



UNIVERSITY OF
WESTMINSTER



MINISTRY OF TRANSPORT
REPUBLIC OF UZBEKISTAN



5th Tashkent Business and Economics Conference Agenda

**Reimagining the Silk Road:
Regional Connectivity and Trade Integration**

October 20-21, 2026
Tashkent, Uzbekistan



Day 1 | Tuesday, October 20, 2026

TIMINGS	EVENT	VENUE
09:00 – 10:00	Registration	Hyatt Regency, Tashkent
	Inaugural Session	
10:00 – 10:10	Welcome Speech Dr. Komiljon Karimov , Rector, Westminster International University in Tashkent	Regency Ballroom
10:10 – 10:20	Mr. Sirojiddin Rakhmonov , Chief Specialist at the Center for Research of Issues in Development of Transport and Logistics under the Ministry of Transport of the Republic of Uzbekistan	
10:20 – 10:30	Mr. Sukhrobjon Ramazanovich Bobokalonov , Deputy Chairperson of the Tourism Committee of the Republic of Uzbekistan	
	Moderator: Dr. Zohid Askarov , Dean, WIUT Business School, Westminster International University in Tashkent.	
10:30 – 11:15	Keynote Speech Professor Dr. Marina Dabić Editor-in-Chief, Technology in Society Professor at the University of Ljubljana School of Business and Economics, Slovenia & University of Dubrovnik, Croatia <i>“The Silk Road in a Fragmenting World: Uzbekistan, Europe and the Next Era of Trade”</i>	Regency Ballroom
11:15 – 12:00	Emeritus Professor Datuk Norma Mansor President of Malaysian Economic Association, and Director, Social Wellbeing Research Center (SWRC), Universiti Malaya, Malaysia <i>“From growth to productivity and Inclusion: Malaysia’s Development Experience and Lessons for Uzbekistan”</i> Moderator: Mr. Alisher Ismailov , HoD, Marketing Department, WIUT Business School, Westminster International University in Tashkent.	

Panel Discussion

Time: 12:00 – 13:00

Venue: Regency Ballroom

Speakers:

Reimagining the Silk Road-Regional Connectivity, Trade Integration, and Central Asia's Strategic Role

- **Speaker-1 – Dr. Karen Jackson**
(Reader in Economics, University of Westminster, UK)
(12:00-12:15)
- **Speaker-2 – Dr. Shoukat Iqbal Khattak**
(Professor of Management, Jimei University, China)
(12:15-12:30)
- **Speaker-3 – Mr. Tukhfatkhuja Anvarkhujaev**
(Founder, TENET - GROUP)
(12:30-12:45)
- **Moderator: Mr. Alisher Ismailov**
(HoD, Marketing Department, WIUT Business School, Westminster International University in Tashkent)
- **Q&A (12:45-13:00)**

Lunch Break: 13:00 - 14:00 | Venue: Lobby

Business Forum: Sustainable Hospitality and Logistics at the Time of Disruptions

TIMINGS	EVENT	VENUE
13:30 – 14:00	Registration	Hyatt Regency, Tashkent
<i>Moderator: Dr. Zamira Ataniyazova</i>		
OPENING SESSION		
14:00 – 14:15	Welcome Speech Dr. Komiljon Karimov , Rector of Westminster International University in Tashkent	Regency Ballroom
MAIN SESSION		
14:15 – 14:30	Shakhnoza Mirkhaydarova , Agency Director at MSC	Regency Ballroom
14:30 – 14:45	Timur Perkov , Business Development Executive at Qanot Sharq	
14:45 – 15:00	Dr. Timothy Lee , Editor-in-Chief, International Journal of Tourism Research	
15:00 – 15:15	Ildar Latipov , General Manager of the Radisson BLU Hotel in Tashkent, Uzbekistan	
15:15 – 15:30	Behzod Ashurov , CEO of BON!	
15:30 – 15:45	Batir Sattarov , Director of Operational Logistics at Korzinka.uz	
15:45 – 16:00	Sindor Ollaberganov , Head of Distribution at Uzbekistan Airways	
16:00 – 16:30	Q&A session	
16:30 – 16:40	Closing remarks by Dr. Zamira Ataniyazova	

