

IBS 3MT Competition 2024

Roundtables Programme



**English for International Business Studies
Faculty of Business Administration and Economics**

21st and 22nd June at Paderborn University



Competition Organisation: IBS English Team



Rachel Lindner



Bridgette DeCot



Amy Ziemniak



Pia Poehlker

Roundtables Programme



Friday 21st June

Participants must join round table session rooms **TEN MINUTES** before they are due to start.

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Saturday 22nd June

Participants must join round table session rooms **TEN MINUTES** before they are due to start.

Roundtable Sessions

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Roundtable 1A: Consumer Behavior I

09:30 – 10:50, 21st June, Q1.101

Chairpersons
TBD_Chair111; TBD_Chair222

Afrid Hossain

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Innovative Supermarket Loyalty: Exploring new Customer Retention Strategies

My research focuses on exploring innovative strategies for customer acquisition and retention in the supermarket industry. Nowadays, many supermarket chains have various programs to strengthen customer loyalty and customer acquisition, for example loyalty programs, customer communication or customer feedback options to respond more precisely to the needs and wishes of customers. Despite the longstanding presence of loyalty programs in the industry, there is a strong similarity among the loyalty initiatives adopted by various supermarket chains. In my research, I aim to investigate new approaches that can not only enhance customer loyalty but also set supermarket chains apart from competitors. Specifically, I will explore new methods such as personalized discounts based on purchase history and optimised redemption processes to make the customer experience more engaging. Through this research, I want to uncover new insights that can revolutionize customer retention in the supermarket sector. Competition participants and organizations can benefit from the analysis, as it may help to think beyond traditional approaches and explore new ways to strengthen customer loyalty and get new perspectives.

Julie Schwarze

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Impact of Gen Z: Crafting Exclusive Digital Experiences in Luxury Fashion Services

My research examines the digitalization of services in the luxury fashion industry, focusing on the use of digital channels to promote and sell luxury products targeting Gen Z. Gen Z is emerging as a more prominent target group, expecting to represent one-third of the luxury fashion market by 2030. Additionally, due to their preference for personalized digital experiences and online shopping, further intensified by the Covid-19 pandemic, luxury fashion brands are pushed to redefine their strategies to meet Gen Z's digital expectations. While in-store operations are characterized by a sophisticated store ambience, limited distribution and very personalized service, which convey exclusivity, luxury fashion brands must find a way to match these traditional practices with their digital presence. I aim to analyze the digital channel distribution of these brands and customer perceptions. As a result, I will provide digital personalization strategies for luxury fashion brands aiming to utilize digital channels to present their products and appeal to Gen Z while maintaining their distinctive brand identity.

Ihsan Zeytunlu

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Mitigating Negative Transformational Relationship Events in Customer Relationship Management

In the dynamic landscape of Customer Relationship Management (CRM), negative Transformational Relationship Events (TREs) pose significant challenges to maintaining positive customer perceptions and brand loyalty. This research delves into effective strategies for mitigating the impact of such events, drawing insights from diverse industries and contexts. With a focus on understanding the intricacies of negative TREs, this study explores proactive approaches and practical solutions to address and prevent adverse effects on customer relationships. By analyzing real-world case studies and theoretical frameworks, this research aims to provide actionable recommendations for businesses striving to navigate and mitigate the fallout from negative TREs in the realm of CRM. Through a comprehensive examination of mitigation strategies, this study seeks to equip organizations with the knowledge and tools necessary to safeguard their customer relationships and uphold brand reputation in the face of challenges posed by negative transformational events.



Dominik Nickel

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The influence of brand awareness and online reviews on customer behavior

The importance of online reviews cannot be overestimated. They serve as sources of information that have an influence on consumer decisions. But how does this evaluation correlate with brand identity and how do reviews affect the customer purchasing behavior of established brands? In the dynamic landscape of consumer behavior, the interplay between brand awareness and online reviews is playing an important role. My study explores the question of whether products associated with well-known brands still attract consumers despite negative online reviews. The aim of this study is to analyze this complex relationship and examine how brand awareness and digital reviews interact to influence consumer decisions. By examining the synergy between brand awareness and online reviews, the study aims to uncover insights that are important for marketers and companies operating in the digital marketplace. The findings offer valuable insights for developing effective marketing strategies in today's challenging landscape.

Maya Pook

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Green marketing strategies: Assessing consumer awareness and responses to green marketing claims

My research investigates the effectiveness of green marketing strategies, with a specific focus on the phenomenon of greenwashing, by assessing the awareness and responses of consumers regarding sustainability declarations from brands. Due to the ongoing climate crisis, sustainability becomes increasingly important to consumer decision-making. Therefore, companies are trying to appeal to environmentally conscious customers. However, concerns regarding the transparency and credibility of environmental claims arise, questioning whether such claims might be deceptive and misleading. Through an extensive literature review, I examined the extent of awareness and perception of greenwashing, and the effects on sales impacted by green marketing strategies. The main hypothesis derived from the research states that although many consumers are familiar with the concept of greenwashing, it is not as easily recognized, which may increase their intention to purchase. My research will contribute to the important debate regarding transparency and sustainability in marketing, giving the audience a more elaborate understanding of the topic.

Sude Cakin

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Unveiling Cultural Differences: Exploring Luxury Marketing Dynamics amidst Middle Eastern Societal Norms

My research explores the influence of Middle Eastern societal norms on the design and execution of marketing strategies for luxury goods. Within the diverse cultural landscape of the Middle East, consumption patterns are shaped by cultural nuances deeply rooted in tradition and religious teachings. Despite societal norms, the Middle East presents a growing luxury market driven by increasing wealth and urbanization. International luxury brands must navigate these cultural dynamics, tailoring marketing strategies to resonate with Middle Eastern consumers while upholding societal norms and values to foster lasting consumer relationships. Focusing on gender roles and religious beliefs, my research aims to examine how these factors shape and influence the development of marketing strategies for luxury items. By analysing the significance of these norms, I will assess the extent to which they impact marketing strategies for luxury goods. My competition contribution will provide a comprehensive analysis the of importance of these standards and offer valuable insight into future strategies for international companies to effectively incorporate cultural influences into their marketing strategies.

Aaron Kaya

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Evaluating the Sincerity of BMW's Social Media Activism

This study critically examines BMW's usage of social media to support minorities and political causes and analyses their authenticity. BMW often engages online to support events such as Pride or Black History Month and political issues as the on-going war in Ukraine and Russia. The genuineness behind these actions is questionable as BMW is silent during other important issues like for example the Palestine and Israel war. Through focusing on selected engagements this study aims to find out if BMW has honest commitments to social justice or simply aims to win customers through a marketing strategy. This study will specifically focus on timing and the duration of certain actions such as changing the profile picture to show support to the LGBTQ+ community only as long as pride month. The key takeaway is to understand if BMW's social media support for minorities and political causes is a sincere effort or merely a tactic to enhance their brand's image and sales.



Roundtable 1B: Artificial Intelligence I

09:30 – 10:50, 21st June, Q1.203

Chairpersons
TBD_Chair111; TBD_Chair222

Vincent Paul Leonard Adami

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Leveraging AI tools to enhance the success rates of mergers and acquisitions

My research examines the effects of artificial intelligence (AI) as a tool in increasing the success rate of mergers and acquisitions (M&A). M&A are crucial strategies for business growth and competitive advantage, yet the majority of deals fail to create value due to over-evaluation and integration complexities. Recent AI development appear to offer tools for improving and automating data analytics and risk management. AI with its ability to analyse large volumes of data fast and effectively presents an opportunity to optimise the complex and fallible M&A process. Through an analysis of scientific literature and industry insights, I investigate the possible uses of AI to address critical challenges in various stages of the M&A process, particularly due diligence and evaluation, post-deal integration, and risk-management throughout the entire process. This study aims to show how artificial intelligence (AI) can be leveraged to improve M&A projects' overall success and sustainability by increasing accuracy and efficiency.

Ismail Akdemir

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

How can AI effectively enhance market potential evaluation for subscription-based business models?

Subscription businesses thrive on precise forecasts of customer behavior and market growth. This research explores how Artificial Intelligence (AI) revolutionizes market potential evaluation for subscription models by analyzing vast data on demographics, usage patterns, and trends. AI unlocks unprecedented insights, propelling subscription businesses towards greater success. In today's dynamic market, the average lifespan of a company has shrunk to five years from 40-50 years in the past. AI's ability to analyze vast data and provide real-time insights enables subscription businesses to adapt to changing customer preferences and trends, extending their longevity. Drawing on successful AI applications in Amazon, Netflix, and Uber, this study highlights AI's significant impact. The potential of integrating AI with IoT and blockchain to drive innovation is examined. However, responsible implementation is crucial. Ethical considerations and best practices for AI adoption are emphasized, equipping participants and organizations with the knowledge to improve decision-making and optimize subscription business models.

Lara Ibrahim

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Essential competencies in the age of AI: Developing and enhancing new skills for business professionals

My research examines the impact of integrating artificial intelligence (AI) in workforces on the essential competencies needed for the future corporate market and explains how to acquire them. With the constant advancement of AI, numerous not only anticipate the replacement of workers in certain areas but additionally foresee the collaboration and integration of AI in the workforce as inevitable. Consequently, this results in a shift of needed skills for business professionals, requiring them to acquire new competencies. With the ongoing development of AI technology, the specific changes for business professionals remain uncertain. Therefore, my research explores AI as an integrated component in the workplace, revealing how striving- or already established professionals can prepare and further educate themselves on the changes brought by AI. My competition contribution will focus on the essential qualifications future employees need to acquire to stay relevant in the upcoming AI-dominated corporate market.



Alexander David Krause

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Implementing AI powered chatbots to enhance customer engagement in small and medium sized enterprises

Implementing AI-powered chatbots in small and medium sized enterprises (SMEs) aims to boost customer engagement. This research examines how chatbots improve response times, streamline interactions, and promote personal engagement in SMEs. Nevertheless, SMEs face challenges in providing efficient customer service with limited resources. The implementation of AI chatbots streamlines these interactions and can therefore offer personalized services. Furthermore, competitiveness, customer loyalty and cost savings are playing an increasingly important role for companies. To optimize this, the introduction and improvement of AI-based chatbots is a very good solution. By increasing customer involvement in customer service, a sustainable production supply chain can generally be created. Many studies show how beneficial the use of AI-based chatbots can be for an entire company, based on large companies that already use them. Even though this topic is still very new and brings with it many challenges, I would like to focus on the key research results in my competition article and explain the advantages and opportunities, especially for SMEs.

Luca Marie Steins

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINKE>

Algorithms in economic decision-making: Overcoming Algorithm Aversion and enhancing user acceptance of algorithmic information systems

Algorithmic information systems are integrated into a wide range of economic decision-making tasks along the value chain. Despite their demonstrated efficiency, a scepticism towards algorithms and artificial intelligence, known as algorithm aversion, persists among humans. My research explores the mechanisms leading to algorithm aversion, draws upon its consequences and presents measures to refine user acceptance. The belief in the superior effectiveness of algorithmic information systems is fundamental for understanding its potential for the economy. The concept of algorithm aversion is introduced as noting a tendency for individuals to distrust algorithms. Accordingly, algorithm aversion may pose a serious threat to economic institutions and individuals. Within the scope of my work, I intend to critically engage with conceptual frameworks, centring on the appearance and solutions of algorithm aversion. My competition contribution will focus on providing insights into the potential of algorithms and addresses possible approaches to increase the user acceptance of algorithms in economic decision-making.

Vinoshika Vigneswaran

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

AI-generated predictions: Optimizing efficient decision-making with a focus on inventory management

My research addresses the influence of predictions generated by Artificial Intelligence (AI) and to what extent the application of the predictions improves efficient decisions of organizations, particularly in inventory management. Due to technological development, corporations are adapting to the use of AI, as innovative technologies analyse large amounts of data and examine complex patterns at high speed. AI develops predictions about future events, trends, and customer behaviour, to create accurate forecasts to manage inventory more efficiently to minimize overstock and shortages. In my research, I will enhance the importance of AI in decision-making in inventory management as it considers minimizing risks, increasing efficiency, and taking opportunities in a short time frame, as any delay could lead to a loss of competitive edge, to support the business to decide according to the most plausible prediction. My competition contribution will provide the audience with a deeper understanding of the topic by reviewing important literature.



