

RESPONSIBLE INNOVATION & SYSTEMATIC ENTREPRENEURSHIP

March 20–21, 2026 | 1010 Commonwealth Ave. Boston, MA

2026 Symposium on Entrepreneurship & Technology

Exploring the Intersection of Evolving
Entrepreneurial Practices, Tech, Public Policies,
and Consumer Values

Hosted by Boston University Metropolitan College's
Department of Administrative Sciences.

Welcome to the 2026 Symposium on Entrepreneurship & Technology

With great pleasure and enthusiasm, we welcome you to the Symposium on Entrepreneurship & Technology—hosted by the Department of Administrative Sciences at BU’s Metropolitan College (MET). Our theme is “Responsible Innovation and Systematic Entrepreneurship,” and we invite you to join the pursuit of understanding and advancing the role of entrepreneurship in today’s dynamic global landscape.

Once perceived as a means of livelihood, entrepreneurship has undergone a transformative journey, emerging as a strategic partner crucial to industrial growth and regional economic development. Today, entrepreneurship extends its influence into the realms of innovation, technology, and management knowledge hubs, reaching an epistemological edge that intertwines seamlessly with the intricate fabric of contemporary business ecosystems. A burgeoning body of research emphasizes the pivotal role of practice-oriented education in service quality, customer relationship management, engagement, and the influence of augmented technologies, especially artificial intelligence. We recognize the profound impact of entrepreneurship, innovation, and education on fostering multilevel applications across finance, operations, and business domains.

BU MET’s Symposium on Entrepreneurship & Technology delves into the multifaceted dimensions of entrepreneurship in the 21st century. Together, we will collectively unravel the entrepreneurial crux and offer innovative and technological solutions to strengthen its contribution to the global economy and growth. The symposium will address these dynamics through a rich array of presentations, including groundbreaking work on the “new reality” of AI across business practices and the importance of women’s entrepreneurship worldwide. We will scrutinize core issues faced by international enterprises, from neuromarketing and data ethics, nuances of food services, as well as AI teaching, learning, and career service possibilities to innovation, technology, and global marketing. With 39 research papers contributed by authors from around the world, this symposium aims to critically analyze the convergence of international entrepreneurship, innovation, technology, entrepreneurial finance, business practices, public policies, and consumer values.

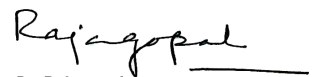
We are particularly excited about our keynote and to hear from thought leaders in international entrepreneurship, entrepreneurial finance, and international business practices, whose insights will enhance our discussions on these critical topics. This symposium is not just an event but a collaborative space for scholars, practitioners, and students from around the globe to challenge the status quo and forge new pathways in entrepreneurship and technology. This year’s sessions will explore core issues affecting businesses worldwide, focusing on how entrepreneurial strategies can respond and adapt to the fast-evolving economic landscape. We will examine the intersections of responsible innovation and market demands and how systemic entrepreneurial ventures can adapt to and shape market trends and consumer needs.

As attendees participate in research presentations and discussions, strategies that foster international entrepreneurship and industrial alliances in manufacturing, services, and marketing organizations will be explored. Recognizing entrepreneurs’ challenges, this symposium encourages discussions on adapting to disruptive trends, rebuilding capabilities, and developing cooperative outlooks for ensuring business continuity and growth.

Thank you for being a part of this intellectual journey. Your participation is crucial as we collectively advance the discourse on entrepreneurship and its capacity to drive global change. Together, let’s inspire and be inspired, fostering a future where entrepreneurship and technology synergistically enhance societal and economic well-being. We extend our gratitude to Metropolitan College’s deans, the Administrative Sciences department chair, supporting staff, faculty members, graduate students, and all participants whose enthusiasm and collaboration make this event one of its kind. May our deliberations pave the way for a future where international and domestic entrepreneurship, innovation, and technology harmoniously shape the global-local business paradigm..



Dr. Marcus Goncalves
Associate Professor of the Practice
Associate Chair, Administrative Sciences



Dr. Rajagopal
Visiting Professor,
Administrative Sciences

Symposium Agenda

Note that all meeting times are Eastern Standard Time (EST).

For speaker bios, visit sites.bu.edu/metsymposium.