Day 1 Ends

Day 2 | Wednesday, October 21, 2026

TIMINGS	EVENT	VENUE
8:00 – 09:00	Registration	Hyatt Regency, Tashkent

Paper Presentations

Session A | Parallel Paper Presentation Tracks

Track 1: Silk Road Tourism & Hospitality: Connectivity, Competitiveness & Sustainable Destination Development	Moderator(s): Dr. Yong Ho Hyun, Dr. Robin Umbra
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Time: 09:00 – 10:00	Venue: Bukhara Meeting Room, Block 1 of 3
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S. No	Paper ID / Time slot	Author	Paper Title
1	1-8 / 09:00 - 09:15	Dr. Gaini Mukhanova (Associate Professor, Astana IT University, Kazakhstan)	Inclusive practices in the development of modern tourism and the transformation of hospitality (the case of the Republic of Kazakhstan in the context of common problems of the inclusive vector of tourism and the hospitality industry in Central Asia)
2	1-9 / 09:15 - 09:30	Dr. Andrei Georgievich Somov (Senior Lecturer, Peter the Great St. Petersburg Polytechnic University (SPbPU), Russian Federation) Dr. Olga Ergunova (Associate Professor, Peter the Great St. Petersburg Polytechnic University (SPbPU), Russian Federation)	Responsible Smart Tourism for the New Silk Road: AI-Enabled Connectivity, Sustainable Destination Governance, and Inclusive Value Creation in Central Asia
3	1-10 / 09:30 - 09:45	Dr. Shoukat Iqbal Khattak (Professor of Management, Jimei University, China) Dr. Syed Muhammad Noaman Ahmed Shah (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Connectivity, Differentiation, and Coopetition in the China–Arab Belt and Road Field: Tourism Mobility Evidence from Egypt, Saudi Arabia and the UAE
4	1-13 / 09:45 - 10:00	Dr. Nozima Zufarova (Professor of Economics, Tashkent State University of Economics – TSUE, Uzbekistan) Oybek Eshbayev (Lecturer, Tashkent State University of Economics – TSUE, Uzbekistan)	Comparative Silk Road Heritage Competitiveness in Uzbekistan: Connectivity, Urban Authenticity and Sustainable Destination Development in Samarkand and Ichan-Kala

Track 7: Development, Structural Transformation & Spatial Economics in Silk Road Economies			Moderator(s): Dr. Evangelos Koutronas, Dr. Zukhriddin Juliev
Time: 09:00 – 10:00		Venue: Fergana Meeting Room, Block 1 of 2	
S. No	Paper ID / Time slot	Author	Paper Title
1	7-9 / 09:00 - 09:15	Dr. Hamid Waqas (Senior Lecturer, Department of Finance, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Macroeconomic and Credit Determinants of Non-Performing Loans in Post-Soviet Economies: A Nonlinear Panel ARDL Approach
2	7-10 / 09:15 - 09:30	Dr. Katarzyna Tobór-Osadnik (Professor, Department of Safety Engineering, Silesian University of Technology, Poland)	Employee motivation profiles and leadership adaptation as determinants of operational effectiveness in regional trade integration
3	7-1 / 09:30 - 09:45	Indira Khadjiyeva (Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan) Dr. Bilal Memon (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Do Renewable Energy, Female Employment, and Trade Openness Influence Environmental Pollution and Economic Growth? Evidence from Central Asian Countries
4	7-7 / 09:45 - 10:00	Imran Ali (PhD student - Economics, HSE University, Moscow, Russia) Dr. Waqas Ahmed (Assistant Professor, HSE University, Moscow, Russia)	Connectivity Without Convergence: Corridor Integration, the Geography of Capabilities, and the Limits of Structural Transformation in Silk Road Economies
Track 8: AI, Automation & Workforce Transformation in Central Asia and Silk Road Economies			Moderator(s): Dr. Athar Hameed Butt, Dr. Muhammad Zeshan
Time: 09:00 – 10:00		Venue: Samarkand Meeting Room, Block 1 of 3	
S. No	Paper ID / Time slot	Author	Paper Title
1	8-4 / 09:00 - 09:15	Dr. Yevgeniya Kim (Senior Lecturer, KIMEP University, Kazakhstan) Dr. Gulnara Karimova (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	The System Said Fine: When AI Confidence Replaces Managerial Verification in Operational Crisis Response
2	8-8 / 09:15 - 09:30	Zhengis Zhamashev (Al-Farabi Kazakh National University, Almaty, Kazakhstan)	AI-Enabled Forensic Dental Expertise: Building National Models for Justice and Cross-Border Cooperation Across Silk Road Economies
3	8-10 / 09:30 - 09:45	Yekaterina Soxrannaya (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	The Impact of implementing AI content generation tools on human capital development and marketing transformation strategies in Uzbek businesses
4	8-15 / 09:45 - 10:00	Dr. Mumtaz Ali Memon (Professor of Management, SDU University, Kaskelen, Kazakhstan) Eisha Razia (National University of Sciences and Technology (NUST), Islamabad, Pakistan)	Good HRM in the Shadow of Bad Leadership: Can Anti-Violence HRM Practices Spark Innovation?