Roundtable 1C: International Business I

09:30 – 10:50, 21st June, Q5.245

Chairpersons
TBD_Chair111; TBD_Chair222

Owen Joshua Imuwahen

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Examining the Economic and Environmental Impact of False Narratives by Foreign Companies in Nigeria's Petroleum Industry

Petroleum being one of the most important commodities in the world is constantly in high demand due to its need and scarcity. This explains why the petroleum industry is among the most lucrative sectors in the global economy. With Nigeria having the tenth largest crude oil reserves according to the Organization of the Petroleum Export Countries (OPEC), oil production and extraction, especially by foreign companies are the driving forces of Nigeria's economy. Many foreign companies therefore target Nigeria to earn large profits, while ensuring detrimental and needed growth through assured support for the local communities. Even so, risks such as oil spillage constantly occur during the extraction, which causes disastrous effects for the local communities. Consequently, this study aims to judge how beneficial those foreign companies involved in the petroleum industry are for the Nigerian economy. Furthermore investigating if the promised benefits outweigh the hazardous effects caused by oil spillages. Bringing awareness to the companies' manipulative and exploitative agendas, distorting the false image created by themselves.

Christina Lukas

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Surviving the storm: How small businesses handled the challenges posed by COVID-19

The global economy has been severely impacted by COVID-19, with small and medium-sized enterprises (SMEs) being disproportionately affected. SMEs in Ethiopia face numerous obstacles, including high inflation, low foreign exchange reserves and social unrest. SMEs are essential to economic growth and job creation in Ethiopia. Many Ethiopian SMEs struggle to survive the pandemic in spite of government measures. Research shows that employment and business activity are declining globally, particularly for businesses owned by minorities. Health restrictions and economic downturns are posing operational challenges for small and medium-sized enterprises in Ethiopia. Some, however, have adjusted by switching to internet sales and manufacturing necessary medical supplies, demonstrating chances for innovation and digitization. The pandemic highlights the necessity of modernizing the economy and improving SMEs' crisis readiness. For entrepreneurial resilience to be supported, policies must be consistent. In order to provide a more comprehensive understanding of the changing opportunities and challenges in the post-COVID-19 landscape, future research should conduct extensive surveys to understand the unique challenges and gendered impacts faced by small business owners in Ethiopia and similar developing contexts.

Pascal-Noél Schwarzkopf

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Exploring Barriers of Lean Manufacturing Adoption in Pakistan's Textile Industry

Accounting for 54% of total exports and 38% employment in the labor force the textile industry of Pakistan plays a vital role in its economy. Yet the industry is slowly declining, struggling to match the productivity and efficiency of other major players in the textile industry like China, Bangladesh and India. A reason for this struggle is the lack of lean manufacturing implementation. Whereas other key industries of Pakistan succeeded in integration of lean manufacturing in their operations, the textile industry is failing to adapt. My research explores the barriers halting lean manufacturing adoption in the textile industry of Pakistan. Moreover, I will examine the relevant literature, looking into cultural barriers, know-how and various other challenges. My competition contribution will promote the understanding and awareness of the specific barriers faced by textile companies, enabling companies to implement lean manufacturing more successfully and efficiently into their business practices.



Mette Salli Stroth

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Long-term Economic Developments in the Middle East: Global Impacts and Opportunities through Peace Initiatives

The Middle East conflict not only has immediate political and social implications, but also profound long-term economic consequences both within countries and globally. This research addresses the question of how peace initiatives can drive economic development in the Middle East, using the current Palestine-Israel conflict as an example, and the global implications of such changes. The region, rich in resources and strategically important, has long suffered from conflicts that hinder economic progress and stability. Peace could liberate the region's economic potential, ensure global stability, attract foreign investment and strengthen infrastructure. This work examines the long-term economic developments in the Middle East and shows how peace initiatives can have significant economic benefits and global impact. The findings provide valuable insights for policy makers, international organizations and economic actors to make informed decisions to promote peace and economic development.

Alina Seibert

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Russia's Impact in BRICS: Redefining Global Economic Power and Western Relations

My research analyses to what extent Russia's integration into BRICS reshapes global economic power dynamics and which implication it holds for Western economies. More specifically, I investigate in how far trade relations between Russia and the Western countries evolve in the context of BRICS and what consequences this has on the trade balance and competitiveness of Western nations. The BRICS states have emerged as significant players in the global economy, with Russia being a key member. Therefore, Russia's economic expansion within BRICS has raised questions about its impact on Western economies. Latest research states that as Russia's economy grows within BRICS, it may increase competition for Western businesses in global markets. This could lead to pressure on Western firms to innovate and become more competitive. My research highlights relevant studies in relation to Russia's impact on global economic power shifts, therefore giving the audience a future-oriented understanding of Russia's development within BRICS.

Eric Luca Ugolini

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The US-China Trade War and Its Impacts on the Technology Industry

The trade war between the US and China began in 2018 when the United States, under President Donald Trump, imposed tariffs on Chinese goods to address trade imbalances and alleged unfair trade practices. The aim was to force China to change its economic policy, reduce the US trade deficit with China and protect American technology and intellectual property. China responded with tariffs of its own, leading to a long-term economic conflict that impacted global supply chains and the dynamics of international trade. In my research, I will analyze how the trade war sanctions have affected technological innovation and competition in both countries, potentially hindering progress and reducing global collaboration within the industry. My competition contribution will focus on offering the audience a critical analysis of implications for the future of the tech industry, particularly examining how restrictions on personnel exchanges between the US and China might affect innovation and technological progress.



Roundtable 2A: Consumer Behavior II

11:05 – 12:25, 21st June, Q1.101

Chairpersons
TBD_Chair111; TBD_Chair222

Pauline Sieling

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Product returns in e-commerce: Their impact on environmental sustainability and business profitability

My research examines the influence of e-commerce on the corresponding increase of product returns, focusing on both environmental challenges and economic performance. In recent years, e-commerce has transformed retail and consumer behaviour by providing accessibility as well as convenience. Due to the COVID-19 pandemic, online retail has grown, and customers bought more products. However, this contributes to a higher return rate which leads to profits but also negative consequences. In my research I want to analyse the financial and environmental challenges by answering the question how returns affect the ecology and business profitability in the e-commerce sector. My competition contribution will focus on the key literature for which I will explain results of research studies as well as recent changes in e-commerce, such as new policy laws. Thereby I would like to give the audience a broader understanding of this topic and help them understand the scope of global returns.

Lara Marie Ziegler

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

5 stars everywhere: measures to encourage users on online platforms to give more objective ratings

Currently, user reviews play an important role in shaping consumer decisions on online platforms. However, the subjectivity of these reviews often poses challenges for consumers seeking genuine insights. My research therefore addresses the pressing need to enhance the objectivity of user ratings on online platforms for products, while analyzing the impact of different measures. The literature demonstrates that social bias tends to bias reviews towards positivity, thereby compromising their credibility which then lead to consumer making wrong purchasing decisions. My research will offer valuable insights into the ongoing discourse surrounding the methods through which enhancements in review objectivity can be attained. My competition contribution provides a comprehensive overview of measures aimed at enhancing the objectivity of online reviews. By presenting these measures, readers will be encouraged to approach reviews with greater sensitivity, thereby empowering them to make more informed decisions based on the reviews they encounter in the future.

Beyza Kara

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Effect of Organic Food Prices on Consumer Purchasing Behavior

My research addresses the influence of organic food prices on consumer purchasing behavior. The realization that prices have an influence on purchasing behavior has long been known in economic and marketing research. Over the years, numerous studies and experiments have shown that prices play a decisive role in purchasing decisions. A relevant theory in this context is the theory of signaling, which states that prices can serve as an indicator of the quality of a product. In my research, I will investigate which factors influence consumers' buying behavior of organic food and how the pricing of organic food is determined. My motivation is to raise awareness of sustainable consumption and to help ensure that consumers can make informed choices that take into account both their health and the environment. My competition contribution will focus on the results of a survey and literature review to show how the pricing of organic products is arrived at and whether it actually influences consumer purchasing behavior.



Ece Tasci

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The interplay of network effects and competitive pricing in online marketplaces: A game theoretical analysis

My research investigates the economic principles behind dynamic pricing strategies in online marketplaces, with a specific focus on how network effects influence competitive pricing through game theory. The rapid growth of e-commerce, driven by widespread internet access, has intensified competition in online marketplaces, making strategic pricing essential for sustaining market position and profitability. In this context, firms must balance leveraging network effects with maintaining competitive prices to meet the diverse interests of multiple stakeholders. I aim to explore how online marketplaces dynamically adapt their pricing strategies to optimise network effects and enhance competitiveness. By analysing and applying game-theoretic models and validating them with empirical data from leading marketplaces, my research addresses the gap in understanding how these platforms achieve equilibrium in their pricing strategies. My competition contribution will synthesise key literature, offer a nuanced understanding of existing models, and highlight influential voices in the current discourse on this field.

Irina Weineck

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The effect of product returns on fashion e-commerce: Methods for enhancement

My research addresses potential factors for product returns in e-commerce and various strategies for companies to minimise these returns. The fashion industry is one of the sectors notorious for high levels of returned products, which not only lead to financial losses for the business, but also have a significant negative impact on the environment. Studies indicate that consumer behaviour, including impulse buying or receiving wrong sizes, plays a role in driving high return rates within this sector. In my research, I want to focus on analysing relevant literature on customer returns in fashion retail and the impact of implementing potential solutions. The findings of this research provide insights into the growing problem of product returns. Understanding the impact of product returns, companies can incorporate appropriate strategies into their business and improve their profitability. By encouraging consumers to make more considered purchases, a positive effect can be achieved for the environment.

Jule Emma Louise Riemenschneider

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The influence of available payment methods on consumer behaviour in e-commerce

My research focuses on how the payment options offered in online shops have an influence on the customer satisfaction and the overall conversion rate of businesses. While recent years have shown a shift from brick-and-mortar retailers towards online shops, payment methods have been adapted to this trend, offering a large number of payment alternatives to the customer. However, understanding consumer preferences and offering the right selection of payment methods becomes imperative for businesses. According to research, the flexibility when choosing payment methods leads to greater customer satisfaction and has a general significant impact on consumer behaviour. Motivated by the desire to find out how to enhance customer satisfaction and the overall sales, my competition contribution aims to delve into analysing the various factors influencing payment method selection, including convenience, security and trust. Ultimately, I will focus on the diverse consumer preferences and how businesses can use this information to make the right decisions.

Jennifer Rüterbories

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The improvement of instruments to reduce product returns

My research investigates which tools are suitable for reducing product returns without compromising customer satisfaction. Online trade is a major distribution channel for most companies worldwide, which can be beneficial. However, there are obstacles to offering goods online, especially with clothing and shoes. According to Statista, approximately 30% of clothing was returned in Germany in 2023. Considering these numbers, specific reasons need to be analysed, such as the most frequent reasons for returns and how these can be minimized. My research contributes to customers' leak of information according to sizing information, the haptic of a product, and what materials it consists of. In addition to this, I want to enlighten possible chances of rewards programs that support customers' sustainable decisions. My competition contribution will focus on the most effective instruments to reduce online returns and initiate deeper awareness of the impact of online returns.



Roundtable 2B: Artificial Intelligence II

11:05 – 12:25, 21st June, Q1.203

Chairpersons
TBD_Chair111; TBD_Chair222

Tobias Eckert

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Exploring the Impact of AI on Labor Markets in Emerging Economies

My research delves into the profound impact of artificial intelligence (AI) on labor markets within emerging economies and especially in labor-intensive industries. It thereby evaluates the chances and possible threats that AI poses for these countries. Emerging economies are experiencing a rapid integration of AI technologies into various industries, reshaping traditional employment structures and the way work is done. The main issue I like to address is the transformative effect of AI on job creation, income distribution, and skill requirements in emerging economies and the research aims to understand how AI adoption affects the probability of job displacement. Specifically, this research examines developments regarding the use of AI from select emerging economies, highlighting the nuanced ways AI influences employment dynamics. Key takeaways include insights into the various opportunities and challenges posed by AI-driven automation and the importance of developing adaptable skillsets to succeed in a labor market influenced by AI.

