

**GMBS Conference 2023,  
Greater Manchester Business School, University of Bolton, Bolton, UK,  
6-7 July, 2023**



**PAPER ID: 11,**

**PAPER TITLE: Price Causality and market exogeneity in horticultural supply chain: A case of pineapple markets in Nigeria**

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### **Abstract**

The aim of this article is to supply empirical research on how price causality determines endogeneity or exogeneity of markets in horticultural supply chain of pineapple fruits in Nigeria. For this purpose, using an error correction model (ECM) and monthly prices between January 2011 and July 2022 provided by Agricultural Development Programmes (ADP) estimated short-run and long-run changes in producer (rural) and retail (urban) price. The cointegration gives the long-run relationship between the variables. It is intuitive that the existence of a long-term relationship itself indicates that there must be some short-term forces that are responsible for keeping the long-run relationship intact. The Vector Error Correction Model (VECM) directly estimates the level to which a variable can be brought back to equilibrium condition after a shock on other variables. Thus, the VECM estimates the short-term effect for the variables and the long-run effect of the time series data - i.e. the speed of adjustment in short-run disequilibrium towards the long-run equilibrium. The granger causality test indicates that not all producer (rural) prices can be used to predict urban (retail) prices. The results of the response of the rural-urban prices of pineapples indicate a positive and negative responses of both rural and urban prices. The result of the Granger causality short-run test has displayed a significant two-way connection. The urban prices of pineapple have a greater effect than the price of rural, a clear sign that producers are less capable of handing over prices to retailers than the opposite.

## DOCTORAL SYMPOSIUM AGENDA 6 July 2023

Registration	Y0-02	09:00 – 09:15
Networking and order of the day	GMBS Café (3 <sup>rd</sup> floor)	09:15 – 09:50
Welcome Address by Prof Benedict Chigara (Director: Law School)	Y0-02	09:55 – 10:20

### Strategy, Entrepreneurship, Marketing and Management (SEMM) (Track Chairs: Charles Nzeh and Rita Lamsal)

Paper	Time	Room	Paper Title	Presentation by (presenting author in bold and italics)
8	10:30 - 10:50	Y2-01	Leadership styles and its impact on Performance, The case of Palestinian Higher Education Institutions.	Asma Bader
9	10:50 - 11:10	Y2-01	An Evaluation of the Affirmative Action Policies on Employment in Nepalese Civil Service	Rita Lamsal
10	11:10 - 11:30	Y2-01	Effect of social media on Consumer Purchase Decision Making Process	<i>Sepideh Samadi</i> , Imran Akhtar
23	11:30 - 1:50	Y2-01	Social and Venture Capitals in Community Development in South-eastern Nigeria: The Beams to Independence and Onyeaghalan Nwanne Ya (The leave no one behind).	<i>Charles Nzeh</i> , Denis Hyams-Ssekasi, Imran Akhtar
28	11:50 - 12:10	Y2-01	Commercialisation of Neglected Crops: An Assessment of Entrepreneurial Opportunities in the Value Chain	Ebele Adubasim
	12:10 - 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Paul Hollins</i>	
29	12:40 - 13:00	Y2-01	The impact of Work-Family conflict in the Lebanese private education sector	Mohammad Altobaily
	13:00 - 14:00		<b>Lunch in GMBS Café (3<sup>rd</sup> Floor)</b>	
	14:00 - 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
31	14:40 - 15:00	Y2-01	Maximizing Nano, Micro, Small and Medium Enterprises (NMSMEs) Performance through Digital Marketing in Southwest of Nigeria	Lateefat Lawal
32	15:00 - 15:20	Y2-01	Impact of Talent Management Strategies on Business Performance	Naveed Matloob
	15:20 - 15:30		<b>Coffee Break in GMBS Café (3<sup>rd</sup> Floor)</b>	
	15:30 - 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" Martyn Shaw and Jane Stuart-Putnam</i>	
	16:00 - 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	

**Accounting, Finance, Economics and Governance (AFEG)**  
(Track Chairs: Boluwatife Esther Oyesola and Dr Nafisa Nalbandh)

