



**THE 10TH INTERNATIONAL
CONFERENCE ON BUSINESS AND MANAGEMENT IN
EMERGING MARKETS (ICBMEM) 2025**

CONFERENCE TIMETABLE



CONFERENCE THEME:
"Exploring technologies and digital
transformation: Trends and
practices in business and humanism"

**13th-14th
December
- 2025**

**HOST:
HEC Paris,
Doha**

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10th International Conference of Business and Management in Emerging Markets

Conference Theme: "Exploring technologies and digital transformation: Trends and practices in business and humanism"

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HEC PARIS, DOHA, QATAR

13th and 14th December 2025

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10th International Conference of Business and Management in Emerging Markets

Conference Theme: "Exploring technologies and digital transformation: Trends and practices in business and humanism"
HEC Paris, Doha, Qatar

Saturday, 13th December, 2025

- 1615-1700 Registration
1700-1720 **Opening ceremony** (Prof Wolfgang Amman, Prof Emmanuel Chao)
1720-1750 **Keynote:** Research and Education for the SDGs: From Insights to practice, by Prof Caroline Ditlev-simonsen (BI-Norwegian Business School, Norway)
- 1750-1830 **Keynote:** *AI as a Catalyst for Human-Centered Business Transformation: From Automation to Augmentation*, by Kimmo Bergius (Chief Technology Officer at Sulava MEA, Dubai)
- 18.20 –1830 Transfer to Restaurant
1830 – 2030 Conference dinner, Cicchetti Doha, 835 Barahat Msheireb St, Doha, Qatar

Sunday, 14th, December, 2025

- 08.00 – 09.00 Arrival, Networking and registration
- 09.00-0930 Keynote (Prof Bente Flygansvær - Supply, Value chain and sustainability Perspectives)
- 09.30-1100 Parallel session (Rooms 1-2)
- 1100- 1130 Health Break
- 11.30-1300 Parallel Sessions (Room 1-2)
- 1300- 1430 Lunch
- 1430-1530 **Panel Session on Education and Training, Hosted by Emmanuel Chao** (Panelists are: Shiv Tripathi, Prof Bente Flygansvær, Prof Wolfgang Amman, Dr. Manish Jain)

1530: 1630 ***Panel session: Shaping Humanistic Business Leadership in the Gulf: Balancing Technology, Trade, and Wellbeing, Welcome note by Dr Rahul Karad, Executive President, MIT World Peace University, India, hosted by Dr Anastasia Kiritsi (Panelists are: Mohammed Al Obaidly (Qatar Chamber of Commerce), Rashid Al Mansoori (Ammal Group, Qatar), Dr. Dimitris Diamantis (City University Qatar / Ulster University, Qatar), Prof. Kelvin Joseph Bwalya (Sohar University Oman), Haris Karamesinis (Natura Hotels (Middle East & Mediterranean), Qatar). The Session is supported by MIT World Peace University, Goa India***

1630-1700 Conference Closure

1630-1640 Remarks from Distinguished guest Dr Rahul Karad,
Executive President, MIT World Peace University

1640-1650 Remarks from Prof Shv Tripathi, Dean of the Faculty at
Berlin School of Business and Innovation, Germany

1650-1700 Welcome note for 2026 by Dr. Manish Jain (Founder of
IBA, Bengaluru

1700-1900 Networking

Sunday, 14th December, 2025

0930-1100| Parallel Sessions

Room 0001

Chair: Chaïma Jdioui

S/N	PAPER TITLE	AUTHORS
1	The Indirect Role of Olfactory Feed Additives in Shaping Consumer Brand Perception: A Narrative Review in the Context of Sustainable Animal Nutrition	Azadeh Alimadadi, Mysore University, India
2	The Role of E-Branding in the Internationalization of Moroccan Handicraft SMEs	Chaïma Jdioui, Ayyad University, Morocco
		MOHAMED NABIL EL MABROUKI, Cadi Ayyad University and HEM, Morocco
3	Strengthening Marketing Capabilities to Foster the Growth of Sewing Entrepreneurs in Dodoma City, Tanzania	Danford Sanga, Local Government Training Institution, Tanzania
4	Barriers and Opportunities for social enterprises in PET-Bottle waste management	Nice Kahembe, Mzumbe University, Tanzania and BI-Norwegian Business School, Norway
		Caroline Ditlev-Simonsen, BI-Norwegian Business School, Norway
		Emmanuel Chao, Mzumbe University, Tanzania
		Sverre Goffeng, BI-Norwegian Business School, Norway

