

International Conference on
**“Innovate, Adapt, Lead, and Sustain (IALS 2.0): Shaping the
 Future of Business**
under the theme of
“Bridging Borders: A Doctoral Research Exchange”

Date: February 20–21, 2026

Email: conference.ials@gmail.com

CONFERENCE PROGRAMME SCHEDULE

**INAUGURAL SESSION
 DAY 1: Friday, 20 February, 2026**

INAUGURAL SESSION (online)-MS Team

Session Chair(s):

- Dr. Karolina Lemańska - Master of Laws (LL.M.), Attorney-at-law, PhD Candidate - Tarnów College Academy of Applied Sciences in Poland (k.lemanska@tszw.edu.pl)
- Dr. Khagendra Nath Gangai - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (khagendra.gangai@sharda.ac.in)

Faulty Coordinator(s):

- Prof (Dr.) Zina Kyriakou - Professor of Entrepreneurship and Business Management, International Executive School, Strasbourg, France
- Dr. Swati Bansal - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (swati.bansal@sharda.ac.in)
- Dr. Refia Wiquar - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (refia.wiquar@sharda.ac.in)
- Prof (Dr.) Tejroi Naipaul - Professor of Business Finance and Economics, International Executive School, Strasbourg, France (tejroin@gmail.com)
- Prof (Dr.) Adama Ndjol Kouyate - Professor of Marketing, International Executive School, Strasbourg, France / Mohammed VI Polytechnic University (ankouyate@adamandjolkouyate.com)
- Dr. Wajeb Kansa - Assistant Professor of Business Management, International Executive School, Strasbourg, France (wajeb.kansa@ies.education)
- Anthony Jude Tun - Adjunct Lecturer in Business Studies, International Executive School, Strasbourg, France (anthony@ajtwellicity.com)

Student Coordinator(s):

- Rohit Raj (+91 7992243310)
- Radha Jha (+91 7303460475)
- Jessica Rani (+91-6900922366)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

MS Team Meeting

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmO4MjhlMzAtMmU2Mi00NWM1LWFjOWMtNzczYTJlNGU4YTEx%40thread.v2/0?context=%7b%22id%22%3a%226b17bb39-f5a0-471d-bf71-658cf2ceaf69%22%2c%22oid%22%3a%22a4a75e0a-9ae0-4d88-bcb1-0ade27432e27%22%7d

Meeting ID: 315 173 060 273 64

Passcode: Vp75KF7w

2:00 PM- 4:40 PM (IST) 9:30 AM -12:10PM(CET)	INAUGURAL SESSION
2:00 PM – 2:05 PM (IST) 9:30 AM – 9:35 AM(CET)	Welcoming the Guests
2:05 PM – 2:15 PM (IST) 9:35 AM – 9:45 AM(CET)	National Anthem - India and France.
2:15 PM – 2:20PM (IST) 9:45 AM – 9:50 AM (CET)	<p>Introduction to the Conference by Conference Conveners</p> <ul style="list-style-type: none"> • Dr. Jimmy Naipaul - Head of Research, International Executive School, Strasbourg, France (jimmynaipaul@ies.education) • Dr. Khagendra Nath Gangai - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (khagendra.gangai@sharda.ac.in) • Dr. Ajay Kumar - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India(ajay.kumar10@sharda.ac.in) • Prof. (Dr.) HariShankar Shyam - Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (harishankar.shyam@sharda.ac.in)
2:20 PM – 2:30 PM (IST) 9:50 AM – 10:00 AM(CET)	<p>Welcome Address: Dean, International Executive School, France & Dean, Sharda School of Business Studies, Sharda University</p> <p>Prof (Dr.) Zina Kyriakou - Dean of International Executive School, Strasbourg, France</p> <p>Email: zina@ies.education</p> <p>Prof (Dr.) Debasis Mallik - Dean, Sharda School of Business Studies, Sharda University</p>

	Email: debasis.mallik@sharda.ac.in
2:30 PM – 2:40 PM (IST) 10:00 AM – 10:10 AM (CET)	Address by: Prof. (Dr.) Bhuvnesh Kumar, Dean Research, Sharda University, Greater Noida Email: bhuvnesh.kumar@sharda.ac.in
2:40 PM – 2:50 PM (IST) 10:10 AM – 10:20 AM (CET)	Address by: Prof. (Dr.) Parma Nand, Honourable Pro-VC, Sharda University, Greater Noida Email: parma.nand@sharda.ac.in
2:50 PM – 3:00 PM (IST) 10:20 AM – 10:30 AM (CET)	Inaugural Address by: Prof. (Dr.) Sibaram Khara, Honourable Vice Chancellor, Sharda University, Greater Noida Email: sibaram.khara@sharda.ac.in
3:00 PM – 3:10 PM (IST) 10:30 AM – 10:40 AM (CET)	Address by: Dr. Soula kyriakou, IES President, International Executive School, Strasbourg, France Email: soula@ies.education
3:10 PM – 3:30 PM (IST) 10:40 AM – 11:00 AM (CET)	Address by Guest of Honour: Dr. D’vorah Graeser, Harvard University and CEO and Founder of Rocket Smart (RocketSmart.io) Title of Presentation: The Innovation Paradox: Building Sustainable Business Models in Our Winner-Take-All World Email: dvorah@kissplatform.com
3:30 PM – 3:50 PM (IST) 11:00 AM – 11:20 AM (CET)	Address by Guest of Honour: Renah Kang, Director of Luxury and Lifestyle at IHG Group Presentation: Luxury, Sustainability, and Wellbeing: The New Trinity of High-End Hospitality Email: renah.kangcasas@ihg.com
3:50 PM – 4:10 PM (IST) 11:20 AM – 11:40 AM (CET)	Address by Guest of Honour: Frank Naboulsi, Vice President Operations at Fairmont Group AND Vice President, Luxury & Upper Upscale Brands at AccorHotels.

