UK. To further enhance this understanding this study included several key themes in the literature review, data collected, and discussion of findings as the following: Students’ perception of the role educational institutions should play. The study identified several gaps existed based on students’ perceptions. |
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| 1115-1130 | Dr Victoria AfolabiInvestigating Entrepreneurial Success Factors of Businesses Owned by Nigerian Women in the UKPurpose: The aim of this study is to investigate the entrepreneurial success factors of Nigerian women entrepreneurs based in the UK. Design/Methodology: This is a qualitative research. The primary data is from small businesses run by Nigerian women entrepreneurs in the UK. The data collection was conducted through face-to-face semi-structured interviews, observations and published sources.Findings: The main findings indicated that Nigerian women entrepreneurs in the UK primarily depend on personal traits, self-funding, work experience, personal satisfaction, physical networking and family support for business success. The most significant entrepreneurial success factor was the personal success factors. The study provided feasible recommendations for Nigerian women Entrepreneurs based in the UK, to put emphasis on environmental success factors: online networking; taking advantage of social media platforms for easy and quicker reach of more customers and business partners. Further, this group of women entrepreneurs needs mentoring and partnership for business feasibility, cost sharing, improved quality of products and services. Originality: The contribution of the study based on the research outcome was a model for the entrepreneurial success factors of Nigerian women entrepreneurs in the UK. There are limited studies on the specific context of Nigerian women entrepreneurs in the UK and how these entrepreneurs can achieve entrepreneurial success, therefore creating a need for more empirical research. Hence, this study is an attempt to fill the research gap and contribute to a better understanding of Nigerian women entrepreneurs in the UK. This is of great importance to know, as there is still a low rate of participation of women in entrepreneurship in the UK. |
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| 1130-1145 | Husam HelmiStudents’ perception of employability in business management studies degrees: students’ viewpoint The purpose of the study is to provide understanding of female student’s perception of employability within business management disciplines. This understanding would be generated through the literature and collection of data based on focus group including small number of female students at the final year of their studies based in the UK. To further enhance this understanding this study included several key themes in the literature review, data collected, and discussion of findings as the following: Students’ Perception of employability and employers’ requirements. The study identified key gaps existed between students’ perceptions of employability and what can be expected in the outside world. The authors also could establish a new combined employability definition as the following: skills developed through academic, professional, social, and practical aspects during education that are required for employment in the labour market and to manage career prospects. This newly formed definition can serve as a base for future studies to further investigate ways of embedding employability skills within higher education offer. |
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| 1145-1200 | Hussin Alam**Social business initiative in the developed world**Social business is a form of commerce striking a balance between socio-economic objectives, falling somewhere between profit-maximizing businesses and non-profit organizations (Battilana & Lee, 2014). Social businesses work in most respects as for-profit companies, but because the social effect is the primary aim of this industry, all profits have to be invested back in the company (i.e. no dividends are paid out to the owners) or used to create new social companies to maximize the organization's effect. A prominent example of a social company is the Bangladesh-based Grameen Bank, which gives loans to the poor every year amounting to about one billion US dollars. The social business economy is currently still small, but it nevertheless becomes a stakeholder in its own right alongside for-profit companies, cooperatives, the state, civil society, and NGOs. The investors/owners would slowly recover the money invested in a non-profit organization, but after that, they take no share. The business purpose is specifically to attain one or more social objectives through the company's operations. The investors do not foresee any financial benefits. The business must be financially sustainable to cover all expenditures (remove plural - expenditure) while simultaneously fulfilling the social goals in fields such as healthcare, schooling, scarcity, environment, technology, weather urgency, etc. If the investor has been compensated for the initial expense, income stays within the organization to make its goal greater and increase the effect on society. Around the world 94 social business center. Social business working in the developed world like, France, Germany, Italy, Spain and Canada. This research will examine how social business work in the developed world. This research will compare social business activates development and developed counties. |
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| 1200-1215 | Dr Gorden Bowen |
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| 1215-1230 | Dr Emmanuel Offri |
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| 1230-1245 | Dr N Coung |
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| 1245-1300 | Networking  |
| 1300-1310 | Closing the Session by Mr Sanjay/Dr Sumesh Dadwal/Dr Vipin Nadda |