Summary Page

Name: Mr. Satesh Sookhai

Contact Information:

Email: Satesh.Sookhai@my.uwi.edu

Telephone: 18687599430

University: The University of the West Indies St Augustine Campus, Trinidad

Area of Interest: Small Business Compensation Management, Reward Frequency, SME and AI, Food Imports, and Consumer Behaviours.

Year of Entry: 2022

Expected Year of Completion: 2027

Name of Advisor: Dr. Natasha Ramkissoon-Babwah

Contact Information: Natasha.Ramkissoon-Babwah@uwi.edu

Satesh Sookhai

Adjoha Road Ext. Bejucal, Cunupia, Trinidad.
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1.868.759.9430

Profile

PhD candidate in Business Administration at the University of the West Indies, with a primary research focus on compensation management and its influence on employee motivation within small and medium-sized enterprises (SMEs). Growing up immersed in the operations of a family-owned business, Satesh developed a keen understanding of the challenges and nuances of small business management. His research explores the comparative impact of cash and tangible rewards on employee motivation, examining moderating factors such as reward frequency and the mediating role of reward conditionality. Guided by theories such as reinforcement theory, mental accounting, self-determination theory, Maslow's Hierarchy of Needs, and Herzberg's Two-Factor Theory, Satesh aims to address gaps in rewards management literature and provide actionable insights for SMEs. Satesh's goal is to contribute to the development of evidence-based practices that enhance employee satisfaction and productivity, supporting the growth and sustainability of SMEs in Trinidad and the broader Caribbean region. He also aspires to collaborate with researchers and practitioners globally, fostering innovative approaches to human resource management that can benefit diverse organizational contexts.

Education

Ph.D. Business Administration (General) • University of The West Indies St. Augustine, Trinidad • 2022-Present

MSc. Management Studies (General, *Distinction*) • University of The West Indies St. Augustine, Trinidad • 2020-2022

BSc. International Tourism Management, Minor Communications Studies (*Upper Second-Class Honors*) • University of The West Indies St. Augustine, Trinidad • 2019

Workshops

Seminar on Entrepreneurship for Small Business-Trainers/Promoters' ITEC Programme (Onsite) • sponsored by the Ministry of External Affairs, Government of India and organized by NIESBUD - National Institute for Entrepreneurship and Small Business Development, Noida India, 2024

Seminar on China's Development Model Program (Onsite) • sponsored by the Ministry of Commerce and organized by the Institute of South-South Cooperation and Development, Peking University, Beijing China, 2024

Emerald Publishing Webinar • Publishing in Top SSCI Journals and Getting Recognition for Your Research through Citations • Jul 2024

Training • Virtual Summer School in Entrepreneurship Research May 2024 (VSSER-24)

Elsevier Certified Peer Reviewer Course • Researcher Academy Certificate of Excellence • 2024

Work Experience

Research Assistant (Part-Time) • Department of Management Studies, UWI STA • 2022-Present

Peer Tutor (Management) • Student Life Development Department, The UWI • 2023-Present

Management Tutor POB (Part-time) • TTEducate (Online) • 2023-Present

Assistant Manager (Part-time) • H&R Salvage Trinidad • 2020 – Present

Assistant Supervisory/General Marker (Tourism CAPE) • CXC Barbados • 2021-Present

Data Collection Assistant • A-Z Information Jamaica Limited • 11/21 – 05/22

Intern • Sandals Grande St. Lucia • 08/19 – 01/20

Research and Presentations

Invited Lectures and Workshops:

Class Lecture • Introduction to Primary Research Methodologies • Presented Hybrid at University of Islam Malang, Indonesia January 2025

Workshop • Business Pitching Training • Presented at Junior Chamber Internation (JCI) Dutch Caribbean Chapter, BOLD National Convention Curacao • October 2024

Workshop • Building Confidence & Mindset • Presented at Junior Chamber Internation (JCI) Dutch Caribbean Chapter, BOLD National Convention Curacao • October 2024

Workshop • Crafting the Perfect Resume and LinkedIn Profile • Presented at Junior Chamber Internation (JCI) Dutch Caribbean Chapter, BOLD National Convention Curacao • October 2024

Workshop • Navigating Career Paths in the New Normal • Presented at Junior Chamber Internation (JCI) Dutch Caribbean Chapter, BOLD National Convention Curacao • October 2024