	<p>Presentation: The Grand Egyptian Museum</p> <p>Email: frank.naboulsi@fairmont.com</p>
<p>4:10 PM – 4:30 PM (IST) 11:40 AM – 12:00 PM(CET)</p>	<p>Address by Keynote Speaker: Dr. Indrani Persad-Bachan, University of the West Indies, Trinidad and Tobago</p> <p>Presentation: New Financial frameworks and models for assessing entrepreneurial mindset and culture in traditional universities such as The University of the West Indies</p> <p>Email: indrani.bachan-persad@uwi.edu</p>
<p>4:30 PM – 4:40 PM (IST) 12:00 PM – 12:10 PM(CET)</p>	<p>Vote of Thanks by Conference Conveners</p>

PANEL DISCUSSION

DAY 1: Friday, 20 February, 2026

Time: 5:00 PM – 6:30 PM (IST)

EST: 6:30 AM – 8:00 AM

France (CET): 12:30 PM – 2:00 PM

Email : conference.ials@gmail.com

Panel Discussion (online)-MS Team

Title: Innovate, Adapt, Lead, and Sustain: Shaping the Future of Business in a Disruptive World

Faculty Coordinator(s):

- Dr. Abdallah Elias - Assistant Professor of Management & Commerce, International Executive School, Strasbourg, France (abdallah.elias@ies.education)
- Dr. Sapna Mathur - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (sapna.mathur@sharda.ac.in)
- Dr. Saman Khan - Associate Professor of Business & Commerce, Sharda School of Business Studies, Sharda University, Greater Noida, India (saman.khan@sharda.ac.in)

Student Coordinator(s):

- Anushka Banka (+91 81740 57457)
- Darchana Boruah (+91 85338 65217)
- Harsh Kumar (+91 8210363509)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

MS Team Meeting Link:

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Meeting ID: 368 522 927 831 01

Passcode: Rt2JD6Xs

Panelist-1	Name and Affiliation: Zishan Iqbal - Islamic Development Bank Email: Z.Iqbal@isdb.org
Panelist-2	Name and Affiliation: Dr. D'vorah Graeser, CEO and Founder of Rocket Smart (RocketSmart.io) Email: dvorah@kissplatform.com
Panelist-3	Name and Affiliation: Dr. Anubha Walia, Chief Executive Officer of Prism World Pvt Ltd Email: anubha@prismphilosophy.com
Panelist-4	Name and Affiliation: Dr. Swati Agrawal , Dean Research, Bennett University, Greater Noida Email: swati.agrawal@bennett.edu.in
Panelist-5	Name and Affiliation: Mr. P M Pandey, RJ CORP LIMITED Email: prabhat.pandey@rjcorp.in
Panelist-6	Name and Affiliation: Mary Ratnam, Assistant Professor, International Executive School, Strasbourg, France Email: mary.ratnam@ies.education

PARALLEL TECHNICAL SESSION TRACK-1

DAY 1: Friday, 20 February, 2026

Time: 7:00 PM – 9:00 PM (IST)

EST: 8:30 AM – 10:30 AM

France (CET): 2:30 PM – 4:30 PM

Email : conference.ials@gmail.com

Doctoral Session Track: Bridging Borders: A Doctoral Research Exchange

Track Chair(s):

- Prof (Dr) Zina Kyriakou - Dean, International Executive School, Strasbourg, France (zina@ies.education)
- Dr. Karolina Lemańska - Master of Laws (LL.M.), Attorney-at-law, PhD Candidate - Tarnów College Academy of Applied Sciences in Poland (k.lemanska@tszw.edu.pl)

Faculty Coordinator(s):

- Dr. Apoorva Verma - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (apoorva.verma@sharda.ac.in)
- Prof (Dr.) Adama Ndjol Kouyaté - Professor of Marketing, International Executive School, Strasbourg, France / Mohammed VI Polytechnic University (ankouyate@adamandjolkouyate.com)
- Dr. Wajeb Kanso - Assistant Professor of Business Management, International Executive School, Strasbourg, France (wajeb.kanso@ies.education)
- Christophe Nonnenmacher - Associate Professor of Journalism Studies, International Executive School, Strasbourg, France.