Paper	Time	Room	Paper Title	Presentation by (presenting author <i>in bold and italics</i> )
15	10:30 – 10:50	Y2-02b	A critical Review of Economic Insecurity in South Sudan	Adam Abdulrahman
	10:50 – 11:10	Y2-02b		
42 (SEMM)	11:10 – 11:30	Y2-02b	Examining the impact of High-performance work system on employees' job satisfaction in private banking sector in Sri Lanka	Thakshila Karunaratne
49 (SEMM)	11:30 – 11:50	Y2-02b	Strategic Management of Digital Transformation in UK Private Higher Education Institutions (HEIs)	Abneer Saeel
50 (SEMM)	11:50 – 12:10	Y2-02b	The Utilisation of Human Resource Analytics to Enhance Human Resource Management in Developing Economies	Giamene Odom
	12:10 – 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Paul Hollins</i>	
52 (SEMM)	12:40 – 13:00	Y2-02b	Purchasers' perception of online business ethics: A case of (B2B) (SMEs) IT Firms in the Northwest, UK	Baseem Omar
	13:00 – 14:00		<b>Lunch in GMBS Café (3<sup>rd</sup> Floor)</b>	
	14:00 – 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
53 (SEMM)	14:40 – 15:00	Y2-02b	Investigating the Youth Entrepreneurial Mindset in Bangladesh and UK	Shajib Ullah
63	15:00 – 15:20	Y2-02b	Counterfactuals of macro-political history- The Bank of England and the rationalisation of British industry in the inter-war period.	Vincent Flute
	15:20 – 15:30		<b>Coffee Break in GMBS Café (3<sup>rd</sup> Floor)</b>	
	15:30 – 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" Martyn Shaw and Jane Stuart-Puttnam</i>	
	16:00 – 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	



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**Data Analytics and Digital Transformation (DADT)**  
(Track Chair: Sarath Menon and Thakshila Karunaratne)

Paper	Time	Room	Paper Title	Presentation by (presenting author <i>in bold and italics</i> )
27	10:30 – 10:50	Y2-06	Unravelling the digitalisation of the supply chain within a selected Manufacturing SME in the UK	Sarath Menon
20	10:50 – 11:10	Y2-06	How Employees Perception Leads to Successful Organisational Change	Ali Ahmad
39	11:10 – 11:30	Y2-06	Adopting AI-powered chatbots for the financial services sector in the emerging markets	Isaac Ofori-Okyere
56 (SEMM)	11:30 – 11:50	Y2-06	The roles of Business Schools in impacting change	Wellington Nyakauru
62 (SEMM)	11:50 – 12:10	Y2-06	The Influence of Personality traits and Subjective Norms on Entrepreneurial Intention: A Cross- sectional Evidence from University Students in Ghana	<b>Frank Frimpong Opuni</b> , Denis Hyams-Ssekasi
	12:10 – 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Paul Hollins</i>	
	13:00 – 14:00		<b>Lunch in GMBS Café (3<sup>rd</sup> Floor)</b>	
	14:00 – 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
	15:20 – 15:30		<b>Coffee Break in GMBS Café (3<sup>rd</sup> Floor)</b>	
	15:30 – 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" Martyn Shaw and Jane Stuart-Puttnam</i>	
	16:00 – 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	



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**Law**  
(Track Chairs: Liam Ainscough and Amber Heaviside)

Paper	Time	Room	Paper Title	Presentation by (presenting author <i>in bold and italics</i> )
16	10:30 – 10:50	Y3-07	Mental Health Disclosure in the Workplace: Lived Experiences and Current Legal Frameworks.	Dalton Whalley
26	10:50 – 11:10	Y3-07	Specific legislation for Lex Sportiva; the requirement of specific domestic and international anti-discrimination legislation for protected characteristics to ensure unequivocal justice - Abstract.	Liam Ainscough
33	11:10 – 11:30	Y3-07	Discrimination: An investigation into human rights law and the effects of legal provisions and practices for transgender parents in the UK.	Amber Heaviside
35	11:30 – 11:50	Y3-07	Repressing terrorism as a legitimate comeback strategy from the catastrophic impact of the global corona- pandemic	Victor Iruobe
36	11:50 – 12:10	Y3-07	Examining potential lapses between parliamentary and presidential systems of governments	Harry Kaliza
	12:10 – 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Paul Hollins</i>	
60	12:40 – 13:00	Y3-07	Legal Pluralism in Sub-Saharan Africa- Reassessing the fault lines Of Nationhood Through Law	Motese Macarthy
	13:00–14:00		<b>Lunch in GMBS Café (3rd Floor)</b>	
	14:00 – 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
	15:20 – 15:30		<b>Coffee Break in GMBS Café (3rd Floor)</b>	
	15:30 – 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" Martyn Shaw and Jane Stuart-Putnam</i>	
	16:00 – 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	



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## CONFERENCE AGENDA

7 July 2023

Registration	Y0-02	09:00 – 09:15
Networking and order of the day	GMBS Café (3 <sup>rd</sup> Floor)	09:15 – 09:50
Welcome Address by Professor George E Holmes DL, President & Vice Chancellor	Y0-02 (via zoom)	10:00 – 10:10
Keynote: Assistant Pro Vice Chancellor, Dr Greg Walker	Y0-02	10:10 – 10:30
Closing Remarks by Dr Julian Coleman Assistant Vice Chancellor and Dr Imran Akhtar	Y0-02	16:40 – 17:00

