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UNIVERSITY OF MALTA
L-Università ta' Malta



WEDNESDAY - SEPTEMBER 12, 2018

- 16:30 – 18:30** Campus Conference Pre-Registration
- 17:00 – 18:00** Research Networking Opportunities and Activities
- 18:00 – 18:45** Preparation Meeting for Session Chairs and Discussants

THURSDAY - SEPTEMBER 13, 2018

- 08:30 – 16:00** On-campus registration desk and information desk
- 09:30 – 11:00** **SESSION 01**
- 11:00 – 11:30** Coffee break
- 11:30 – 13:00** Conference Inauguration
Awards Ceremony
- 13:00 – 14:00** Lunch break
- 14:00 – 15:00** Meet the Editors and Reviewers Session
- 15:00 – 15:30** Coffee break
- 15:30 – 17:00** **SESSION 02 and Workshop 1**

FRIDAY - SEPTEMBER 14, 2018

- 08:30 – 16:00** On-campus registration desk and information desk
- 08:30 – 10:00** **SESSION 03**
- 10:00 – 10:30** Coffee break
- 10:30 – 12:00** **SESSION 04**
- 12:00 – 13:00** Keynote Speech
- 13:00 – 14:00** Lunch break
- 14:00 – 15:30** **SESSION 05**
- 15:30 – 16:00** Coffee break
- 16:00 – 17:30** **SESSION 06 and Workshop 2**
- 20:00** Gala Dinner (Bus departures at 7:20 – Pickup from ground floor of the Valletta Campus by the Receptionist)

WEDNESDAY - SEPTEMBER 12, 2018
16:00 – 18:45

16:00 – 19:00	Campus Conference Pre-Registration (Registration Desk)
17:00 – 18:00	Research Networking Opportunities and Activities (Meeting Room 6) Presentation Prof. Rudi Kaufmann
18:00 - 18:45	Preparation Meeting for Session Chairs and Discussants (Meeting Room 6) Presentation: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis

THURSDAY - SEPTEMBER 13, 2018
08:00 – 17:00 ON CAMPUS REGISTRATION

Campus registration at registration desk

THURSDAY - SEPTEMBER 13, 2018
SESSION 01: 09:30 – 11:00

SESSION 01 - Track 19: Towards understanding food consumption behavior (Lecture Room 1)

SESSION CHAIR: **SANTORO G.**

DISCUSSANT: **SAKKA G.**

1. *CONSUMER BEHAVIOUR AND FOOD HABITS: EXPLORING OUT-OF-HOME FOOD WASTE*, Principato, L.; Secondi, L.
Presenter: Principato, L., Secondi, L.
2. *NEOPHOBIA, COUNTRY IMAGE AND FOOD CONSUMPTION. A PRELIMINARY STUDY*, Mason, M. C., Raggiotto, F., Nassivera, F.
Presenter: Mason, M. C.
3. *IRRADIATED FOODS BETWEEN CONCERN AND ACCEPTANCE IN THE ITALIAN MARKET*, Galati, A., Moavero, P., Crescimano, M.
Presenter: Galati, A.
4. *ADOPTION OF PRACTICES OF ENVIRONMENTAL SUSTAINABILITY IN VITICULTURE: FIRST SUGGESTIONS FROM CANTON OF TICINO*, Tulone, A. Crescimanno, M. Tinervia, S. Galati, A.
Presenter: Tulone, A., Galati, A.

SESSION 01 – Track 20: Unlocking the path to a modern Health Care Management Era 1 (Lecture Room 2)

SESSION CHAIR: **DE LANGE L.**

DISCUSSANT: **BRESCIA V.**

1. *SILOS MENTALITY IN HEALTHCARE SERVICES*, Alves, J., Meneses, R.
Presenter: Alves, J., Meneses, R.
2. *PAIN MANAGEMENT TO IMPROVE THE PATIENTS’ PERCEIVED QUALITY OF HEALTH CARE SERVICES: A THEORETICAL FRAMEWORK*, Iaffaldano, N.
Presenter: Iaffaldano, N.
3. *METHODOLOGICAL ISSUES IN PATIENT SATISFACTION ASSESSMENT: SOME RECOMMENDATIONS*, Azevedo, A.
Presenter: Azevedo, A.

