



FAKULTA MANAGEMENTU  
Univerzita Komenského  
v Bratislave

[abem.ca](http://abem.ca) & [fm.uniba.sk](http://fm.uniba.sk)

## 8<sup>TH</sup> ABEM 2024 CONFERENCE

on

*Political Turbulence and Business Growth in Emerging Markets*

August 6-8, 2024

Faculty of Management  
Comenius University Bratislava, Slovakia  
Odbojárov 10, Bratislava, Slovakia

### Program Schedule

Conference Chair

Prof Dr Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chair

Prof Dr Darina Saxunova, Comenius University Bratislava, Slovakia

#### *Sponsors and Supporters*



THE UNIVERSITY OF  
WINNIPEG



FAKULTA MANAGEMENTU  
Univerzita Komenského  
v Bratislave



UNIVERSITY  
OF  
JOHANNESBURG

# Welcome!



These three August days mark the 8<sup>th</sup> annual international conference of the Academy of Business in Emerging Markets. We are proud to be able to host it this year here in Bratislava, in the heart of Europe, with all of you, dear distinguished participants. Before the conference gets started, I would like to express my sincere appreciation to all of you who helped us make this event be conducted to become a success. First of all, I would like to thank Professor Dr Satyendra Singh for his professionalism and dedication and for doing things in a way that encourages high-quality work, emphasizes the value of others and respects individuals and the inspiring researchers' community. But a great kudu belongs to all of you who, in whatever way, assisted in the success of this conference. You are here because your contributions have been selected to be presented at the 8<sup>th</sup> ABEM conference due to a mutual passion for this mission. Your passions help us all gather here and prepare a friendly environment to raise inspiring ideas during the discussion while presenting research work results that allow us to achieve our goals. We need you as much as you need us, and that is why we are grateful to have you join us here.

I would like to welcome you to this conference and wish you successful deliberations from the position of dean and as a researcher who enthusiastically joins in a unique and stimulating research debate.

*Professor Dr Peter Starchon*  
*Dean, Faculty of Management (FMUK)*  
*Comenius University Bratislava, Slovakia*



A very warm welcome to you to the 8<sup>th</sup> ABEM 2024 conference. Organizing an international conference in an emerging market is a monumental task. It could not be achieved without your support, contribution and participation. We are immensely grateful to Prof Dr Peter Starchon, Dean, Faculty of Management, Comenius University for the sponsorship and support for hosting the conference. We are also very thankful to University of Winnipeg, North-West University and the organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion

chairs, communications chair, reviewers, presenters, typesetters, and the professionals at the Comenius University who worked hard for the last few months to ensure a smooth, pleasant and successful conference at the Comenius University. We have 24 presentations, 41 authors from 15 countries. It is truly an international conference dedicated to issues relating to emerging markets.

We do hope that you will have long lasting memories and enriching experience at this Conference and in Slovakia.

*Dr Satyendra Singh*  
*Professor and Conference Chair*  
*University of Winnipeg, Canada*



Welcome in Bratislava!!!

We are delighted to present the 8th International Scientific Conference ABEM 2024 program, focused on Political Turbulence and Business Growth in Emerging Markets. Slowing economies and broad societal changes have contributed to political instability in emerging markets and other countries in recent years. Risks related to political instability cannot be eliminated; however, multinational enterprises can take measures to diminish the potential negative consequences on their operations. The conference aims to present scientific studies of experienced or starting researchers, academicians or practitioners and to evoke a fruitful debate among researchers. The variety of international participants who will share their research dealing with diverse themes enables us to analyze and discuss the matter presented from various perspectives, confirming the relevance of international academic meetings and exchanges of ideas, underlined by topics covered at this conference that may be applicable in developed countries as well as developing countries or emerging markets.

We would like to thank all who have contributed to the conference's success and all authors for their contributions. Enjoy the conference and your stay in Bratislava!

