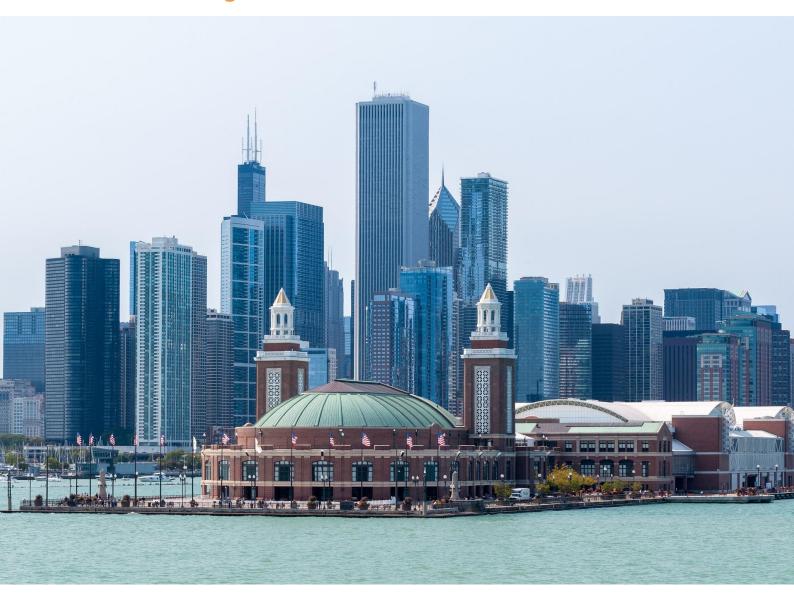# Abstract Proceedings

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AUSTRALIAN ACADEMY OF BUSINESS RESEARCH

Reaction of Learners to the Practice Experience at the Workplace and its Effect on Future Employability

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Abstract

During the last decade, the dual learning system (DLS) has been actively introduced in various industries in Kazakhstan, including both vocational, post-secondary and higher education levels. It is a relatively new practice-oriented approach to training qualified personnel in Kazakhstan, integrated from the German vocational education and training system, combining practical training with part-time work in production and training in an educational institution.

This research aims to hypothesise that parameters of satisfaction with the practice among dual learners are higher than among those who study in traditional education (Mann-Witney U, Kruskal Wallis test). Further, the study examines the factors that influence the decision of students and graduates of dual and non-dual forms of education whether to remain in a training company, seek employment in a specialty in the same field, or leave the industry (Multinomial logistic regression). Apart from the satisfaction factors, the demographic characteristics of the respondents and motivational factors such as compensation, opportunities for promotion and employee-retention initiatives are also considered.

This study focuses on the agri-food industry, one of the leading industries of Kazakhstan that remain underutilised. Researchers highlight the uncontrolled migration of young people from rural areas to cities, which affects the growth of youth unemployment. The agriculture industry ranks as one of the five industries with the greatest need for personnel, including both medium and low-skilled occupations.

The results of this study have practical implications for several institutions in the Kazakhstani agri-food sector. Training firms can develop systematic strategies to retain apprentice graduates by analysing the factors contributing to practice satisfaction and retention. The National Chamber of Entrepreneurs (NCE) and educational institutions can adopt a dual learning approach tailored to the needs of youth and businesses. Finally, policymakers can enhance the agri-food industry's image based on this study's results to combat a lack of skilled labour.

Keywords: dual learning system, training effectiveness, agri-food sector, youth unemployment, apprentice retention.

The Correlation Between Adaptive Leadership and Change Management Processes in a Puerto Rican Sample

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Abstract

Change is always impacting organizations whether it is due to internal or external forces. Hence, managing change is a crucial task for organizational leaders. This study discussed the benefits of the adaptive leadership style and how it better responded to contexts of instability and uncertainty. Thus, guided by the adaptive leadership framework, a test was developed to measure adaptive leadership presence in contexts of change and how said adaptive capacity correlated with change management skills. The test consisted of eight dimensions, each representing a characteristic of adaptive leadership identified for managing change in the context of Puerto Rico. After undergoing the process of content validation, the test was administered to N= 103 individuals pertaining to two groups: leaders (n= 51) and non-leaders (n= 52). The inclusion criteria stated that, regardless of the group, each individual had to have experienced at least one period of change in their job. Through a quantitative approach, t-tests and correlation analyses were performed. Statistically significant differences were found between the adaptive leadership scores of both groups. Said scores positively correlated with the change management scores. A reliability analysis was also performed where the scale presented a high internal consistency, supporting the eight characteristics proposed to measure adaptive leadership presence. The theoretical and practical implications of these findings were discussed, emphasizing the opportunity this test poses for recruitment and selection processes for leadership positions in changing environments and how this study could help identify adaptive leadership profiles in other contexts while also guiding organizational pieces of trainings and interventions on leadership and change in uncertain contexts.