THURSDAY - SEPTEMBER 13, 2018
SESSION 01: 09:30 – 11:00

SESSION 01 – Track 02: Risk Attitudes and Risk Projects... Let's analyze it further (Lecture Room 3)

SESSION CHAIR: **HUNGARA A.P.**

DISCUSSANT: **GIOVANIS, A.N.**

1. *RISK ATTITUDES AND INTERNATIONAL MIGRATION, Žičkutė, I.*

Presenter: *Žičkutė, I.*

2. *WHO SAID FEMALES ARE RISK AVERSE?, Hansen Saral, S.*

Presenter: *Hansen Saral, S.*

3. *PROJECT RISK MANAGEMENT IN SMALL AND MEDIUM-ENTERPRISES: FIRST RESULTS FROM AN EMPIRICAL ANALYSIS, Ferreira de Araújo Lima, P., Verbano, C.*

Presenter: *Ferreira de Araújo Lima, P.*

SESSION 01 – Track 29: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment 1 (Meeting Room 1)

SESSION CHAIR: **CHAKRAVARTHY S.**

DISCUSSANT: **PHILIPSON S.**

1. *CONSUMER TOUCH POINTS AND COGNITIVE PROXIMITY. MISSINGS FROM MILLENNIALS, Devigili, M., Pucci, T., Fiorini, N., Zanni, L.*

Presenter: *Zanni, L.*

2. *CUSTOMER INFORMATION MANAGEMENT: CONTEMPORARY ISSUES OF PRIVACY AND TRUST, Themistocleous, C., Pagiaslis, A., Smith, A.*

Presenter: *Themistocleous, C.*

3. *IMPROVING CONSUMERS' ONLINE EXPERIENCES: THE ROLE OF HEDONIC DIMENSIONS, Soares, A.M., Pinho, J.C., Alves, A.*

Presenter: *Soares, A.M.*

THURSDAY - SEPTEMBER 13, 2018
SESSION 01: 09:30 – 11:00

SESSION 01 – Track 24: What are the Effects of Innovation on Business Ecosystems? (Boardroom)

SESSION CHAIR: **DAMNJANOVIC V.**

DISCUSSANT: **ZHAO F.**

1. *A CULTURE OF INNOVATION COULD ALSO TAKE PLACE IN SMALL BUSINESSES - THE ISRAELI EXPERIENCE*, Harel, R., Schwartz, D., Kaufmann, D.

Presenter: Harel, R.

2. *BLACK AMERICANS PAST AND PRESENT CREATED FRUGAL INNOVATIONS AND EMBRACED CIRCULAR ECONOMY PRINCIPLES: THE MARKETING DILEMMA*, Hamilton, C.A.

Presenter: Hamilton, C.A.

3. *ISRAEL'S INNOVATION ECOSYSTEM, THE HISTORICAL ROLE OF GOVERNMENT ASSISTANCE*, Weinberg, C.

Presenter: Weinberg, C.

SESSION 01 – Track 29: Discussing on Updated Marketing Matters (Meeting Room 2)

SESSION CHAIR: **CHIOTERIS S.**

DISCUSSANT: **MAGOS N.**

1. *AGE DIFFERENTIATION IN TRANSPORT CHOICES IN INDUSTRIAL URBAN AGGLOMERATION*, Mayburov, I., Leontyeva, Y.

Presenters: Mayburov, I., Leontyeva, Y

2. *THE IMPACT OF AGEING ON BEING A FAN OF BASKETBALL CLUB*, Shuv-Ami, A.

Presenter: Shuv-Ami, A.

3. *GREEN MARKETING COMMUNICATIONS IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT*, Bratić, D., Palić, M., Tomašević Lišanin, M., Gajdek, D.

Presenter: Palić, M., Tomašević Lišanin, M.

