



The 9th International Conference of Marketing, Strategy and Policy Research

Art of Business for Sustainable Fashion

Kingston Business School & Center for Sustainable Business Transformations, Bournemouth University

5-6 June 2025

Conference Programme

Day 1: June 5, 2025 (UK Time)

8.50-9.10 am	Registration In person at Kingston Business School, Ground Floor Artium		
9.10-9.30am	Room: Kingston Business School, 3 rd Floor, room BS3033 (main conference room) Online TEAMS Link Welcome to Kingston University by Prof Sankar Sivarajah, Head of Kingston Business School Welcome to MSP Research Responsible ConsumptionSIG Conference 2025 by Dr Kaouthar Kooli, Bournemouth University		
9.30-9.50am	Research Keynotes: Sustainable Business of Fashion by Prof Suraksha Gupta, University of Arts London Online TEAMS Link		
9.50-10.10am	Research Keynotes: Sustainable Fashion by Prof Marcus O’Dair, Kingston University, UK Online TEAMS Link		
10.10-10.30am	Industry Keynote Online: Relevance of UK-India Trade Agreement for Fashion Industry by Dr SP Sharma, NEOEconomics, India Online TEAMS Link		
10.30-10.50am	Policy Keynote: Mina Parmar, Councillor, London Borough of Harrow, Conservative Group, London, UK Online TEAMS Link		
10.50-11.10am	Policy Keynote: Rym Knani, First Secretary Textile and Clothing Portfolio, Tunisian Embassy, London, UK Online TEAMS Link		
11.10-11.40am: Tea/Coffee Break Room: BS3035			
11.40-12.00pm	Research Keynote: Circular Approach for Sustainability in Return of Fashion Products by Prof Regina Frei, University of Arts, London Online TEAMS Link		
12-12.30pm	Editorial Keynote Online: Prof Jyoti Choudrie, Editor-in-Chief, Information, Technology and People Online TEAMS Link		
12.30-1pm	Editorial Keynote: Prof Sandy Black, Editor-in-Chief, Fashion Practice Online TEAMS Link		
1.00-2.00pm: Lunch Room: BS3035			
2.00-3.00pm	Track A Room: BS3033 Online TEAMS Link Track Chair: Dr Kaouthar Kooli, Bournemouth University, UK <i>Presentation-I</i> 1: A Novel Educational Tool to Advance Current Pattern Construction Practices: A Theory-Based Design Process and Learner-Centric Pilot Evaluation Presenter: Hailah Al Houf, Simeon Gill and Jo Conlon, Manchester University, UK <i>Presentation-O</i> 2: Cultural and Creative Industries as Catalysts for Social Innovation and Value Co-Creation in Global Contexts Presenter: Giusy Sica, Universitas Mercatorum, ITALY <i>Presentation-O</i> 3: Sustainable by Design? Understanding Consumer Expectations for Personalized Fashion Presenter: Fabio Shimabukuro Sandes, ESDS Business School, UCLy, France	Track B Room BS3024 Online Teams Link Track Chair: Dr Arnab Banerjee, University of the Arts, London, UK <i>Presentation-I</i> 4: Green Scepticism in the Age of Generative Artificial Intelligence Presenter: Abhinaya U, Goa Institute of Management, India <i>Presentation-O</i> 5: W.E.A.V.E: kuWomen’s Empowerment through Apparel Value Extension — A Scalable CSR Model for School Uniform Waste Presenter: Kundlata Mishra, NIFT, India <i>Presentation-O</i> 6: Reducing Waste in the Fashion Industry through Generative AI Powered Consumer Behavior Simulation Presenter: Emily Chen, LSE, UK	Track C Room BS3022 Online TEAMS Link Track Chair: Dr Shahpar Abdollahi, University of the Arts, London, UK <i>Presentation-I</i> 7: Cause Related Marketing, Brand Love & Authenticity Presenter: Anna Ivanova, UAL, UK <i>Presentation-O</i> 8: Fashioning Responsibility: Empowering Artisans through Skills, Voice, and Equity Presenter: Kundlata Mishra, NIFT, India <i>Presentation-O</i> 9: ‘RE-TAKE – A study on the practice of recycling costume in the Indian film and television industry Presenter: Patricia Sumod, NIFT, India
3.00-3.30pm	Editorial Keynote Online: Prof Subodha Kumar, Editor-in-Chief, Production and Operations Management Room: BS3033		



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	Online TEAMS Link
3.30-4.00pm	Editorial keynote Online: Prof Prof Fevzi Okumus, Editor-in-Chief, International Journal of Contemporary Hospitality management Online TEAMS Link
4.00-4.30pm: Tea/Coffee Break Room: BS3035	
4.30-5.00pm	Methodology Workshop: Experimental Research Design with Eye Tracking and Mind Mapping by Dr Zoi Zoupanou, University of Arts, London Room: BS3033 Online TEAMS Link
5.30-8.30pm: Networking Dinner (Advance Reservation required)	

Mode of Presentation Indicators (Presentation-I: In Person Presentation and Presentation-O: Online Presentation)

Day 2: June 6, 2025 (UK Time)

