



# TBS's 1<sup>ST</sup> DBA CONFERENCE ON APPLIED RESEARCH IN BUSINESS AND MANAGEMENT

TBS Barcelona, June 6th, 2025

## PROGRAMME

08h30-09h30: Welcome and Opening keynote: **Prof. Samuel Fosso-Wamba**

09h30-10h40: Paper session 1: **Corporate Social Responsibility**

1. Reporting Violence Against Women and Girls in Lebanon: A Theory-Driven Investigation of Intention to Act Using the Reasoned Action Approach - **Claudine Aoun**
2. Board Engagement in Corporate Social Responsibility: Driving Sustainability Practices in Qatari SMEs - **Walid Geagea (Online)**
3. Driving Sustainability in Micro-Enterprises: Institutional Pressures, Digital Innovation, and Market Dynamics - **Roy Matta (Online)**

10h40-11h30: Break – MEET THE EDITORS: chaired by **Prof. Leo-Paul DANA**

11h30-12h15: Paper session 2: **Business and Digital Technology**

1. Cybersecurity Resilience in Hospitality IT: A System Dynamics Approach - **Suman Ramkhelawan (Online)**
2. Beyond Adoption: Strategies to Maximize AI Value in B2B Organizations - **Ivy Mbengo**

12h15-12h30: Mini-Break

12h30-13h15: Paper session 3: **Branding and Digital Marketing**

1. Navigating Change: Formulating Branding Strategies for Emerging Business Schools in High-Context Cultures in the Era of AI-Driven Innovation - **Ayupitha Tiara**
2. Consumer Reactions to Blurred Content: Social Media BrandExperience and Behavioral Intentions in China's Tea BeverageMarket - **Shentao Li (Jimmy) (Online)**



13h15-14h15: Lunch

14h15-15h45: *Paper session 4: **Entrepreneurship and Industry***

1. The Entrepreneurial Strategy Model: A New Paradigm in the UVCA Era - *Zhao Jianhai (Online)*
2. An analysis of the relationship between Dynamic Managerial Capability (DMC) and Entrepreneurial Orientation (EO) using a micro foundational, individual level approach - *Judith Mark*
3. Lean-Agile Hybrid Strategy: Data-driven Postponement Manufacturing Practice - *You Haiming (Online)*
4. Research on the Mechanism of Digital Empowerment Enabling Servitization in the Aviation Manufacturing Industry: An Exploration Based on China's Mixed-Ownership Reform - *Zhang Huiyuan (Online)*

15h45-16h45: Break/**POSTERS** (17 posters)

1. Ajrina Rahmah HIRA (online)
2. Atif KHAN (online)
3. Ayupitha TIARA
4. Hazel BRADLEY
5. Laura MANGANOTTI
6. Jari ANTTILA
7. Marc PHILBICHE
8. Nesreen HAMDAN
9. Syrine ABI RACHED

16h45-18h00: *Paper session 5: **Transformational Leadership***

1. Cross-Cultural Perspectives on School Leadership: Analysing the Influence of Cultural Factors in the United States and France - *Mehdi Lazar (Online)*
2. Women Transformational Leadership and its impact on employee performance in Vietnam - *Tran Thi thuy Trang*
3. How entrepreneurial leadership and organizational culture co-evolve: Insights from Chinese female entrepreneurs – *Zou Jie (Online)*

18h00-18h15: Mini-Break

18h15-19h00: *Paper session 6: **Loyalty and Legitimacy***

1. From Wrongdoing to Legitimacy: Corporate Recovery After Ethical Failures - *James Welch (Online)*
2. The Impact of Price Differences on B2B Customer Loyalty: Examining Relationship Marketing, Customer Trust, Loyalty, and Company Profitability - *Ajrina R Hira*



20h00 – 22h30: Dinner Gala and Closing keynote: **Prof. Marina Dabić**