Class Lecture • Global Citizenship • Presented at University of Curaçao Dr. Moises da Costa Gomez (UoC) • October 2024

Publications:

Research Article • Tree nuts demand analysis using the LA-AIDS model: A case of the Indian economy paradox • Heliyon (2024) • https://doi.org/10.1016/j.heliyon.2024.e34238

Research Article • Demand Elasticities of Animal-Sourced Food: Empirical Study in Yogyakarta, Indonesia • International Journal of Food and Agricultural Economics (2024)

Research Article • Fossil Fuel Consumption, Meat Production, Forest Cover, and Greenhouse Gas Emissions in Indonesia • Polish Journal of Environmental Studies (2024)

Research Article • Analyzing Service Quality on Tourist Satisfaction in Kampung Coklat Blitar • Journal of Agricultural Socio-Economics (JASE) (2024)

Conference Proceedings • Academy of Latin American Business and Sustainability Studies (Albus) 2024, Mexcio • *The impact of reward frequency on employee motivation: A comparison of cash vs. tangible rewards.*

Conference Proceedings • Academy of Latin American Business and Sustainability Studies (Albus) 2023, Dominican Republic • *The relationship between rewards and motivation on job performance within small businesses: The mediating role of job satisfaction and moderating role of organizational justice* • Https://Doi.Org/10.5281/Zenodo.10070451

Work in Progress

Research Article • Country-of-Origin Effect on Consumer Purchase Intention: Moderating Role of Celebrity Endorsement • Status: Revisions made and resubmitted to journal

Research Article • Generative AI for Business Sustainability: Examining Usability, Usefulness, and Triple Bottom Line Impacts in Small and Medium Enterprises • Status: Submitted to journal for feedback

Book Chapter • Consumer Ethnocentrism: Examining Consumer Purchase Intentions within Developing and Developed Economies • Status: Sent out for peer review

Viewpoint Article • Ethical Perspectives on Artificial Intelligence in Healthcare: The Case of Trinidad and Tobago • Status: Manuscript prepared for journal submission

Research Article • A Re-dimensioned Theory of Planned Behavior on Energy Saving Intention in the Workplace: The Role of Descriptive Norms, Environmental Concern, and Knowledge. • Status: Manuscript is being prepared for journal submission

Research Article • A Comparative Analysis of Entrepreneurial Intentions: The Influence of Education and Motivation Among Management and Engineering Students • Status: Manuscript 75% completed

Research Article • Exploring Factors Affecting Technological Acceptance Among Healthcare Professionals: A Systematic Review • Status: Manuscript 50% completed

Research Article • Sexual Harassment on Employee Burnout And Employee Engagement: A Mediating Effect Of Stress • Status: Manuscript is being prepared for journal submission

Conference Presentations:

Conference Presenter • The Fifth Annual National Health Research Conference (NHRC) of Trinidad and Tobago (T&T) 2024 – Best Postgraduate Student Researcher Award

Conference Presenter • One-UWI Postgraduate Student Conference 2024, Online

Conference Presenter • Academy of Latin American Business and Sustainability Studies (ALBUS) 2024, Mexico Online

Conference Presenter • Caribbean Studies Association (CSA) 2024 Conference Harbor Club, St Lucia 2024

Conference Presenter • Academy of International Business Latin American and Caribbean Chapter (AIB-LAC) 2024 Conference Kingston, Jamaica 2024

Conference Presenter • Academy of Latin American Business and Sustainability Studies (ALBUS) 2023, Dominican Republic – Winner Best Student Paper Award

Conference Presenter • One-UWI Postgraduate Student Conference 2023, Online

Conference Attendee • 4th UWI Faculty of Law Oil and Gas Conference, Hilton Trinidad 2024

Poster Presentations:

Poster Presenter • UWI Research Festival, St. Augustine 2023

Poster Presenter • British High Commissioner Residence Port of Spain, Trinidad 2024

Scholarly Reviews:

Reviewer • Academy of Latin American Business and Sustainability Studies (ALBUS) 2023, Dominican Republic

Reviewer • Academy of International Business Latin American and Caribbean Chapter (AIB-LAC) 2024 Conference Kingston, Jamaica 2024