Friday, March 20, 2026

Registration Venue: 1st Floor Lobby

9 am–4 pm **Check-In**

9 am **Refreshments**

Keynote Session Venue: Room 101

9:30–9:35 am **Introduction to the Symposium**

- Dr. Irena Vodenska, Chair, Administrative Sciences, Boston University Metropolitan College

9:35–9:40 am **Opening Remarks**

- Dr. Tanya Zlateva, Dean, Boston University Metropolitan College

**9:40–
10:10 am**

Keynote Address: Responsible Entrepreneurship in an Age of Acceleration

- Ralph H Groce III (CGS, Questrom, MET), President and COO of Scroobious, Chair of BU MET Dean's Advisory Board, and Member of the Boston University Advisory Board

Technical Session I: Entrepreneurial Development and Finance Management

- Session Chair: Dr. Rajagopal | Usher: Megan Balani
- Venue: Room 101

**10:15 am–
12 pm**

Rooted Resilience: Exploring Gendered Pathways to Rural Women's Entrepreneurship and Community Sustainability in Indonesia

- In-person presentation by Yosefiani D Tamatur
- Authors: Yosefiani D Tamatur, Marcus Goncalves, and Elizabeth Rhyne (Boston University, USA)

Understanding Digital Secondhand Fashion through Literature and Entrepreneurial Practice

- Virtual presentation by Nishita Chatradhi
- Authors: Nishita Chatradhi (Government of Alberta, Canada) and Manisha Paliwal (Sri Balaji University, Pune, India)

Learning About Entrepreneurship on the Go: Using Experiential Learning to Develop Entrepreneurial Knowledge

- Virtual presentation by author Manuel Sotelo Duarte (Tecnológico de Monterrey, Mexico)

Strategic Resilience and Sustainable Competitive Advantage in Agri Social Enterprises

- Virtual presentation by Manisha Paliwal
- Authors: Smita Kadam and Manisha Paliwal (Sri Balaji University, Pune, India)

Risk, Bias, and Opportunity: Understanding VC Decision-Making on Women Entrepreneurs in Kazakhstan

- Virtual presentation by Gulnur Smagulova
- Authors: Marcus Goncalves (Boston University, USA), Gulnur Smagulova (Astana IT University, Kazakhstan), and Ayazhan Nurzhan (Boston University, USA)

Friday, March 20, 2026 (cont.)

10:15 am–
12 pm

Trusting the Algorithm: Institutional and Experiential Pathways to Responsible Digital Finance

- Virtual presentation by Pilar Madrazo-Lemarroy
- Authors: Pilar Madrazo-Lemarroy (Universidad Anahuac, Mexico), Jose Anselmo Perez Reyes (Universidad Anahuac, Mexico), and Emmanuel Fragniere (HES-SO Valais Wallis, Switzerland)

Parental Financial Socialization, Money Scripts, Self-Efficacy, and Entrepreneurial Intention

- Virtual presentation by Montserrat Reyna Miranda
- Authors: Jaime Beltran (Universidad Anahuac, Mexico), Montserrat Reyna Miranda (Universidad Anahuac, Mexico), and Horacio Bautista Santos (Instituto Tecnológico de Tantoyuca, Mexico)

Technical Session II: Enterprise Analytics Systems

- Session Chair: Dr. Nakul Padalkar | Usher: Nkechi Abraham
- Venue: Room 122

10:15 am–
12 pm

Governing the Neural Frontier: Neuromarketing, Data Ethics, and Trust in the Age of California's SB 1223

- Virtual presentation by Debra Dangelo
- Authors: Debra Dangelo and Marcus Goncalves (Boston University, USA)

Brand Visibility in AI Search, What the Tea Industry Reveals

- In-person presentation by author Valorie Luther (Boston University, USA)

Generative AI and the Erosion of Consumer Trust: Behavioral, Emotional, and Neural Evidence

- In-person presentation by Anna Morse
- Authors: Anna Morse and Marcus Goncalves (Boston University, USA)

Auditable AI for Genomic Equity: A Compliance-as-a-Service (CaaS) Model for Responsible Innovation

- In-person presentation by author Julian Borges (Boston University, USA)

Impact of Technology on Consumer Behavior and Strategy Development

- In-person presentation by Ananya Rajagopal
- Authors: Rajagopal (Boston University, USA) and Ananya Rajagopal (Universidad Anahuac, Mexico)

Perceived Authenticity Gaps and Customer Incivility in Ethnic Dining Experiences

- Virtual presentation by Elif Celik
- Authors: Nolla Haidar, Elif Celik, and Moiz Deshmukh (Boston University, USA)

12–1 pm

Lunch Break and Book Presentation

Address by Dr. Rajagopal

Friday, March 20, 2026 (cont.)

Technical Session III: The New Reality: Technology and AI

- Session Chair: Dr. Vladi Zlatev | Usher: Ziwei Zhu
- Venue: Room 101

1–3 pm

Strategic Alliances in the Age of AI: Extension of Production Networks or a Distinct Layer of Inter-Firm Coordination?

