



A2BETH

All in AI

CONFERENCE PROGRAMME

27-28 August 2026 | Salford, Manchester, UK |

Hosted by **UK Management College**

Business, Education, Technology and Health



DAY 1: THURSDAY 27 AUGUST 2026

TIME	SESSION: A2:BETH PLENARY (DAY 1) Session Link: Click here	LOCATION
08:30–09:30	Registration and arrival coffee	
09:30–09:35	Welcoming Speech – Professor Jason Powell, Provost, UK Management College	103
09:35–10:00	Keynote Speaker 1: Ben Rayner, Strategic Sherpas Keynote Speech: AI, Opportunity and Making Your Next Mov Opening	103
10:00–10:30	Keynote Speaker 2: Zoe Wright, Founder & CEO, The Real Birth Company Keynote Speech: Pregnancy is not a disease: rethinking AI in maternity care	103
10:30–11:00	Inauguration Speech – Professor Ebrahim Adia, University of Wolverhampton Vice Chancellor	
11:00–11:15	Morning coffee break and networking	
11:15–13:15	Parallel Sessions 1 (7 Papers) Session Chair: Dr Amy Bywater Room 202 Parallel Sessions 2 (7 Papers) Session Chair: Prof Jason Powell Room 203	202/203
13:15–14:15	Lunch	
14:15–14:45	Keynote 3: Professor Mike Saks, Emeritus professor, University of Suffolk Keynote Speech: Transformation of healthcare: The need for responsible leadership	103
14:45–15:30	Panel Discussion: <i>AI for Good: Shaping the World around us</i> Dr Indranath Chatterjee (Panel Chair); Richard Dawson LLB (Hons) (Panelist); and Effa Ettah (Panelist)	103
15:30–15:45	Afternoon Coffee Break	
15:45–17:15	Parallel Sessions 3 (6 Papers) Session Chair: Prof Joe Sweeney Room 202 Parallel Sessions 4 (6 Papers) Session Chair: Dr Nader Virk Room 203	202/203
18:00–20:00	Gala Dinner & Networking	

Session 1: AI in Education & Learning – 7 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
11:15–11:30	Perceived Complexity and the Dual Adoption of Generative AI in Higher Education: Integrating Student and Institutional Perspectives <i>Samuel Dada</i>	F2F
11:30–11:45	Utilising Artificial Intelligence to Attain Digital Sustainability in Education <i>Tareq Hashem</i>	Online
11:45–12:00	Beyond Academic Integrity: Professional Judgement, Generative AI and the Negotiation of Academic Standards in UK Higher Education Partnership Provision <i>Abbas Mohammed</i>	F2F
12:15–12:30	Machine Learning –Based Inventory Demand Forecasting for SMEs Using XGBoost and Feature Engineering with Web Deployment <i>Muhammad Hammad Ullah</i>	F2F
12:30–12:45	Dynamic Financial Risk Escalation in UK Government Major Projects: Evidence from GMPP Panel Data Using Econometric and Machine Learning Models <i>Zaigham Abbas</i>	Online
12:45–13:00	Transparency as Disclosure or Transparency as Induction? Unpacking Assessment Expectations with Foundation Year Business Management Students in an Era of Generative AI <i>Irosha Fernando</i>	F2F
13:00–13:15	Educating with AI: A Business Educator's Pragmatic Framework for Human–AI Co-Design and Authentic Industry–Standard Learning <i>Jacqueline Hampson</i>	F2F



Session 2: AI in Marketing & Consumer Behaviour – 7 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
11:15–11:30	AI vs Human Creativity in Marketing: Finding the Optimal Balance for Strategic Outcomes <i>Dr Amro Alamaren</i>	Online
11:30–11:45	The Evolution of Influencer Marketing: From Human to AI-Generated Influencers <i>Sakher Faisal Alfraihat</i>	Online
11:45–12:00	Data-Driven Digital Marketing and AI Analytics: Enhancing Organizational Performance and Transparency toward SDG 8 and SDG 16 <i>Dr Ahmad Eyadat</i>	Online
12:15–12:30	Digital Marketing Capability and SME Business Model Adaptation: A Study of the Igbo Entrepreneurship Model in Nigeria <i>Linus Nto Mbah</i>	F2F
12:30–12:45	Customer Engagement Behavior in the Digital SME Economy: A Conceptual Model Linking Antecedents, Digital Capability, and Firm-Level Outcomes <i>Kwame Sckyerere</i>	F2F
12:45–13:00	Digital sovereignty and strategic challenges of AI adoption and AI-driven ESG decision-making for sustainable business <i>Hoang Lam Phan</i>	F2F
13:00 – 13:15	Exploring the influence of ai-generated and green advertising on consumer purchase decisions in the UK food industry <i>Mubshair Hussain</i>	F2F

