



4th Global conference on Business, Management and Marketing

 20 - 22 February 2026

 London, United Kingdom



 www.bmmconf.org

 info@bmmconf.org

Conference Abstract Book

The abstracts of the presentations can be found in the online conference Abstract Book.

All abstracts will be available in the conference proceedings starting from the inaugural day of the Conference. Visit the following link to access the abstracts or Scan the QR code:

<https://proudpen.com/proceedings/index.php/bmmconf>

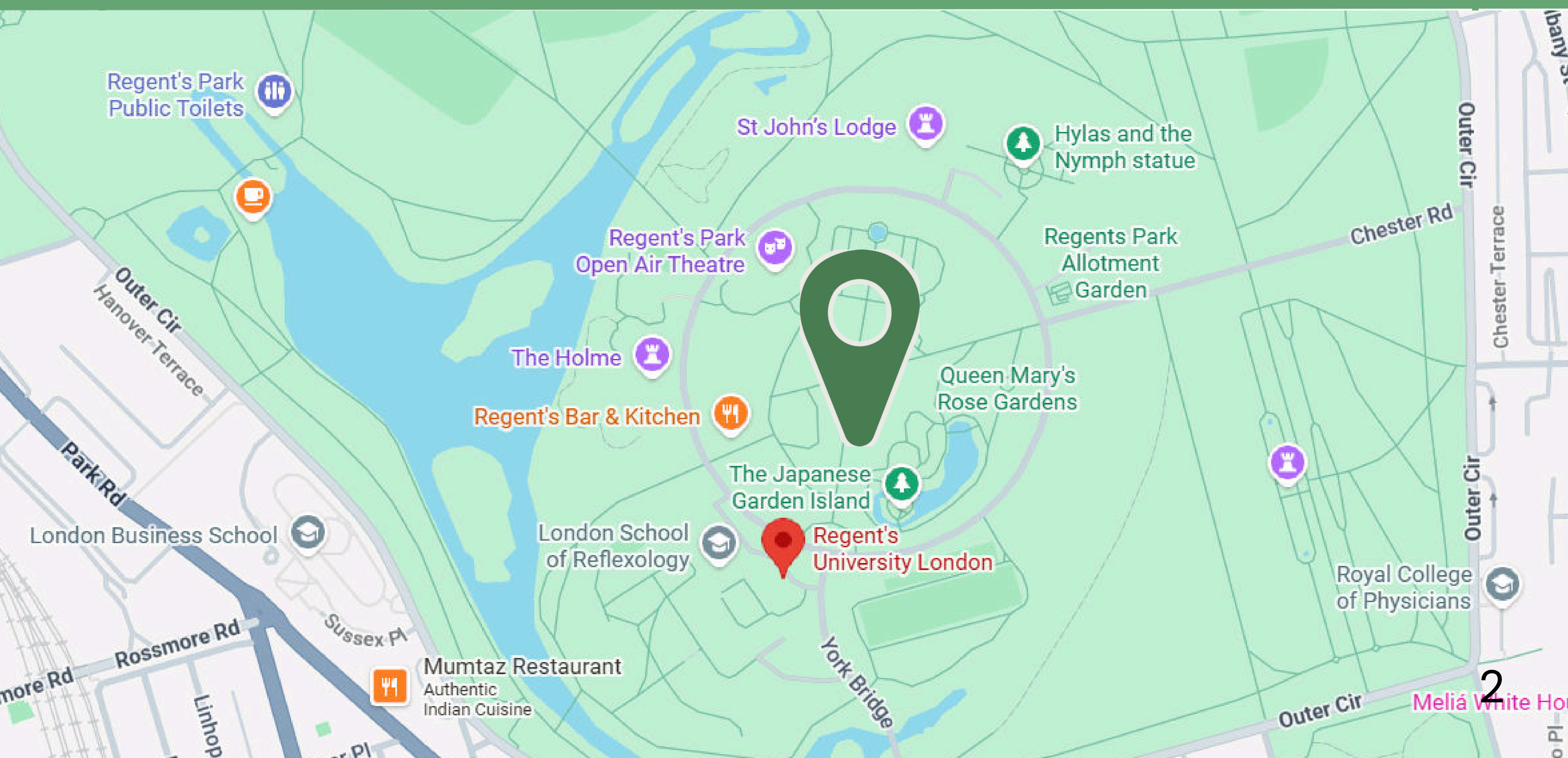


Conference Venue

Regent's University London, Knapp Gallery



Address Inner Circle, Regent's Park, London NW1 4NS



1st Day

Oral Check-in Information

09:00 – 09:30

REGISTRATION & WELCOME

Friday
Feb 20, 2026

We are thrilled to welcome you to the highly anticipated Oral Session at the **BMMCONF** Conference!