- In-person presentation by Julio E. Elias
- Authors: Julio E. Elias (Nichols College, USA) and Marcus Goncalves (Boston University, USA)

Novel Retrieval Techniques for Enhanced Retrieval-Augmented Generation: A Comparative Analysis of Hybrid Search, Query Expansion, and Contextual Reranking

- In-person presentation by Sarthak Pattnaik
- Authors: Sarthak Pattnaik and Eugene Pinsky (Boston University, USA)

Human-in-the-Loop Models for General-Purpose AI Systems: Dissecting Leadership for Navigating Workforce and Technological Challenges

- In-person presentation by Ananya Rajagopal
- Authors: Ananya Rajagopal and José Anselmo Pérez Reyes (Universidad Anahuac, Mexico)

Playing with Fire: Evaluating the Impact of Data Privacy in AR-Driven Technology Enhancements

- Virtual presentation by author Dora Galvez-Cruz (Universidad Anahuac, Mexico)

Immersive Commerce Technologies and Entrepreneurial Growth with Social Impact

- Virtual presentation by author Reshmi Manna (HR Knowledge Lab, New Delhi, India)

Technical Session IV: Enterprise Management

- Session Chair: Peter Mayer | Usher: Stephanie Widjaja
- Venue: Room 122

1–3 pm

Mapping Gender Inequality in China's Financial Sector: Insights for Responsible Innovation and Inclusive Entrepreneurship

- In-person presentation by Yunhao He
- Authors: Yunhao He and Marcus Goncalves (Boston University, USA)

Performance of Circular Entrepreneurship: Analysis of Social Dynamics in Developing Economies

- In-person presentation by Ananya Rajagopal
- Authors: Ananya Rajagopal and José Anselmo Pérez Reyes (Universidad Anahuac, Mexico)

Responsible Innovation in Livestream Commerce: Understanding the Persuasive Capabilities of AI Hosts

- In-person presentation by author Ming Xue (Boston University, USA)

Entrepreneurial Leadership and Enterprise at the Nexus of Automation, Institutional Fragility, and Influence Architectures: Toward a Theory of Synchronization Capability and Innovation Governance

- In-person presentation by Sarthak Pattnaik
- Authors: Sarthak Pattnaik, Kathleen Park, and Eugene Pinsky (Boston University, USA)

Systematic Entrepreneurship and Responsible Innovation in Education: A Retrospective Case Study of Khan Academy Kyrgyz Localization Project

- In-person presentation by author Nurzhama Yrysbekova (Boston University, USA)

Friday, March 20, 2026 (cont.)

Poster Session Presentations

• Venue: Room 101

3–4 pm

Integrated Approach for Career Advising and Positioning to the Labor Market

- In-person presentation by Dinara Zhorabek
- Authors: Dinara Zhorabek and Binderiya Dugersuren
- Supervised by Sree Kumar Valath, Tanya Zlateva, Nakul Padalkar, and Vladimir Zlatev

Navigating the Labor Market: AI-Assisted Career Advising Workflow

- In-person presentation by Binderiya Dugersuren
- Authors: Dinara Zhorabek and Binderiya Dugersuren
- Supervised by Sree Kumar Valath, Tanya Zlateva, Nakul Padalkar, and Vladimir Zlatev

AI-Enabled Teaching and Learning: Use Cases

- In-person presentation by author Kuat Otarbayev
- Supervised by Sree Kumar Valath, Tanya Zlateva, Nakul Padalkar, and Vladimir Zlatev

Duration Rotation in US Treasury Fixed-Income ETFs

- In-person presentation by author Aishwarya Malhotra
- Supervised by Eugene Pinsky and Vladimir Zlatev

Comparing "Winners", "Median," and "Losers" Rotation Strategies with S&P 500 Sector ETFs

- In-person presentation by author Aishwarya Malhotra
- Supervised by Eugene Pinsky and Vladimir Zlatev

4–5:30 pm

Reception

1st Floor Lobby

Saturday, March 21, 2026

8:30–9 am

Refreshments

Technical Session V: Enterprise Modeling

- Session Chair: Dr. Nolla Haidar | Usher: Intouch Pathanasap
- Venue: Room 101

9–10:45 am

Mobile Broadband Technology and Entrepreneurial Churn: A Causal Mediation Analysis of Broadband Transitions and Their Effects on Entrepreneurship

- In-person presentation by Maruška Vizek
- Authors: Irena Vodenska and Maruška Vizek (Boston University, USA)

AI-Driven Predictive Modeling: Exploring Entrepreneurial Intentions, AI Use, and Self-Efficacy South

- Virtual presentation by Naila Aaijaz
- Authors: Naila Aaijaz, Sathy Srithar, and Hamid Peikari (University of Niagara Falls, Canada)

When Necessity is the Only Opportunity: Reconceptualizing Necessity Entrepreneurship Through Process Theory

- In-person presentation by author Esteban D. Lopez Meneses (Boston University, USA)

Automated Data Engineering for Explainable and Responsible Investment Analytics

- In-person presentation by author Deepak Saxena (TWG Global Holdings, USA)

Saturday, March 21, 2026 (cont.)