### Strategy, Entrepreneurship, Marketing, and Management (SEMM) (Track Chairs: Dr Imran Akhtar and Dr Mohammad Sadiq)

Paper ID	Time	Room	Paper Title	Presentation by (presenting author in <i>bold and italics</i> )
58	10:30 – 10:50	Y2-01	The benefits of having a diverse and inclusive workforce	Bethany Berry (Industry)
24	10:50 – 11:10	Y2-01	Strategy in a policy vacuum – The strange case of UK HE in FE	Martin McAreevey
14	11:10 – 11:30	Y2-01	Hypothesised Model of Customer Retention Strategy and CRM	Palto Datta (Regent)
17	11:30 – 11:50	Y2-01	Parity in employability : A study on how business management students in a wider-participation university perceive their employability in a low socio-economic area	Lauren Cartmell, <b>Imran Akhtar</b>
19	11:50 – 12:10	Y2-01	Social entrepreneurship as a synergist for poverty alleviation in developing economies: case study of Sub-Saharan Africa	<b>Denis Hyams-Ssekasi</b> , Charles Nzeh
	12:10 – 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Baljinder Kandola</i>	
22	12:40 – 13:00	Y2-01	The effects of financial capital and social entrepreneurship in Southeast Nigeria: The case study of an informal finance - 'ESUSU'	Kinsley Onuawuchi Ajoku, <b>Levi Ajoku</b> , Denis Hyams-Ssekasi
	13:00 – 14:00		<b>Lunch in GMBS Café (3<sup>rd</sup> Floor)</b>	
	14:00 – 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
13	14:40 – 15:00	Y2-01	More than a wife and mother: The challenges of British women of South Asian origin studying for a business-related undergraduate degree	<b>Lisa Rees-O'Donnell</b> , Imran Akhtar
40	15:00 – 15:20	Y2-01	E-Banking, ease-of-use and customer Satisfaction: An examination of a Tripartite Relationship	Shadi Samara, Derar Eleyan, <b>Mohammed W.A. Saleh</b> , Imran Akhtar
	15:20 – 15:30		<b>Coffee Break in GMBS Café (3<sup>rd</sup> Floor)</b>	
	15:30 – 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" by Martyn Shaw and Jane Stuart-Putnam</i>	
	16:00 – 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	

**Accounting, Finance, Economics and Governance (AFEG)**  
(Track Chairs: Dr Carl Bridge and Dr Doan Nguyen)

Paper ID	Time	Room	Paper Title	Presentation by (presenting author in bold and italics)
6	10:30 – 10:50	Y2-02b	Performance management systems: A framework to review their impact on strategy and resource allocation decisions in the UK University sector.	Carl Bridge
11	10:50 – 11:10	Y2-02b	Price causality and market exogeneity in horticultural supply chain: A case of pineapple markets in Nigeria	<b>Moshood Oladapo</b> , Abiodun Oyetunji, Victor Chiemela
7	11:10 – 11:30	Y2-02b	Fifty shades of grey: A transparent approach to corporate governance in the UK Higher Education sector	Carl Bridge
12	11:30 – 11:50	Y2-02b	Examining the impact of artificial intelligence on accounting practices: A case study of SMEs in Greater Manchester	Rosena Javed
18	11:50 – 12:10	Y2-02b	Industry-ready accountancy graduates: A study on aligning university curriculum with industry demands	Doan Nguyen
12:10 – 12:40 Y0-02 <i>"How to write a successful funding bid" by Prof Baljinder Kandola</i>				
21	12:40 – 13:00	Y2-02b	The scientific investigation on the impact of external audit and internal audit in controlling earnings quality: An analytical study in auditing matters in response to earnings management.	Risiram Aryal (Regent)
13:00 – 14:00 Lunch in GMBS Café (3 <sup>rd</sup> Floor)				
14:00 – 14:40 Y0-02 <i>"How to write your first journal article" by Prof Jerome Carson</i>				
25	14:50 – 15:10	Y2-02b	The behaviour and psychology of forensic accounting	Sadia Farooq
15:20 – 15:30 Coffee Break in GMBS Café (3 <sup>rd</sup> Floor)				
15:30 – 16:00 Y0-02 <i>"How to develop and use industry/academia networks for Knowledge Exchange" by Martyn Shaw and Jane Stuart-Puttnam</i>				
16:00 – 16:30 Y0-02 <i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>				