Keywords: adaptive leadership, change management, organizational change, crisis, uncertainty, context.

Good Intentions Gone Wrong: How the Revealing of IP Location on Social Media Impacts User Behaviour

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Abstract

This paper is motivated by a Chinese slang that literally translates to "map cannon" in English. This refers to the internet phenomenon where people, usually on social media, post provocative or discriminatory content that is targeting at people of a specific geographical origin. For example, as shown in Figure 1, when discussing a doctor in Suzhou (a city in Jiangsu province) taking bribe, there are comments saying that this only happens in Jiangsu but not in other provinces.

We argue that the phenomenon constitutes a form of under-explored online hate speech and trolling. Its significance has been overlooked due to the comparatively smaller prevalence of hostility based on geographical origin, in comparison to animosity rooted in gender or ethnicity. Furthermore, the challenge lies in accurately determining whether the detected hate speech is primarily influenced by geographical location or other factors.

The objective of this study is to identify instances of hostility based on geographical location. To accomplish this, we utilize an external shock: Sina Weibo, one of China's largest social media platforms, made an abrupt decision on April 28, 2022, to display users' Internet Protocol (IP) address locations (indicating their respective provinces) alongside their post date and time information. This unexpected change in policy ensures that users had no prior anticipation.

The Performance of Sustainability Aeronautics: A Bibliometric Analysis

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Abstract

Sustainability aeronautics is a developing field of research. Previous reviews have taken a narrow perspective of the subject. A broad bibliometric analysis of sustainability aeronautics has not been conducted. The aim of this study is to broadly examine the current trends and themes in the domain of sustainability aeronautics using performance analysis and science mapping approaches. A keyword search using the terms "sustainability" and "aeronautics" were queried in Scopus. The final sample selection consisted of 1297 academic articles published between 1968 and June 2023. The VosViewer 13 software was used to perform macro, meso, and micro levels of bibliometric analysis of the sustainability aeronautics literature. The volume of publications in sustainability aeronautics research has been steadily increasing since 2019. The fields of Engineering and Energy have contributed the most to this domain, representing one-third of the publications. Germany and the Netherlands are the leading affiliating countries in this research. Five major clusters were identified in the sustainability aeronautics literature, and an overarching theme was determined for each. The five themes in the literature domain of sustainability aeronautics include sustainable aviation fuels, environmental pollution, environmental analysis, technology and innovation, and economic viability. Early research in sustainability aeronautics explored "carbon emission measurements" and "energy consumption", however in later years research topics have shifted to sustainable aviation fuels. Multidisciplinary fields represent a small proportion of this research domain. Research gaps within the domain of sustainability aeronautics are identified, including the need for further research in the areas of Business management and Economics.

Keywords: Sustainability aeronautics – Aviation industry – Sustainable aviation biofuels - Bibliometric analysis – Systematic literature review

Sequential Search and Weak Signals

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Abstract

Our everyday decisions are often based on incomplete information on alternatives, which we use to formulate our attention. In this study, we examine a specific case under the sequential search model, where the prior information given to the decision maker consists of a weak signal on the true qualities of the alternatives. Under our framework, the results extend to a search scenario where the best and worst alternatives are not that differentiable. Extending Choi and Smith (2022)'s two factor sequential search model, we create a simulation to estimate this phenomenon and find that in fact, signals regarding the search order of the alternatives are more pertinent to the optimal choice that the decision maker makes than the signals concerning their qualities. In addition, we simulate a search environment where we observe the effects of dispersing the observed and unobserved factors under the Choi and Smith model and indeed confirm the results of their paper extends under our framework.

Dynamics of Credit Risk Management in India

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Abstract

The Indian banking system is subject to similar global risk categories of credit risk, market risk, liquidity risk, and operational risk though credit risk requires substantial managerial commitment since it can impact the other risk components such as liquidity and operational risk and hence also affect the market risk characteristic of a bank. Loss from NPAs is dependent over time since the way in which bank recognizes a loan portfolio materializes into a loss and hence is written-off and recorded as a credit risk loss (BCBS, 2006). Since a loan loss materializes over time, there is a need to set the relationship between recognition of NPAs and occurrence of loan loss. If the dependence is established, then the predictability of loan losses can be subject to credit risk management effectively (Floro, 2010).