*Dr Darina Saxunova*  
*Professor and Conference Co-Chair*  
*Comenius University Bratislava, Slovakia*

## Conference Committees

### Conference Chair

Dr Satyendra Singh, University of Winnipeg, Canada

### Conference Co-Chair

Dr Darina Saxunova, Comenius University Bratislava, Slovakia

### Organizing Committee

Dr Jana Kajanová, Comenius University Bratislava, Slovakia

Dr Ludmila Mitkova, Comenius University Bratislava, Slovakia

Dr Paulina Mihaľová, Comenius University Bratislava, Slovakia

Dr Michal Páleník, Comenius University Bratislava, Slovakia

Dr Lenka Papíková, Comenius University Bratislava, Slovakia

Dr Lucia Paškrtová, Comenius University Bratislava, Slovakia

Dr Darina Saxunová, Comenius University Bratislava, Slovakia

Dr Rita Szalai, Comenius University Bratislava, Slovakia

### Scientific Committee

Dr Kamel Fantazy, University of Winnipeg, Canada

Dr Anshuman Khare, Athabasca University, Canada

Dr Urban Kováč, Comenius University Bratislava, Slovakia

Dr Basanta Kumar, Utkal University, India

Dr Fabrizio Di Muro, University of Winnipeg, Canada

Dr Meena Rambocas, University of West Indies, Trinidad and Tobago

Dr Meera Sarma, Cystel Cybersecurity, UK

### Program and Awards Committee

Dr Darina Saxunová, Comenius University Bratislava, Slovakia

Dr Peter Starchon, Comenius University Bratislava, Slovakia

### Proceedings Editor

Dr Darina Saxunová, Comenius University Bratislava, Slovakia

## ABEM Regional Chairs

### Africa

Dr Humayun Kabir, Sol Plattje University, South Africa

Dr Peter Lewa, Technical University of Kenya, Kenya

### Asia

Dr Michael Pasco, San Beda University, Philippines

Dr Basanta Kumar, Former Prof, Utkal University, India

### Caribbean

Dr Meena Rambocas, University of West Indies, Trinidad and Tobago

### Europe

Dr Meera Sarma, Cystel Cybersecurity, UK

Dr Xiaozheng Zhang, University of South Wales, UK

### Middle East

Dr Mehmet Burak Ceran, Selcuk University, Turkiye

### North America

Dr Ven Sriram, University of Baltimore, USA

### South/Central America

Dr Velia Govaere, Universidad Estatal a Distancia (UNED), Costa Rica

## Keynote Speaker



### **Dr Paulina Mihaľová**

Comenius University Bratislava  
Slovakia

Dr Paulina Mihaľová is an Associate Professor at the Comenius University Bratislava, Faculty of Management Slovakia. She teaches macroeconomics and international economic relations and has lectured at universities in Cyprus, France, Portugal, Spain and The Czech Republic as a part of foreign mobility program. Her research interests lie in dealing with labor market issues and international economic relations such as migration within EU, development aid, and sustainable management. Dr Mihaľová has participated in several Slovak national granting schemes and has numerous publications.

### **Do national economies in the EU behave towards economic growth or sustainable development under such a turbulent era? How can we teach “sustainable development”?**

This keynote talk investigates the economic priorities of European Union (EU) member states in a turbulent era. The central question is whether national economies prioritize short-term economic growth or long-term sustainable development. The concept of sustainable development, encompassing economic prosperity, environmental well-being, and social equity, is explored. The study explores how climate changes, resource scarcity, and political instability influence the choice between economic growth and sustainable development in the EU. It seeks to uncover whether there are disparities in how different EU member states approach the balance between economic growth and sustainable development and what factors contribute to these variations.

In sum, the study underscores the pivotal role of education in fostering a sustainable future. It delves into the question of how 'Sustainable Development' can be effectively taught to encourage a shift towards sustainable practices, with a focus on identifying the most effective metrics for measuring the success of such education. Lastly, the talk underscores the potential for the EU's experiences and educational approaches to inspire emerging markets facing similar challenges.

## Keynote Speaker



### **Dr Roland Goldberg**

North-West University  
South Africa

Dr Roland Goldberg is Associate Professor of Marketing at North-West University, Potchefstroom, South Africa. Prior to joining academics, Dr Goldberg entered corporate world and contributed pivotal market research at Consula Research for major South African banks. He later excelled as Marketing Manager at a premier fashion house. Now beyond academia, he plays key role in the Goldberg International Group of Companies, various boards, Camps Bay Business Forum, and Potchefstroom Mooi Rotary Club, showcasing a multifaced impact. His prowess spans place marketing, consumer behavior, and retail strategies, underscoring his status as an accomplished authority in the field.