Student Coordinator(s):

- Yogita (+91 89299 53385)
- Vishal Raj (+91 90069 59606)

MS Team Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmFmZTBiMjEtMDQxMi00OGZiLWE3YjQtMWYxZTJiMjEwNzAz%40thread.v2/0?context=%7b%22id%22%3a%226b17bb39-f5a0-471d-bf71-658cf2ceaf69%22%2c%22oid%22%3a%22a4a75e0a-9ae0-4d88-bcb1-0ade27432e27%22%7d

Meeting ID: 310 108 002 572 96

Passcode: RW3y8DS7

Title-1

Name and Affiliation : Sabyasachi Chakraborty, Ph.D. Candidate , SSBS, Sharda University, Greater Noida , India

Presentation: Gender Dynamics in B2B E-Commerce Adoption a Study of Strategic Intent and Usage Patterns Among Indian MSMES

	Email: 2022304622.sabyasachi@dr.sharda.ac.in
Title-2	<p>Name and Affiliation: Myo Min Thant - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: The Socio-Technical Impact of Maritime Autonomous Surface Ships (MASS) on Myanmar Seafarer Officers: An Empirical Analysis of Myanmar Seafarer Officer's Readiness and Competency Gaps</p> <p>Email: MyoMinThant@ies.education</p>
Title-3	<p>Name and Affiliation: Kanu Priya (Ph.D. Candidate) and Dr. Ajay Kumar (Assistant Professor) , SSBS, Sharda University, Greater Noida, UP, India</p> <p>Presentation: Omnichannel Retail Strategy for Customer Empowerment and Behavior: A Systematic Literature Review and Future Research Agenda</p> <p>Email: Priya.1714@gmail.com; ajayschlr@gmail.com</p>
Title-4	<p>Name and Affiliation: Constance Nwokocha - Mohammed VI Polytechnic University</p> <p>Presentation: The West Africa Chasm: Inclusive Education Systems, Employment Pathway and Social Acceptance of Individuals With Disabilities. A Nigeria Case</p> <p>Email: chisanwokocha@gmail.com</p>
Title-5	<p>Name and Affiliation: Michael Moekyaw, MBA - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: Job Satisfaction Among Myanmar Seafarers on Ocean-Going Vessels: The Role of Workplace Conditions</p> <p>Email: michael.moekyaw@ies.education</p>

PARALLEL TECHNICAL SESSION TRACK -2

DAY 1: Friday, 20 February, 2026

Time: 7:00 PM – 9:00 PM (IST)

EST: 8:30 AM – 10:30 AM

France (CET): 2:30 PM – 4:30 PM

Email : conference.ials@gmail.com

Doctoral Session Track: Bridging Borders: A Doctoral Research Exchange

Session Chair(s):

- Prof (Dr) Gisele Szczyglak - Professor of Political Science and International Relations, International Executive School, France (gisele@wlc-partners.com)
- Abdallah Elias, DBA - Assistant Professor, International Executive School, Strasbourg, France (Elie.Daher@ies.education)
- Dr. Anup Kumar Srivastava - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (anupkumar.srivastava@sharda.ac.in)

Faulty Coordinator(s):

- Dr. Anup Kumar Srivastava - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (anupkumar.srivastava@sharda.ac.in)
- Dr. Karolina Lemańska - Master of Laws (LL.M.), Attorney-at-law, PhD Candidate - Tarnów College Academy of Applied Sciences in Poland (k.lemanska@tszw.edu.pl)

Student Coordinator(s):

- Farheen Raza (+91 92631 95048)
- Bijendra Upadhyay (+91 92623 17306)

MS Team Link:

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Meeting ID: 352 430 736 610 61

Passcode: sg9sP9m5

Title-1

Name and Affiliation: Rony Azar, MBA - PhD Candidate, International Executive School, Strasbourg, France.

Presentation: Bridging Generations Across Borders: How Innovation and Leadership Adaptation shape Sustainable Business Practices in Emerging Economies

	<p>Email: Rony.Azar@ies.education</p>
Title-2	<p>Name and Affiliation: Ms. Aarti Sharma, Ph.D. Candidate and Dr. Swati Sharma (BS CCS University, Meerut, UP, India)</p> <p>Presentation: Enhancing Productivity in Hybrid Work Mode: Role of Flexible Hours and Technical Support in the IT Industry</p> <p>Email: scholaraartisharma@gmail.com</p>
Title-3	<p>Name and Affiliation: Elie Daher, MBA - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: Frozen Assets, Fractured Ties: The Lebanese Diaspora and the Banking Crisis.</p> <p>Email: Elie.Daher@ies.education</p>
Title-4	<p>Name and Affiliation : Joseph Atta Woode, Ph.D. Candidate , SSBS, Sharda University, Greater Noida, India</p> <p>Presentation: Contextualizing Digital Innovation in Africa: Leadership, Culture, and Engagement in the Era of Disruption</p> <p>Email: 2023818094.joseph@dr.sharda.ac.in</p>
Title-5	<p>Name and Affiliation: Frank Naboulsi, MBA - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: Pathways to Empowerment: Egyptian Women's Experiences in Hospitality Education</p> <p>Email: frank.naboulsi@ies.education</p>

PARALLEL TECHNICAL SESSION TRACK-3

DAY 1: Friday, 20 February, 2026

Time: 7:00 PM – 9:00 PM (IST)

EST: 8:30 AM – 10:30 AM

France (CET): 2:30 PM – 4:30 PM

Email : conference.ials@gmail.com

Doctoral Session Track: Bridging Borders: A Doctoral Research Exchange

Track Chair(s):

- Dr. Soula Kyriakou - President, International Executive School, Strasbourg, France (soula@ies.education)
- Dr. Ajitabh Dash - Assistant Professor of Marketing, Institute of Management Technology, Nagpur, India (adash@imtnag.ac.in)