Day 2: June 8, 2025 (UK time)			
9.00-10.00am	Track D Room: BS3033 Online TEAMS link Track Chair: Gabriella Daniels, University of the Arts, London, UK <i>Presentation-I</i> 10: Un – Make & Re - Cloth: Critically Making a Modular Pattern Cutting System Presenter: Heather Martin, Arts University, Plymouth <i>Presentation-O</i> 11: Traditional Circularity and Second-Hand Fashion: Informing Sustainable Business Models in India Presenter: Kriti Srivastava, NIFT, India <i>Presentation-O</i> 12: Redefining waste: Building resilient circular value systems in India's Textile Sector Presenter: Mohini Jaywant Kale, Namtech, India	Track E Room: BS3024 Online TEAMS Link Track Chair: Dr Rahul Chawdry, Kingston University, UK <i>Presentation-I</i> 13: Balancing Act: Navigating Digital Capabilities and Strategic Adaptation in the Fashion Sustainability Innovation Ecosystem. Presenter: Nana Musa, Sheffield University, UK <i>Presentation-O</i> 14: Driving Sustainability: AI Adoption Framework for the Fast Fashion Industry Presenter: Selcen Ozturkcan, Linnaeus University, Sweden <i>Presentation-O</i> 15: AI-Driven Insights into Sustainability: A Predictive Framework for Consumer Purchasing Behaviour in the Fashion Industry Presenter: Yue Guan, UAL, UK	Track F Room: BS3036 Online TEAMS Link Track Chair: Dr Sena Ozdemir, Lancaster University, UK <i>Presentation-I</i> 16: Sustainable Fashion Marketing: How Ad Appeals Influence Brand Attitude Presenter: Adarsh KV, Goa Institute of Management, India <i>Presentation-O</i> 17: Slowing Down Fashion: How Webrooming Supports Thoughtful Consumption in the Age of Circularity Presenter: Sampath Kumar, Univ of Wisconsin, USA <i>Presentation-O</i> 18: Fashion's Digital Pull: An Analysis of Social Media Influencers' Voices on Over consumption and Sustainable Fashion Presenter: Kayleigh Walton, Toronto Metropolitan University, Canada
10.00-10.20am	Research Keynote: Psychology of Colour in Fashion, Dr Yousra Asaad, Brunel University Room: BS3033 Online TEAMS Link		
10.20-10.40am	Research Keynote: Finding Novelty in Research on Business of Fashion, Dr Sena Ozdemir, Lancaster University Online TEAMS Link		
10.40-11.00am	Methodology Keynote: Sustainable Fashion Research for Business and Management Journals, by Dr Pantea Foroudi, Brunel University, UK Online TEAMS Link		
11.00-11.30am: Tea/Coffee Break Room: BS3035			
11.30-11.50am	Research Keynote: Responsible Cosmetic Science, Gabriella Daniels, University of Arts London Online TEAMS Link		
11.50-12.10pm	Policy Keynote: Health and Fashion, Dr Kawal Chandok, Medicinal Consultant, NHS Online TEAMS Link		
12.10-1.10pm	Track G Room: BS3033	Track H Room: BS3024	Track I Room: BS3036



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	Online TEAMS Link Track chair: Dr Pantea Foroudi, Brunel University, UK Presentation-I 19: Circular Business Models and the role of stakeholders in driving Circularity in the fashion industry Presenter: Abhishek Kumar, UPES, India Presentation-I 20: A Systematic Literature Review of Parameterization to Establish Its Theoretical and Technical Frameworks in Fashion Pattern Construction Presenter: Hailah Al Houf, Manchester University, UK Presentation-I 21:Environmentally Responsible Fashion Presenter: Zoi Zaopanou, UAL	Online TEAMS Link Track chair: Dr Padmi Nagirikandalagi, Nottingham Trent University, UK Presentation-I 22: Impact of UK Govt Covid-19 support on business strategies in fashion retail sector Presenter: Lucia Egbe, Nottingham Trent University,, UK Presentation-I 23: ESG advertising on Corporate Financial Performance: An investigation of International Luxury Fashion Firms Presenter: Lan Wang, University of the Arts, UK Presentation-I 24: Sustainable consumption with slow fashion Presenter: Arnab Banerjee, UAL	Online TEAMS Link Track chair: Dr Zoe Zoupanaou, University of the Arts, UK Presentation-I 25: Expectation gaps and their outcomes in B2B relationships within textile industry Presenter: Sena Ozdemir, Lancaster University, UK Presentation-I 26: Investigating personalised algorithm powered pay per click advertising: The case of ASOS Presenter: Padmi Nagirikandalage, Nottingham Trent University, UK Presentation-I 27: Can GI match human strategists? Evaluating Generative AI's role in strategy analysis and recommendation Presenter: Abhinaya U, GIM, India
1.10-2pm: Lunch Room: BS3035			
2-3.30pm	Masterclass: Role of Technology in <i>Transforming Sustainability in the Fashion, Textile and Clothing Industry</i> by Dr Kaouther Kooli, Prof Marcjanna Augustyn, Bournemouth Univ & Mr Ross Alexander, Green Threads Room: BS3033 Online TEAMS Link		
3.30-4pm: Tea/Coffee Break Room: BS3035			
4-4.30pm	Keynote Online TARA Lifetime Achievement Award by Prof Jennifer Aaker, Stanford University. Online TEAMS Link		
4.30-5pm	Awards, by Dr Shapar Abdollahi, University of the Arts London and Vote of Thanks, Prof Chris Hand, Kingston University Online TEAMS Link		

List of Presenters

Name	University / Institute	Email address
Suraksha Gupta	University of the Arts, London, UK	s.gupta@fashion.arts.ac.uk
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