Session B Parallel Paper Presentation Tracks			
Track 3: Regional Integration, Connectivity & Cross-Border Exchange Economics		Moderator(s): Dr. Ahliddin Malikov, Dr. Tahir Mahmood	
Time: 10:00 – 11:00		Venue: Bukhara Meeting Room, Block 1 of 1	
S. No	Paper ID / Time slot	Author	Paper Title
1	3-1 / 10:00 - 10:15	Parvana Hatamova (PhD student – International Relations, Baku State University, Baku, Azerbaijan)	US–China Strategic Competition and Regional Connectivity in Central Asia: Implications for the Middle Corridor and Trade Integration (2001–2025)
2	3-3 / 10:15 - 10:30	Dr. Nargiza Alimuxamedova (Associate Professor, Westminster International University in Tashkent, Uzbekistan) Malika Mukimova (Senior Lecturer, Westminster International University in Tashkent, Uzbekistan)	Returning Home to do Entrepreneurship: High Prospects or Dark Challenges? Reintegration Analysis of Central Asian Returning Migrants
3	3-2 / 10:30 - 10:45	Denis Zhuchkov (MGIMO-Moscow State University of International Relations, Russian Federation)	Digital Investment Connectivity along the New Silk Road: A Platform-Based Model for Russia–Uzbekistan Venture Cooperation
4	3-5 / 10:45 - 11:00	Shokhida Karimova (Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Membership Without Obligation: Security Organizations, Economic Integration, and Trade in Central Asia
Track 4: Financial Integration, Capital Markets, Cross-Border Banking & Digital Financial Infrastructure		Moderator(s): Dr. A K M Kamrul Hasan, Dr. Feruza Yodgorova	
Time: 10:00 – 11:00		Venue: Fergana Meeting Room, Block 1 of 1	
S. No	Paper ID / Time slot	Author	Paper Title
1	4-8 / 10:00 - 10:15	Dr. Shahzad Arfan (Professor of Management, University of Sargodha, Pakistan)	Cognitive Leapfrogging Theory: How AI-Assisted Early Learning Could Reshape Human Capital Formation in Low- and Middle-Income Countries
2	4-4 / 10:15 - 10:30	Dr. Hakan Er (Associate Professor, Department of Finance, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Deposit Rate Forecasting in Uzbekistan: A Comparative Analysis of ARFIMA, VAR/VECM, and XGBoost Approaches
3	4-6 / 10:30 - 10:45	Dr. Muhammad Tahir Jan (Professor of Marketing, International Islamic University Malaysia, Malaysia)	Bridging Compliance and Commitment: A Moderated-Mediation Model of Employee Attitudes and Shariah Training in Malaysian Islamic Banks
4	4-9 / 10:45 - 11:00	Dr. Vladimir Volkov (Senior Lecturer, University of Tasmania, Australia)	High-frequency estimation of Itô semimartingale baseline for Hawkes processes

Track 1: Silk Road Tourism & Hospitality: Connectivity, Competitiveness & Sustainable Destination Development			Moderator(s): Dr. Shahid Rasool, Dr. Wajid Ahmed Shakeel
Time: 10:00 – 11:00		Venue: Samarkand Meeting Room, Block 2 of 3	
S. No	Paper ID / Time slot	Author	Paper Title
5	1-11 / 10:00 - 10:15	Dr. Syed Faisal Shah (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Tourism Development and Bank Stability In ASEAN: The Roles of Financial Inclusion and Carbon Emissions
6	1-12 / 10:15 - 10:30	Dr. Xiaoqian Lu (Jimei University, Fujian, China) Dr. Shoukat Iqbal Khattak (Professor of Management, Jimei University, Fujian, China)	Perceived health risks, anxiety, and controllability versus AI-driven service robot acceptance among tourists in China? Fresh insights from an experimental study design
7	1-5 / 10:30 - 10:45	Dr. Dildora Xodjayeva (Associate Professor, Tashkent State University of Economics, Uzbekistan) Khudoyor Ahmedov (Assistant to the Dean, School of Hospitality and Tourism Management, Central Asian University, Uzbekistan)	The Next Tourist: Students as an Emerging Domestic Tourism Segment in Uzbekistan Through a Digital Dormitory Platform
8	1-3 / 10:45 - 11:00	Dr. Deniza Alieva (Leading Lecturer, Management Development Institute of Singapore in Tashkent, Uzbekistan)	Network Mechanisms of Sustainable Cultural Tourism Governance Along the Silk Road: Comparative Evidence from Uzbekistan and Kazakhstan