Faulty Coordinator(s):

- Dr. Mohammad Salman - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (mohammad.salman@sharda.ac.in)
- Prof (Dr.) Adama Ndjol Kouyaté - Professor of Marketing, International Executive School, Strasbourg, France / Mohammed VI Polytechnic University (ankouyate@adamandjolkouyate.com)

Student Coordinator(s):

- Yash Raj (+91 91353 56748)
- Shravani Srivastava (+91 89290 21718)

MS Team Link:

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Meeting ID: 374 264 820 279 92

Passcode: SV7ax3Nd

Title-1	<p>Name and Affiliation: Hla Myo Kyaw, MBA - PhD Candidate, International Executive School, Strasbourg, France</p> <p>Presentation: National Maritime Legislation and its enforcement in Myanmar Maritime Sector</p> <p>Email: HlaMyoKyaw@ies.education</p>
Title-2	<p>Name and Affiliation: Saka (Munna) Bahadur, MBA - PhD Candidate, International Executive School, Strasbourg, France</p>

	<p>Presentation: The Impact of Mobile Commerce Adoption on Sales Performance in Yangon's Informal Food Retail Sector</p> <p>Email: Munna@ies.education</p>
Title-3	<p>Name and Affiliation: Siham Bennani - PhD Candidate, ISCAE, Morocco.</p> <p>Presentation: Toward a Model of Responsible Agility for Sustainability.</p> <p>Email: sbennani_doct27@groupeiscac.ma</p>
Title-4	<p>Name and Affiliation: Khin Zaw Aung, MBA - PhD Candidate, International Executive School, Strasbourg, France</p> <p>Presentation: Ship-Generated Operational Wastes and Their Environmental Impact on Myanmar's Marine Ecosystems</p> <p>Email: khinzawaung@ies.education</p>
Title-5	<p>Name and Affiliation: Htet Aung - PhD Candidate, International Executive School, Strasbourg, France</p> <p>Presentation: Aging Under Crisis: The Compounding Challenges of Healthy Aging in Post-Coup Myanmar</p> <p>Email: htetphyoaung@ies.education</p>

DAY 2: Saturday, 21 February, 2026

WORKSHOP

DAY 2: Saturday, 21 February, 2026

Time: 2:00 PM – 4:00 PM (IST)

EST: 3:30 AM – 5:30 AM

France (CET): 9:30 AM – 11:30 AM

Email : conference.ials@gmail.com

Doctoral Research in a Globalized World: Trends, Transitions, and Transformations

Faculty Coordinators:

- Dr. Shweta Gupta, Assistant Professor and Faculty Coordinator (Fashion), Sharda School of Business Studies, Sharda University, Greater Noida, India (shweta.gupta@sharda.ac.in)
- Dr. Saman Khan - Associate Professor of Business & Commerce, Sharda School of Business Studies, Sharda University, Greater Noida (saman.khan@sharda.ac.in)

Student Coordinator(s):

- Adeela Younis (+91 92057 32700)
- Yogita (+91 89299 53385)
- Farheen Raza (+91 92631 95048)

MS Team Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjAyMjFmNzQtMGI3Zi00NWY1LWJkZTk0ODc2NWRjNGI3ZjYy%40thread.v2/0?context=%7b%22Tid%22%3a%226b17bb39-f5a0-471d-bf71-658cf2ceaf69%22%2c%22Oid%22%3a%22a4a75e0a-9ae0-4d88-bcb1-0ade27432e27%22%7d

Meeting ID: 322 776 900 263 49

Passcode: gg3bb2Vq

Speaker -1	<p>Becoming the Editor's Pick: Best Practices in Manuscript Writing</p> <p>Name and Affiliation: Mr Durga Ranganath, Elsevier</p> <p>Email: d.marakala@elsevier.com</p>
Speaker -2	<p>Designing research articles to avoid desk rejection</p> <p>Name and Affiliation: Dr. Raj K Kovid, Professor, Strategy & Entrepreneurship, UPES School of Business, UPES, Dehradun, India</p> <p>Email: raj.kovid@ddn.upes.ac.in</p>

Speaker -3	<p>Tools and Techniques for High Impact Journal Publication-</p> <p>Name and Affiliation: Dr. Prakash Singh, Associate Professor, E-Commerce Department at the College of Administrative and Financial Sciences, Saudi Electronic University, Saudi Arabia.</p> <p>Email: phdpsingh@gmail.com</p>
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PARALLEL TECHNICAL SESSION TRACK-4

DAY 2: Saturday, 21 February, 2026
Time: 4:30 PM – 6:30 PM (IST)
EST: 6:00 AM – 8:00 AM
France (CET): 12:00 PM – 2:00 PM
Email : conference.ials@gmail.com

Management, Entrepreneurship, and Innovation

Track Chairs(s):

- Prof. Bibek Kumar Rajak - Professor of Economics, Dyal Singh College, University of Delhi, India (bkrajak@dsc.du.ac.in)
- Roy Shivlall - Lecturer in Health and Social Welfare, International Executive School, Strasbourg, France (roy.shivlall@ies.education)

Faulty Coordinator(s):