Mariella Inés Hemminga

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The effects of AI on underrepresented groups in recruitment processes

My research examines how algorithmic bias in AI-driven recruitment affects underrepresented groups in candidate selection processes. While traditional recruitment methods have long been criticized for a tendency towards maintaining bias, the emergence of AI technology raised hope for moderating these challenges. However, despite promises of efficiency and objectivity, concerns persist regarding the fairness and inclusivity of these systems. I therefore recognize the need to address the unintended consequences of algorithmic bias, having gained firsthand insights into the transformative potential of AI in recruitment. By exploring the origins of bias in AI algorithms, I aim to uncover how they perpetuate disparities in representation and hinder inclusion. Consequently, my contribution to the ongoing debate on the impact of AI on recruitment practices will discuss strategies for mitigating adverse effects on underrepresented groups. I seek to provide insights into the critical significance of proactive measures in promoting equity and inclusion in recruitment.

Tim Jokers

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The impact of artificial intelligence on organizational structures: An analysis of evolving workforce dynamics

My research analyzes the impact artificial intelligence (AI) has on the labor market dynamics, assessing its implications as either an opportunity or a threat to economic development, labor productivity and job employment. Artificial intelligence has become an indispensable tool utilized by numerous enterprises to gain a competitive advantage and enhance operational productivity. While existing literature examines that AI intensifies the efficiency of enterprises, experts have significant concerns that AI threatens traditional jobs by being more effective than humans, especially replacing human cognition and decision-making through the use of statistical analysis and algorithms. In my research, I want to evaluate the dual perspectives within the literature of AI changing organizational structures and influencing labor markets. Consequently, this study aims to synthesize these literatures and evaluate their different perceptions. As a result of this, a more detailed understanding of the impact AI has in organizational structures is provided.



Nancy Kuschka

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The impact of AI on employees and the future labour market

My research investigates to what extent AI influences the future labour market and how the prospect of AI in the workplace affects employee well-being. The use of AI in workplaces is becoming increasingly prevalent and offers advantages such as automation and improved efficiency while also creating new jobs. However, AI threatens to eliminate various other jobs, which will influence job choices in the future and may have negative impacts on employees' well-being like psychological distress and job insecurity. While current research focuses on the changes due to AI in the workplace and in the labour market, there is a lack of detailed research on the skill requirements that employees will need in this new work environment. My competition contribution therefore aims to fill this gap by outlining what skills will be in demand and how employees can adapt to the future labour market that is driven by AI.

Joanna Riffel

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

AI in Marketing: How to use it as a tool rather than a replacement

My research focuses on the integration of artificial intelligence (AI) into marketing strategies, while highlighting its value as a supportive tool rather than a replacement for human capabilities. In recent years, the use of AI in various industries, including marketing, has increased drastically. However, it is often used as a replacement for human labor, such as content creation for marketing campaigns. This will become a more pressing issue in the future as AI continuously improves. By exploring this topic, I aim to clarify the benefits of AI as a complementary tool and address concerns regarding its potential to replace human expertise. My competition contribution will specifically discuss a few methods on how AI can be applied to enhance marketing activities that do not necessarily need human involvement, for example, by using big data for sales prediction models while collaborating with human creativity and expertise to achieve better results.

Stefanie Nicole Schwetka

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Ensuring ethical artificial intelligence: Business governance strategies

My research analyses the governance of artificial intelligence (AI) to ensure ethical implementations in business contexts. The rapid advancement of AI technologies has transformed several aspects of business practices, promising increased efficiency, cost savings, and strategic advantage. However, this transformation introduces ethical, legal, and social challenges, such as algorithmic bias, privacy issues, and accountability concerns. Addressing these challenges requires strong governance structures that ensure ethical AI implementation while utilizing its potential benefits. My bachelor thesis explores governance mechanisms designed to ensure ethical AI practices within business contexts. It seeks to identify governance strategies that promote transparency, accountability, and fairness in AI applications. My study focuses exclusively on AI governance within business environments due to their important role in driving economic activities and strategic direction. My competition contribution will focus on understanding the importance of AI governance and identifying both potentials and challenges of current AI governance models.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 2C: International Business II

11:05 – 12:25, 21st June, Q5.245

Berhan Bal

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The expansion of football clubs into a foreign country – how FC Bayern Munich entered and built a strong brand in China

My research analyses how the German record champion FC Bayern Munich have achieved notable success by venturing into the Asian market, especially China. Many football clubs nowadays commence an expansion into foreign countries with the purpose of entering a new market and to expand its brand. The German football club, in line with this trend, has implemented a robust global expansion strategy in the Asian Market. Through its participation in international tournaments, establishment of fan shops and organization of fan events, the club has effectively built a strong presence in China. Disregarding the sporting aspects, the study will focus on the entrepreneurial strategies and business model, portraying the German football club as a major brand and corporation. My research investigates especially marketing strategies with which FC Bayern Munich successfully have built a strong reputation in China at high risk and highlights the importance for football clubs expanding into foreign markets.

Romana Culina

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

From Conflict to Cooperation: Ethical Strategies for US Firms in China

My research analyses the question how American companies can navigate ethical conflicts when entering the Chinese market. Understanding these differences is crucial for successful cross-cultural business operations, as US marketers expand into China, ethical conflicts can arise due to differing cultural standards. In particular, this knowledge improves cross-cultural business success and prevents ethical problems, thus fostering more successful international business dealings. The motivation behind this research stems from the increasing number of smaller US companies venturing into China and the potential for ethical misunderstandings that could impede business success. By comparing ethical frameworks, I aim to highlight areas of potential conflicts and offer strategies for US marketers to manage these differences effectively. Moreover, the main takeaway will be a set of practical guidelines and solutions to help bridge cultural gaps and ensure ethical business practices in international dealings.

Irem Köse

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

From Culture Clash to Collaboration: Building Successful Business Relationships between Germany and China

In international business relationships, cultural influences play a crucial role in shaping successful cooperation strategies between companies. Nevertheless, business strategists face the challenge of bridging cultural gaps to establish authentic and meaningful connections. This challenge becomes particularly apparent when considering cultural influences as obstacles to building successful business relationships. The diversity of cultural norms, values, and communication styles shapes how businesspeople in Germany and China perceive and interact with each other. This research examines how cultural influences act as obstacles to building business relationships and the importance of understanding and addressing cultural barriers. By analyzing the impact of cultural factors on relationship building, this study aims to provide insights into the complexities of intercultural business interactions. It seeks to explore how cultural barriers can be understood and addressed to facilitate genuine connections between business partners in diverse cultural contexts, ultimately enhancing the success of international business collaborations. Unlocking digital potential: Combining global digitalisation methods in the public sector. Digital transformation is changing the landscape of the public sector and offers unprecedented opportunities for innovation and efficiency. However, realising this digital potential comes with significant challenges. This study will highlight methods that have been implemented in various countries around the world that are associated with unleashing the digital potential in this sector. I will discuss this topic based on my secondary research in Asia and Europe. I will focus on the complexity of digital adoption, considering factors such as organisational culture, resource allocation and technological infrastructure. The main theme is how the public sector can effectively manage digital transformation to maximise the benefits while minimising the risks. Motivated by the transformative power of digital technologies and the need to respond to societal needs, this research aims to provide insights into successful digital strategies. The competition entry addresses key literature, provides a comprehensive overview of current global approaches, and highlights key learnings for readers, including best practices and potential pitfalls to avoid.



Anna Maria Seferai

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Refining exchange risk management strategies for businesses operating in China

Globalization has led businesses into uncertain multi-currency territories, increasing the prevalence of currency exchange risks in financial reporting and decision-making. Especially in emerging markets, China holds a key position in international trade and investment. However, the volatility of the Chinese Yuan, the complex political environment, and the regulatory framework often present obstacles for foreign businesses. In my research, I will explore the specific challenges businesses face when operating in China, focusing on currency exchange risks and the impact on financial reporting. By examining these challenges, my goal is to provide insights into the strategies and tools that businesses can deploy to navigate currency exchange risks in the Chinese market. My main hypothesis is that implementing effective currency conversion strategies adapted to the specific challenges of China can enhance a favourable financial performance. Through the investigation of potential obstacles and practical solutions, my competition contribution intends to provide recommendations for effective long-term currency exchange strategies in China.

Nasra Nazeer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Success of Chinese MNEs in e-commerce: Sustainability concerns and cross-border consumer behaviour

My research investigates the success of Chinese multinational enterprises (MNEs) in the e-commerce sector and how they achieve significant global market success despite engaging in unsustainable working practices, focusing on understanding cross-border consumer behaviour towards these businesses. Chinese MNEs, particularly in e-commerce, are at the forefront, despite facing criticism for their environmental impact and poor labour conditions. Nonetheless, their success is underpinned by their ability to offer competitive prices and implement effective business strategies. This raises the question of how exactly Chinese MNEs sustain market success while employing unsustainable practices, and how consumer behaviour influences this phenomenon, allowing them to outplay their competitors. Grounded in the expanding global footprint of Chinese MNEs, my research analyses the relationship between business success, sustainability challenges, and global consumer preferences. By clarifying these dynamics, my study contributes to discussions on cross-border consumer behaviour and highlights the strategies employed by Chinese MNEs, using key literature to underscore the main points of my research.

Viktoria Scheiermann

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Economic Significance of Kyrgyzstan Positioned Between China and Russia

My research studies how Kyrgyzstan's strategic location between two economic giants, China and Russia, influences its economic development and regional dynamics. Located at the intersection of important trade routes, Kyrgyzstan is becoming a focal point in global economic dynamics. As a key transit hub along the ancient Silk Road and a participant in China's Belt and Road Initiative, Kyrgyzstan benefits from substantial infrastructure investments and enhanced trade flows. In my research, I want to delve into the economic implications of Kyrgyzstan's unique position, analyzing trade patterns, investment flows, and infrastructure development within the context of its relations with China and Russia as it reveals both opportunities and challenges in achieving sustainable growth. The primary topic discussed is Kyrgyzstan's attempt to strike a balance between geopolitical demands and economic goals. By examining existing statistics and drawing insights from relevant literature, I seek to provide valuable insights for competition participants, businesses, and researchers interested in Central Asia's economic landscape, informing strategies for sustainable development and regional cooperation.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 3A: Influencer Marketing

13:30 – 14:50, 21st June, Q1.101

Sinah Bax

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

From trend to threat: The risks of AI influencers for companies

My research investigates the risks arising from the usage of human-like artificial intelligence (AI) influencers as brand ambassadors for companies. Due to the ability to generate higher engagement rates than real life influencers and the higher control over their actions, AI influencers are becoming more important. By analysing the customer perceptions of AI influencers, my thesis is that those influencers promote brands and products efficiently. However, the negative aspects such as loss of trust in the company need to be taken into consideration, especially because of the limited literature on the subject. Working with customers interacting with AI influencers like real people, companies need to be aware of the impacts the usage has on them. My analysis will contribute to the ongoing discussion about the dealings with AI, focusing on the negative consequences business may have to face and thereby sensitize the audience for the dealings with AI influencers by presenting key insights from significant literature.

Yunus-Emre Pamuk

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Impact of Influencer marketing on Millennials buying behavior

My topic is the influence of influencers on social media platforms such as Instagram on the purchasing decisions of millennials. Millennials in particular have grown up in the digital age and show a special interest in social media. Therefore, I will examine the impact their favorite influencers have on overall purchasing power value. I will also outline how companies can use this approach effectively and make their brand more popular.

Chalin Laura Kordsmeyer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Influencer marketing and NFT sales: The impact of personal connections

My research observes how influencer marketing impacted NFT sales and what consequences this had for consumers. In 2021 and 2022, NFTs became one of the biggest online hypes, with consumers investing heavily into these digital art items. Influencers played a major role in promoting these items by offering their viewership the chance to own unique, personal items associated with them. This raises the question of how utilising the personal relationships between consumers and influencers has impacted NFT marketing and affected consumers. Based on previous research, I hypothesise that influencers can use their personal connections with their viewership to promote products in distinct ways. My competition contribution highlights the experiences of NFT consumers, resulting in documentations of strategies for online marketing of novel products in the influencer era, focusing on how influencers leverage personal connections with their audiences. Additionally, I highlight potential dangers NFT marketing poses to consumers, providers, and influencers.