Session 3: AI in Leadership, HR & Management – 6 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
15:45–16:00	Artificial Intelligence for Multi-Crisis Destinations: Toward Proactive Crisis Management and Faster Resilience <i>Sofia Lachhab</i>	F2F
16:00–16:15	AI-Based Recruitment: A Framework of Best Practices (Lessons for the UK and Pakistan) <i>Saadia Khan</i>	F2F
16:15–16:30	The Impact of AI-Driven insights on managerial Decision-Making within Organisations. <i>Rahat Nadeem</i>	F2F
16:30–16:45	The Impact of Artificial Intelligence in Predicting Employee Turnover and Retention Strategies: A Systematic Review <i>Saed Adnan</i>	Online
16:45–17:00	The Role of Artificial Intelligence in Recruitment <i>Ahmad Albloush</i>	Online
17:00–17:15	Agentic AI in Service-Oriented Ecosystems: A SAED-Tech Conceptual Framework for Governed Autonomous Service Orchestration <i>Saed Adnan</i>	Online

Session 4: AI in Marketing & Smart Marketing – 6 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
15:45–16:00	Artificial Intelligence and the Empowerment of Women Entrepreneurs in Emerging Markets: A Capability Perspective <i>Himi Comfort Gideon</i>	F2F
16:00–16:15	Marketing Intelligence from AI and Data Mining Perspective: A Qualitative Analysis <i>Mahmoud Alghizzaw</i>	Online
16:15–16:30	The Evolution of Influencer Marketing: From Human to AI-Generated Influencers <i>Amro Alamaren</i>	Online
16:30–16:45	Augmented Reality in Marketing and Consumer Behavior <i>Iyyad Zahran</i>	Online
16:45–17:00	Ethical Challenges of Artificial Intelligence in Digital Marketing: A Systematic Review and Integrated Framework <i>Riyazi Farook</i>	F2F
17:00–17:15	AI-Powered Customer Experience Transformation in UK Retail Practice, Promise and Pitfalls <i>Sunday Oladoke Oladeji</i>	F2F



DAY 2: FRIDAY 28 AUGUST 2026

TIME	SESSION: A2:BETH PLENARY (DAY 2) Session Link: Click here	LOCATION
09:00–09:30	Arrival coffee	
09:30–10:15	Panel Discussion – AI Strategy and Organizational Efficiency Dr Jamal Nassar (Moderator); Edafe Maxwell Kweve (Panelist); Sufian Kaki Aslam (Panelist); Stephen Owojori Kydos (Panelist) and Sara Simeone (Panelist)	103
10:15–10:30	Morning coffee break and networking	
10:30–12:00	Parallel Sessions 5 (5 Papers) Session Chair: Dr Zubair Ahmad Room 202 Parallel Sessions 6 (5 Papers) Session Chair: Dr Godfred Osei Room 203	202/203
12:00–13:00	Lunch	
13:00–13:30	Keynote Speech 1 – Ciaran Donaghy, Lead Policy Officer, QAA Keynote Speech: Assessment under pressure: how the sector is responding to GenAI	103
13:30–15:30	Parallel Session 7 (7 Papers) Session Chair: Dr Amy Bywater Room 202 Parallel Session 8 (6 Papers) Session Chair: Prof Joe Sweeney Room 203	202/203
15:30–15:45	Afternoon Coffee Break	
15:45–16:30	Keynote Speech 2 – Professor Ilian Alon, Professor, School of Business & Law, University of Agder & Corvinus University Keynote Speech: International Business in the Age of AI and Cryptocurrencies	103
16:30–17:00	Best paper awards and Closing Remarks	