Join us for an inspiring lineup of distinguished speakers from diverse disciplines as they share their insights and expertise on a wide array of thought-provoking topics.

Location: London, United Kingdom

Check-in Time: 09:00 – 09:30 (local time) – **Room A**

We look forward to an exciting and enriching session together!

Sustainability, Strategy & Economic Transformation

09:30 – 09:45

Prof. Dr. Carla Pennano – Peru

Walking in The Light of Ecocentrism or The Darkness of Anthropocentrism: How Adopting Sustainable Practices Is Motivated by Personal Benefits

09:45 – 10:00

Janis Butkevics – Latvia

Client-Driven Sustainability Priorities in Construction: Insights for Strategic Business Model Transformation

10:00 – 10:15

Prof. Dr. Mika Goto – Japan

Economic Assessment Framework for Electric Vehicle-Enabled Virtual Power Plants

10:15 – 10:30

Prof. Dr. Sandra Idrovo – Colombia

Beyond Talk: How Communication Drives Engagement and Unlocks Innovation

1st Day

Oral Check-in Information

Friday
Feb 20, 2026

10:30 – 10:45

Bader Alibrahim – United Kingdom

Signaling Firm Performance Through Narrative Tone: Evidence from Kuwaiti Companies

10:45 – 11:00

Fatiha Sharmin – Bangladesh

The Past and The Present of Aquaculture and Fisheries: A Focus on the Economy of Rural Bangladesh

11:00 – 11:30

Networking and Refreshments

Digital Innovation, Entrepreneurship & Technology Adoption

11:30 – 11:45

Prof. Dr. Gabriel Wei En Wee – Malaysia

From Ideation to Implementation: A Framework for Integrating Generative AI into University Entrepreneurship Curricula

11:45 – 12:00

Prof. Dr. Inese Mavlutova – Latvia

Integration of Digital Technologies in Entrepreneurship Education: Enhancing Students' Entrepreneurial Intention

12:00 – 12:15

Dr. Kristaps Lešinskis & Artis Zablockis – Latvia

Digital Tools in Entrepreneurship Education: Effects On Entrepreneurial Knowledge and Intentions

12:15 – 12:30

Sandra Huayanay Román – Spain

The New Orchestration of Style: Digital Platforms and the Fashion Innovation Ecosystem

12:30 – 12:45

Inna Nikitina – Russia

Cultural Districts Shape Dining Experience: Evidence from 600,000 NYC Restaurant Reviews

1st Day

Oral Check-in Information

Friday
Feb 20, 2026

12:45 – 13:00

Jérémie Muselet – France

Beyond Functionality: SBERT Analysis of Modes of Technological Appropriation Based On 50,000 Amazon Customer Reviews

13:00 – 14:00

Lunch Time

Media, Technology, Representation & Geopolitical Narratives

14:00 – 14:15

Prof Dr. Elsayed Darwish – United Arab Emirates

The Augmented Journalist: Assessing AI Adoption and Institutional Readiness in the i. UAE Media Industry via Journalistic Insights

14:15 – 14:30

Dr. Sara Anwar – Pakistan

Automation in Contemporary Newsrooms: AI Writing Tools, Verification Systems, and Their Influence on Editorial Decision-Making

14:30 – 14:45

Samela Lima – Brazil

Metrics of Meaning: Rethinking Audience Engagement in the Age of Algorithmic Authority

14:45 – 15:00

Comfort Umoren-Olorunnisomo – United States

#EndSARS Protest and the Contestation of Misleading Information

15:00 – 15:30

Networking and Refreshments

1st Day

Oral Check-in Information

Friday
Feb 20, 2026

15:30 – 15:45

Mohammed Mamdouh & Ali Matay – United Arab Emirates

Moments Apart: Bridging Immersive Film and Neuroscience to Foster Compassion in Caretakers of Patients with Alzheimer's Disease