Giulia Majinovic

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Emotional Bonds in Parasocial Relationships: Enhancing the Effectiveness of Celebrity Endorsements

My research examines the impact parasocial relationships (PSRs) have on the success of celebrity endorsements, specifically focusing on the role of emotional bonds in enhancing the effectiveness. Celebrity endorsements have attracted significant attention from brands due to being a successful marketing strategy. Its effectiveness is mostly being attributed to the parasocial relationships fans form with the celebrity. Existing literature in this field mainly focuses on the influence that PSRs have on endorsements done by social media influencers. This focus, however, has resulted in a significant gap in understanding the impact these relationships have with traditional celebrities. Furthermore, the influence of emotional bonds, strengthened by those relationships, and how they enhance celebrity endorsements, have gathered little attention. This research, therefore, aims to address this gap by synthesizing these two strands of literature and generating a holistic understanding of the emotional bonds resulting from PSRs and their impact in enhancing the effectiveness of endorsements done by traditional celebrities.

Alina Brauer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Exploring Relationship Building through Virtual Influencers: A Focus on Generation Alpha

Currently, the rise of virtual influencers has emerged as a significant trend. Serving as brand ambassadors and opinion leaders, virtual influencers play an increasingly important role in attracting customers preferences for organizations. Moreover, Generation Alpha, having grown up with technologies and artificial intelligence, represents a critical target for companies marketing strategies. My research therefore aims to investigate key insights on how businesses and brands can build and maintain a relationship with this target group through virtual influencers. Taking the characteristics of virtual influencers and Generation Alpha as a starting point of my analysis, my hypothesis is that authenticity, trust and credibility are factors that contribute to a successful relationship building between both parties. Furthermore, in my competition contribution, I will present key insights from significant, recent literature. My analysis will contribute to both marketers and organizations seeking to effectively engage with Generation Alpha consumers and wanting to create effective marketing campaigns with the use of virtual influencers.



Roundtable 3B: Entrepreneurship

13:30 – 14:50, 21st June, Q1.203

Chairpersons
TBD_Chair111; TBD_Chair222

Viktoria Bracht

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Serious games to promote entrepreneurship in vocational education

My research addresses the creation of the entrepreneurs of the future, with a particular focus on the application of serious games in vocational training. Perceived opportunities and entrepreneurial skills should be encouraged from an early age to positively influence entrepreneurial activities. As a future teacher for vocational schools in Germany, I recognise the opportunity to reach potential founders at an early age of their career in vocational schools in Germany. In order to incorporate the entrepreneurial perspective in the classroom, my research investigates the adaptability of serious games, i.e. educational games developed with the primary aim of teaching users specific skills, for enhancing entrepreneurial skills of vocational students. By contributing my research, I apply the key literature theoretically to provide the audience with an introductory understanding of entrepreneurial skills learning in a practical and interactive way.

Nada Amari

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Exploring the Impact of Gender Stereotypes on Women Entrepreneurs Access to Funding and Resources

My research delves into the ramifications of gender stereotypes on the accessibility of funding and resources for women entrepreneurs. In the entrepreneurial landscape, pervasive gender biases often impede women's access to financial support and essential resources crucial for business growth. By examining the intricate interplay between gender stereotypes and entrepreneurial endeavors, this study seeks to unveil the systemic barriers that hinder women's progress in securing funding and resources. Moreover, it aims to highlight the imperative of dismantling gender stereotypes and fostering an inclusive ecosystem that empowers women entrepreneurs. Through this exploration, valuable insights will be gleaned to inform policy interventions and strategic initiatives aimed at leveling the playing field and promoting gender equality in entrepreneurship.

Timo Drobner

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Impact of Artificial Intelligence in Predictive Analytics in Startups

In a world where artificial intelligence is becoming more integrated into our daily business practices, its impact on optimizing operational efficiency and strategic planning in predictive analytics within startups is starting to drastically increase. My research analyzes how AI-driven tools improve the strategic decisions of emerging businesses by processing and analyzing large datasets to be able to accurately predict future market dynamics. My competition contribution therefore aims to provide a comprehensive understanding of the potential of Artificial Intelligence in this business area and to encourage startups to use these technologies for a competitive advantage. By integrating case studies and relevant academic literature, this exposé highlights the practical applications of Artificial Intelligence and its impact on start-up growth and adaptability. The practical applications of these tools demonstrate their capacity not only to enhance efficiency but also to cherish a more dynamic and responsive business environment.



Tarek Khayat

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Reshaping Entrepreneurship: Adapting to the Post-Covid-19 World

The COVID-19 pandemic has significantly reshaped the landscape of entrepreneurship, presenting new challenges and opportunities while influencing entrepreneurial behavior. This research examines the multifaceted impact of the pandemic on entrepreneurial activities, with a particular focus on the adaptive strategies employed during times of crisis. The rapid adoption of digital technologies and the widespread shift to remote work have fostered the development of innovative business models and online ventures. By exploring the behavioral shifts and strategic adaptations of entrepreneurs during the pandemic, this study aims to provide comprehensive insights into the evolving entrepreneurial landscape. It seeks to identify potential pathways for future growth and resilience, highlighting how entrepreneurs have leveraged the challenges and opportunities presented in the post-COVID-19 era. This examination offers valuable lessons for both current and aspiring entrepreneurs, emphasizing the importance of flexibility, innovation, and digital proficiency in navigating the post-pandemic business environment.

Madalina Elena Onciu

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Enriching Entrepreneurship: The Power of Cultural Diversity

My research project explores the impact of cultural diversity on entrepreneurship. Exploring the impact of cultural diversity on entrepreneurial ecosystems is crucial for understanding the dynamics driving innovation and growth. By fostering inclusive environments that celebrate diverse cultural perspectives, companies can unlock new ideas and approaches. Therefore, embracing cultural differences within teams can enhance creativity and problem-solving abilities, leading to a competitive edge in the market. There is a lack of specific examples or case studies for this research. However, recognizing the power of cultural diversity is not only a strategic advantage but also a reflection of a forward-thinking and progressive entrepreneurial landscape. In a competitive contribution, providing concrete examples of businesses that have successfully leveraged cultural diversity, I will discuss how fostering cultural diversity can drive creativity, expand market reach, and enhance problem-solving in entrepreneurship. Readers will gain insights into the tangible benefits of embracing cultural diversity for entrepreneurial success. The Impact of Influencer marketing on Millennials buying behavior: My topic is the influence of influencers on social media platforms such as Instagram on the purchasing decisions of millennials. Millennials in particular have grown up in the digital age and show a special interest in social media. Therefore, I will examine the impact their favorite influencers have on overall purchasing power value. I will also outline how companies can use this approach effectively and make their brand more popular.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 3C: Corporate Image

13:30 – 14:50, 21st June, Q5.245

Lisa-Marie Becker

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Corporate attire: the influence of dress codes on company image and workplace dynamics

My research focuses on how corporate image and employee relations are impacted by dress codes. In many workplaces, attire plays a significant role in shaping perceptions and fostering a sense of belonging among employees. Traditionally, corporate attire has signaled professionalism, but the emergence of casual dress norms is challenging this paradigm. Changes reflect the workplace culture and the evolution of employees' preference. The main survey focuses on how professionalism, identity and corporate culture shape dress codes. My research aims to clarify the impact on corporate branding and employee satisfaction by examining the interaction between clothing and workplace dynamics. My competition contribution delves deeper into the historical evolution of dress codes and examines their psychological impact on employees. The key takeaway is a subtle understanding of how dress codes affect organizational identity and employee engagement, providing insights for companies exploring modern working environmental standards.

Emre Erdogan

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The effect of transparency on the profitability of companies in ecommerce

This research addresses the effect of transparency in ecommerce on the profits of companies. As digitalization has increased in recent years, paired with the growing of online trading, lead to the point that customers have become more concerned about their privacy. Online shops take personal data from customers, without letting them properly know. Resulting in cases as getting perfectly personalized advertisements while surfing through the internet without knowing how the websites got this information, which raises concerns among customers. To counter this concerns, a couple of companies have started to show privacy labels to their customers, allowing them to see transparently what happens with their data. Consequently, this study takes a closer look at whether privacy labels actually give customers a sense of security and dispel their concerns or even ensure that they prefer to store at online stores with a privacy label rather than those without.

Pauline Frohß

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Crafting the corporate image: The Impact of employer branding strategies on talent acquisition and retention

The following research probes the correlation between employer branding strategies and their effect on talent acquisition and retention. For numerous years, organizations have been obligated to brand themselves as esteemed employers to appeal to potential talent. A shortage of highly qualified personnel has required a focus on attracting them, given their numerous employment opportunities. Nevertheless, hiring alone does not complete the task. It is important to analyze not only the effectiveness of employer branding in attracting suitable employees but also its efficiency in retaining them within the company. I want to investigate the need for companies to appeal to job applicants and assess the extent to which employer branding is relevant. In my competition contribution I will not solely present key insights from significant literature but also results of a survey I intend to conduct. This analysis will benefit both listeners, as students will seek employers in the future, and organizations, highlighting the importance of effective employer branding.



Laksana Sivakumar

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The impact of privacy labels on corporate image based on product category

My research project investigates the impact of privacy labels on corporate image, taking into account the product category. Consumers are increasingly shopping online and developing concerns about their data security. These concerns have been recognised by companies, leading to the introduction of privacy labels. These privacy labels indicate to consumers that companies take the protection of personal customer data seriously. However, the question arises to what effect the presence of privacy labels has on consumer perception and, consequently, on corporate image. Specifically, I will analyse how the presence and absence of privacy labels differs between sensitive and non-sensitive product categories and to what extent the corporate image is positively, neutrally or negatively affected. In my research, I will take both the consumer and the business perspective to emphasise that the corporate image is more positive when privacy labels are used on more sensitive products.

Chan-Gyu Jinpa Rahula Noel Weigel

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The effect of privacy labels and product category on customer data provision in e-commerce

My research centres around privacy labels in e-commerce, with a particular focus on the willingness of customers to provide more data. In recent years, concerns about data privacy have become increasingly prominent, hence e-commerce platforms have started implementing privacy labels as a transparent communication medium. Due to its novelty and thus its limited understanding of effects, I aim to address the scope of effects of privacy labels and additionally of the product category on customers, specifically the degree of influence they have on the further provision of customer data. In my competition contribution, I will delve into the effects of privacy labels and product category on customer data provision, by conducting experimental research and analysing relevant literature as a theoretical framework. Based on the results and its implications, my research aims to improve the understanding of privacy labels and its effects and to offer recommended courses of action for e-commerce platforms.



Roundtable 4A: Consumer Behavior III

15:05 – 16:25, 21st June, Q1.101

Chairpersons
TBD_Chair111; TBD_Chair222

Sophie Theres Grauer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Chatbots and Virtual Assistants in Customer Service: Exploring the potential of AI to enhance customer experience

My research aims to uncover effective strategies for leveraging chatbots and virtual assistants to optimize customer experience in businesses. In the age of digitalization, companies are increasingly turning to AI-driven technologies in customer service. These automated systems offer quick responses and personalized interactions. However, their full potential remains underexplored which leads to the question how businesses can effectively utilize chatbots and virtual assistants to enhance customer service? As it is crucial to remain competitive in today's digital landscape, understanding the intricacies of these technologies can empower businesses to provide personalized and seamless customer interactions, ultimately fostering loyalty and retention. My contribution provides a deeper understanding of how AI technologies, particularly chatbots and virtual assistants, are revolutionizing customer service, influencing consumer behavior, and shaping the future of customer experience. Ultimately it will reveal the potential for increased customer satisfaction and loyalty through AI-driven interactions.

Malena Kania

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Customer experience in air travel: An analysis of key influencing factors

My research analyses the customer experience (CX) of air travel from a flight and airport context. The travel experience is shaped by many factors, making it a dynamic and complex service environment. As a result of increasing competition, providing excellent CX has become an essential tool to retain customers and compete with low-cost carriers. However, recent developments show that travellers are increasingly dissatisfied with air travel because the industry does not fully understand customer needs. Existing studies do not provide a comprehensive picture of the travel experience, focusing on specific aspects or stages of the customer journey. This fragmented perspective fails to capture the interdependencies between different influencing factors. Therefore, I aim to explore the holistic nature of CX in air travel. My research provides valuable insights into understanding the unique needs and expectations of passengers, which can help airlines and airport managers improve customer satisfaction in air travel.