### **From aisles to emotions: decoding the customer experience in South African shopping centres**

The keynote delves into the intricate dynamics shaping customer experiences within the vibrant retail landscapes of South Africa. It begins with an overview of the evolving retail industry, underlining the pivotal role of South African shopping centres as burgeoning arenas for customer engagement and brand expansion. At the heart of the discussion lies a comprehensive analysis of the strategies essential for shopping centres to navigate and excel in these dynamic markets. Dr Goldberg delves into the importance of crafting tailored marketing approaches that resonate deeply with local cultures, consumer behaviours, and preferences. Central to this narrative is the exploration of digital platforms and their transformative role in creating immersive customer experiences that bridge the gap between the physical retail space and the emotional realm of the shopper. Drawing from compelling case studies, Dr Goldberg dissects the success stories of shopping centres that have effectively penetrated and flourished.

In conclusion, Dr Goldberg underscores the imperative of continuous innovation and authentic engagement with the South African consumer base for sustained success in these dynamic retail environments. By fostering genuine connections and embracing innovation, shopping centres can survive and thrive in the multifaceted world of retail in emerging markets.

## Program Schedule

| <b>August 6, 2024</b>  |  |
|------------------------|--|
| <i>Reception Room</i>  | <i>Room no 14 – Zasadacka (4<sup>th</sup> floor)</i>   |
| 15:00 – 17:00          | Registration & Welcome Reception   |
| <b>August 7, 2024</b>  |  |
| <i>Conference Room</i> | <i>Room no 14 – Zasadacka (4<sup>th</sup> floor)</i>   |
| 9:00 – 12:30           | Registration, Foyer 1, 4 <sup>th</sup> Floor   |
| 9:00 – 9:10            | Opening by Prof Dr Peter Starchon, Dean, FMUK  |
| 9:10 – 10:30           | Introduction by Dr. Satyendra Singh, Canada<br><u>Session 1</u> (Keynote): Dr Paulina Mihaľová<br>Comenius University Bratislava, Slovakia |
| 10:30 – 11:00          | <i>Coffee break: Room no 14, Foyer 2, 4<sup>th</sup> Floor</i>   |
| 11:00 – 12:30          | <u>Session 2</u> : Paper Presentations   |
| 12:30 – 14:00          | <i>Lunch: NTC Stage Restaurant</i>   |
| 14:00 – 15:30          | <u>Session 3</u> : Paper Presentations   |
| 15:30 – 16:00          | <i>Coffee break: Room no 14, Foyer 2, 4<sup>th</sup> Floor</i>   |
| 16:00 – 17:30          | <u>Session 4</u> : Paper Presentations   |
| <b>August 8, 2024</b>  |  |
| 9:00 – 10:30           | Introduction by Dr. Darina Saxunová, Slovakia<br><u>Session 5</u> (Keynote): Dr Roland Goldberg<br>North-West University, South Africa     |
| 10:30 – 11:00          | <i>Coffee break: Room no 14, Foyer 2, 4<sup>th</sup> Floor</i>   |
| 11:00 – 12:30          | <u>Session 6</u> : Paper Presentations   |
| 12:30 – 14:00          | <i>Lunch: NTC Stage Restaurant</i>   |
| 14:00 – 15:30          | <u>Session 7</u> : Paper Presentations   |
| 15:30 – 16:00          | <i>Coffee break: Room no 14 Foyer 2, 4<sup>th</sup> Floor</i>  |
| 16:00 – 17:30          | <u>Session 8</u> : Paper Presentations   |
| 17:30 – 18:00          | <u>Session 9</u> : Award & Closing   |



## Tuesday, August 6, 2024

### Room no 14 – Zasadacka (4<sup>th</sup> floor)

15:00 – 17:00      Registration and Welcome Reception  
Dean Prof Dr. Peter Starchon, Comenius U, Slovakia  
Dr Satyendra Singh, University of Winnipeg, Canada  
Dr Darina Saxunova, Comenius University, Slovakia

## Wednesday, August 7, 2024

9:00 – 12:30      Registration

### Room no 14

#### **Session 1**

9:00 – 9:10      Opening remarks by Prof Dr Peter Starchon  
Dean, Faculty of Management, Comenius University

9:10 – 10:30      Plenary Keynote: *Do national economies in the EU behave towards economic growth or sustainable development under such a turbulent era? How can we teach “sustainable development”?*

**Introduction**  
Dr Paulina Mihaľová, Comenius University, Slovakia  
Dr Satyendra Singh, University of Winnipeg, Canada