- Dr. Yuganshu Sanjay Tickoo - Faculty Coordinator, Sharad University, Greater Noida, India (yuganshu.tickoo@sharda.ac.in)
- Prof (Dr.) Adama Ndjol Kouyate - Professor of Marketing, International Executive School, Strasbourg, France / Mohammed VI Polytechnic University (ankouyate@adamandjolkouyate.com)
- Dr. Wajeb Kansa - Assistant Professor of Business Management, International Executive School, Strasbourg, France (wajeb.kansa@ies.education)
- Anthony Jude Tun - Adjunct Lecturer in Business Studies, International Executive School, Strasbourg, France (anthony@ajtwellity.com)

Student Coordinator(s):

- Meanam Haji (+91 788 946 5699)
- Hein zar ni aung (+91 92893 54360)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

MS Team Link:

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Meeting ID: 341 026 630 605 70

Passcode: nB7Re2Un

Title-1	<p>Name and Affiliation: Prof. Bożena Szoltysek, PhD – Rector, Professor at Tarnów University of Applied Sciences, Poland</p> <p>Presentation: Leading Through Change: Key Challenges and Future Expectations for European Higher Education</p> <p>Email: rektor@tszw.edu.pl</p>
Title-2	<p>Name: Dr. Abdallah Elias, PhD - Assistant Professor, International Executive School, Strasbourg, France</p> <p>Presentation: Franchising as a Path to Sustainable Growth: Strategic Opportunities and Critical Risks</p> <p>Email: abdallah.elias@ies.education</p>
Title-3	<p>Name and Affiliations: Ashwaria Mahajan and Dr. Sunil Kumar; Department of Commerce, University of Jammu, Jammu and Kashmir, India</p> <p>Presentation: Responsible Innovation and Sustainable Business Performance in SMEs: Examining the moderating role of Environmental Turbulence</p> <p>Email: mahajan9457@gmail.com</p>
Title-4	<p>Name and Affiliation : Dr Anuranjita Dixit, (Assistant professor) , Shri Jai Narain Misra PG College,University of Lucknow,UP, India and Dr saman Khan (Associate Professor) SSBS, Sharda University, Greater Noida, UP, India</p> <p>Presentation: Green Innovation and Sustainable Development: An Analysis of Eco-Friendly Products in Emerging Markets</p> <p>Email: mail2anuranjita@gmail.com</p>
Title-5	<p>Name and Affiliations: Ms. Rakhi Kumari (Ishan Institute of Management & Technology, Greater Noida, India) and Mr. Ankit Bhati (Amity University, Noida, India) and Ms. Bhavna Chauhan (Ishan Institute of Management & Technology, Greater Noida, India)</p>

Presentation: Innovate to Sustain: The Role of Digital Transformation in Achieving Long-Term Organizational Resilience

Email : rakhimondal0987@gmail.com, a.bhatig99@gmail.com, bhavna.chauhan@ishan.ac

PARALLEL TECHNICAL SESSION TRACK-5

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Marketing

Track Chair(s):

- Dr. Anil Kumar Kashyap - Associate Professor of Marketing, Central University of Himachal Pradesh, India (kumarkashyapanil@gmail.com)
- Prof (Dr.) Shikha Jalota - Professor of Finance & Accounts, Institute of Management Technology, Nagpur, India (Shikha.jalota@imsuc.ac.in)
- Dr. Ajay Kumar - Assistant Professor of Management, Sharda School of Business Studies, Sharda School of Business Studies, Sharda University, Greater Noida (ajay.kumar10@sharda.ac.in)

Faulty Coordinator(s):

- Dr. Shrikant Vashishtha - Assistant Professor of Business & Commerce, Sharda School of Business Studies, Sharda University, Greater Noida, India (shrikant.vashishtha@sharda.ac.in)
- Dr. Wajeb Kanso - Assistant Professor of Business Management, International Executive School, Strasbourg, France (wajeb.kanso@ies.education)
- Anthony Jude Tun - Adjunct Lecturer in Business Studies, International Executive School, Strasbourg, France (anthony@ajtwellity.com)

Student Coordinator(s):

- Vanshika Senger (+91 84332 87752)
- Gopal (+91 82873 27438)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

MS Team Link:

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Meeting ID: 339 119 927 012 37

Passcode: g4Ak6mi7

Title-1	<p>Name and Affiliation: Preeti Shrivastava (Ph.D. Candidate) and Dr.Sapna Mathur (Assistant Professor), SSBS, Sharda University, Greater Noida, UP, India</p> <p>Presentation: Consumer Decision-Making Dynamics: The Impact of Packaging Design Elements on Purchase Behavior for Organic Cereal Products in Delhi NCR</p> <p>Email: 2023271629.preeti@dr.sharda.ac.in</p>
Title-2	<p>Name and Affiliation : Prashant Dixit, Ph.D. Candidate , and Dr. Arvind Kumar (Assistant Professor) Dayalbagh Educational Institute, Agra, Uttar Pradesh, India)</p> <p>Presentation: Assessing Impact of Quality Assurance and Service Quality in Indian Private Universities</p> <p>Email: prashantdixit786@gmail.com,</p>
Title-3	<p>Name and Affiliation: Dr. Aman Arya, and Mr. DEEPAK KUMAR DIXIT ,Mrs. Vrindha Bansal , Ishan Institute of Management and Technology, Greater Noida and Dr. Aditi Srivastava, ABES Business School,UP, India</p> <p>Presentation: Cross-Cultural Leadership Strategies for Sustainable Business Models in Indian SMEs and Startups: An India-Europe Framework for IALS</p> <p>Email: aman.arya@gmail.com</p>
Title-4	<p>Name and Affiliation: Rachna Agrawal, Ph.D. Candidate , SSBS, Sharda University, Greater Noida, UP , India</p> <p>Presentation: Consumer Decision-Making Styles and Online Fashion Purchase Intention across Generational Cohorts in India</p> <p>Email: rachnaagr1@hotmail.com</p>
Title-5	<p>Name and Affiliation: Mohammad Umar , PhD Scholar, Department of management, Sant Baba Bhag Singh University, Jalandhar, Punjab, India</p> <p>Presentation : Demographic Drivers of Online Apparel Consumption: A Gender-Segmented Empirical Study in Himachal Pradesh</p> <p>Email : mohammed.umar@nift.ac.in</p>