Technical Session VI: Entrepreneurship Education

- Session Chair: Esteban Lopez | Usher: Emilia Glava
- Venue: Room 122

9–10:45 am

Do Innovative Sustainability Teaching Practices Spark Students' Social Entrepreneurial Intention? Insights from French Business Schools

- In-person presentation by Meriam Razgallaha
- Authors: Meriam Razgallaha (Paris School of Business, France), Sufia Mohand Amarb (University of Granada, Spain), and Chiraz Aouina-Mejria (Paris School of Business, France)

Mapping Global Scholarship on Women's Higher Education in LMICs: A Bibliometric Analysis with a Focus on Central Asia (2000–2024)

- Virtual presentation by author Dana Adilkhankyzy (Boston University, USA)

Business Case for the Pharmaceutical Commercial Data Certificate (PCDC) at Boston University: Addressing Talent Gaps in Pharmaceutical Analytics Education

- Virtual presentation by author Scott Hull (Boston University, USA)

AI-Enabled Teaching and Learning Framework

- In-person presentation by Kuat Otarbayev
- Authors: Kuat Otarbayev, Sree Kumar Valath Bhuan Das, and Vladimir Zlatev (Boston University, USA)

Wearable Technology as an Enabler of Evidence-Based Collaboration in Entrepreneurial Education

- Virtual presentation presentation by Itzel Cruz Martínez
- Authors: Itzel Cruz Martínez, Alma Catalina Carmona Vega, Sergio Noé Torres Rodríguez, Jessica Alejandra Ruiz Ramirez (Tecnologico de Monterrey, Mexico), and José Eduardo Mallén Lomas (Universidad Autónoma de Nuevo León, Mexico)

AI Career Assistance Agent for Students

- In-person presentation by Binderiya Dugersuren
- Authors: Binderiya Dugersuren, Dinara Zhorabek, Tanya Zlateva, Vladimir Zlatev, Sree Kumar Valath Bhuan Das, and Nakul Padalkar (Boston University, USA)

Technical Session VII: Enterprise Architecture

- Session Chair: Dr. Marcus Goncalves | Usher: Meng Jung Lin (Avery)
- Venue: Room 101

10:50 am–
12 pm

Entrepreneurial Challenges in Lithium-Ion Battery Recycling

- In-person presentation by Swayam Sampurna Panigrahi
- Authors: Hriday Shankar, Tanishka Nandakumar, Rajesh Katiyar, Debasish Mishra, and Swayam Sampurna Panigrahi (Krea University, India)

"Diversity Marks the Spot": The Effect of CSR and Social Media Diversity Branding Consumer 5.0 in a Polarized World

- Virtual presentation by author Andree Marie Lopez Fernandez (Universidad Panamericana, Mexico City, Mexico)

Revisiting Customer Satisfaction in Quick Commerce Using NCA: A Structured Abstract

- Virtual presentation by author Pável Reyes-Mercado (Universidad Anahuac, Mexico)

Saturday, March 21, 2026 (cont.)

Technical Session VIII: Meta Entrepreneurship

Session Chair: Dr. Rajagopal | Usher: Yun Ting Su (Katherine)

Venue: Room 101

**10:50 am–
12 pm**

Enhancing Digital Advertising Effectiveness: A Quantitative Analysis of Personalization, Trust, and Engagement in Amazon's Marketing Strategy

- In-person presentation by Redemta Bunga
- Authors: Redemta Bunga and Megan Balani (Boston University, USA)

Designing an AI-Augmented Career Services Information System

- In-person presentation by Sree Kumar Valath Bhuan Das
- Authors: Sree Kumar Valath Bhuan Das, Binderiya Dugersuren, Dinara Zhorabek, Kuat Otarbayev, Tanya Zlateva, Vladimir Zlatev, and Nakul Padalkar (Boston University, USA)

Career Compass Labor Analytics: Visualization Architecture for Career Planning

- In-person presentation by Dinara Zhorabek
- Authors: Dinara Zhorabek, Binderiya Dugersuren, Tanya Zlateva, Sree Kumar Valath Bhuan Das, Nakul Padalkar, and Vladimir Zlatev (Boston University, USA)

AI-Assisted Document Parsing in Career Advising Workflows

- In-person presentation by Binderiya Dugersuren
- Authors: Binderiya Dugersuren, Dinara Zhorabek, Tanya Zlateva, Sree Kumar Valath Bhuan Das, Nakul Padalkar, and Vladimir Zlatev (Boston University, USA)

Closing Remarks

Venue: 1st Floor Lobby

**12:05–
12:30 pm**

- Dr. Marcus Goncalves, Symposium Co-Chair, Associate Professor of the Practice, Administrative Sciences, Boston University Metropolitan College
 - Dr. Rajagopal, Symposium Co-Chair, Visiting Professor, Boston University Metropolitan College
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Boston University Metropolitan College

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