



## **3<sup>rd</sup> Tashkent Business & Economics Conference and Business Forum**

### ***Fostering Connectivity and Innovation in Business and Economics***

Organized by

Westminster International University in Tashkent (WIUT), Uzbekistan

21 November 2024

Tashkent, Uzbekistan

## **AGENDA**

*Tashkent time*

**9:00 – 9:30** Registration of participants (SHB)

**9:30 – 9:45** **Welcome Speech (SHB 501)**

**Dr. Komiljon Karimov**, Rector, Westminster International University in Tashkent

**Dr. Obid Hakimov**, Director, Center for Economic Research and Reforms,  
Uzbekistan

**Prof. Peter Bonfield**, President and Vice-Chancellor, University of Westminster,  
UK

*Virtual participation (SHB 501, 9:30-12:30)*

*Link:*

<https://us02web.zoom.us/j/88122219794?pwd=GhNOxo6JXJj125TbeGJ0Qo4QhwbY1.1>

*Meeting ID: 881 2221 9794*

*Passcode: 098273*

**9:45 – 10:45** **Keynote Speakers (SHB 501)**

**Professor Marco Vivarelli**, Director, Department of Economic Policy, Università  
Cattolica del Sacro Cuore, Milan, Italy

***Is AI a New Technological Paradigm? A Focus on the Labor Market***

Moderator: **Dr. Komiljon Karimov**, Rector, Westminster International University  
in Tashkent

**10:45 – 11:30** **Dr. Obid Hakimov**, Director, Center for Economic Research and Reforms,  
Uzbekistan

Moderator: **Dr. Zohid Askarov**, Dean, School of Business and Economics,  
Westminster International University in Tashkent

**11:30 – 12:30 Round Table Session on the Impact of AI & Innovation on Business and Economy (SHB 501)**

Moderator: **Dr. Bakhrom Mirkasimov**, Deputy Rector on Research & Innovation,  
Westminster International University in Tashkent

1. **Prof. Marco Vivarelli**, Universita Cattolica del Sacro Cuore, Milan, Italy
2. **Mr. Rustam Fayziev**, Co-Founder and CSO of CLICK, Uzbekistan
3. **Prof. Karen Jackson**, University of Westminster, UK
4. **Ms. Cheryl K Goodman**, CEO FindGood.tech, USA

**12:30 – 14:00 Group photo & Lunch break**

## **Business Forum**

### ***Spotlight on Case Studies: Bridging Universities and Businesses***

**13:00 – 14:00** Registration of participants (SHB)

**Welcome Speech (SHB 501)**

**14:00 – 14:10 Dr. Komiljon Karimov**, Rector, Westminster International University in Tashkent

**14:10 – 17:00**

1. **Sandro Rtvaldze**, CEO of Ipoteka Bank  
*Digital transformation: Ipotekabank business case*
2. **Kazumasa Mukae**, Head of the Coca-Cola Company in Uzbekistan  
*Case Study: The Secret formula of Coca-Cola Success in Uzbekistan market*
3. **Wei Qingwei**, Deputy Director of Huawei Uzbekistan  
*Case Study: The Role of ICT Education in Digital Transformation and Economic Growth*
4. **Denis Roman**, CEO and Co-founder  
*Case Study: WeDigital as a business case: How to make money on marketing and creativity in Uzbekistan*
5. **Jon Zaidi**, Country Manager of ACWA Power, *ACWA Power's case study*
6. **Prabha Kiran**, Head of Business Case Centre (BCC), Westminster International University in Tashkent  
*Introduction to WIUT Business Case Centre (BCC) Presentation*

**17:00– 17:30 TBEC Conference & Business Forum closing remarks & Group photo**  
*Refreshments will be served (SHB Social Zone)*

## TBEC Conference Parallel Sessions

**14:00 – 15:00**    **Parallel session A: Macroeconomic Trends and Global Dynamics (SHB 306)**

**Moderators: Dr. Evangelos Koutronas; Dr. Behzod Alimov**

**Dr. Murat Issabayev**, Narxoz University, Kazakhstan (**in person**). Regional organizations and sanction-busting.

**Bauyrzhan Yedgenov**, SDU University, Kazakhstan (**in person**). Fiscal decentralization: A review of intergovernmental relations in Kazakhstan.

**Dr. Yury Y. Karaleu**, WIUT (**in person**). ESG agenda in the banking sector of the EAEU, SCO and BRICS Countries: Belarus Case Study.