Reviewer • Academy of International Business Conference Seoul 2024

Reviewer • 84th Academy of Management Meeting (2024), Chicago

Reviewer • Academy of Latin American Business and Sustainability Studies (ALBUS) 2024, Mexico

Journal Reviewer • The Latin American Business and Sustainability Studies Review (LABSREVIEW)

Projects

- Employee Experience Survey Project for the North Central Regional Health Authority (NCRHA) • Business Development Unit • Faculty of Social Sciences, The UWI • Jan 2024- May 2024
- Regional Human Resource Development Knowledge and Skills Audit For The Tourism Industry • Caribbean Tourism Organization and carried out the A-Z Jamaica information limited (A-Z) consultants was intended to actualized that vision • Nov 2021- May 2022

Extra Co-Curricular and Leadership Activities

Co-Editor • Department of Management Studies (DMS) Newsletter the UWI STA • November 2023-present

Instructional Designer (Volunteer) Next Generation University 2023

Communication Officer • Central Pathfinder Environmental Foundation (CPEF) • June 2021-2024

Executive Advisor • The UWI Tourism Society • August 2021-Present

Honors, Awards, Grants and Funding

Honors and Awards

- Best Postgraduate Student Researcher Award, The 5th National Health Research Conference of Trinidad and Tobago
- Best Student Paper Award, Academy of Latin American Business and Sustainability Studies (ALBUS) 2023, Dominican Republic

Grants and Funding

- UWI Diamond Jubilee Bursary Awardee 2024, The UWI STA Office of Graduate Studies
- UWI Global Gift Giving Bursary2024, The UWI St Augustine Campus Office of Graduate Studies
- IAD Visa Scholarship UWI Mona Campus 2024
- Annual Conference CSA 2024 Travel Awards (Grant), Caribbean Studies Association
- AIB-LAC Doctoral Consortium Travel Stipend 2024 (Award), Academy of International Business

Skills

- Certificate of Completion Introduction to teaching and Learning in Higher Education, The Centre for Excellence in Teaching and Learning, The UWI STA.
- Certificate of Completion Teaching with Zoom, The Centre for Excellence in Teaching and Learning, The UWI STA.
- Microsoft certified in Office Specialist 2016 Word and Excel, The University of the West Indies, St. Augustine.
- Certificate for Spanish 2A and 2B Center for Language Learning, UWI.

Affiliations

- Membership: Human Resource Management Association of Trinidad and Tobago (HRMATT), Port of Spain, TT
- Certified Management and Business Educator (CMBE), The Chartered Association of Business Schools, London 2023-2024
- Academy of International Business Latin American and Caribbean Chapter Member (AIB-LAC) 2024-2025
- Caribbean Studies Association (CSA) Member 2024-2025

References

Upon request

Research Statement and Motivation for Attending the NBER Entrepreneurship Research Boot Camp

As a Ph.D. candidate in Business Administration at the University of the West Indies, St. Augustine Campus, my research explores the intersection of human resource management and entrepreneurship, focusing on small and medium-sized enterprises (SMEs) in developing economies. My dissertation investigates the relationship between **cash and tangible rewards** and **employee motivation**, with particular emphasis on intrinsic and extrinsic motivators. Drawing on frameworks such as reinforcement theory**,** mental accounting theory**,** and self-determination theory, my study examines how the types and frequencies of rewards influence employee behavior and their implications for the sustainability of SMEs in Trinidad and Tobago.

This research is critical in the context of the Caribbean, where SMEs account for a significant share of economic activity but face unique challenges such as resource constraints, high turnover, and limited access to capital. By addressing these issues, my work seeks to provide actionable recommendations for enhancing employee productivity and organizational resilience, thereby contributing to the broader discourse on entrepreneurship and human resource management in emerging markets.

Beyond my dissertation, my academic pursuits extend to studying consumer ethnocentrism, entrepreneurial behavior, and food imports and demand, particularly in the Caribbean context. These complementary research interests aim to deepen our understanding of how cultural and economic factors shape entrepreneurial ecosystems in developing regions. For example, understanding consumer preferences and import dependencies can reveal opportunities for local entrepreneurs to innovate and compete in regional and global markets.

