Friday, 17th February, 2023
Online, via Microsoft Teams

Free to attend - all welcome

Registration required for each session

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UK 8:30am (HK 4:30pm) Applied Data Science: Associations among drugs, targets and diseases

Professor Kwong Sak Leung, Distinguished Professor, Department of Applied Data Science, Hong Kong Shue Yan University

Prof. Leung is currently Distinguished Professor of Applied Data Science Department in Hong Kong Shue Yan University and Emeritus Professor of Computer Science & Engineering in the Chinese University of Hong Kong. He was Professor of CSE (Chair Professor) until 2018. He was Chairman of the Department from Aug 1999 to July 2005 and the Head of Graduate Division of Computer Science between April 1992 and July 1997. His research interests are in the areas of knowledge engineering, bioinformatics, drug discovery, soft computing, machine learning, fuzzy logic, and AI.

To cut the very expensive drug discovery, we propose a novel computational method for drug repositioning. We construct and decompose three-dimensional tensors, which consist of the associations among drugs, targets and diseases, to derive latent factors reflecting the functional patterns of the three kinds of entities. The proposed method outperforms several baseline methods in recovering missing associations. Most of the top predictions are validated by literature search and computational docking. Latent factors are used to cluster the drugs, targets and diseases into functional groups. We find that the latent factors can capture the functional patterns and underlying molecular mechanisms of drugs, targets and diseases. In the in-depth study of associations among the clusters of drugs, targets and cancer subtypes, we find there exist strong associations between particular clusters. The proposed method can recover missing associations, discover new predictions and uncover functional clusters of drugs, targets and diseases. The clustering of drugs, targets and diseases, as well as the associations among the clusters, provides a new guiding framework for drug repositioning.

Register to attend: https://bit.ly/UCLanKSLeung

UK 9am (HK 5pm) Is e-learning the answer? : A Review of Technology Acceptance Research during Covid 19 pandemic

Dr Manesha Peiris, University of Sunderland

Manesha Peiris is a lecturer in information systems, marketing and international human resource management at the University of Sunderland. She received her PhD in business and management from Queen Mary University of London in 2020, and has a MSc in Technology Management from Staffordshire University. Her research follows a feminist tradition and her research interests' range across technology acceptance and entrepreneurship in emerging economies.

Alessandro Ferrazza, University of Sunderland

Alessandro Ferrazza is a Lecturer in International Human Resource Management and Strategy at the University of Sunderland. Having attained his MBA in 2017, Alessandro is a PhD candidate at the University of Sunderland and his research interests relate to employee motivation and the hospitality industry. Alessandro is also interested in technology-driven simulation-based Teaching and Learning.

Thamosha Tharindi, Universal College Lanka, Sri Lanka

Thamosha Tharindi is a Lecturer in information systems at the Universal College Lanka, Sri Lanka. She has over 5 years of industry experience as a project manager and a business analyst. Thamosha attained her MSc in Technology Management from Staffordshire University in 2018. Her research interests are in the field of Cyber Psychology and Technology Acceptance.

The paper presents a systematic literature review and thematic analysis of technology acceptance literature during the Covid-19 pandemic. The findings show that though novel models have bene proposed to examine technology acceptance, the Technology Acceptance model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) continue to be popular across research examining the user's adoption of education technologies. The distribution of publications across the sample reveals a significant number of publications from developing nations and reflect the challenges faced by developing countries, and learners from developing regions, in keeping up with the rapid transition to technology driven learning environments. The thematic analysis finds that, while there is a significant focus on the technology/instrument, there is a lack of research into the users lived experience when using educational technologies in their day-to-day life.

Register to attend: https://bit.ly/UCLanThamoshaTharindi

UK 10am (HK 6pm) Digital traffic management in smart cities: an instrument for evaluating smart applications

Alisa Lorenz (M.A.) Research Associate and Lecturer at THM Business School, Giessen, Germany. PhD Candidate in Information Systems at University of Cologne, Germany

Data & analytics and project management expert with 7+ years of experience in the industries of consulting, finance, telecommunication, and construction. Currently research associate for smart cities and lecturer for Business Intelligence at the THM Business School in Giessen; PhD candidate in Information Systems at the University of Cologne.