10:30 – 11:00      Coffee break

11:00 – 12:30

#### **Session 2**

*Marketing*

#### **Session Chair**

Krishanu Rakshit, ICN Business School, France

*Calm after the storm? Explaining store repatronage intention in modern and traditional retail formats during and after the health emergency*

Carla Pennano, Universidad del Pacifico, Peru

Christina Saksanian, ESAN University, Peru

Ruben Chumpitaz, IÉSEG School of Management, France

*Unraveling consumer xenocentrism: the interplay of culture and personality antecedents*

José I. Rojas-Méndez, Carleton University, Canada

Flavia B. Chinelato, Pontifical Catholic University of Peru, Peru

Golnoush Zeidabadi, Carleton University, Canada  
Laura Juárez, Universidad Europea de Madrid, Spain

*Trust in information sources when evaluating dietary supplements: a comparison between U.S. and Chinese Consumers*

Andrew Forman, Hofstra University, USA

Ven Sriram, University of Baltimore, USA

*Discussion Chair:* Hitoshi Takehara, Waseda Business School, Japan

12:30 – 14:00 Lunch – NTC Stage Restaurant

14:00 – 15:30

**Session 3** Cases

**Session Chair** David A. Volkman, University of Nebraska Omaha, USA

*Ethical consumerism coming from the Global North to South: a case study of community forest users in Nepal*

Rie Makita, Gakushuin University, Japan

*A compromise solution approach for efficiency measurement with shared input: the case of tourist hotels in Taiwan*

Chiang Kao, National Cheng Kung University, Taiwan

*Openness of the economy vs economic growth: case of Slovakia*

Valeriia Maljar, Comenius University Bratislava, Slovakia

Paulina Mihal'ová, Comenius University Bratislava, Slovakia

*The Democratic Republic of Timor-Leste: a strategic analysis with emphasis on its geo-strategic positioning/relations*

Herbert Davis, The George Washington University, USA

*Discussion Chair:* Darina Saxunova, Comenius University, Slovakia

15:30 – 16:00 Coffee break

16:00 – 17:30

**Session 4** Consumer Behavior

**Session Chair** Mirela Panait, Petroleum-Gas U of Ploiesti, Romania

*Exploring drivers of consumer preference for Q-commerce services*  
Sheila Roy, SP Jain Institute of Management Research, India  
Krishanu Rakshit, ICN Business School, France

*Pricing strategies and the impact of corporate social responsibility on products from luxury industry*  
Darina Saxunová, Comenius University in Bratislava, Slovakia  
Michael Max Konrad, Comenius University in Bratislava, Slovakia

*Social media use for service innovation in the emerging markets*  
Intekhab Alam, State University of New York, USA

*Discussion Chair:* Ven Sriram, University of Baltimore, USA

Dinner on your own

Thursday, August 8, 2024

Room no 14

9:00 – 10:30

**Session 5**

Plenary Keynote: *From aisles to emotions: decoding the customer experience in South African shopping centres*

Dr Roland Goldberg, North-West University, South Africa

**Introduction**

Dr Darina Saxunová, Comenius University, Slovakia

10:30 – 11:00

Coffee break

11:00 – 12:30

**Session 6**

*Sustainability*

**Session Chair**

José I. Rojas-Méndez, Carleton University, Canada

*Impact of green transformation on firm value: evidence from Tokyo Stock Exchange firms*

Shingo Ide, NLI Research Institute, Japan

Hitoshi Takehara, Waseda University, Japan

*Oil and gas companies – navigating to a low carbon economy*

Mirela Panait, Petroleum-Gas University of Ploiesti, Romania

Irina Rădulescu, Petroleum-Gas University of Ploiesti, Romania

Alina Brezoi, Petroleum-Gas University of Ploiesti, Romania

*A consistent financial metric to maximize sustainable strategic decisions*

David A. Volkman, University of Nebraska Omaha, USA

*Reporting of ESG concept implementation for the enterprises navigating towards corporate sustainability in the emerging markets*

Corlise Liesl Le Roux, Wenzhou Business College, China

Liliana Pimentel, Coimbra University in Coimbra, Portugal

Qian Jia, Comenius University in Bratislava, Slovakia

*Discussion Chair:* Meera Sarma, Cystel Cybersecurity, UK

12:30 – 14:00 Lunch – NTC Stage Restaurant

14:00 – 15:30

**Session 7** *Performance*

**Session Chair** Herbert Davis, The George Washington University, USA

*The impact of immigration on vacancy rates in the European Union: a focus on Slovakia*