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PARALLEL TECHNICAL SESSION TRACK-6

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Organizational Behavior and Human Resource Management

Track Chair(s):

- Mary Ratnam - Lecturer in Business Management and Marketing, International Executive School, Strasbourg, France (mary.ratnam@ies.education)
- Dr. Gopal Chandra Mahakud - Associate Professor of Psychology, Delhi University, India (gopal1631979@gmail.com)
- Dr. Nimmi Agrawal - Associate Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (nimmi.agarwal@sharda.ac.in)

Faulty Coordinator(s):

- Dr. Mohammad Daoud Ciddikie - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (mohammad.ciddikie@sharda.ac.in)
- Prof (Dr.) Adama Ndjol Kouyate - Professor of Marketing, International Executive School, Strasbourg, France / Mohammed VI Polytechnic University (ankouyate@adamandjolkouyate.com)

Student Coordinator(s):

- Tanishq Yadav (+91 93689 02340)
- Ahsaas Yadav (+91 93155 79343)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

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Meeting ID: 320 412 719 895 31

Passcode: L5XT2Fz3

Title-1	<p>Name and Affiliation: Frank Naboulsi - Vice President Operations at Fairmont Group AND Vice President, Luxury & Upper Upscale Brands at AccorHotels.</p> <p>Presentation: The Fairmont Academy</p>
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	<p>Email: frank.naboulsi@fairmont.com</p>
Title-2	<p>Name and Affiliation: Ms. Chahat Malhotra, Vivekananda Institute of Professional Studies , Ms. Amarpreet Kaur, Tecnia Institute of advanced Studies, Ms. Meenakshi Azad, Tecnia Institute of advanced Studies</p> <p>Presentation : Sustainable Leadership Across Borders: A Systematic Review of Leadership Practices for Long-Term Organizational Performance</p> <p>Email: chahatmalhotra616@gmail.com , meenakshiazad80tias@gmail.com</p>
Title-3	<p>Name and Affiliation : Chancy Simbeye (Ph.D. Candidate) and Dr Deepa kumari (Associate Professor), SSBS, Sharda University, Greater Noida, UP, India</p> <p>Presentation: Sustainable Security for Police Institutions and Transformational Leadership</p> <p>Email: 2023800139.chancy@dr.sharda.ac.in , deepa.kumari@sharda.ac.in</p>
Title-4	<p>Name and Affiliation: Marek Chyc, PhD - Tarnów University of Applied Sciences, Poland</p> <p>Presentation: Contemporary Adaptation Problems and New Threats among Students of Polish Universities</p> <p>Email: mrsch7@gmail.com</p>
Title-5	<p>Name and Affiliation: Halim Maamari, Financial Controller Middle East, Africa and Indian SC at Expeditors.</p> <p>Presentation: Managing Diverse Cultural and Multi-Generational Teams</p> <p>Email: halim.s.maamari@gmail.com</p>
Title-6	<p>Name and Affiliation: Min Min Tun - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: The Dual Impact of the Mandatory Maritime Labour Convention (MLC, 2006) on Seafarers' Mental Health: An Analysis of Positive Outcomes and Unintended Consequences</p> <p>Email: captminmintun@gmail.com</p>

PARALLEL TECHNICAL SESSION TRACK-7

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Finance

Track Chair(s):

- Prof (Dr.) Tejroi Naipaul - Professor of Business Finance and Economics, International Executive School, Strasbourg, France (tejroin@gmail.com)
- Dr. Nidhi Sahore - Associate Professor of Finance, IMS, Ghaziabad, India (nidhi.sahore@imgszb.ac.in)

FaultyCoordinator(s):

- Dr. Bhanu Pandey - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (bhanu.pandey@sharda.ac.in)

Student Coordinator(s):

- Aman Jain (+91 7455 927 689)
- Ananya Kaushik (+91 8076 457 282)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

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Meeting ID: 320 561 514 229 7

Passcode: 6SA6xC2j

Title-1	<p>Name and Affiliation : Disha Nath, Khushi Kumari and Dr. Anup Kumar Srivastava , SSBS, Sharda University, Greater Noida, UP, India</p> <p>Presentation : Bank Consolidation and Financial Performance of Indian Public Sector Banks</p> <p>Email: dishanath15@gmail.com</p>
Title-2	<p>Name and Affiliation: Aung Moe - PhD Candidate, International Executive School, Strasbourg, France.</p> <p>Presentation: From Sea Captain to Strategic Investor</p>

