

JINDAL GLOBAL BUSINESS SCHOOL
INVITES YOU TO
INTERNATIONAL SYMPOSIUM ON
FROM DATA TO DECISIONS: SHAPING
THE FUTURE OF BUSINESS AND SOCIETY

ESTEEMED SPEAKERS



DR. XIANGRU QIN
LECTURER, SCHOOL OF MANAGEMENT
MINZU UNIVERSITY OF CHINA, BEIJING



DR. AARIZ FAIZAN JAVED
ASSISTANT PROFESSOR
BITS PILANI, DUBAI CAMPUS



DR. ASHISH KUMAR JHA
DEPUTY DEAN AND PROFESSOR
TRINITY BUSINESS SCHOOL, DUBLIN, IRELAND

MODERATORS



PROF. ABZA BHARADWAJ
ASSISTANT PROFESSOR
JINDAL GLOBAL BUSINESS SCHOOL



PROF. SYED ABDULLAH ASHRAF
ASSISTANT PROFESSOR
JINDAL GLOBAL BUSINESS SCHOOL

THURSDAY
29TH OCTOBER 2026



3:30 PM - 5:00 PM (IST) INDIA 🇮🇳
2:00 PM - 3:30 PM (DUBAI) 🇦🇪
10:00 AM - 11:30 AM (DUBLIN) WINTER TIME 🇮🇪
6:00 PM - 7:30 PM (BEIJING) 🇨🇳

REGISTER AND JOIN

zoom

MEETING LINK: <https://zoom.us/meeting/register/FhC1K5XsRemOh6qtvxR6uw>
PASSWORD: JGU

PROGRAMME

3:30 PM - 3:35 PM

WELCOME AND INTRODUCTION OPENING REMARKS AND INTRODUCTION TO THE SYMPOSIUM THEME

3:35 PM - 3:55 PM

DR. XIANGRU QIN

Title of the Speech: Green innovation and social media data: Informing responsible business communication.

Description: In response to climate change, businesses and organisations implement green innovations as a pathway towards more sustainable growth. However, effectively communicating green innovations to consumers and wider society remains a significant challenge. Social media provides opportunities for organisations to communicate directly with stakeholders, while also amplifying public scrutiny and scepticism. When sustainability claims are perceived as misleading or exaggerated, organisations risk accusations of greenwashing, potentially damaging their reputations and undermining consumer trust. I will present empirical research examining how online communities interpret and respond to organisational communications about green innovation. The presentation concludes by discussing practical implications for businesses and future research opportunities to strengthen green knowledge communication and encourage more sustainable behaviours.

Bio: Xiangru Qin is a Lecturer at the School of Management, Minzu University of China, Beijing. Her academic journey spans interdisciplinary training in tourism, innovation and strategic management, underpinned by a strong commitment to advancing sustainable and innovative practices in organisational contexts. She earned her PhD at the Australian National University, Canberra. Her doctoral research explores how green innovation is implemented in small and service-based organisations. She has published in several peer-reviewed and leading academic journals, including Journal of Management (FT50, ABDC - A), Journal of Travel Research (ABDC - A), and Journal of Sustainable Tourism (ABDC - A).

3:55 PM - 4:15 PM

DR. AARIZ FAIZAN JAVED

Title of the Speech: Beyond the Hype: An NLP Framework for Examining Strategic Narratives in Metaverse Disclosures.

Description: The metaverse has become a recurring theme in corporate disclosures, earnings calls, and press releases. This session introduces an AI-driven framework that applies natural language processing to these communications, comparing firms' metaverse narratives with their observable activities. It discusses how such an approach can help managers, investors, and regulators assess technological potential and support more informed decisions in emerging technology markets.

Bio: Dr. Aariz Faizan Javed is an Assistant Professor in the Department of Management Studies at BITS Pilani, Dubai Campus. He holds a PhD from the Indian Institute of Management (IIM) Ranchi. His research interests lie in the application of Artificial Intelligence, Machine Learning, and Natural Language Processing to business and managerial problems. His work primarily focuses on leveraging advanced analytics techniques to generate business insights and support strategic decision-making. He has actively contributed to teaching and research in the areas of Business Analytics, Data Science, and AI-driven business applications. Dr. Aariz is also involved in exploring emerging technologies and their impact on modern organizations and digital transformation.

4:15 PM - 4:30 PM

DR. ASHISH KUMAR JHA

Title of the Speech: Opinion Formation in Age of AI.

Description: How Generative AI is changing the way humans and firms communicate on social media. Our cognitive style, strategy and actions are rapidly evolving. This has implications both for individual and firms. Our opinions are being shaped by digital social platforms. In this talk I would lay out the process of opinion formation, impact of AI and implications for individuals and businesses due to the transition.

Bio: Ashish Kumar Jha is the Deputy Dean and Professor in Business Analytics at Trinity Business School. He is the founding director of M.Sc. Business Analytics and is co-director of Trinity Centre for Digital Business and Analytics. He is a funded Investigator at ADAPT and is a member of EU Cost Action on Fintech and AI. Ashish holds a PhD in Information Systems from IIM Calcutta. Before joining Trinity Business School, he worked at Rennes School of Business and SP Jain Institute of Management and Research. Ashish is an internationally recognized researcher in the field of Information Systems Research. His research revolves around two streams: a) AI and Human interaction in businesses and b) Fake news and opinions on digital platforms. He is a distinguished member cum laude of Association of Information Systems and will be chairing ECIS 2028. His papers have been published in many top journals of the field including Journal of MIS and ISR, Journal of AIS, Information and Management, International Journal of Production Economics, and Communications of AIS. Ashish serves as an Associate Editor for European Journal of Information Systems and Senior Editor for Information & Management and Information Systems Frontiers and also serves as ad-hoc reviewer and associate editor for various conferences and journals including International Conference on Information Systems, European Conference on Information Systems, European Journal of Information Systems, Decision Support Systems, Expert System with Applications, Decision Sciences, International Journal of Production Economics etc. Ashish has been a part of research groups working on robotic process automation in IT services industry and jointly holds multiple patents in the field of IT services management and optimization. He has also worked closely with businesses and advised them as well as written teaching cases on firms like Microsoft, Bosch, Wipro etc.

4:30 PM - 5:00 PM

DISCUSSION AND Q&A QUESTIONS

JGBS @ GLANCE



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