Session C Parallel Paper Presentation Tracks			
Track 5: Sustainable Supply Chains, Regional Connectivity & Economic Governance			Moderator(s): Dr. Prabha Kiran, Dr. Hamid Waqas
Time: 11:00 – 12:00		Venue: Bukhara Meeting Room, Block 1 of 1	
S. No	Paper ID / Time slot	Author	Paper Title
1	5-3 / 11:00 - 11:15	Zhendi Mu (PhD student – "Silk Road" International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan)	Seaport-Dry Port Corridor Governance for Regional Connectivity and Trade Integration along the Silk Road: A China-Uzbekistan Perspective
2	5-5 / 11:15 - 11:30	Dr. Yury Karaleu (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Uzbekistan in the SCO Sustainable Development Agenda: Asymmetric Convergence, Reform Consolidation, and the Political Economy of Regional SDG Transformation
3	5-4 / 11:30 - 11:45	Xue Zhao (PhD student – Azerbaijan State Oil and Industry University, Baku, Azerbaijan)	Corporate Performance and Supply Chain Resilience: The Moderating Role of Regional Connectivity – A Theoretical Framework and Research Design from Central Asian Corridor Countries
4	5-6 / 11:45 - 12:00	Munira Zakirova (Teaching Assistant, Faculty of Social and Applied Sciences, Westminster International University in Tashkent, Uzbekistan)	Transition to Circular Economy in Uzbekistan: What motivates businesses to abandon linear practices?

Track 6: Sustainable & Green Finance, ESG & Corporate Sustainability Stewardship for Silk Road Connectivity			Moderator(s): Dr. Bilal Memon, Dr. Ateeq Ur Rehman
Time: 11:00 – 12:00		Venue: Fergana Meeting Room, Block 1 of 1	
S. No	Paper ID / Time slot	Author	Paper Title
1	6-1 / 11:00 - 11:15	Dr. Waseem Ahmad Khan (Guangdong University of Foreign Studies, Guangzhou, China)	AI-Augmented ESG Disclosures and Green Finance Spillovers: China's Greater Bay Area to Silk Road Economies
2	6-3 / 11:15 - 11:30	Dr. Hammad ul Haq (Professor, Bang College of Business, KIMEP University, Kazakhstan) Dr. Alaa Alhaj Ismail (Bang College of Business, KIMEP University, Kazakhstan)	Employee Ownership and Greenwashing: Does the Economic Environment Matter?
3	6-4 / 11:30 - 11:45	Dr. Anna Bluszczyk (Professor, Department of Safety Engineering, Silesian University, Kazakhstan)	Evolution of European CSRD Requirements: The Impact of Regulatory Changes, ESRS Standards and ESG Reporting on the Polish Mining Sector
4	6-5 / 11:45 - 12:00	Dr. A K M Kamrul Hasan (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan) Dr. Feruza Yodgorova (Senior Lecturer, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Understanding Consumer Adoption of Chinese Automobiles in Uzbekistan: An Integrated Technology Acceptance Model (TAM) and Value-Based Adoption Model (VAM) Approach for Sustainable Green Transport
Track 8: AI, Automation & Workforce Transformation in Central Asia and Silk Road Economies			Moderator(s): Dr. Anil Kumar, Dr. Zuhair Abbas
Time: 11:00 – 12:00		Venue: Samarkand Meeting Room, Block 2 of 3	
S. No	Paper ID / Time slot	Author	Paper Title
5	8-13 / 11:00 - 11:15	Dr. Olga Ergunova (Associate Professor, Peter the Great St. Petersburg Polytechnic University (SPbPU), Russian Federation) Dr. Andrei Georgievich Somov (Senior Lecturer, Peter the Great St. Petersburg Polytechnic University (SPbPU), Russian Federation)	AI-Driven Transformation of Social and Labor Relations in Silk Road Megacities: Neural Network Forecasting for Workforce Resilience and Inclusive Growth
6	8-2 / 11:15 - 11:30	Jasmina Abdujabborova (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	The Impact of AI Training and Motivation on the Employee Performance in Educational Institutions in Uzbekistan
7	8-7 / 11:30 - 11:45	Dr. Shahid Nadeem (Professor of Marketing, University of Central Punjab, Lahore, Pakistan)	Building Human Capital for Silk Road Economic Transformation: Psychological Capital as a Predictor of Workforce Productivity and Organizational Competitiveness
8	8-5 / 11:45 - 12:00	Shahlo Axmedova (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Psychological Capital and Graduate Employability among University Students in Uzbekistan: The Role of Academic Engagement and Career Adaptability