**14:00 – 15:00**    **Parallel session B: Innovation Across Disciplines: A Multifaceted Approach (SHB502)**

**Moderators: Dr. Athar Hameed Butt; Dr. Angelo Battaglia**

**Dr. Annette Christinal**, Presidency University, India (**in person**). "Role model and entrepreneurship education effectiveness among national youth corp service members, Igbesa, Ogun State.

**Dr. Shalini Prieya**, Anna University, India (**in person**) Exploring Awareness and knowledge level of Extended Producer Responsibility for e-waste among Households: Evidence from India.

**Dr. Hemanth Kumar**, Presidency University, India (**in person**). Revitalizing urban landscapes: The role of hydroponic farming in mitigating health risks and food scarcity.

**14:00 – 15:00**      **Parallel session C: Green Finance and Financial Inclusion: Synergies for Growth (SHB 11)**

**Moderators: Dr Hasan A K M Kamrul; Dr. Alessandro Saccal**

**Hira Idrees**, Bahria University, Pakistan (**virtual**). Financial inclusion and stability: A bibliometric review and future research Avenues.

**V Harshitha Moulya**, Christ University, India (**virtual**). The role of green credit policy in mitigating the climate risk and credit risk exposures of Indian banks.

**Dr. Vassilis Polimenis**, University of Limassol, Cyprus (**virtual**). A first approach in the relation of lepto-variance and lepto-ratio to sample higher order moments.

*Virtual participation (SHB 11, 14:00-15:00)*

<https://us02web.zoom.us/j/81541637555?pwd=MEV0cf4O46eOzKQm1bOCgXgyk0UZ12.1>

*Meeting ID: 815 4163 7555*

*Passcode: 330519*

**14:00 – 15:00**      **Parallel session D: Optimizing Human Capital: Strategies for Effective Personnel Management (SHB 503)**

**Moderators:**

**Dr. Mukhammadfoik Bakhadirov; Dr. Julian Pineres**

**Shakhnoza Asadova**, WIUT. (**in person**) The relationship between faculty mentoring and organisational performance.

**Gulmira Isanova**, WIUT, (**in person**) Uzbekistan, Understanding the impact of compensation and benefits on employee's intention to stay: a study in the IT sector in Uzbekistan.

**Dr. Rahman Khan**, (**in person**) WIUT. Differential effects of workplace interruptions on task performance: the role of moderating mindfulness.

**15:00 – 16:00**

**Parallel session E: Tech-Driven Organizational Success (SHB 503)**

**Moderators: Dr. Julian Pineres; Dr. Anil Kumar**

**Ganesh Rathinam**, Research Scholar, Vels Institute of Science Technology and Advanced Studies, India (**virtual**), Information optimization in e-marketing based on automated selective target user segmentation.

**Deepti Mulgaonkar**, research scholar, ISBR Business School, India, (**virtual**). Enhancing knowledge retention in IT and ITES sector: a VOS viewer perspective on the forgetting curve.

**Dr. Ulfat Sultana**, Kohat University of Science and Technology, Pakistan (**virtual**). Family ownership and tunneling and propping effect in non-financial firms: moderating role of corporate governance.

*Virtual participation (SHB 503, 15:00-16:00)*

<https://us02web.zoom.us/j/86595685915?pwd=Vcob65rZxkmd5Mdetzdeb1zIMcZr0g.1>

Meeting ID: 865 9568 5915

Passcode: 064406

**15:00 – 16:00**

**Parallel session F: Social Media's Impact on Well-being (SHB 11)**

**Moderators: Dr. Prabha Kiran; Dr. Rahman Khan**

**Dr. Congying Liu**, Universiti Utara, Malaysia (**virtual**). Factors effecting tourists behavioral intensions through short tiktok.

**Dr. Jayanta Banerjee**, City University Ajman, UAE (**virtual**). Video mediating effect of flow. Computer-generated imagery influencers, social media, purchase decision, engagement.

**Kaito Doi**, Institute of Developing Economies (IDE), Japan (**in person**). Conceptualizations of Happiness among Youth in Uzbekistan.