Prof Dr Nils Madeja, Professor of Business Administration with special emphasis on Digital Business at THM Business School, Giessen, Germany

Nils Madeja has been serving as professor of business administration with a special emphasis on digital business at the Technische Hochschule Mittelhessen (THM) University of Applied Sciences in Giessen since 2018. His research and teaching activities focus on digital business models and the digital transformation, particularly on scalability and financing aspects. At THM Business School he heads the newly established Master of Science program in digital business. As a former venture capitalist, Nils has extensive

experience in working with start-ups in the digital space (i. e. software, e-commerce, and Internet-based services). He holds a graduate degree in electrical engineering from the University of Kiel and a doctorate degree in business administration from the WHU – Otto Beisheim School of Management. Nils has also lived and worked in Japan for two years.

Smart mobility is an important aspect of a smarty city with intelligent traffic management as one of its key enablers that can contribute to making cities more attractive for living. In this presentation we focus on data-driven applications for traffic management and show a new instrument for their evaluation, sharing insights from a municipal project in Germany. Drawing on digital business research, evaluation models and expertise from traffic management, we developed criteria and applied them to a Weighted Sum Model. As a result, we obtain an easy-to-use instrument for evaluating data-driven applications that can also be adjusted to other contexts. Both our instrument and the process we employed in its development can support future smart city initiatives in their instrument development and evaluation process.

Register to attend: https://bit.ly/UCLanNilsandAlisa

UK 11am (HK 7pm) Environmental Awareness and Tourism Consumption: The Case of the Post Millennials

Sara Francesca Roberts, PhD Candidate and Associate Lecturer, University of Central Lancashire

Throughout her life, Sara has developed a passion for travel, and spent a significant amount of time living in another country and traveling around the world. In recent years, particularly since her undergraduate degree, she has been inspired to pursue a career in educating others about research, tourism and the business environment. More specifically, Sara has developed a passion for research, particularly in the areas of tourism consumption and how this affects the environment in which tourism is consumed.

The environmental consequences of the tourism sector have been studied for decades, yet research has yet to be undertaken into why people continue to be unwilling to reduce or change their tourism consumption. Recently, there has been evidence of more widespread environmental concern and action, particularly amongst the post-millennial generation (as the tourists of the future). Therefore, the aim of the research is to explore tourism within the wider context of consumption, and more specifically, to address the current gap in the academic discourse surrounding the post-millennial generation) and if, or how they might change their tourism-consumption habits in light of the climate emergency.

 A mixed methods approach is adopted; a scoping survey was followed by in-depth, semi-structured interviews with post-millennial aged respondents. Findings indicate that most post-millennials are environmentally aware, however are unlikely to change their tourism consumption habits for the benefit of the environment; and amongst this generation, tourism is sometimes accepted and expected as a right. Moreover, it appears that tourism is something that is embedded in our culture, it is something we just do without having real motivational reasoning.

Register to attend: https://bit.ly/UCLanSaraRoberts

UK 12 noon (HK 8pm) A trend towards building work-life oriented MBA at Finnish Universities of Applied Sciences

Anzelika Krastina, MBA, Med., Senior Lecturer, Lapland University of Applied Sciences, Finland

Anzelika Krastina is a senior lecturer in International Business and her research is focusing on development of new pedagogical methods and tools aiming to integrate the working life into education to advance business education and to ensure that students gain up-to-date business skills required by the working life.

The aim of MBA study programmes at the Universities of Applied Sciences (UASs) in Finland is to prepare its graduates for the world of work. The rapidly changing work environment poses new challenges for MBA programmes as the demand for skills by employers is changing. It is important to ensure that MBA graduates are well equipped with required skill to face the challenges of rapidly changing business environment. How is the world of work changing? What are the skills required from future leaders of the companies? How can UASs in Finland adopt their MBA programmes to meet the demands of working life and businesses? These are core questions that the research was aiming to answer.

Register to attend: https://bit.ly/UCLanAnzelikaKrastina

UK 1pm (HK 9pm) Consequences of digitalization on trust in 'equal' co-opetition: A Swedish case study among start-ups

Konstantin Golpayegani, PhD Candidate in Business Administration, Mid Sweden University, Sweden

Due to his multicultural background, Konstantin is conversant in 7 languages. His research is on "The Mediating role of co-opetition between start-ups in developing Business Model Innovation". He holds a M.Sc. in Business Development and Internationalization & a B.A in International Sales and Marketing Management. Aside from academia, he has business consulting experience.