15:45 – 16:00

Molly Lode – United States

Cultivation Theory and Ethical Dilemmas in Science Fiction Television

16:00 – 16:15

David Alejandro Esqueda Villegas – Mexico

The Characterization of Trauma Response in Tv: The Case of Harrison in The Dexter Franchise

16:15 – 16:30

Yayoi Kitamura – Japan

Screened Justice Framed by Pop Culture: An Examination of Japanese Anime Line Art and the Amplification of Justice/Injustice in Online Courts and Mock Trials

16:30 – 17:00

Closing Time

2nd Day

City Tour Information

See the iconic sights of London:
Orient yourself in London & see the major sights

Meeting point:

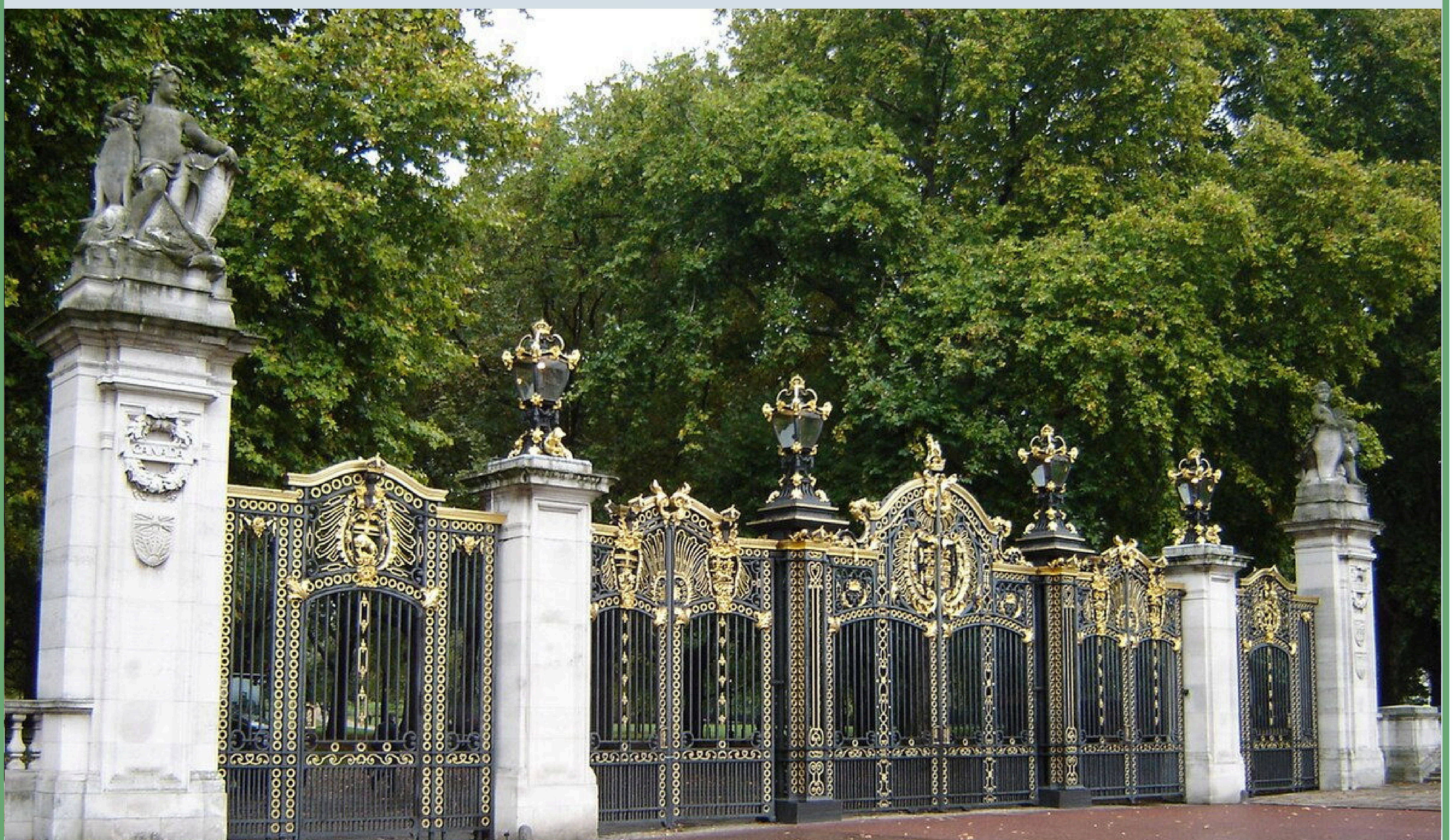
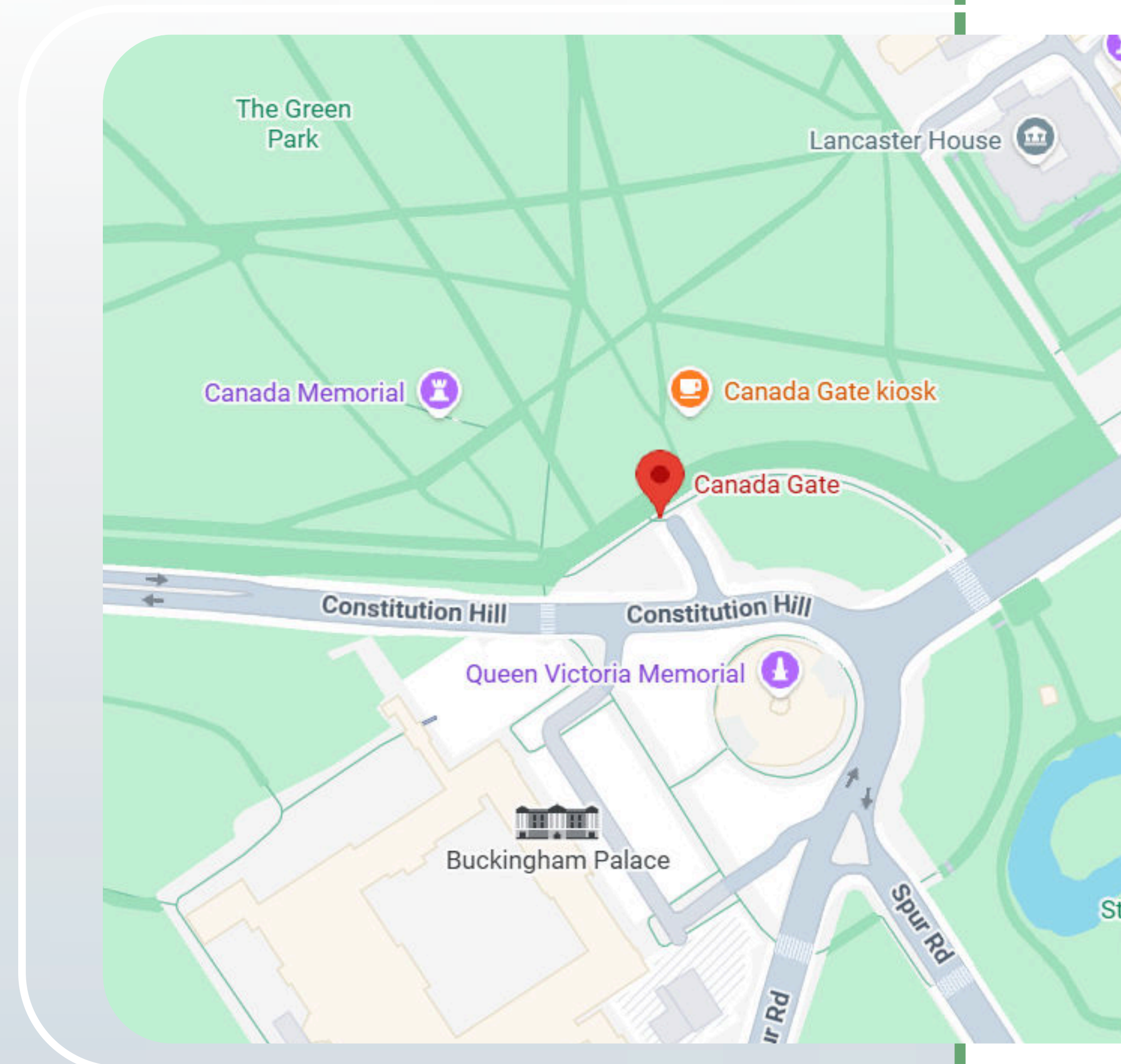
Canada Gate, inside Green Park,
opposite Buckingham Palace