Session 5: AI in Finance, Accounting & Health – 5 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
10:30–10:45	The Role of Artificial Intelligence in Enhancing Mental Health and Wellbeing among University Students in North East England. <i>Bency Abdul Majeed Raseena</i>	F2F
10:45–11:00	Invisible Identities: Using Artificial Intelligence (AI) to Explore Barriers to Social and Wellbeing Services and Refugees' Own Perspectives Among Minority Faith and LGBTQ+ Refugees and Asylum Seekers in the UK <i>Freshta Amiry</i>	F2F
11:00–11:15	AI-Driven Sovereign ESG Analytics: Predicting Sustainability Levels and Momentum Using Explainable ML on World Bank ESG Data <i>Abdullah Altrad</i>	Online
11:15–11:30	Harnessing AI-Enabled Food Scanner Apps to Foster Healthy Grocery Shopping: A COM-B Perspective on Digital Health Entrepreneurship <i>Leila Masoomi</i>	F2F
11:30–11:45	Challenges Associated with the Implementation of Artificial Intelligence in the UK Healthcare System <i>Babatunde Johnson</i>	F2F

Session 6: AI, Data & Emerging Technologies – 5 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
10:30–10:45	Conversational agents in service contexts <i>Sofya Malik</i>	F2F
10:45–11:00	Techno-economic feasibility of ai-driven utility scale solar pv projects in northern Nigeria <i>Oladimeji Bakare</i>	F2F
11:00–11:15	The Role of AI in Combating Cybercrime <i>Ahmad Albloush</i>	Online
11:15–11:30	The Function of Artificial Intelligence Instruments in Overseeing Negotiations during Crises <i>Mufleh Amin Al Jarrah</i>	Online
11:30–11:45	Foundations and Technological Perspectives of Augmented Reality <i>Iyyad Zahran</i>	Online

Session 7: AI in Education & Learning – 7 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
13.30–13.45	Beyond Detection A Three–Lens Framework for Sustainable Assessment Integrity in Higher Education <i>Sara Hamouda</i>	F2F
13.45–14.00	The Impact of Digital Leadership on Preparing Emerging Leaders in the Education Directorates in Hebron <i>Sameer Aljamal</i>	Online
14.15–14.30	Barriers to Sustainable AI–Enabled Risk Management in Organisations: A Machine Learning Analysis <i>Ghazal Chianeh</i>	F2F
14.30–14.45	Bridging the access to success gap – an ai driven diagnostic framework for enhancing retention and compliance in non–traditional higher education <i>Md. Fazle Rabbi</i>	F2F
14.45–15.00	Assessing Business Model Innovations in Special Education: A Quantitative Study on Accessibility and Quality Improvements <i>Ahmad Eyadat</i>	Online
15.00–15.15	A Human–Centred Hybrid Decision–Support Framework for Career Direction Recommendation among IT Students <i>Elanura Kuandykova</i>	Online

Session 8: AI in Supply Chain, Operations & Governance – 6 papers

Session Link: [Click here](#)

TIME	PRESENTATION TITLE AND PRESENTER NAME	MODE
13.30–13.45	AI Awareness in the Public Sector: Bridging the Gap Between Ambition, Skills, and Public Trust in the United Kingdom <i>Harry Udoh</i>	F2F
13.45–14.00	Employing AI-powered Data Mining Techniques to Improve Supply Chain Management Agent Efficiency <i>Ibrahim Ezmigna</i>	Online
14.15–14.30	Global Supply Chain Dynamics and Artificial Intelligence: A Qualitative Approach <i>Mufleh Amin Al Jarrah</i>	Online
14.30–14.45	Business strategy and Ai in e-commerce: adapting supply chain models <i>Mufleh Amin Al Jarrah</i>	Online
14.45–15.00	Exploring the Impact of AI for Transformational Leadership and Digital Innovation on Supply Chain Resilience <i>Mahmoud Alghizzaw</i>	Online
15.00–15.15	Business Strategies for Last-Mile Logistics in Omni chan-nel Supply Chains: AI Technology <i>Ibrahim Ezmigna</i>	Online



THANK YOU

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