	Email: Aungmyin@ies.education
Title-3	<p>Name and Affiliation : Dr. Shipra Jindal – IITM, Murthal and Muskan Singh – Jagannath University, and Deepali Ratra – Jagan Institute of Management Studies (JIMS)</p> <p>Presentation: Financial Decision Fatigue among Young Investors: Impact of App-Based Investing in India</p> <p>Email: shipra.jindal@sunstone.in, muskan0616singh@gmail.com , deeparatra@gmail.com</p>
Title-4	<p>Name and Affiliation: Shruti Khati and Prof. Shikha Jalot, IMS Ghaziabad (University Courses Campus)</p> <p>Presentation: Integration of ERP Systems in Financial Planning & Analysis (FP&A) Processes: Benefits and Challenges</p> <p>Email: shrutikhati.mib2024@imsuc.ac.in , shikha.jalota@imsuc.ac.in</p>
Title-5	<p>Name and Affiliations: Saroda Chatterjee (Ph.D. Candidate) Nopany Institute of Management Studies, Kolkata , Dr. Sanghamitra Brahma, Amity Business School, Amity University Kolkata , Pratham Pathak, Sakshi Shaw, Nopany Institute of Management Studies, Kolkata</p> <p>Presentation: Effects of Diversity, Equity and Inclusion on Higher Education Institutions in India</p> <p>Email: schatterjee.cu002@gmail.com, sbrahma@kol.amity.edu , p.pathak23d@gmail.com, sakshishaw73@gmail.com</p>

PARALLEL TECHNICAL SESSION TRACK-8

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Operation & Supply Chain Management & Business Analytics

Track Chair(s):

- Dr. Avinash K. Shrivastava - Associate Professor, International Management Institute, Kolkata, India (kavinash1987@gmail.com)
- Prof.(Dr.) Rimple Manchanda - Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (rimple.manchanda@sharda.ac.in)

Faulty Coordinator(s):

- Dr. D Barani - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (d.barani@sharda.ac.in)

Student Coordinator(s):

- Mohd. Sartaj (+91 80921 23025)
- Anshika Chaudhary (+91 73517 85546)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

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Meeting ID: 334 628 785 807 78

Passcode: LY6Bs2C3

Title-1	<p>Authors & Affiliations: Dr. Harinderjit Kaur, Assistant Professor (Ishan Institute of Management and Technology, Greater Noida, India), Gurdeep Singh, Ph.D. Candidate (Shri Jhabarmal Jagdish Prasad Tibrawala University, Jhunjhunu, Rajasthan, India) ,</p> <p>Presentation: Strategic Planning and Big Data Analytics - The Modern Era</p> <p>Email: monadhanjal@gmail.com</p>
Title-2	<p>Authors & Affiliations: LINN OO MAUNG(Ph.D. Candidate) and Dr. Aditi Chaturvedi(Assistant Professor), SSBS, Sharda University, Greater Noida, UP, India</p>

	<p>Presentation: Operational Disruption Recovery in Low-Cost Airlines: A Digital Decision-Support Perspective</p> <p>Email: 2025802797.linn@dr.sharda.ac.in</p>
Title-3	<p>Name and Affiliation: Dr.Abhishek Anand, Amity Business School Amity University Jharkhand, India</p> <p>Presentation: Leading through Disruption: HR as a Change Architect</p> <p>Email: aanand1@rnc.amity.edu, dr.abhishekanand2020@gmail.com</p>
Title-4	<p>Name and Affiliation: Dr.Ratandeep Kaur, (Associate professor) , Mr.Vikalp bhatia , Mr.Aaryan Baluni, Mr.Aayush baluni,, Mr. Vaibhav Dawar, Tecnia Institute of Advanced Studies,Rohini, New Delhi(India)</p> <p>Presentation: Shaping the future of Business</p> <p>Email : ratandeep.kaur26@gmail.com</p>
Title-5	<p>Name and Affiliation: Sandeep Kumar Anand Ph.D. Candidate, SSBS, Sharada University, Greater Noida, UP, India</p> <p>Presentation: Measuring Lean Effectiveness: An Empirical Evaluation Framework for Indian Micro, Small and Medium Enterprises</p> <p>Email : sandeep.anand@sharda.ac.in</p>
Title -6	<p>Name and Affiliation: Caroline Israel. PhD Scholar, Department of Management, Sharda School of Business Studies, Sharda University, Greater Noida, Uttar Pradesh, India.</p> <p>Presentation: Motivation and Entrepreneurial Challenges: A Comparative Study of Men and Women in Tanzania</p> <p>Email : 2020827870.caroline@dr.sharda.ac.in</p>

PARALLEL TECHNICAL SESSION TRACK-9

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Economics

Track Chair(s):

- Dr. Pallab Sikdar, Associate Professor of Finance, Amity International Business School, Noida, India (psikdar@amity.edu)
- Prof. (Dr.) Minaketan Behera, Chairperson, Centre for Informal Sector and Labour Studies, JNU, New Delhi, India (behera.minaketan@gmail.com)

Faulty Coordinator(s):

- Dr. Satendra Singh - Associate Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (satendar.singh@sharda.ac.in)
- Dr. Shweta Gupta, Assistant Professor and Faculty Coordinator (Fashion), Sharda School of Business Studies, Sharda University, Greater Noida, India (shweta.gupta@sharda.ac.in)