Michal Páleník, Comenius University Bratislava, Slovakia

*How to measure public trust level toward societal institutions and professions*

Simone Chiu, Saint Mary's University, Canada

*The influence of macro economic indicators on the performance of island based firms*

Guido Rojer, University of Curacao, Curacao

*Treasure stock reporting and their possible abuse in betterment of selected KPIS*

Rita Szalai, Comenius University Bratislava, Slovakia

*Discussion Chair:* Laura Juárez, Universidad Europea de Madrid, Spain

15:30 – 16:00 Coffee break

16:00 – 17:30

**Session 8** *Innovation*

**Session Chair** Rie Makita, Gakushuin University, Japan

*Opening the black box of innovation processes in virtual communities*

Meera Sarma, Cystel Cybersecurity, UK  
Chaminda Senaratne, University of Northumbria, UK

*Mind over matter: exploring managers' utilization of habits of mind during creative problem-solving*

Mpumelelo Longweni, North-West University, South Africa  
Lerato E. Mdaka, North-West University, South Africa

*Wine as an investment goal*

Peter Starchon, Comenius University Bratislava, Slovakia  
Manuel Vilar dos Santos, Portugal  
Darina Saxunová, Comenius University Bratislava, Slovakia  
Jana Kajanová, Comenius University Bratislava, Slovakia

*Exploring the interaction of intrinsic and extrinsic motivations in open source problem-solving: a moderation model pilot study*

Lerato E. Mdaka, North-West University, South Africa  
Mpumelelo Longweni, North-West University, South Africa

*Discussion Chair:* Carla Pennano, Universidad del Pacífico, Peru

**Session 9** Award and Closing  
**Ceremony Chair** Dr Darina Saxunová

17:30 – 18:00 Award declaration  
Dean Prof Dr Peter Starchon

Closing remarks by  
Dr. Satyendra Singh  
Dr Darina Saxunová  
and participants  
...

## Index — Authors

Author, Session # (Role: K=Keynote Speaker, S=Session Chair, D=Discussion Chair, I=Introducer)

Alam, Intekhab 4  
Chinelato, Flavia B. 2  
Chumpitaz, Ruben 2  
dos Santos, Manuel Vilar 8  
Goldberg, Roland 5K  
Jia, Qian 6  
Kajanova, Jana 8  
Konrad, Michael Max 4  
Longweni, Mpumelelo 8 8  
Maljar, Valeriia 3  
Mihalova, Paulina 1K 3  
Panait, Mirela 4S 6  
Pimentel, Liliana 6  
Rakshit, Krishanu 2S 4  
Rojer, Guido 7  
Saksanian, Christina 2  
Saxunová, Darina 3D 4 5I 8 9S  
Singh, Satyendra 1I  
Starchon, Peter 1 8  
Takehara, Hitoshi 2D 6  
Zeidabadi, Golnoush 2  
Brezoi, Alina 6  
Chiu, Simone 7  
Davis, Herbert 3 7S  
Forman, Andrew 2  
Ide, Shingo 6  
Juárez, Laura 2 7D  
Kao, Chiang 3  
Le Roux, Corlise Liesl 6  
Makita, Rie 3 8S  
Mdaka, Lerato E. 8 8  
Páleník, Michal 7  
Pennano, Carla 2, 8D  
Rădulescu, Irina 6  
Rojas-Méndez, José I. 2 6S  
Roy, Sheila 4  
Sarma, Meera 6D 8  
Senaratne, Chaminda 8  
Sriram, Ven 2 4D  
Szalai, Rita 7  
Volkman, David A. 3S 6

# Notes

## Contacts

Dr Satyendra Singh, *Conference Chair*  
Professor, *Marketing & International Business*  
University of Winnipeg, Winnipeg, CANADA  
T: +1.204.786.9424, E: [s.singh@uwinnipeg.ca](mailto:s.singh@uwinnipeg.ca)

Dr Darina Saxunova, *Conference Co-Chair*  
Professor, *Management*  
Comenius University Bratislava, SLOVAKIA  
T: +421.2.9021.2094, E: [darina.saxunova@fm.uniba.sk](mailto:darina.saxunova@fm.uniba.sk)



**FAKULTA MANAGEMENTU**  
Univerzita Komenského  
v Bratislave

[abem.ca](http://abem.ca) & [fm.uniba.sk](http://fm.uniba.sk)

Printed in Canada