Felix Worzischek

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Impact of UGC Marketing on Travelers' Booking Decisions in Tourism

My research examines the impact of User-Generated-Content (UGC) on travelers' booking decisions within the tourism sector. As digital platforms and social media have become an increasingly important part of modern life, more companies are recognizing their relevance as marketing tools. Unlike Organizationally-Generated Content (OGC), which is created by brands and companies to promote their services, UGC is created by consumers and reflects their personal experiences. By reviewing relevant literature and studies, I will analyze how UGC on digital platforms affects travelers' choices of destinations, accommodations, and activities, providing practical insights into UGC as an alternative to OGC in tourism marketing campaigns. The results will offer insights into marketing techniques and shed light on how digital media is shaping consumer decision-making. This study provides practical recommendations for travel businesses and Destination Marketing Organizations (DMOs) to enhance their marketing approaches and connect effectively with travelers in the digital era.



Kira Lüking

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Redesigning Mobile Loyalty Programs: How Sustainable Design Elements Impact Consumer Choices

My research investigates the past application of mobile Loyalty Programs and assesses how incorporating sustainable consumption-enhancing designs into these programs improves customer loyalty. Initially, Loyalty Programs (LPs) for mobile use were structured with a program-centric approach, emphasizing the measurement of customer purchase behaviour and subsequent adjustments to the business strategy. Given that global consumers increasingly select brands based on the values they embody, corporations must understand prevailing trends and revise their programs to effectively engage with customers. In my research, I aim to evaluate, from a corporate perspective, how redesigning sustainable design elements within mobile LPs enhances purchase behaviours and how these modifications can contribute to the primary goal of increasing sales. My competition contribution reviews various literature to examine the strengths and weaknesses of contemporary mobile Loyalty Programs (LPs). Furthermore, it identifies the most relevant elements for discussion, aiming to offer a comprehensive understanding of the significance of this subject.

Sonya Sri Sounthararajah

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Sustainable design of loyalty programmes: A way to encourage environmentally conscious consumption in times of climate crisis

My research project focuses on the sustainable redesign of customer loyalty programmes in the context of the climate crisis. In the context of growing environmental concerns, I am investigating how these programmes can be redesigned to encourage sustainable consumption habits. Loyalty programmes are often designed to increase consumption by encouraging customers to use their points for further purchases. My research question is: Can loyalty programmes be redesigned to encourage environmentally friendly choices instead of overconsumption? In my research, I want to find out what strategies companies can use to integrate sustainability into these programmes and how effective they are in encouraging environmentally friendly behaviour. In my competition paper, I will discuss different ideas on how companies can make their customer loyalty programmes more sustainable. My aim is to inspire companies to adopt more sustainable practices in the design of loyalty programmes and thereby promote a culture of environmentally responsible consumption.

Janek Richard Hemingway Atkinson

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The influence of gamification on consumer behaviour on Instagram

In today's social media landscape, understanding the influence of gamification on consumer behaviour is critical, particularly on platforms like Instagram. Gamification, the integration of gaming elements into non-game contexts, has emerged as a powerful tool for enhancing engagement and shaping user actions. While previous studies have explored gamification's effects in various contexts, the unique visual-centric nature of Instagram presents distinct opportunities and challenges. Therefore, this research investigates the intricate relationship between gamification and consumer behaviour, aiming to uncover how gamified features affect user interactions, brand engagement, and generate brand loyalty on Instagram. By exploring this dynamic, my competition submission offers a comprehensive analysis of gamification's role, demonstrating its impact on consumer behaviour through detailed case studies and statistical analysis and providing actionable takeaways for businesses seeking to improve their brand presence and marketing effectiveness on the platform.



Roundtable 4B: Culture, Communication and Integration

15:05 – 16:25, 21st June, Q1.203

Chairpersons
TBD_Chair111; TBD_Chair222

Carina Dreier

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

English language as a common tongue in corporations and its impact on its employees

My research analyses the impact of corporate language policies for multinational corporations with a specific focus on the shared language of English for non-native speakers. As globalization proceeds, more corporations are changing their working language from the mother tongue of their corporation-based country to English, which makes native employees foreigners in their own country. The starting point of my analysis builds my research question by scrutinizing how the corporation language English as a top-down strategic instrument by management will impact the employees as individuals and in groups. My research will contribute to an essential debate on the role of English as a corporate language in a globalized world and its necessity. My competition contribution will give the audience a better understanding of English as a business lingua franca and its advantages and disadvantages, especially in multinational corporations, by summarizing key literature and looking through a new angle at this topic.

Merna Emad Abdo Ebrahim

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Integrated strategies for effective communication in MNEs

This research examines the challenges posed by cultural diversity in communication within multinational enterprises (MNEs). It proposes strategies for enhancing effective communication and underscores the crucial role of managers in implementing these strategies. The exploration of challenges posed by cultural diversity in MNEs is driven by the critical need to address communication barriers, such as differences in communication styles and values, varied communication preferences, and low levels of cultural intelligence that lead to conflicts and misunderstandings and hinder collaboration and productivity. This research aims to answer the question whether and how MNEs can effectively manage cultural diversity to improve communication and productivity. The hypothesis suggests that implementing tailored communication strategies, such as soliciting feedback from managers, promoting cultural awareness, and fostering strong interpersonal relationships within MNEs enhance business operations and lead to a harmonious work environment.

Fabio Francesco La Mendola

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The impact of cross-culture: How cultural diversity influences the success of companies

In order to be successful as a company in today's globalized world and the options that arise with it, you need to consider many components that must be in harmony with each other. One of the most important aspects is the number of companies with cultural background which is constantly increasing daily. Therefore, it is important to not only mention this development but also analyze in which ways the cultural diversity influences the success of companies and especially how the cross cultures impact innovative behavior. Accordingly to that, my research aims to consider if there are other approaches in how people with different cultures, norms and values implement and generate their ideas. In fact, if they act emotionally and cognitive differently and which effect this brings on the companies' success. The research seeks to examine how cultural diversity can be understood and what it contributes to companies.



Ceren Nur Benzer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Effects of Intersectionality: Gender and Ethnic Wage Disparities among Expatriates in German MNEs

Gender and ethnic wage disparities remain a major challenge in the globalizing labor market, particularly among multinational enterprises (MNEs). These inequalities are frequently mirrored in expatriate assignments, where employees are sent to work in foreign subsidiaries or branches. Germany, with its diverse cultural landscape, functions as a focal point for MNEs where such disparities are particularly prominent and impacted by various factors such as immigration policies or cultural attitudes. Therefore, my research aims to uncover the underlying causes of wage differentials among expatriates specific to gender and ethnicity in Germany by examining how these factors interact within the organizational context in German MNEs. Through an analysis of academic literature studying the impact of intersectionality in MNEs and literature addressing relevant factors specific to the German context, my work contributes to the shaping of strategies to advance fair practices in German MNEs, thereby moderating inequalities prevalent in the international labor force.

Maja Laufkötter

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Exploring the opportunities of cultural inclusion in HR management through Employee Resource Groups

As our society is in the process of increasing globalization, it is of importance for companies to be in constant exchange with different cultures to stay in the competition and serve specific customer needs. My research analyses the Role of Employee Resource Groups in Human Resource Management, in embracing cultural diversity by ensuring a wider range of perspectives and experiences, to improve decision-making and foster innovation. Employee Resource Groups gained the attention of big companies over the past years. They concentrate on promoting inclusivity, supporting different identities, and delivering constant change. My research contributes to the question how ERG's influence our work culture and encourage the sense of belonging on the one hand and on the other, how they impact business innovations and more precise decision-making. I will refer to theories, models and divers perspectives and experiences to give the audience an idea of the significant potential of ERP's in our society and how this strategy of multicultural work can advance Innovation and best practices and make our work culture more inclusive at the same time.

Kilian Matthies

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Strategic Role of Expatriates for Cultural Integration post M&A

In the context of post- merger and acquisition (M&A) integration, multinational enterprises (MNEs) can strategically utilize expatriates to successfully merge foreign corporate cultures. By positioning expatriates in key roles, MNEs can facilitate the transfer of organizational values, norms, and practices, ensuring alignment of different corporate visions within the new entity. In addition, expatriates can mentor local employees, improving cross-cultural competencies and collaboration. Although top management usually selects experienced teams to handle the post-M&A integration, research shows, that around 80% of M&A transactions fail. My competition contribution will focus on the strategic role and the composition of integration teams to allow MNEs to bridge cultural gaps and avoid this excessive rate of failure. Furthermore, I will conduct research on key aspects such as origin, education, and experience of expatriates within those integration teams, to develop a framework that helps to optimize post-M&A performance.

Klarisa Kotarja

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Gender Dynamics in Cross-Cultural Negotiations: Opportunities, challenges, and future outlooks

Cross-cultural conversations are necessary for negotiating, however gender dynamics in these conversations have not received enough attention. The reason is that cultural differences in gender roles vary across cultures and norms, impacting negotiation tactics and results. (Paul, 2007). This study seeks to investigate how gender effects negotiating dynamics across cultures. It investigates the importance of gender equality in successful business negotiations, as well as the intersection between gender and culture. The study sheds light on the problems that male and female negotiators encounter. It identifies strategies that can benefit all parties involved in negotiations. Important implications include developing an inclusive negotiation culture in multinational corporate contexts, using diversity to generate innovative solutions, and eliminating gender bias (Adler, 2018). This research advances understanding of gender dynamics in cross-cultural negotiations and offers practical implications for promoting fairness and efficacy in negotiation processes across contexts.



Roundtable 5A: Taxation, Accounting and Finance I

09:30 – 10:50, 22nd June, Q1.101

Chairpersons
TBD_Chair111; TBD_Chair222

Louis Aleth

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Evaluating Capital Investments: The Influence of emerging AI Tools

My research analyses the paradigm shift that could be caused by artificial intelligence tools in the evaluation of capital investments. Traditional methods of assessing investments often rely on historical data and human judgment. These methods can be subjective and limited in scope. However, by offering sophisticated predictive analytics, risk assessment and decision-making capabilities, advances in AI technologies have the potential to convert these processes. AI tools allow investors to analyze massive amounts of data in real-time by identifying patterns and therefore making more accurate, efficient investment decisions. In addition, artificial intelligence-based algorithms can adapt to any dynamic market conditions, increasing the flexibility and responsiveness of personal investment strategies. My research will examine the main ways in which AI tools can change the valuation of equity investments, from improving risk management to optimizing investment performance. Ultimately, this will lead to more informed and profitable investment decisions.

Anas El Aissaoui

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Lending Business in Germany: The Impact of the Pandemic impact on German Banks

My research investigates the impact of the coronavirus pandemic which has disrupted economies around the world, with the banking sector in Germany facing unforeseeable difficulties. Bank lending has been curbed by the slowdown in economic activity, which has led to fluctuations in demand for credit and further risks. Therefore, I focus on how the coronavirus pandemic has affected the lending business of German banks. Moreover, I emphasize on the pandemic's impact on the lending practices and credit risk management of German banks. Developing strategies to reduce risks and promote economic recovery requires an understanding of these effects. Based on this, I will examine how the demand for credit has changed, but also how credit risk has been assessed. Furthermore, what measures have been taken to adapt to the economic conditions caused by the pandemic. Finally, I will look at lending and recommendations to improve the stability of banks in further crises.

Hariesan Fleming

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Investing in a ghost company: The threats of Special Purpose Acquisition Companies

The research seeks to explore the specific risk factors for stakeholder involved in investment in Special Purpose Acquisition Companies (SPACs) and how these risks shape the decisions and the results of the investment. SPACs are publicly listed shell companies, designed to raise funds through an IPO specifically for the acquisition of a target operating company or a merger negotiation with the target, which is subsequently rebranded and taken public. While the concept has been known in the USA's financial environment for a considerable time, it's experiencing a resurgence in popularity, both in the US and in Europe. The study assumes that SPACs carry inherent risks including financial and structural concerns, regulation and law enforcement challenges, and conflict of interests that often lead to the termination of the deal. My research aims to contribute to the ongoing discourse surrounding the risks associated with investing in SPACs, thereby providing valuable insights into investment strategies and risk management practices.