Student Coordinator(s):

- Bhumi Sharma (+91 98183 94015)
- Shanaz M Sabana (+91 84486 93792)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

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Meeting ID: 398 208 081 659 57

Passcode: Cq9Gj6ZX

Title-1	<p>Name and Affiliation: Ajay Kumar Shah , Kathmandu University, Nepal</p> <p>Presentation: The Stock Market's Reaction to Merger Announcement</p> <p>Email: ajay.shah@ku.edu.np</p>
Title-2	<p>Name and Affiliation: PRIYANSHA SACHDEV, DATA ENGINEER</p> <p>Presentation: From Forecasts to Finance: AI and Big Data–Driven Revenue Intelligence in Industry</p>

	<p>Email: priyansha3004@gmail.com</p>
Title-3	<p>Name and Affiliation: Feyisa Debisa Mamo , Hope Enterprise University College, Ethiopia</p> <p>Presentation: The effect Green Entrepreneurship practices on Business Sustainability as a Mediating role of Government Regulation in Case of Selected Textile Factory, Ethiopia.</p> <p>Email: fayyoo2018@gmail.com</p>
Title-4	<p>Name and Affiliation: Mayank Kumar Jha, Tecnia Institute of Advanced Studies, Delhi, India</p> <p>Presentation: Competing Globally from an Emerging Economy: The Indian IT Business Model in Developed Market</p> <p>Email: mayankjha2525@gmail.com</p>
Title-5	<p>Name and Affiliation: Vijayalakshmi.S (Assistant Professor), M.P.Birla Institute of Management, Bangalore, Karnataka, India and Dr. B. Roopashri Tantri (Professor), Sindhi Institute of Management, Bengaluru, Karnataka, India</p> <p>Presentation: Transforming the Value Proposition: An Empirical Study on Awareness, Health, and Environmental Drivers in the Transition to Organic Edible Oils</p> <p>Email: lamysster@gmail.com</p>
Title -6	<p>Name and Affiliation: Abhinav Asthana, and Dr. Shikha Jalota Department of Management, IMS University Courses Campus, IMS,Ghaziabad, India</p> <p>Presentation:Evaluating User Acceptance and Pricing Feasibility of Subscription-Based Digital Learning and Career Platforms</p> <p>Email: abhinavasthana.mib2024@imsuc.ac.in</p>

PARALLEL TECHNICAL SESSION TRACK-10

DAY 2: Saturday, 21 February, 2026

Time: 4:30 PM – 6:30 PM (IST)

EST: 6:00 AM – 8:00 AM

France (CET): 12:00 PM – 2:00 PM

Email : conference.ials@gmail.com

Digital Transformation and Technology

Track Chair(s):

- Aranzazu Echezarreta - Lecturer in Business Management, International Executive School, Strasbourg, France (A.Echezarreta@ies.education)
- Prof (Dr.) Parul Saxena - Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (parul.saxena@sharda.ac.in)

Faulty Coordinator(s):

- Dr. Anushka - Assistant Professor of Management, Sharda School of Business Studies, Sharda University, Greater Noida, India (anushka.1@sharda.ac.in)
- Dr. Hajjar Bassel - Lecturer in Business Management, International Executive School, Strasbourg, France (basselhajjar1218@hotmail.com)

Student Coordinator(s):

- Kritika Agarwal (+91 84485 95686)
- Shivangi Thakur (+91 74880 61105)
- Rony Azar (+966 563680511)
- Elie Daher (+961 3178808)

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Meeting ID: 386 368 386 799 29

Passcode: eu7fG2WL

Title-1

Name and Affiliation: Chaimae (ELBARHLI) & Nada (SOUDI),

Presentation: The Latest Advances in Artificial Intelligence for Credit Rating: A Literature Review

Email: elbarhli.chaimae@gmail.com , celbarhli_doct27@groupeiscae.ma

Title-2	<p>Name and Affiliation: Joanna Pilipczuk, PhD - Tarnów University of Applied Sciences, Poland</p> <p>Presentation: Needle Mesotherapy – An Example of Contemporary Skin Regeneration Techniques</p> <p>Email: aestheticderm.krakow@gmail.com</p>
Title-3	<p>Name and Affiliation: Bekimbetova Gulnora Maratovna (Tashkent State University of Economics, Uzbekistan and Mirzayev Natig Sarhad og'lu (Western Caspian University.Azerbaijan)</p> <p>Presentation: Innovative Educational Platforms: The Future of Learning in The Digital Age</p> <p>Email: gmkbbd@gmail.com</p>
Title-4	<p>Name and Affiliation: Sada Shakeel and Dr. Javed Alam (Madan Mohan Malaviya University of Technology, Gorakhpur)</p> <p>Presentation: Innovating and Adapting Talent Management for Sustainable Organizations: A Conceptual HR Perspective</p> <p>Email : 2025088005@mmmut.ac.in , javedmba@mmmut.ac.in</p>
Title-5	<p>Name and Affiliation: Dr. Rishu Agarwal, Oriental College of Technology, Bhopal</p> <p>Presentation: The IALS 2.0: A Strategic Framework for Future Ready Businesses</p> <p>Email: rishuagarwal@oriental.ac.in</p>