Tour Date: 21 February 2026

Tour Time: 10:00 AM

Tour Itinerary:

- > Buckingham Palace
- > St. James's Park
- > Trafalgar Square
- > Horse Guards
- > 10 Downing Street
- > Parliament Square
- > Houses of Parliament
- > Big Ben
- > Westminster Abbey
- > London Eye



3rd Day

Virtual Check-in information

14:15 – 14:30

VIRTUAL WELCOME SESSION

Sunday
Feb 22 2026

A Warm Welcome to All BMMCONF Participants!

We are delighted to have you join us for an enriching virtual experience. This year's **BMMCONF** promises a dynamic program featuring diverse sessions, engaging discussions, and meaningful networking opportunities – all accessible from the comfort of your home.

🕒 **Check-In:** 14:15 – 14:30 (London, United Kingdom local time)

We look forward to connecting with you online and making this conference a memorable and impactful event.

Strategic Innovation, AI, and Digital Transformation in Business

14:30 – 14:45

Prof. Dr. Bekkari Soukaina – Morocco

Artificial Intelligence and Marketing in E-Business: Balancing Innovation and Data Protection Compliance

14:45 – 15:00

Dr. Philip Boutin – United States

Marketing Sensemaking in Publishing: Environmental Scanning with Artificial Intelligence—Faster Insights or Faster Herding?

15:00 – 15:15

Dr. Philip Boutin – United States

Riffs, Routes, and Revenue: Artificial Intelligence-Enabled, Authenticity-Constrained Tour Marketing—Insights from Rock, Hard Rock, and Heavy Metal

15:15 – 15:30

Cheuk Nam Monique Siu – Hong Kong

Reinventing Ultra-Fast Fashion: Strategic Growth Recommendations for SHEIN's Sustainable Brand Development

15:30 – 15:45

Yevhen Fomenko – United Kingdom

Ecosystem-Based Modularity in National Banking Systems for Cross-Border Digital Finance

3rd Day

Virtual Check-in information

Sunday
Feb 22 2026

15:45 – 16:00

Donna Bernhardt – South Africa

Brand Perception differences between Generations Y and Z in South Africa

16:00 – 16:15

Q & A – Break Time

Strategic Innovation, AI, and Digital Transformation in Business

16:15 – 16:30

Nikki Cruise – United States

The Joy Factor: Fueling Resilience, Productivity, and Profit

16:30 – 16:45

Dr. Sunday Atuba – United Kingdom

Advancing Staff Learning at a Post-1992 UK University: A Multi-Framework Strategy

16:45 – 17:00

Dr. Yunyi Li – China

Volunteer Commitment in Marathon Sport Tourism: Linking Psychological Resources to Service Consistency and Visitor Experience

17:00 – 17:15

Dr. Sunday Atuba – United Kingdom

Strategic Perspectives on Student Recruitment in a Post-1992 UK University Context

17:15 – 17:30

Zongwei Hu – China

Creativity and Sustainability of Intangible Cultural Heritage A Peking Opera Study

17:30 – 17:45

Q & A – Closing Time

F.A.Q. of the Conference

To give you as much information as possible, we provide you with the following frequently asked questions (FAQs) and answers.

Invoices or payment receipt. When will I receive my invoice/payment receipt?

01.

We send sales receipts or invoices to customers immediately after registration, along with the payment confirmation email. These documents include an official signature and stamp. If you do not receive your sales receipt or invoice, please contact us using the email address provided in your conference program.

Invoices or payment receipt. When will I receive my invoice/payment receipt?

02.

We send invoices to customers in the last week before the conference. (Invoices come with signature and stamp). If you do not receive an invoice, please contact us at the email address in your program.

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Any other questions?

Or maybe you want to leave your feedback?

We look forward to your letter by the following email:

 info@bmmconf.org

 ruby@proudpen.com



 www.proudpen.com
 info@proudpen.com