Silas Paul Hesmer

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Investor influence in English football: balancing growth and integrity

My research analyses the impact of investors in football, especially in the English Premier League. Investors provide significant financial resources, enabling clubs to acquire top-tier talent, improve facilities, and enhance global marketing. This financial boost often leads to on-field success and increased international recognition. However, investor involvement raises concerns about the sport's commercialization and potential separation from local fan bases. Some clubs' priorities have shifted, with a focus on profit generation rather than community engagement. Therefore, it is important to analyse the long-term impact of the financial resources and the development and success of specific clubs in the English Premier League. My research will contribute to an important debate about the role of investors in football and how they influence the business. My competition entry will be a brief explanation of the opportunities and risks of investors and an analysis of the success of different football clubs to provide the audience with a nuanced understanding of the topic.

Catharina Bach

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Digital Taxation and Its Impact on the Global Tax Practices of Tech Companies

My research deals with the currently developing topic of the taxation of companies with a digital and cross-border service. Due to fast-growing online businesses such as Alpha and Meta, this has become increasingly relevant in recent years. As established tax models no longer corresponded to the new business models, digital taxes were introduced. These are supposed to guarantee fair taxation of technology companies so that they can no longer avoid tax payments through loopholes in the system. The aim of this research is to find out how technology companies are reacting to the introduction of digital taxes and what impact this is having on their business activities. This will be achieved by analysing the challenges that arise, how companies adapt their tax practices and the impact this has on their business activities through a comprehensive literature review.

Emma Luise Hufker

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Effectiveness of Tax Exemptions for International Development NGOs

Tax exemptions are a common tool used by governments to incentivize charitable giving. Through these tax breaks, organizations such as Non-Governmental Organizations (NGOs) gain access to additional funds, enabling them to expand their efforts in tackling significant global challenges such as poverty and hunger in developing countries. While this approach seems mutually beneficial for the NGOs and the aid recipients, concerns about the effectiveness in achieving mission goals and creating a lasting positive impact persist. With a specific focus on international development, this research explores the challenges of using tax exemptions as a tool for supporting international aid, considering both their potential as well as their drawbacks regarding sustainable development. By examining the complex relationship between tax breaks and development effectiveness as well as the underlying rationale behind tax exemptions themselves, this research will lead to a more nuanced understanding of how tax exemptions impact development outcomes in the long term.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 5B: Leadership and Diversity

09:30 – 10:50, 22nd June, Q1.203

Ana Filipovic

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Ethnic discrimination in the recruitment of leadership positions in Australia

My research investigates the discriminatory challenges faced by ethnic minorities in attaining leadership positions in Australia. Data from over 12.000 job applications will be used to highlight this issue. Although ethnic minorities account for a significant share of the workforce, their presence in leadership roles remains limited. In fact, only 8.4% of leaders are born in a non-English speaking country. Drawing on the implicit leadership theory, which suggests that ethnic minorities are not perceived as a leadership prototype, my study emphasizes the cognitive structures that shape perceptions of leader characteristics and behaviors, as it tries to explain why those with non-English names receive 57,4% fewer positive feedbacks for leadership positions in comparison to those with English names. My research provides critical insights into the barriers ethnic minorities face in career advancement and underscores the importance of fostering more inclusive hiring practices. I will explore how these barriers vary with job characteristics and ways to address and effectively deal with these.

Selin Kaya

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The “Glass Cliff” Phenomenon: Exploring Gender Disparities in Leadership Opportunities

How would you feel being chosen as a leader for a company in crisis, only to find out that you are expected to fail? Researchers refer to this as the “Glass Cliff” phenomenon, suggesting women are more likely promoted to leadership positions during crises, potentially setting them up for failure. Although research supporting this phenomenon exists, it nonetheless stays debatable, with critics arguing it may be influenced by selective sampling or confirmation bias. Considering that, I focus on the question: “Do women disproportionately get assigned to high-risk leadership positions, and if so, why?” By analyzing real-world examples, I aim to critically analyse the “Glass Cliff” and uncover the main factors contributing to this phenomenon. My research therefore aims to offer a better understanding of why this concept exists and its implication on gender equality in leadership. Only by acknowledging the challenges women leaders may face, we can pursue more equitable practices.

Lena Schulz

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Leading the Way: How Leadership Styles Influence Women’s Success in Sports Management

My research project investigates the impact of leadership styles on the barriers faced by women in sports management. Despite growing awareness of gender disparities in sports leadership, women are still disproportionately underrepresented in these roles. Research reveals that leadership styles, especially transformational and transactional leadership, play a crucial role in either perpetuating or mitigating these obstacles. The purpose of my research is to examine how transformational and transactional leadership styles influence the career advancement and workplace experience of women in sports management. More specifically, it aims to identify effective leadership practices that promote gender equity in sports organizations. My competition contribution will focus on the contrasting impacts that transformational and transactional leadership on women’s opportunities and experiences in sports management have. The key takeaway for the audience will be the importance of leadership style in overcoming gender-based barriers and encouraging diversity in sports leadership.



Selin Gizem Uludag

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Breaking barriers: Preconceptions against women in leadership positions

In today's global workplace, women have made progress in leadership positions, but remain largely underrepresented in executive roles compared to men. Despite legislative and diversity intervention programs, gender stereotypes persist, impeding women's advancement. Unconscious bias often shapes perceptions of women's abilities, further limiting their opportunities for career progression. This research aims to delve into the root causes of women's underrepresentation, focusing on the pervasive influence of unconscious bias. It also explores the potential benefits of having more women in leadership positions, highlighting the positive impact on business growth and innovation. As a woman navigating the professional world, I have witnessed firsthand the challenges and limitations imposed by gender bias in executive leadership. Therefore, my research explores the central question of the extent to which unconscious biases and gender stereotypes contribute to the underrepresentation of women in leadership positions in the global workplace.

Dilara Yüce

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Examining Ethnic Minority Discrimination in Leadership Recruitment: A Focus on Australia

My research project investigates the extent of discrimination faced by ethnic minorities in Australia when pursuing leadership positions. Despite increased awareness of racial bias in leadership, ethnic minorities remain significantly underrepresented. The study assesses the impact of various factors on the career advancement and workplace experiences of ethnic minorities, identifying specific barriers they confront. The purpose of my research is to highlight a crucial aspect of diversity and inclusion within the workforce, shedding light on barriers that ethnic minorities encounter in advancing their careers. Through a comprehensive analysis involving field experiments, surveys, and case studies, my research contrasts how different factors affect the opportunities available to ethnic minorities. The key takeaway underscores the critical need to confront racial barriers and promote inclusivity throughout the leadership attainment process in Australia, facilitating a more equitable and accessible pathway for all individuals.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 6A: Taxation, Accounting and Finance II

11:05 – 12:25, 22nd June, Q1.101

Alina Becker

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The impact of ESG ratings on the performance of company share prices

My research explores the correlation between Environmental, Social, and Governance (ESG) ratings and the performance of company share prices. In the current business environment, Environmental, Social, and Governance (ESG) ratings have become increasingly important in evaluating a company's sustainability and ethical practices. These ratings are also becoming crucial for investors and stakeholders who prioritize responsible and sustainable business operations. By analyzing data from various companies, my research aims to uncover whether high ESG ratings lead to higher share prices. My research will explore how investors perceive ESG factors and whether companies with strong ESG ratings experience greater market value. Understanding the influence of ESG ratings on share prices is crucial for both investors and companies looking to enhance their sustainability practices. My research aims to provide valuable insights into the growing significance of ESG criteria in financial markets and its implications for corporate performance.

Nihat Can Demirtas

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The effect of ESG disclosure on CEOs decision-making

This research analyses the effects of ESG disclosure by MNCs' on corporate decision-making, with a specific focus on the behaviour of CEOs. Managing directors tend to cover up inadequate corporate decisions in order to satisfy stakeholders, which raises the question of whether MNCs' performance are affected by hubris motives. Building on the correlation between ESG disclosure and corporate decisionmaking, it is hypothesised that this correlation is further strengthened in firms with CEO duality. The combined role of the CEO and the chairperson of the board in such firms increases the impact of ESG practices on the decision-making process. Through my research, I aim to contribute to the understanding of how corporate governance structures interact with corporate social responsibility and enhance overall organizational resilience. By exploring these aspects, I hope to to emphasise the advantages and disadvantages of ESG disclosure on the decision-making of CEOs, thereby providing insights for stakeholders and shareholders.

Brice Marvin Joven

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Comparing green bonds to traditional bonds: Deciphering pricing trends and financial performance

My research fills a major knowledge gap in the field of sustainable finance by comparing the price dynamics and financial performance of green bonds to conventional bonds. Green bonds have become popular financial tool for financing projects that help the environment. There is, however a lack of research in the comparison of the pricing dynamics and financial performance between green bonds and traditional bonds. Through comprehensive analysis of datasets and review of related literatures, I want to investigate and answer my research question whether green bonds offer pricing benefits, lower financing costs, or have different risk-return profiles in comparison to conventional bonds. By addressing the issue of the lack of evidence on comparative financial characteristics of green bonds, which prevents the investors, policy makers and issuers from making sound decisions, my audience will gain a comprehensive understanding of the financial implications of green bond investments, which may have a significant effect on investor strategies, market development and policy formulation in sustainable finance.



Timo Alexander Pohlmann

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Observed Benefits of Green Bonds for Corporate Entities

The growing pressure on companies to adopt sustainable and environmentally responsible practices necessitates fundamental changes in business operations and the reorganisation of business structures. Given that this transition requires substantial capital, green bonds have emerged as a viable financial instrument to support these initiatives by raising capital specifically allocated for environmentally friendly projects with significant climate-related benefits. Beyond the advantage of securing new capital, this study examines the additional effects observed in companies issuing green bonds, particularly in areas such as operational efficiency, ESG ratings, stock prices, and firm reputation. Since green bonds were only introduced in 2007, further investigation is necessary due to their recent implementation, limited research on their broader effects and their relevance to a green transition in the economy. Therefore, my research aims to examine the benefits of green bonds for corporate entities and evaluates how companies might profit from green bonds compared to ordinary bonds.

Kira Sentker

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The EU Taxonomy for sustainable investments: An analysis of its alignment with greenwashing assessment tools

My research examines the extent to which the European Union (EU) Taxonomy, a framework developed by the European Commission classifying environmentally sustainable activities, may be aligned with existing greenwashing assessment tools. As part of the European Green Deal, the EU Taxonomy aims to direct capital flows towards more sustainable investments by providing an EU-wide understanding of environmental sustainability. Comprehending what qualifies as "green" is essential for addressing greenwashing. Given that the EU provides a common understanding of this, it is worthwhile to investigate to what extent this definition has already been adopted or can be adopted to effectively measure greenwashing. In my research, I therefore aim to explore whether existing greenwashing assessment tools incorporate or could incorporate the definition of sustainable investments provided by the taxonomy. Specifically, this study offers a comprehensive analysis of the compatibility of different greenwashing assessment tools from the literature with the EU Taxonomy and contributes to the identification of genuinely sustainable investments.

Can Joel Cömertpay

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Use of ESG criteria in European and Asian banking sector: differences, challenges and opportunities

The application of Environmental, Social, and Governance (ESG) standards in the banking industries of Europe and Asia, has different variations, difficulties, and prospects that exist on each continent. European banks frequently take the lead in ESG integration due to their strict regulatory requirements and strong emphasis on sustainability. Robust ESG reporting and implementation are the outcome of strong investor and consumer demand for responsible banking practices, as well as comprehensive frameworks. In contrast, the adoption of ESG by Asian banks varies, which can be attributed to differences in regulatory frameworks and cultural perspectives on sustainability. Leading banks great progress in their ESG practices, but others are having difficulties because of weaker stakeholder pressure and less developed regulatory support.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 6B: Leadership Challenges

11:05 – 12:25, 22nd June, Q1.203

Ordelia Bajro

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Navigating Sustainable Leadership: challenges and pathways to becoming a successful leader

My research explores the difficult relationship between long-term organizational performance, social responsibility, and environmental responsibility in an evolving globalizing world, considering the challenging terrain of sustainable leadership. Unprecedented challenges such as economic fluctuations, social inequality, technological disruption, and climate change characterize the current global landscape. Through these surroundings, sustainability has become an increasingly crucial necessity for leadership, overtaking traditional views of command and control. Therefore, the primary objectives of my research are to identify the key challenges that effective leaders face when attempting to attain sustainable leadership and to outline the steps they take to overcome these challenges. Furthermore, it emphasizes the significance of developing a culture of transparency, responsibility, and ongoing education within organizations in sustainable leadership practices. My contribution to the competition will concentrate on the important literature that supports the research, expanding on it and recognizing important perspectives in the discussion.