THURSDAY - SEPTEMBER 13, 2018
SESSION 01: 09:30 – 11:00

SESSION 01 – Track 17: Corporate valuation, Portfolios and Banks (Meeting Room 3)

SESSION CHAIR: **FONTANA S.**

DISCUSSANT: **TZIMAS D.**

1. *CORPORATE VALUATION OF SAAS COMPANIES: A CASE STUDY OF SALESFORCE.COM*, Cohen, B., Neubert, M.
Presenter: Neubert, M.
2. *FUNDS OF HEDGE FUNDS' PORTFOLIO CONSTRUCTION AND THE ROLE OF CYPRIOT MARKET IN A EUROPEAN DIVERSIFIED PORTFOLIO*, Gibilaro, L., Mattarocci, G., Mihai- Yiannaki, S.
Presenters: Mattarocci, G., Mihai- Yiannaki, S.
3. *THE PURSUIT OF THE COMPETITIVE DIMENSION OF CREDIT COOPERATIVE BANKS*, Bruno, E., Cavallini, I., Iacoviello, G., Lazzini, A.
Presenters: Bruno, E., Cavallini, I., Iacoviello, G., Lazzini, A.
4. *DOES THE SWITCH TO IFRS 11 BENEFIT THE VALUE RELEVANCE OF CO-VENTURERS' CONSOLIDATED FINANCIAL STATEMENTS?*
Gavana, G., Gottardo, P., Moisello, A. M.
Presenter: Gavana, G.

SESSION 01 – Track 22: The Power of Human Resources in Business (Meeting Room 4)

SESSION CHAIR: **SCOTT P.**

DISCUSSANT: **RIMMER A.**

1. *EMPLOYER BRAND BUILDING FROM THE INSIDE-OUT: HOW EMPLOYER VALUES CONTRIBUTE TO EMPLOYEE ENGAGEMENT*, Ferreira, P.
Presenter: Ferreira, P.
2. *MANAGEMENT INCENTIVES IN UNLISTED COMPANIES: AN EMPIRICAL INVESTIGATION*, Remondino, M., Schiesari, R.
Presenter: Schiesari, R.
3. *A NEW HUMAN RESOURCE: THE AGE OF REASON*, Rimmer, A.
Presenter: Rimmer, A.
4. *THE IMPACT OF ETHICAL VALUES AND MOTIVATION ON JOB SATISFACTION: EVIDENCE FROM A CASE STUDY ANALYSIS*, Koronios, K., Kriemadis, A., Mavromati, M., Gkatsis, G., Papadopoulos, A.
Presenter: Kriemadis, A.

THURSDAY - SEPTEMBER 13, 2018
SESSION 01: 09:30 – 11:00

SESSION 01 – Track 44: Business Perspectives in Europe (Meeting Room 5)

SESSION CHAIR: **MULDER, D.**

DISCUSSANT: **AGGELOPOULOS S.**

1. *TERRITORIAL CAPITALISM AND GLOBAL COMPETITION: THE ‘MADE IN ITALY’ CHALLENGE*, Festa, G., Rossi, M., Martini, E., Abbate, T.
Presenters: Festa, G.
2. *AN EXAMINATION OF EXPORTS FROM PANAMA TOWARDS EUROPEAN UNION COUNTRIES USING DYNAMIC SHIFT-SHARE ANALYSIS*, Veloso, C.M., Mejia, M.M., Duarte, A., Ribeiro, H., Alves, S.
Presenter: Ribeiro, H.
3. *USING MASS MEDIA IN ENVIRONMENTAL COMMUNICATION: THE CASE OF EARLY CHILDHOOD EDUCATION*, Petkou D.
Presenter: Petkou D.

END OF SESSION 01

- 11:00 – 11:30 **Coffee break**
11:30 - 13:00 **CONFERENCE INAUGURATION (Aula Magna Room)**

WELCOMINGS

Prof. Vincent Cassar (University of Malta), *Conference Chair*

Prof. Demetris Vrontis and Prof. Yaakov Weber, *Presidents of EMRBI*

KEYNOTE SPEECH

Prof. Alberto Pastore, Sapienza University of Rome – President, SIMA

“Demarketing Strategies to Resolve the Jeopardies of Undesirable Demand” (25 min.)

AWARDS CEREMONY

- 13:00 – 14:00 **Lunch Break**
14:00 - 16:00 **Meet the Editors and Reviewers Session (Aula Magna Room)**
16:00 – 16:30 **Coffee break**

SEPTEMBER 13, 2018
SESSION 02: 15:30 – 17:00

SESSION 02 – Track 19: Business Innovation Perspective in the Food Sector (Lecture Room 1)

SESSION CHAIR: **GALATI, A.**

DISCUSSANT: **KARADZIC V.**

1. *FOOD LOSSES AND WASTE AT COMPANY LEVEL: THE CASE OF BARILLA PASTA*, Principato, L., Ruini, L., Guidi, M., Cornini, N., Pratesi, C.A., Secondi, L.