*Virtual participation (SHB 11, 15:00-16:00)*

<https://us02web.zoom.us/j/89701661333?pwd=Ds3Fetaab31VzN8ko1QvMGgBNq4SaW.1>

Meeting ID: 897 0166 1333

Passcode: 899021

**15:00 – 16:00 Parallel session G: Modern HR Practices: Attracting and Retaining Talent (SHB 502)**

**Moderators: Dr. Mukhammadfoik Bakhadirov; Dr. Athar Hameed Butt.**

**Asalkhon Egamberdieva**, WIUT. **(in person)** How do job seekers and HR managers perceive digital tools used in online recruitment?

**Shaik Jahera Parveen**, Research Scholar, Presidency University, India **(virtual)**. Navigating employee retention strategies in the new normal.

**Muhammad Zulqarnain Arshad**, Universiti Utara, Malaysia, **(virtual)**. Strategic green HRM and innovation: Driving sustainable performance in manufacturing industries.

*Virtual participation (SHB 502, 15:00-16:00)*

<https://us02web.zoom.us/j/85326546411?pwd=fSdD6Z1pkEaVr1eVLIDRTagvSMoBOl.1>

Meeting ID: 853 2654 6411

Passcode: 252543

**15:00 – 16:00 Parallel Session H: Green Finance and Sustainable Investments: Driving Economic Growth (SHB 306)**

**Moderators: Dr. Khurram Ajaz Khan; Dr. Bilal Ahmed Memon**

**Dr. Syed Abid Hussain**, Presidency University, India **(in person)**. A Study on consumer perception of green advertising claims on selected consumers.

**Dr. Andrey Artemenkov**, WIUT. **(in person)** Structured hierarchical financial models with automated investment schedules for use in regional aviation budgeting of Uzbekistan.

**Durdonabonu Davronova**, **(in person)** WIUT. Financial performance: determinants of role in joint stock companies of Uzbekistan.

**16:00 – 16:30**      **Coffee/Tea break**

**16:30 – 17:30**      **Parallel session I: The Future of Finance: Digital Transformation (SHB 306)**

**Moderators: Dr. Hamid Waqas; Dr. Yury Karaleu**

**Dr. Zafar Ulashovich Berdinazarov**, Vice Rector, Tashkent International University, Uzbekistan (**in person**), Digital currency of CB as a tool to influence inflation.

**Dr. Alessandro Saccal**, (**in person**) WIUT. Electronic funds transfers and cash: a neo-monetarist analysis with partial differential equations.

**Dr. Bechaphan Phala**, Central Asia University, Uzbekistan (**in person**). Integrating Eco-Innovation and green business practices for sustainable development in the hospitality industry.

**16:30 – 17:30**      **Parallel session J: Trade and Finance in a Globalized World (SHB 502).**

**Moderators: Dr. Muhammad Bilal; Dr. Khurram Ajaz Khan**

**Dr. Nassir Ul Haq Wani**, Presidency University, India (**virtual**), South and central Asia trade conundrum: Demystifying the role of structural factors.

**Dr. Hermanu Iriawan**, Institute of Social and Political Sciences, Indonesia (**virtual**). E-Government as a driver of good governance in Indonesia: A new paradigm.

**Dr. Unbreen Arif**, University of Education, Pakistan (**virtual**). Role of corporate governance in thriving green innovation practices: Evidence from Emerging Economy.

Virtual participation (SHB 502, 16:30-17:30)

<https://us02web.zoom.us/j/85347790942?pwd=lfahKHtUZDvj124kyoYKd5om0gfloZ.1>

Meeting ID: 853 4779 0942

Passcode: 793934

**16:30 – 17:30**    **Parallel session K: Improving Wellbeing: Health, Education, and Household Economics (SHB 503).**

**Moderators: Dr. Bilal Memon; Dr. Viacheslav Yakubenko**

**Dr. Sudha, S.** VELS University, India (**virtual**). Big data evolution in healthcare: A methodical evaluation using PRISMA and bibliometric analysis.

**Zohaib Hassan,** Superior University, Pakistan (**virtual**). The role of innovation management in driving educational technology adoption in emerging economies.

**Dilafuz Kuchkorova,** WIUT. (**in person**) Do husbands and wives pool their resources? Evidence from Uzbekistan.

Virtual participation (SHB 503, 16:30-17:30)

<https://us02web.zoom.us/j/81043518582?pwd=gx4hO3NxOck9CKeJFAZOeVb2e33B4W.1>

Meeting ID: 810 4351 8582

Passcode: 152905

**17:30 – 17:45**    **TBEC Conference closing remarks & Group photo (SHB 501)**