This paper is about how digitalization is affecting trust and the co-opetitive relationship (cooperating with competitors) in an "equal" setting between start-ups in Sweden. The development of "unequal" co-opetitive partnerships between start-ups and established companies has led to an unbalanced synergy, putting trust at risk. Digitalization has been advantageous, among others, for reducing spatial constraints, but it has also caused long-term negative consequences, including loss of trust. Despite the changes this has caused in how firms interact and do business, trust and co-presence are still important for organizations. The findings suggest that digitalization is only limiting when it comes to early relationship building and is seen as a relationship-maintainer rather than relationship-builder. The results also indicate that co-opetition between start-ups is significantly important for furthering the competitive advantages. Finally, the research offers an alternate interpretation of "equal" co-opetition among start-ups, emphasizing a complementary relationship rather than a power imbalance.

Register to attend: https://bit.ly/UCLanKonstantinGolpayegani

UK 2pm (HK 10pm) How Fake is That Fake? Cultural Differences in Evaluations of Luxury Counterfeit Goods and the Role of Dialecticism

Dr Nelson B. Amaral, Associate Professor of Marketing, Ontario Tech University

Dr Nelson B. Amaral is an Associate Professor of Marketing at Ontario Tech University. He is a consumer psychologist with 12 years of professional experience in sales, marketing management and marketing research and obtained an MBA from the University of Toronto, and a PhD from the University of Minnesota. His work examines two sets of factors that influence consumers' judgments and decisions. The first broadly investigates environmental factors such as distractions, structure and social class. The second stream of research explores the consequences of relationships between consumers' social identities and brands. Amaral's research has been featured in Journal of Consumer Psychology, Journal of Experimental Social Psychology and Journal of Business Ethics. He has been awarded research grants from The Marketing Science Institute, the Asian Consumer Insights fund and Social Sciences and Humanities Research Council.

Prior research has characterized counterfeit goods as a single group of fakes. Global markets, however, make counterfeits of varying levels of quality available to consumers and there is evidence to suggest that cultural differences exist in the extent to which these counterfeit types are evaluated. We explore this cultural difference by investigating a particularly informative example of a high-quality counterfeit, a ghost shift counterfeit. Our results support a systematic difference in the consideration of counterfeit luxury goods between Eastern and Western cultures. Through three experiments converging support for an underlying mechanism, dialectical thinking, is revealed. This evidence is provided by using culture as a proxy for dialecticism

(study 1), measuring chronic dialecticism as an individual difference (study 2), and priming temporary high levels of dialectical thinking (study 3). Implications of our findings for researchers and luxury brand managers are also provided

Register to attend: https://bit.ly/UCLanNelsonAmaral

UK 2pm (HK 10pm) Takeaway coffee: An international study of perceived consumer value

Dr Maria Sherrington, Senior Lecturer in Marketing, UCLan

Dr Maria Sherrington is a Senior Lecturer in Marketing at the University of Central Lancashire in the UK where she specializes in sustainable and social marketing. Her research mission is to understand how marketing can be harnessed to affect consumer behaviour change to address the current climate emergency.

This study explored coffee drinkers' value perception of takeaway coffee and what drives consumption. The purpose was to investigate how consumer sustainability attitudes and practice transfer to takeaway coffee consumption. Semi-structured interviews were conducted with an international sample of coffee drinkers. Thematic analysis was used to analyse the interview data. Prominent themes were mapped onto Holbrook's (1999) typology of consumer value. Takeaway coffee was found to be dominated by self-oriented values, with taste and convenience supreme elements that drive consumption. Other-oriented value elements such as sustainability received low priority in purchase decisions. In the interplay between convenience and sustainability, convenience was found to have the upper hand. This is the first study to explore consumer perceived value of takeaway coffee. The findings are of value

to policy makers and coffee brands in terms of empowering coffee drinkers to enjoy takeaway coffee sustainably.