Presenter: Principato, L., Secondi, L.

2. *INNOVATION AND TRADITION IN THE WINE BUSINESS: AN ENQUIRY INTO FAMILY BUSINESSES' APPROACH TO THE DILEMMA*, Giacosa, E., Stupino, M.

Presenter: Stupino, M.

3. *FARMERS' WILLINGNESS TO PAY FOR COLLECTIVE BRANDS*, Tselempis, D., Karipidis P., Tzimas D., Kontogeorgos, A.

Presenter: Tzimas D.

4. *HOW ITALIAN AGRIFOOD PRODUCTS COMMUNICATE THEIR AUTHENTICITY? THE BRAND-LAND LINK INVESTIGATED ON THE WEB*, Iaia, L., Fait, M., Maizza, A., Cavallo, F., Scorrano, P.

Presenter: Iaia, L.

SESSION 02 – Track 21: Destination Marketing and Destination Branding (Lecture Room 2)

SESSION CHAIR: **PALIĆ, M.**

DISCUSSANT: **PJERO, E.**

1. *FROM DESTINATION MARKETING TO PLACE MARKETING IN NORTH-WEST ENGLAND*, Scott, P.

Presenter: Scott, P.

2. *MEDIATION EFFECT OF BRAND EXPERIENCE BETWEEN DESTINATION BRAND PERSONALITY AND BRAND LOVE: THE PORTO CITY CASE*, Rodrigues, P., Torres, I.

Presenter: Rodrigues, P.

3. *PUBLIC-PRIVATE COOPERATION IN WINE TOURISM -A TERRITORIAL MODEL FOR SMALL MUNICIPALITIES IN ITALY*, Festa, G., Cuomo, M.T., Metallo, G. and Benvenuti,

Presenter: Festa, G.

SEPTEMBER 13, 2018
SESSION 02: 15:30 – 17:00

SESSION 02 – Track 33: It’s time for a Leadership talk! (Lecture Room 3)

SESSION CHAIR: **STOKES P.**

DISCUSSANT: **SCHIESARI R.**

1. *LEADERSHIP’S NEED FOR KINDNESS IN UNCERTAIN TIMES, Rowland C., Thomas, M.*

Presenter: Rowland C.

2. *ENGAGING LEADERSHIP AND WORK ENGAGEMENT IN PUBLIC SERVANTS: THE INDIRECT ROLE OF JOB-RELATED AFFECT, Basinska, B.A., Gruszczynska, E., Schaufeli, W.*

Presenter: Basinska, B.A.

3. *MINDFULNESS TRAINING: HOW TO BECOME A BETTER LEADER, Muzychenko, O., Raman - Dharmesh, O.*

Presenter: Muzychenko, O.

SESSION 02 – Track 26: Modern International Business and Management Outlooks (Meeting Room 1)

SESSION CHAIR: **SULTAN S.**

DISCUSSANT: **SANCHEZ BENGOA D.**

1. *CIRCULAR BIOECONOMY: DO WE NEED ANOTHER CONCEPT?, Karagouni, G., Tsoukatos., E.*

Presenter: Karagouni, G.

2. *IMPACT OF BUSINESS INTELLIGENCE ON EXPORT OF SOFTWARE FIRMS IN EMERGING MARKETS, Neubert, M., Van der Krogt, F.A.*

Presenter: Neubert, M.

3. *PURE OR HYBRID? THE IMPACT OF BUSINESS MODEL DESIGN ON SMES INTERNATIONALIZATION PERFORMANCE, Casprini, E., Devigili, M., Pucci, T., Zanni, L.*

Presenters: Casprini, E., Zanni, L.

4. *A CASE STUDY OF COLLABORATIVE MANAGEMENT APPROACH TO COMMON-POOL RESOURCES MANAGEMENT, Zhao, F., Mapuru, D., Waxin, M.F.*

Presenter: Zhao, F.

SEPTEMBER 13, 2018
SESSION 02: 15:30 – 17:00

SESSION 02 – Track 29: Fueling Business Marketing Strategies (Meeting Room 2)

SESSION CHAIR: **PAPASOLOMOU I.**

DISCUSSANT: **MELANTHIOU Y.**

1. *ENGAGING RETAILING STAKEHOLDERS TO CORPORATE SOCIAL RESPONSIBILITY PRACTICES THROUGH SOCIAL MEDIA*, Loureiro, S.M.C., Lopes, J.