Mustafa Demirel

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Cultural intelligence: Empowering sustainable leadership in a globalized world

My research delves into how cultural intelligence enables leaders to operate effectively in diverse cultural contexts and drive long-term organizational success by integrating this capability into their leadership approach. In an increasingly interconnected world, organizations are operating across borders, leading to a diverse workforce and customer base. Hence cultural intelligence has emerged as a crucial competency for leaders seeking to navigate the complexities of diverse cultural landscapes, utilize cultural differences, and facilitate sustainable achievements. Sustainable leadership focuses on ensuring the long-term viability of organizations while simultaneously considering environmental, social, and economic impacts. Consequently, my investigation is inspired by the necessity of leveraging cultural diversity and therefore examines to what extent cultural intelligence impacts sustainable leadership effectiveness, innovation, and overall business performance. Ultimately, my research aims to underscore the significance of integrating cultural intelligence into sustainable leadership development initiatives in order to cultivate leaders who are equipped to lead ethically and effectively in today's globalized environment.

Patrick Dura

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Impact of Ethical Leadership on Ethical Climate and its Role in Mitigating Organizational Misbehavior.

My research centers on the influence of ethical leadership on the ethical climate and its role in mitigating misbehavior in organizations. A leader's adherence to ethical values and moral actions defines ethical leadership and has an impact on shaping the ethical climate. The existing literature shows an increasing awareness of misconduct within organizations and how it impacts company performance. My research primarily focuses on how ethical leadership can promote an ethical climate and through this decrease occurrences of organizational misbehavior in companies. I aim to show how leaders influence organizational values and behaviors by examining this connection. My exposé will cover the key findings from recent studies and connect ethical leadership to ethical climate and its effects on organizational misbehavior. The audience will gain insights into the significance of ethical leadership in promoting an ethical climate and mitigating organizational misbehavior.



Ronja-Marie Kusserow

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Leadership Dynamics in Environmental Responsibility: Exploring the Impact on Employee Green Behavior

My research examines how leadership behaviour impacts the employee green behaviour (EGB). In the context of escalating environmental concerns and the imperative for corporate sustainability, understanding the role of leadership in promoting environmentally responsible behaviour among employees has become paramount. As organisations are increasingly expected to demonstrate their commitment to sustainability, the influence of leadership styles on employee engagement in green practices has emerged as a critical area of investigation. Motivated by these pressing issues and personal experiences with different leadership approaches, my research will analyse relevant literature about the relationship between transactional and transformational leadership and employee green behaviour (EGB). Drawing on self-determination theory, it explores the distinctions between autonomous and controlled motivation within EGB, considering both required and voluntary actions. The findings promise to provide insights that are critical for fostering a culture of environmental responsibility within organisations, aligning leadership practices with intrinsic motivations, and tailoring approaches to effectively promote sustainable behaviours.

Laura Joline Müller

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Shaping Ethics: How Organisational Culture Influences Employee Conduct

My research examines the impact of organisational culture on employee behaviour towards wrongdoing by analysing various dimensions, such as values, norms, and practices. Organisational culture shapes the behaviour and interactions of individuals and therefore serves as a guide for employees' attitudes, decisions, and actions. Understanding the interplay between leadership, culture, and ethics in shaping organisational behaviour is crucial for identifying the root causes of wrongdoing and unethical conduct. Recognising a healthy working environment and understanding the impact that organisational culture can have on the ethical climate and integrity of companies is essential. This research provides valuable insights for leaders and managers aiming to foster a productive and ethical work environment. In my research, I will explore key mechanisms through which organisational culture influences behaviour and shapes employee attitudes towards wrongdoing. Furthermore, I want to explore how leaders can foster a culture of integrity and ethical conduct within the organisation.

Sara Taskin

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The innovation killer: How zombie leadership suppresses creativity and progress

My research addresses the phenomenon of "zombie leadership" and its detrimental effects on organizational creativity and progress. Zombie leadership, characterized by outdated and ineffective management practices that persist despite their lack of efficacy, has been identified as a major barrier to innovation. Historically, leadership has evolved to adapt to changing business environments, yet many leaders continue to adhere to these "dead ideas", stifling creativity and organizational development. This persistence of ineffective leadership styles prevents adaptation and responsiveness, which are crucial for fostering creativity. In my research, I aim to explore how zombie leadership suppresses creativity and progress within teams and organizations. My competition contribution will present a thorough review of existing literature and insights from relevant case studies. Both competition participants and organizational leaders can benefit from these insights, which highlight the importance of adaptive and dynamic leadership in fostering a culture of innovation and growth.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 7A: Sustainable Business

13:30 – 14:50, 22nd June, Q1.101

Mirkan Muhammed Akca

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Minimizing Risks and Finding Compromises: Integrating Corporate Sustainability into Internal Business Processes

My bachelor thesis explores the integration of Corporate Sustainability (CS) into internal business processes, focusing on minimizing associated risks while finding appropriate compromises. In the theoretical framework, I clarify the definition and significance of CS, drawing on Adolph and Beckmann (2024) to address definitional ambiguities and Bansal and Song (2017) to differentiate CS from Corporate Responsibility. Additionally, I utilize insights from Engert, Rauter, and Baumgartner (2016) on integrating CS into strategic management. Methodologically, I describe the research design, data collection methods, and analysis of selected case studies. My key findings reveal that integrating CS poses risks such as cultural shifts, financial implications, and reputational concerns. However, these risks can be mitigated through best practices, stakeholder engagement, and training programs. I conclude with actionable recommendations for businesses and suggest future research directions to explore effective risk management and compromise strategies in CS integration.

Clara Johanna Borghoff

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

EU Emission Trading and CBAM: Comparing carbon pricing on the global stage

My research explores the European Emission Trading System (EU ETS) and Carbon Border Adjustment Mechanism (CBAM) within the global context of carbon pricing mechanisms. The EU aims to become climate-neutral by 2050 and to do so, the EU ETS was implemented in 2005 to put a price on carbon emissions, thereby incentivizing companies to decarbonize. However, this initiative inadvertently led to 'carbon leakage' as some firms relocated their production to regions not subject to ambitious climate policies. In response, the EU has recently introduced the CBAM to prevent carbon leakage and create a level playing field between EU and non-EU companies. In my research, I want to compare the EU's carbon pricing instrument to ones outside of the EU and evaluate them across multiple criteria, for example their environmental effectiveness and economic efficiency. My competition contribution will question whether the EU is pioneering in its approach to combating climate change and offer valuable insights into future policy discussions.

Kristina Kämpf

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

An examination of sustainable development in mass-tourism-dependent countries

This research investigates whether countries heavily dependent on mass tourism can achieve sustainability, considering socio-economic impacts. Tourism drives economic growth but also creates challenges such as environmental damage, infrastructure pressure, and cultural erosion. This study explores how countries like Spain and the Maldives can balance economic benefits with sustainable practices. The main issue is that despite these impacts, countries that rely on tourism still face challenges in achieving sustainability. Motivated by the need for sustainable development models that support economic growth while protecting the environment and local communities, the study analyzes current sustainability initiatives and empirical data to assess their effectiveness and differences. My competition contribution will analyze these initiatives, identifying best practices and common issues. This will offer practical insights into sustainable tourism development and provide useful advice to policymakers and stakeholders on how to create strategies that are both economically and environmentally sustainable.



Luis Neizert

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Carbon Insetting as an alternative to Carbon Offsetting focussing on Taylor Swift

I will conduct research and a study about whether it is financially possible for musicians like Taylor Swift to reduce her carbon emissions instead of buying carbon certificates to justify their footprint. Climate change is still a big problem in our world. We have started with practices like investments into projects or buying CO2 certificates to neutralise companies' emissions (Carbon Offsetting) instead of lowering the emissions within the production line (Carbon Insetting). Taylor Swift is hugely criticized for her Carbon Offsetting. In my research I aim to investigate whether it is possible for her to lower her carbon emissions, how pricy it is and how much more money she could take by having an environmentally friendlier tour. My competition contribution will show the literature and a study I am going to conduct about the importance of being environmentally friendly and the critic on Taylor Swift supporting my thesis. I aim to raise the audience's awareness of the issue and make an impact on carbon emissions.

Esther Eva Niewels

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Eco-tourism's role in socio-economic progress: A Costa Rican case study utilizing the SEDF framework

My research addresses the influence of eco-tourism initiatives in Costa Rica on the country's socio-economic development. Sustainability is becoming increasingly important for consumers and companies alike, thus influencing procedures across all economic sectors. The tourism sector, often known for its negative environmental and social impact, is using eco-tourism as a solution to minimize these issues. Costa Rica, as a developing country, is renowned for its commitment to sustainable tourism practices. This led me to question whether eco-tourism alone can make a significant impact. After not finding any widely recognized frameworks dedicated solely to socio-economic development through eco-tourism, I therefore designed a framework to analyze the significance of eco-tourism as a driver of development. Through my research, I aim to investigate to what extent eco-tourism truly contributes to the development of local economies and communities. By exploring these aspects, I hope to contribute to the understanding of benefits and limitations of eco-tourism as a development strategy and provide insights for policymakers, tourism practitioners, and other stakeholders.

Malar Thein

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Effective stakeholder engagement in circular economies

My research investigates governmental engagement in circular economies, focusing on its role in fostering sustainability. Circular economies (CE) represent an alternative to the traditional linear economy, where products are designed to be discarded after use. CEs aim to prolong the longevity of their products through waste minimization and recycling strategies, thus preserving natural resources and reducing negative environmental impact. In the transition to circularity across industries stakeholder engagement, especially governmental, plays a crucial role as supportive frameworks are needed to commence recycling measures. Therefore, I will be exploring the ways governments can be effectively engaged in CE in order to successfully implement circular practices for long-term sustainability. My competition contribution aims to shed light on the importance of collaborative efforts between governments and companies as well as provide insights on potential steps towards promoting sustainable practices.



Roundtable 7B: Employee Development and Wellbeing

13:30 – 14:50, 22nd June, Q1.203

Chairpersons
TBD_Chair111; TBD_Chair222

Lena Bellenhaus

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

How beauty standards in South Korea impact job chances and how it is exploited by the beauty industry

My research explores the relationship between beauty standards and their influence on the job market and job quality of individuals with focus on South Korea, and how the situation is exploited by the beauty industry. The escalation of beauty standards in Korea has a significant impact on the people, specifically the younger generation, living in the country. Studies examined that there are widespread unfair conditions on the Korean labor market regarding beauty standards. In my research I want to investigate the most important factors contributing to the current situation. Through a comprehensive review of existing literature and empirical analysis, my competition contribution attempts to shed light on the danger of two seemingly diverse business shifts while drawing attention to the underlying issues of inequality and unfair treatment and how an industry makes use of it. By doing so I will raise awareness and give suggestions to eliminate those conditions and extract power form certain industries.

Ajla Ilazi

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The dopamine increase caused by social media and its impact on the job satisfaction.

This study explores the relationship between social media usage, dopamine release and job satisfaction, considering different aspects on the workplace such as efficiency, social comparisons and attention span. Social media platforms like Instagram and Tiktok have become integral parts of the daily life for many people, providing a constant stream of content. These interactions trigger the brain's reward system, espacially through the release of dopamine, a neurotransmitter associated with pleasure and reward. In my research I will emphathise the negative effects of the relationship of social media caused dopamine increase and the pressure that falls on the workplace. My competition contribution will deepen into the essential literature supporting the research and offering the audience a more nuanced understanding of the gradual process of negative influences of a basic and daily activity that indeed has nothing to do with work and how it can change your life quality.