Register to attend: https://bit.ly/UCLanMariaSherrington

UK 2:30pm (HK 10:30pm) Battle of the Brand: Brand Attachment Inoculates Against the Negative Effects of Ad Repetition

Nelson B. Amaral, Associate Professor of Marketing, Ontario Tech University

Dr Nelson B. Amaral is an Associate Professor of Marketing at Ontario Tech University. He is a consumer psychologist with 12 years of professional experience in sales, marketing management and marketing research and obtained an MBA from the University of Toronto, and a PhD from the University of Minnesota. His work examines two sets of factors that influence consumers' judgments and decisions. The first broadly investigates environmental factors such as distractions, structure and social class. The second stream of research explores the consequences of relationships between consumers' social identities and brands. Amaral's research has been featured in Journal of Consumer Psychology, Journal of Experimental Social Psychology and Journal of Business Ethics. He has been awarded research grants from The Marketing Science Institute, the Asian Consumer Insights fund and Social Sciences and Humanities Research Council.

The present research investigates the moderating effect of personal attachments to an advertised brand, on the negative effects of repetition. By investigating the strategies that consumers undertake to combat self-generated threats to their relationships with important brands, our results also

support the proposed underlying role of cognitions in accounting for such effects. This evidence is provided by using both natural measures (study 1) and controlled manipulations (study 2) of personal brand attachments. The first two studies reveal that personal brand attachments moderate wearout effects and study 2 also finds evidence of mediation by an established measure of self-brand connections. In the third study, additional insight is provided for the cognitive process that accounts for wearout effects by investigating changes in self-generated thoughts following exposure to the target advertisement.

Register to attend: https://bit.ly/UCLanDrNelsonAmaral

UK 3pm (HK 11pm) The Evolution of Corporate Payout in Canada

Bin Chang, PhD, Associate Professor in Finance, Faculty of Business and Information Technology Ontario Tech University, Canada

Dr. Bin Chang is an associate professor of Finance at Ontario Tech University. She has published in the Journal of International Business Studies (a FT 50 journal) and other journals. Her research is mainly about corporate payout policy and target-date funds, but she recently started work on consumer behavior and climate change. She was the associate dean of research in the Faculty of Business and IT (2019-2022) and previously the finance program director. Prior to joining Ontario Tech University, she was a credit derivatives risk analyst at CIBC, an instructor at the University of Toronto, and a foreign exchange trader at the Bank of China.

We document changes in the percentage of dividend payers by Canadian firms over the period 1989-2021, which covers both the disappearing (1989-2002)

and the reappearing periods (2003-2021) previously noted for U.S firms. In Canada, the changes are mainly driven by the changes in the number of listed firms prior to and after the bursting of the Internet Bubble, the effects of the global financial crisis, the commodity price, and unique policy changes in Canada concerning the taxation of income trusts. Unlike the experience in the USA, where the number of dividend-paying firms declined to the extent that share repurchasing firms outnumbered dividend-paying firms, this has not been the case in Canada, where the number and percentage of repurchasing firms remains low. These differences suggest the importance of studying corporate payout in other countries outside of the USA.

Register to attend: https://bit.ly/UCLanBinChang

UK 4pm (HK 12am next day)
Analysing the acceptance of Instagram Reels post the ban on TikTok in India

Dr Conrad Coelho, Lecturer in Business and Marketing, University Of Central Lancashire

Dr Conrad Coelho has a decade of international teaching experience, that includes Module Designing and Course Leadership. Conrad holds a PhD in the domain of Digital Marketing and his research straddles between social media advertisements, adoption of new digital technologies and contemporary issues in the online world.

TikTok was immensely popular in India for showcasing creativity amongst the masses, but it was banned in 2020. Post the ban, a slew of substitutive apps have been striving to get the attention of TikTokers in India. However, it is social media giant, Facebook, that launched its 'Reels' feature in Instagram to

satisfy the appetite for short video entertainment. This research aims to assess the adoption of Instagram Reels and whether it would be successful in replacing TikTok. The empirical study builds on the Unified Theory of Acceptance and Use of Technology (UTAUT) framework and analyses responses of 515 young adults, using the structural model approach. Additionally, IPMA (Importance Performance Map Analysis) is used to identify the constructs of the UTAUT model that significantly influence the use of Instagram Reels. The implications of the findings have been discussed to foster a better understanding of social media adoption behaviour.

Register to attend: https://bit.ly/UCLanConradCoelho