Research Model: Credit risk in the banking sector is represented in three forms through loan loss reserve (Fonseca and Gonzalez, 2008), NPAs and Capital provisions. All bank specific variables are set at time t-1 to avoid endogeneity issues. Credit risk analysis and its impact on income are subject to sector specific factors such as operational risk (Mongid and Tahir, 2011), liquidity risk (Chen et.al., 2018), bank competition (Clark et. al., 2022) and abnormal loan growth (Demyanyk and Hemert, 2011). Quantile regression models plot the non-linear associations supported by the generalized quadratic linear models with quasi-likelihood poisson distribution assumptions.

Findings: Positive impact of prior NPA provisions and loss along with a negative impact of prior NPA reduced by the banks estimate the loan loss. Loan provisions are influenced by competition and liquidity risk. Operational risk, abnormal loan growth and business risk impact the loan provision from the 75th quantile projecting a non-linear estimate of loan provision in banks. Bank competition, NPAs and abnormal loan growth negatively impact the return on asset and Liquidity risk and NPAs impact negatively the return on equity of banks. Operational risk positively influences the return on equity. High provisioning by banks to offset operational loss increases the asset return since credit risk associated with operational risk has been provisioned for capital adequacy purposes. The non-linear impact of intermediation cost suggests a strategic credit risk management process in Indian banks and hence their ability to offset reduction in bank performance. Liquidity and operational risk offset magnitude of credit risk portfolio beyond the 75th quantile implying probability of loss is more than the median value in only 25% cases. Loan restructuring however has not helped return on assets but is a significant CRM tool for a positive impact of return on equity at 25th quantile.

Keywords: Credit loss, Credit Risk, Credit Risk Management, Liquidity Risk, Operational Risk, Abnormal Loan Growth, Bank Competition.

Do Shareholder-CEOs and Professional-CEOs Differ in Firm Performance? Evidence from Nasdaq Baltic

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Abstract

What exactly are the differences between shareholder-CEOs and professional-CEOs, and how those differences impact the performance of firms, is an ongoing debate among management scholars. Based on the sample, research questions, and methodology, recent research found that shareholder-CEO-led firms might have better, worse, or equal performance as firms that are led by professional-CEOs. This paper aims to add to the knowledge of the significance of differences in the financial performance of firms led by either shareholder-CEOs or by professional-CEOs. A sample of all 55 publicly traded firms from the Nasdaq Baltic market in the post-Soviet countries of Estonia, Latvia, and Lithuania was selected. In the sample, the ratio of shareholder-CEOs to professional-CEOs was 3:2 during the period 2017–2021. Market-based measure Tobin's Q and accounting-based measure return on equity (ROE) were used to compare firm performance. Based on the market performance measure Tobin's Q, in the sample professional-CEO-led firms (N = 19, M = 1.3679) outperformed shareholder-CEO-led firms (N = 27, M = 1.1689), while using the accounting measure, shareholder-CEO-led firms (N = 34, M = .0776) produced better ROE than professional-CEO-led firms (N = 21, M = -.0174). Using independent samples t-test no significant differences in either market-based (t(44) = -1.165, p = .250 > .05) or accounting-based (t(53) = 1.132, p = .193 > .05) performance measures were identified. This study adds support to the generalization that the influence of a CEO on firm performance is diminished by corporate governance, processes, procedures, and social and human capital from other employees. It also expands the scope of the research in the field outside the United States, the United Kingdom, and Asia

Keywords: Shareholder-CEO, Professional-CEO, Firm performance, Nasdaq Baltic.

Augmented Reality in Advertising: An Exploratory Study

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Abstract

The foreseeable future shows unprecedented growth for AR technology in marketing. The goal of this study is to explore the effect of augmented reality in advertising from industry professionals' perspectives. Previous literature showed mixed findings regarding the effectiveness of using augmented reality in marketing. This study provides further evidence of the positive effect of AR from a brand-new standpoint of advertising and marketing professionals. This study employed in-depth interviews to uncover and explain the phenomenon of using AR in marketing. The authors found that despite hurdles and challenges, advertisers have a positive attitude towards AR, and will adopt AR in future marketing campaigns. Theoretically, the study sheds light on the attitude of advertisers towards the use of AR in marketing, and their anticipated outcomes. Practically, the findings provide guidance for brands and firms when deciding on marketing strategies.

Keywords: augmented reality, marketing, advertising

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