Lukas Meise

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Performance-based pay and how it affects drug abuse

My research examines the impact of performance-based pay on drug abuse, particularly focusing on alcohol consumption. Employees who are compensated based on performance often face a higher risk of substance abuse, prompting the question of whether this payment method benefits or harms them. Building on the work of Artz, Green, and Heywood, my hypothesis suggests that employees receiving performance-based pay might engage in more frequent and intense alcohol and drug use compared to those with time-based pay. However, this trend is largely influenced by the nature of the working hours of the jobs that offer performance-based pay. My study aims to contribute to the ongoing debate about how different payment methods affect employee health, specifically in relation to drug abuse. Through my competition entry, I will investigate the fundamental literature backing this research, enabling the audience to better grasp the topic, and bringing significant contributions to the forefront of the discussion.



Pia Tillmann

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Performance Pressure and Its Effects on Chinese Employees' Motivation and Well-Being

This study examines the impact of performance pressure imposed by leadership on employees within Chinese organizations. China's economy is expanding at an exponential rate. This phenomenon is not simply a matter of chance; it is the result of the efforts of millions of employees who are under considerable pressure from their leadership team to achieve ambitious targets. This pressure also affects employees, leading to a sharp increase in the prevalence of mental health issues in recent years. My research aims to investigate the motivational and consequential aspects of this pressure, thereby answering the question of whether performance pressure has a positive or a negative impact on motivation, productivity, and well-being among Chinese employees. My competition contribution will provide an overview of the insights gained from the relevant literature. Both participants in the competition and organizations can benefit from this analysis, as it provides valuable insights into the working culture in China.

Nicole Diehl

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Unlocking Potential: The Effect of Growth Mindset Interventions on Personal and Professional Development

In today's globalized world, mindsets are important to personal and professional development. This study investigates the effects of growth mindset interventions on academic and professional achievement. Mindset interventions help individuals develop a growth mindset, as opposed to fixed mindsets, they believe skills can be developed with effort and persistence. Growth mindsets have been demonstrated to have a major impact on both performance outcomes and personal development. Through the effect of mindset interventions, individuals are motivated to continuously improve and seek opportunities for growth, shifting attitudes towards learning, challenges, and personal development. This can lead to improved performance in various areas of life, including academic and professional settings. The aim of this research is to examine how cultivating a growth mindset through different kinds of interventions can improve performance, motivation, and resilience. This will be achieved by investigating the relationship between different mindset interventions and success in educational and work environments, through a comprehensive review of existing literature and investigation.



Roundtable 8A: Risk, Regulation and Governance

15:05 – 16:25, 22nd June, Q1.101

Chairpersons
TBD_Chair111; TBD_Chair222

Ahmad Ramin Amarkhail

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Assessing the Impact of Cryptocurrency Adoption on Traditional Financial Markets: Risk, Regulation, and Market Dynamics

My research explores the rapid adoption of cryptocurrencies and their significant impact on traditional financial markets. This study focuses on associated risks, regulatory challenges, and evolving market dynamics. Using a cross-disciplinary approach, I analyze how cryptocurrencies influence market volatility, reshape regulatory frameworks, and integrate with traditional financial systems. The research highlights the disruptive potential of digital currencies, examining how they introduce new volatility levels and complicate financial regulations. Strategic responses to these challenges are proposed to stabilize and enhance financial ecosystems. The findings aim to enrich academic discourse by providing a nuanced understanding of how digital currencies impact market dynamics, ultimately enhancing the dialogue around integrating cryptocurrencies into the global financial landscape. This research offers critical insights into the role of digital currencies in modern finance, guiding future regulatory and market strategies.

Jonas Kourisha

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Unveiling the Veil: Investigating Political Disclosure Transparency in Contemporary Governance

Political transparency is a fundamental pillar in contemporary governance, underpinning accountability and public trust. However, the landscape of political disclosure remains intricate and multifaceted, with varying levels of transparency across different contexts. This research aims to scrutinize the complexities surrounding political disclosure transparency, particularly focusing on its significance, challenges, and implications within modern democratic frameworks. Within this context, the research narrows its focus to explore the effectiveness of existing disclosure mechanisms, the intricacies of financial disclosures, decision-making processes, and stakeholder engagements. By employing a critical analytical approach, it seeks to unravel the underlying dynamics that shape political disclosure practices and their impact on democratic accountability. Through the lens of the Three-Minute Thesis (3MT) framework, this research highlights three key takeaways: Firstly, it underscores the critical role of transparency in fortifying democratic institutions. Secondly, it identifies persistent challenges in achieving comprehensive political disclosure. Finally, it advocates for proactive measures to enhance transparency, thereby fostering public confidence and strengthening democratic governance.

Eric Krippendorf

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Unlocking digital potential: Combining global digitalisation methods in the public sector

Digital transformation is changing the landscape of the public sector and offers unprecedented opportunities for innovation and efficiency. However, realising this digital potential comes with significant challenges. This study will highlight methods that have been implemented in various countries around the world that are associated with unleashing the digital potential in this sector. I will discuss this topic based on my secondary research in Asia and Europe. I will focus on the complexity of digital adoption, considering factors such as organisational culture, resource allocation and technological infrastructure. The main theme is how the public sector can effectively manage digital transformation to maximise the benefits while minimising the risks. Motivated by the transformative power of digital technologies and the need to respond to societal needs, this research aims to provide insights into successful digital strategies. The competition entry addresses key literature, provides a comprehensive overview of current global approaches, and highlights key learnings for readers, including best practices and potential pitfalls to avoid.



Julia Roslak

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Global Implementation of the EU's AI Act Guidelines for Multinational Enterprises (MNEs)

The EU's AI Act marks a pivotal step in regulating artificial intelligence, aiming to set a global standard for compliance. However, past experiences with compliancy miscalculations underscore the critical need for a robust examination process. My research explores the critical challenges that Multinational Enterprises (MNEs) face as they strive to comply with these guidelines across different countries. While the Act aims to mitigate risks associated with AI, its global implementation reveals potential loopholes and risks, particularly in markets outside the EU. This study analyzes the AI Act's framework, the complexities of unregulated AI and the general difficulties of implementing global regulations for compliance, identifying key areas for improvement. Focusing on the international adaptation strategies for MNEs, I will highlight specific risks and propose actionable solutions. My presentation will draw on recent literature to offer valuable insights for both policymakers and business leaders, ensuring the importance of AI development remaining safe worldwide.

Ksenia Scharko

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Discrepancy between verbal descriptions of probabilities and numerical probabilities: Reasons and implications for risk management

My research addresses the discrepancy between verbal descriptions of probabilities and numerical probabilities, especially in the context of risk management in companies. Due to the subjective nature of verbal expressions and individual interpretations, there is a variance between verbal and numerical probabilities. Many reasons, such as context, culture, own experiences, or overconfidence influence personal interpretations, which is why people assign different numerical probabilities to words such as "Maybe". This particularly leads to difficulties in the context of risk management in companies, because every employee should have the same translation of verbal probabilities. Therefore, it is important to understand the reasons for those discrepancies and if personal risk preferences influence those assessments. It is just as important to know approaches to minimize variance in the operational context. My competition contribution will focus on the key literature underpinning the research, thereby giving the audience an insight into the difficulties of those disparities in risk management and approaches to mitigate them.

Maximilian Weber

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The European AI Act and its shortcomings in safeguarding young individuals from deepfakes

My research examines the European Union's Artificial Intelligence Act and its shortcomings in protecting young individuals from AI-related risks, particularly deepfakes. By spreading misinformation about people or facts, these intentionally deceptive media creations pose significant defamation risks, thus jeopardising young people's educational opportunities and future employment. Although the AI Act aims to combat such detrimental and high-risk AI systems, academic literature reveals notable gaps in its provisions, especially in protecting vulnerable groups. However, these discussions largely overlook the specific vulnerability of young people to deepfake threats. My competition contribution therefore aims to close this gap and scrutinise the extent to which the EU AI Act adequately protects young individuals from deepfakes on social media. By synthesising relevant literature on both the AI Act and deepfakes, my research highlights the need for the EU to address this growing issue and the potential for businesses to enhance protections for the younger population.



Chairpersons
TBD_Chair111; TBD_Chair222

Roundtable 8B: Employee Productivity and Satisfaction

15:05 – 16:25, 22nd June, Q1.203

Anastasia Denisenko

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

The Perceived Impact of Remote Work on Employee Engagement and Productivity

My research aims to investigate how remote work impacts the perception of employee engagement and productivity. The motivation lies in understanding the dynamics of remote work, its implications for organizational performance, and the well-being of employees. With advancing technology, remote work has become a convenient alternative for many companies, especially in the aftermath of the global COVID-19 pandemic. However, the debate on the perception of productivity remains unclear since there are both positive and negative outcomes due to several factors. Previous research has been controversial, with some studies indicating an increased perception of productivity while others report a decrease. With more people considering remote work, it becomes crucial to gain a deeper understanding of the connection between remote work and productivity. Although several aspects of statistics of remote work and its link to productivity have been considered in the literature in this field, this study will focus on the perception of the affected employees.

Omar Al Jawabrah

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Long-term effects of remote work on productivity and employee satisfaction

Remote work has become a permanent fixture in many industries, but what are its long-term effects on productivity and employee satisfaction? My research explores these critical aspects, focusing on how sustained remote work influences job performance and workplace morale over time. The COVID-19 pandemic accelerated the shift to remote work, creating an urgent need to understand its enduring impacts. While initial studies indicate mixed results on productivity and satisfaction, a comprehensive, long-term perspective is lacking. My research addresses key questions: How does long-term remote work impact employee efficiency and job satisfaction? What factors contribute to these outcomes? By examining these questions, this study aims to provide valuable insights for businesses adapting to remote work models. You will gain an understanding of the complex dynamics between remote work, productivity, and satisfaction, offering practical takeaways for improving remote work strategies and fostering a balanced work environment.

Evelyn Dany García

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Influence of non-contractual bonuses on the motivation of employees in management consultancies

My research deals with the impact of non-contractual bonuses on employee motivation, productivity, and loyalty within management and strategy consulting companies. Since there is a current "war for talent", where companies in the consulting sector compete against each other for the acquisition of skilled and highly educated employees, analyzing the role of non-contractual benefits is crucial. My study provides insights into whether non-contractual bonuses ranging from company cars to daycare facilities, can be positively related to employee motivation, productivity and loyalty. Based on established findings from fundamental literature and theories on human needs and motivation, I aim to investigate the key implications of non-contractual bonuses that contribute to satisfied and motivated employees. This will be achieved by conducting a survey involving employees from leading companies like McKinsey or Roland Berger. Especially in the consulting sector, where long hours are common, research addressing human resource strategies, especially for the retainment of employees, can provide new insights.



Georgios Golias

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Enhancing Productivity and Quality by integrating AI in SME Work Environment

My research investigates the effective integration of artificial intelligence (AI) within small and medium-sized enterprises (SMEs) to simultaneously boost productivity and enhance work quality. In today's rapidly evolving digital landscape, with SMEs constituting a significant portion of the global economy, understanding how AI can be leveraged in their operations is crucial for sustainable growth and competitiveness amidst the fourth industrial revolution. The study delves into the challenges SMEs face in adopting AI technologies due to resource constraints and organizational complexities. By exploring strategies and best practices for AI integration, my research aims to provide actionable insights for SMEs seeking to optimize their workflows. My competition contribution includes identifying AI implementation barriers, assessing the impact on productivity and work quality, and offering practical recommendations for successful integration, thereby empowering SMEs to harness the transformative potential of AI.

Florian Padelt

Submissions: <https://uni-paderborn.sciebo.de/s/NOTAREALLINK>

Generational dynamics in the perception of flexible work and its influence on talent retention

As workplace dynamics rapidly evolve with the prevalence of remote and hybrid work models, understanding generational perspectives on flexible arrangements is paramount. My research explores how different generations perceive flexible work arrangements and how these perceptions influence talent retention. With generational values and expectations significantly shaping job satisfaction and loyalty, this study holds vital importance for companies navigating the challenges of retaining top talent in a dynamic job market. By synthesizing existing literature and empirical studies, my research aims to uncover nuanced insights into the interplay between generational dynamics and the effectiveness of flexible work arrangements. Through this exploration, this study seeks to provide a deeper understanding of how organizations can tailor their work policies to accommodate diverse generational perspectives, enhancing inclusivity and productivity while also bolstering talent retention and consequently gaining competitive advantages.