5	Plastic application presentation	Nice Kahembe, Mzumbe University, Tanzania and BI-Norwegian Business School, Norway
		Caroline Ditlev-Simonsen, BI-Norwegian Business School, Norway
		Sverre Goffeng, BI-Norwegian Business School, Norway

Room 002

Chair: Jafar Irshoud

S/N	Paper	Authors
1	Examining the Influence of Organizational and Managerial Factors on the Performance of the Technical Audit Function: A Case Study of Tanzania's Public Work	George Chabby Haule, COET, UDSM, Tanzania Juma M. Matindana, COET, UDSM, Tanzania George S. Mwaluko, COET, UDSM, Tanzania
2	Alone in the Crowd? Assessing the Effect of Collective Action on Engagement in Agricultural Supply Chains among Young Farmers	Justin Asende, Kuehne Foundation, Tanzania
		Beatrice Millu, Kuehne Foundation, Tanzania
		Lester Shawa, Kuehne, Tanzania
3	Microfinance in Jordan: Enhancing Financial Inclusion and Investment Potential	Jafar Irshoud, Arab Open University/Jordan Layal Mansour-Ichrakieh, Kuwait
4	A solar PV 'revolution in Sub-Saharan Africa - what are the chances	Marit Sjøvaag, BI-Norwegian Business School, Norway

Sunday 14th December, 2025

1130-1300 |Paralles Session

Room 001

Chair: Anastasia Kiristi

S/N	Paper	Authors
1	Artificial Intelligence Applications for Maritime Sustainability: Review of Selected Case Studies and Implications for Companies in Emerging Economies	Anastasia Kiritsi, Empire state University USA/International School of Management Berlin/Arden University UK/ Berlin School of Business and Innovation, Germany
2	Artificial Intelligence and Sustainable City Development: Transforming Water and Sanitation in Lusaka City	Harkins Osward A. Chama, University of Zambia school of Engineering, Zambia
3	Port Productivity and Digital Innovation in Tanzania: Positioning Tanga and Mtwara Ports as Strategic Alternatives to Dar es Salaam Port	Neema Mkunde Mariki, Bandari college, Tanzania
		Paul Humbi Ziota, Bandari college, Tanzania
		Daniel Steven Mhayaya, Bandari college, Tanzania
4	“Harnessing Generative AI for Competence Based Training to Foster Innovation and Critical Thinking in TEVET Zambia	Georgina Mulanshi Chama, Lusaka Vocational And Technical College (LVTC)
		Kaluwe Libingi, Nord Anglia Education, China

		Joseph Mutelo, Zambia Institute of Management, Zambia
		Kantu Mbozi, Technical College (LVTC), Zambia
5	Perceptions of Mobile money transaction fees and their effect on adoption of mobile money payment tecnologies among small scale firms in Tanzania	Felister Tibamanya, Mzumbe University, Tanzania

Room 002

Chair: Nada Nadi

S/N	Paper	Title
1	Why Export Consortia Fail: A Coopetitive Perspective on SMEs in an Emerging Market	Nada Nadi, HEM Business & Engineering School, Morocco
2	Supply chain, waste management and sustainability	Bente Flygansvær, BI- Norwegian Business Schoo, Norway
3	The contribution of financial technology on financial inclusion in Tanzania; accessibility, usage, relationship between financial technology and financial inclusion, business growth and challenges for financial technology adoption	Lwidiko Mnenwa Badi, Mwalimu Nerere Memorial Academy, Tanzania
4	Plastic application presentation	Nice Kahembe, BI- Norwegian Business School, Norway and Mzumbe University, Tanzania

		<p>Caroline Ditlev-Simonsen, BI-Norwegian Business School, Norway</p>
		<p>Sverre Goffeng, BI- Norwegian Business School, Norway</p>
5	<p>“Financial Literacy and Business Growth Among Refugee Women-led Enterprises in Rwanda: A Case of Mahama Camp in Kirehe District.”</p>	<p>Albertine Mukamwezi (Online), Kabale University, Uganda</p>