Presenter: Loureiro, S.M.C.

2. *THEORETICAL MODEL: PERFORMANCE OF NEW TECHNOLOGICAL PRODUCTS*, Duarte, T., Alves, G.

Presenter: Alves, G.

3. *WHY PUT OFF UNTIL TOMORROW WHAT I CAN BUY TODAY? THE ROLE OF PROMOTIONS AND EMOTIONS IN IMPULSE BUYING BEHAVIOUR*, Cherouk A. Y., Soares, A.M.

Presenter: Soares, A.M.

4. *FRAMEWORK FOR SUCCESS OF BUSINESS CONSUMER BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW APPROACH*, Souto, P., Loureiro, S.M.C.

Presenters: Souto, P., Loureiro, S.M.C.

SESSION 02 – Track 43: Wine Business (Meeting Room 3)

SESSION CHAIR: **SANTOS C.**

DISCUSSANT: **MAGOS N.**

1. *DEMOGRAPHIC AND LABOUR IMPACTS IN MOUNTAIN AND STEEP SLOPE VITICULTURE SUSTAINABILITY*, Santos, C., Galindro, A., Marta-Costa, A.

Presenters: Santos, C., Galindro, A.

2. *SIMULATION OF ALTERNATIVE SCENARIOS IN PORTUGUESE WINE SECTOR: AN AGENT-BASED MODEL APPROACH*, Galindro, A., Marta-Costa, A., Santos, C., Matias, J., Cerveira, A.

Presenters: Santos, C., Galindro, A.

3. *APPLICATION OF NEURO-MARKETING TECHNIQUES TO THE WINE TASTING EXPERIENCE*, Caratù, M., Cherubino, P., Mattiacci, A.

Presenters: Caratù, M.

SEPTEMBER 13, 2018
SESSION 02: 15:30 – 17:00

SESSION 02 – Track 10: Corporate Governance, Stakeholders and Rules (Meeting Room 4)

SESSION CHAIR: **KOCOLLARI, U.**

DISCUSSANT: **THEMISTOCLEOUS C.**

1. *THE INFLUENCE OF FAMILY INVOLVEMENT ON SMES EMPLOYEES’ DOWNSIZING DECISIONS*, Kocollari, U., Montanari, S., Di Toma, P.
Presenters: Kocollari, U., Montanari, S.
2. *DRIVING AUDIT COMMITTEE DISCLOSURE – LEGISLATION VERSUS BEST PRACTICE*, Coetzee, P., Lourens, E.
Presenter: Lourens, E.
3. *THE SIGNIFICANCE OF GENDER DIVERSITY IN CORPORATE GOVERNANCE*, Schipani, C., Dworkin, T.
Presenter: Schipani, C.

SESSION 02 – Track 29: Discussing on Updated Marketing Matters (Meeting Room 5)

SESSION CHAIR: **PHILIPSON S.**

DISCUSSANT: **SOLIMENE S.**

1. *PEEBLE IN THE SHOE? CONTENT MARKETING MADE IN PORTUGAL*, Moreira, T.D., Brandão, A.M.P.C., Novais, R.A.)
Presenter: Brandão, A.M.P.C.
2. *THE INFLUENCE OF CONSUMER ETHNOCENTRISM, CONSUMER ANIMOSITY AND DOMESTIC COUNTRY BIAS IN PRODUCT PREFERENCE*, Hungara, A.P., Meneses, R., Nobre, H.
Presenters: Hungara, A.P., Meneses, R.
3. *HOW TO MOTIVATE SALESFORCE THROUGH THE LAUNCH OF A NEW PRODUCT BY CHOSING A PROPER LOCATION*, Pellicelli, A.C., Procacci, S.
Presenter: Pellicelli, A.C.

SEPTMBER 13, 2018
SESSION 02: 15:30 – 17:00**SESSION 02 – Track 29: Discussing on Issues Pertaining to Customers/Consumers (Boardroom)**SESSION CHAIR: **AGGELOPOULOS S.**DISCUSSANT: **CHIOTERIS S.**

1. *CONSUMER BEHAVIOR AND CULTURE. PRELIMINARY INSIGHTS ON FAST-FOOD CONSUMPTION*, Raggiotto, F., Mason, M.C., Moretti, A., Paggiaro, A.