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**Data Analytics and Digital Transformation (DADT)**  
(Track Chair: Prof Bob Wood and Dr Andrew Chimenya)

Paper ID	Time	Room	Paper Title	Presentation by (presenting author in bold and italics)
45 (SEMM)	10:30 – 10:50	Y2-06	Evaluating the impact of performance reviews on employee outcomes: Evidence from the agro and petrochemical sectors in Cameroon	Lawrence Ngoe
46 (SEMM)	10:50 – 11:10	Y2-06	Cash in and cash out for international students in the Western Education: An entrepreneurial perspective	Denis Hyams-Ssekasi
48 (SEMM)	11:10 – 11:30	Y2-06	The importance of sustainability and ESG skills in executive MBA curriculum: A study of employer demand and student supply in a UK business school	Carol Brown
57 (SEMM)	11:30 – 11:50	Y2-06	Tutor turnover in Higher Education in the UK: Realities and challenges	Andrew Chimenya
55 (SEMM)	11:50 – 12:10	Y2-06	Effective environmental analysis in polyerisis: Enriching PESTLE with system dynamics	<b>Iain Stalker</b> , Carol Brown
12:10 – 12:40 Y0-02 <i>"How to write a successful funding bid" by Prof Baljinder Kandola</i>				
59 (DADT)	12:40 – 13:00	Y2-06	Facilitating equitable clusters of SMEs: A Game-Theoretic Approach	Iain Stalker
13:00 – 14:00 Lunch in GMBS Café (3 <sup>rd</sup> Floor)				
14:00 – 14:40 Y0-02 <i>"How to write your first journal article" by Prof Jerome Carson</i>				
30 (DADT)	14:50 – 15:10	Y2-06	To analyse the accuracy and credibility of constructing a buyer persona using a quantitative methodology namely Google analytics and Facebook/Instagram analytics for a small business: Case study - Rage Fitness Company	Matthew France (by recording)
15:20 – 15:30 Coffee Break in GMBS Café (3 <sup>rd</sup> Floor)				
15:30 – 16:00 Y0-02 <i>"How to develop and use industry/academia networks for Knowledge Exchange" by Martyn Shaw and Jane Stuart-Puttnam</i>				
16:00 – 16:30 Y0-02 <i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>				



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**Law**  
(Track Chairs: Prof Benedict Chigara and Dr Ike Uhumuavbi)

Paper ID	Time	Room	Paper Title	Presentation by (presenting author in bold and italics)
38 (AFEG)	10:30 – 10:50	Y3-07	Transforming classrooms: Embracing experiential learning for engaging educational experiences.	<b>Mohammed Sadiq, Sophina Rafique</b>
41 (SEMM)	10:50 – 11:10	Y3-07	The Impact of E-banking on customer satisfaction	Rasha Ibrahim, <b>Derar Eleyan</b> , Mohammed W.A. Saleh, Imran Akhtar
43 (SEMM)	11:10 – 11:30	Y3-07	Competitiveness enhancement as a function of strategic human capital in mobile telecommunication companies in Rwanda	<b>Irechukwu Eugenia Nkechi</b> , Charles Nzeh, Denis Hyams-Ssekasi, Imran Akhtar
37 (AFEG)	11:30 – 11:50	Y3-07	The audit impact and convergence of International Financial Reporting Standards (IFRS) on listed companies and their auditors in India since its inception in 2015	Nafisa Nalbandh
47 (AFEG)	11:50 – 12:10	Y3-07	A study on use of advancement technologies in financial forecasting.	<b>Aamir Hussain</b> , Mekshabye Burrin
	12:10 – 12:40	Y0-02	<i>"How to write a successful funding bid" by Prof Baljinder Kandola</i>	
34	12:40 – 13:00	Y3-07	Exploring the legal conundrum in cloud computing architecture	Ikpenmosa Uhumuavbi
	13:00 – 14:00		<b>Lunch in GMBS Café (3<sup>rd</sup> Floor)</b>	
	14:00 – 14:40	Y0-02	<i>"How to write your first journal article" by Prof Jerome Carson</i>	
61 (DADT)	14:40 – 15:10	Y0-02	From crisis comes opportunity: AI, HE, and the future workforce	<b>Nurun Nahar</b> , Iain Stalker
	15:10 – 15:30	GMBS Café	<b>Coffee Break</b>	
	15:30 – 16:00	Y0-02	<i>"How to develop and use industry/academia networks for Knowledge Exchange" by Martyn Shaw and Jane Stuart-Putnam</i>	
	16:00 – 16:30	Y0-02	<i>"Centre for Entrepreneurship" by Dr Mohammad Sadiq and Dr Carl Bridge</i>	



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