Session D | Parallel Paper Presentation Tracks

Track 7: Development, Structural Transformation & Spatial Economics in Silk Road Economies

Moderator(s): Dr. Muhammad Bilal, Dr. Behzod Alimov

Time: 12:00 – 13:00

Venue: Bukhara Meeting Room, Block 2 of 2

S. No	Paper ID / Time slot	Author	Paper Title
5	7-2 / 12:00 - 12:15	Zeboxon Xayitboyeva (American University of Technology, Tashkent, Uzbekistan)	Women Entrepreneurs, Work-Family Strain, and Human Capital Development in Uzbekistan: Evidence from a Survey of 301 Leaders
6	7-6 / 12:15 - 12:30	Dr. Nilufar Rashitova (Associate Professor, Westminster International University in Tashkent, Uzbekistan)	The resource reliance and institutions in transition economies
7	7-4 / 12:30 - 12:45	Dr. Ravshan Khaydarov (Lecturer, Technological University Dublin, Ireland) Dr. Markus Hofmann (Senior Lecturer, Technological University Dublin, Ireland)	Household Financial Stress, Thin Resilience and Savings Buffers in Reforming Uzbekistan: Evidence from High-Frequency World Bank Microdata
8	7-13 / 12:45 - 13:00	Dr. Karen Jackson (Reader in Economics, University of Westminster, UK)	Reconstructing the Institutional Architecture of Free Economic Zones: Evidence from Uzbekistan

Track 8: AI, Automation & Workforce Transformation in Central Asia and Silk Road Economies

Moderator(s): Dr. MD Billal Hossain, Dr. Maria Tresita Paul Vincent

Time: 12:00 – 13:00

Venue: Fergana Meeting Room, Block 3 of 3

S. No	Paper ID / Time slot	Author	Paper Title
9	8-6 / 12:00 - 12:15	Mohizarxon Raxmatullayeva (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Customer Adoption of Smart Payment Solutions in Online FinTech Services in Uzbekistan
10	8-1 / 12:15 - 12:30	Dr. Artyom Klikov (Professor of Hospitality, TEAM University, Uzbekistan)	Dual Education and Workforce Entry in Hospitality: Governance and Job Quality in Emerging Tourism Destinations of Central Asia
11	8-11 / 12:30 - 12:45	Madinabonu Mansurova (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	University Students' Perceptions of the Skills and Experience Gap Between Higher Education and Employer Requirements
12	8-17 / 12:45 - 13:00	Gulchexra Muzaffar (WIUT Business School, Westminster International University in Tashkent, Uzbekistan)	Consumer responses to AI-generated advertising in Central Asia: the mediating role of trust in Uzbekistan

Track 1: Silk Road Tourism & Hospitality: Connectivity, Competitiveness & Sustainable Destination Development			Moderator(s): Dr. Er Hakan, Dr. Jawad Saleemi
Time: 12:00 – 13:00		Venue: Samarkand Meeting Room, Block 3 of 3	
S. No	Paper ID / Time slot	Author	Paper Title
9	1-14 / 12:00 - 12:15	Dr. Wajid Ahmed Shakeel <i>(Senior Lecturer, Department of Finance, WIUT Business School, Westminster International University in Tashkent, Uzbekistan)</i>	Exploring the Dynamic Linkages between Climate, Tourism, and Asian Stock Market Indices: A Quantile and Time Frequency Analysis
10	1-7 / 12:15 - 12:30	Elena Khanzadyan <i>(Lecturer, Management Development Institute of Singapore in Tashkent, Uzbekistan)</i>	Resilience and Productivity under Crisis. Evidence from Tourism and Hospitality Organizations in Uzbekistan
11	1-4 / 12:30 - 12:45	Dr. Redouane Bakrim <i>(Associate Professor, EDC Paris Business School, France)</i> Dr. Dinh Viet Phuong <i>(Lecturer, University of Economics Ho Chi Minh City (UEH), Vietnam)</i>	Signals of Sustainability: How the Informational Quality of Green Online Reviews Shapes Hotel Booking Intentions in Emerging Destinations
Coffee Break: 13:00 - 14:00 Venue: Lobby			

Closing Ceremony		
14:00 – 14:30	- Closing Remarks by Dr. Zohid Askarov, Dean, WIUT Business School, Westminster International University in Tashkent. (14:00 – 14:10) - Certificate Distribution (14:10 – 14:25) - Group Photo (14:25 – 14:30)	Samarkand Meeting Room

Day 2 Ends