Presenter: Raggiotto, F.

2. *THE LOYALTY AND SATISFACTION DETERMINANTS: A FACTOR ANALYSIS APPLIED TO THE SOUTH AND INSULAR PORTUGUESE TRADITIONAL RETAIL*, Veloso, C.M., Ribeiro, H., Monte, A.P., Alves, S.

Presenter: Ribeiro, H.

3. *THE MEDIATING ROLE IN THE CUSTOMER SATISFACTION-LOYALTY RELATIONSHIP ON THE RETAIL INDUSTRY*, Ribeiro, H., Veloso, C., Alves, S., Monte, P.

Presenter: Ribeiro, H.

SESSION 02 – WORKSHOP 1 (Meeting Room 6)

Presenter: **Pier Massa (Director Pilot Lite Ventures)**

Title: **Delivering on the Promise of Innovation**

Despite the current wave of new treatments, devices and health related solutions, our experience indicates that multitudes of new ideas, innovations and patents, all high potential and worthy opportunities, get swept away into a black hole of unrealized potential. A closet of interesting ideas where these opportunities go to die, much to the frustration of the creators and innovators that invested their time, money and passion to develop them. The process of innovation requires new disciplines and partnerships to accelerate commercialization and to enable this multitude of ideas to reach the market and start to translate to true consumer and societal benefit. This presentation will focus on the discipline of Venture Management and the impact this approach can have on innovation with case studies in Consumer Goods and Health.

Biography: Pier is an experienced Director with Pilot Light Ventures since 2010 driving innovation across multiple industry verticals including Consumer Goods, Health, and complex service businesses. He has had complex and systemic engagements including National Health Systems, Hospitals, Pharmaceutical companies and FMCG in Europe, North America and the Middle East. Pier has a broad span of experience with deep subject matter expertise in Venture Management, Business Strategy, Marketing and Enterprise Transformation. His corporate experience includes senior executive roles with Virgin in the US, the Canadian Imperial Bank of Commerce [CIBC], Molson Breweries and S. C. Johnson Wax in Canada. Pier was also a major architect in the creation of Malta Enterprise and its Start-Up CEO at inception including being responsible for hiring a permanent management team. Pier built his consulting capabilities working with The Boston Consulting Group.

END OF SESSION 02

FRIDAY, SEPTEMBER 14, 2018
08:00 – 17:00 ON CAMPUS REGISTRATION

On campus registration at registration desk

FRIDAY, SEPTEMBER 14, 2018
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 21: Sustaining Destination Development and Customer Needs (Lecture Room 1)

SESSION CHAIR: **MATARAZZO M.**

DISCUSSANT: **FESTA G.**

1. *SUSTAINABLE DESTINATION DEVELOPMENT BASED ON THE APPLICATION OF RELEVANT INDICATORS*, Krce Miočić, B., Klarin, T., Vidić, G.

Presenter: Klarin, T.

2. *TRUSTING PEOPLE, TRUSTING BRANDS*, Mathews, M., Gotsi, M.

Presenter: Mathews, M.

3. *CHILDHOOD MEMORIES, EXPERIENCES AND EMOTIONS: CONTENT ANALYSIS OF CELEBRITY TRAVEL NARRATIVES*, Alves, G., Azevedo, A.

Presenter: Alves, G.

FRIDAY, SEPTEMBER 14, 2018
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 29: Investigating Omni-Channel Retailing: Does it Really Matter? (Lecture Room 2)

SESSION CHAIR: **MASON M.**

DISCUSSANT: **PRINCIPATO L.**

1. *OMNICHANNEL EXPERIENCE – TOWARDS SUCCESSFUL CHANNEL INTEGRATION IN RETAIL*, Tyrväinen, O., Karjaluoto, H.

Presenters: Tyrväinen, O., Karjaluoto, H.

2. *THE APPLICATION OF AN INTEGRATED OMNI-CHANNEL RETAILING STRATEGY IN THE ‘BRICKS AND CLICKS’ RETAIL COSMETICS INDUSTRY OF CYPRUS AND ITS INFLUENCE ON CUSTOMER LOYALTY: THE CASE OF BEAUTYLINE STORES*, Christoforou, K.