Attending the NBER Entrepreneurship Research Boot Camp represents an invaluable opportunity to advance my research agenda. The intensive lectures delivered by leading scholars in the field will give me insights into cutting-edge methodologies, theoretical frameworks, and empirical techniques in entrepreneurship and entrepreneurial finance. Engaging with a diverse cohort of participants will foster collaborative learning, expose me to varied perspectives, and help refine my research ideas.

Moreover, funding international workshops is extremely difficult at my university, making opportunities like this rare and particularly impactful for my academic journey. The boot camp will enable me to access world-class training and mentorship not readily available in my home institution, equipping me with the tools to conduct rigorous, high-impact research.

This opportunity aligns with my long-term aspiration to contribute to entrepreneurship research that advances academic knowledge and informs policy and practice. The boot camp will be instrumental in my educational and professional growth by providing me with the resources to address pressing challenges entrepreneurs face in the Caribbean and other developing economies.

In summary, the NBER Entrepreneurship Research Boot Camp will be a transformative experience. It will enable me to sharpen my research skills, expand my professional network, and contribute meaningfully to the global discourse on entrepreneurship.

THE UNIVERSITY OF THE WEST INDIES

ST. AUGUSTINE, TRINIDAD AND TOBAGO, WEST INDIES

FACULTY OF SOCIAL SCIENCES

Tel: (868) 662-2002 Exts. 82027, 82405, 82406, 82408, 83232 ● Fax: (868) 662-6295

25th January 2025

Admissions Panel
18th Annual Entrepreneurship Research Boot Camp
National Bureau of Economic Research (NBER)
Cambridge, Massachusetts

Re: Nomination for the 18th Annual Entrepreneurship Research Boot Camp

Dear Members of the Admissions Panel,

With great enthusiasm, I nominate **Mr. Satesh Sookhai** for the 18th Annual Entrepreneurship Research Boot Camp hosted by the National Bureau of Economic Research in Cambridge, Massachusetts, from **July 14 to July 18, 2025**. As his academic advisor and lecturer in the Ph.D. program at the University of the West Indies, St. Augustine Campus, I am confident that Mr. Sookhai is exceptionally well-suited for this esteemed program.

Mr. Sookhai is a third-year Ph.D. candidate in Business Administration, focusing on small business management and entrepreneurial behavior within the Caribbean context. His dissertation examines the relationship between **cash versus tangible rewards** and **employee motivation** within Trinidad and Tobago's small and medium-sized enterprises (SMEs). By employing frameworks such as **reinforcement theory**, **mental accounting theory**, and **self-determination theory**, his research provides actionable insights into human resource management practices, specifically addressing the intrinsic and extrinsic motivators that influence business sustainability in developing economies.

Beyond his dissertation, Mr. Sookhai has demonstrated an unwavering commitment to academic excellence. He has presented research at international conferences and co-authored papers exploring consumer ethnocentrism and entrepreneurship. Mr Sookhai has also recently published research articles on food demand issues within the Caribbean and Asia. A few of his is academic accomplishments include:

- **Best Postgraduate Researcher Award** (2024) at the National Health Research Conference Trinidad.
- **Best Student Paper Award** at the ALBUS 2023 Conference
- Recipient of the prestigious **IAD/VISA Scholarship** for 2024/2025

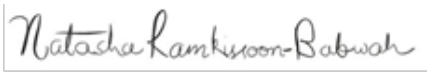
Mr. Sookhai's intellectual curiosity, analytical rigor, and dedication to research make him an excellent candidate for the NBER Entrepreneurship Research Boot Camp. He can engage deeply with complex theoretical concepts and apply them to the real-world challenges faced by entrepreneurs in emerging economies.

Participation in this boot camp will allow Mr. Sookhai to refine his research ideas, gain exposure to cutting-edge entrepreneurial finance and economics methodologies, and network with leading scholars. I am

confident that this experience will enhance his development as a scholar and contribute significantly to advancing entrepreneurship research in the Caribbean.

Thank you for considering Mr. Sookhai's application. Should you require further information, please get in touch with me at **Natasha.Ramkissoon-Babwah@sta.uwi.edu** or **1 (868) 662-2002 Ext. 82105**.

Sincerely,



Dr. Natasha Ramkissoon-Babwah
Department of Management Studies
The University of the West Indies, St. Augustine Campus