Presenter: Christoforou, K.

3. *LUXURY ON OMNI-CHANNEL RETAIL: A LITERATURE REVIEW APPROACH*, Abreu Ataíde, A., Pinto da Cunha Brandão, A.A., Correia Loureiro, S.M.

Presenter: Amélia Maria Pinto da Cunha Brandão

4. *DIGITIZATION AND OMNI-CHANNEL IN FINANCIAL SERVICES: WHAT MOTIVATIONAL COMPENSATION STRATEGY IN THE FINANCIAL SECTOR, AGAINST THE BACKGROUND OF INCREASING DIGITIZATION AND OMNI-CHANNEL, REALLY WORKS?*,

Hochscheid, J., Sanchez Bengoa, D.

Presenter: Sanchez Bengoa, D.

SESSION 03 – Track 32: Innovation as a Tool for Personal and Organizational Development 1 (Lecture Room 3)

SESSION CHAIR: **ZANNI L.**

DISCUSSANT: **ROSSI M.**

1. *INNOVATIVE RESEARCH GROUPS: THE ROLE OF TRANSACTIVE MEMORY SYSTEM*, Cabeza Pullés, D., Gutierrez Gutierrez, L., Llorens Montes, J., Molina Moreno, V.

Presenter: Llorens Montes, J.

2. *BUILDING INNOVATION CAPACITY IN MONTENEGRIN YOUTH*, Karadzic, V., Manijeh, R.

Presenter: Karadzic, V.

3. *TAX EXPENDITURE ASPECT OF UNIVERSITY EDUCATION: THE MODEL OF TURKEY*, Ayşe Nil Tosun

Presenter: Ayşe Nil Tosun

FRIDAY, SEPTEMBER 14, 2018
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 13: Economic Innovation Issues (Meeting Room 1)

SESSION CHAIR: **SCHEIN A.**

DISCUSSANT: **GIOVANIS, A.N.**

1. THE AREA OF THE INTERNATIONAL SEABED IN THE CONSTITUTION FOR THE OCEANS, *Maniatis, A.*

Presenter: Maniatis, A.

2. NON-STOCHASTIC PREDICTION SPAN AS A PREDICTING TOOL IN ECONOMIC TIME SERIES, *Hindls, R., Hronová, S., Marek L.*

Presenter: Hronová, S.

3. THE EXCLUSIVE ECONOMIC ZONE IN THE CONSTITUTION FOR THE OCEANS, *Maniatis, A.*

Presenter: Maniatis, A.

SESSION 03 – Track 15: Entrepreneurship in Business and Society (Meeting Room 2)

SESSION CHAIR: **MARQUES C.S.**

DISCUSSANT: **FERRARIS, A.**

1. HOW ENTREPRENEURIAL ORIENTATION AND STAKEHOLDER ENGAGEMENT SHAPE INNOVATION AT FAMILY BUSINESS, *Monarca, A., Martins, C., Torres, I., Barradas, D., Guerreiro, M., Rodrigues, P.*

Presenter: Martins, C., Rodrigues, P.

2. CRITERIA FOR ENTREPRENEURIAL UNIVERSITIES: EVIDENCE FROM THE UK UNIVERSITIES, *Aldawod, A., Day, J.*

Presenter: Aldawod, A.

3. EMERGENCE AND EVOLUTION OF AN ENTREPRENEURIAL ECOSYSTEM: THE CASE OF PORTO, *Corbo, L.; Almeida, J.*

Presenter: Corbo, L.

FRIDAY, SEPTEMBER 14, 2018
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 42: Trust in the World Today (Meeting Room 3)

SESSION CHAIR: **MATHEWS M.**

DISCUSSANT: **BRANDÃO, A**

1. *THE IMPACT OF PERCEIVED JUSTICE ON COMPLAINT PROCESS: AND SO WHAT?*, Brandão, A., Santos, L.D., Batista, C.

Presenters: Brandão, A., Santos, L.D.

2. *OUTSOURCING CHOICES BETWEEN CONSCIOUSNESS AND INCONSCIOUSNESS*, Popoli, P.

Presenter: Popoli, P.

3. *DERIVATIVE MISCONDUCT ON THE BASIS OF THE BREACH OF TRUST BETWEEN EMPLOYER AND EMPLOYEE*, Van der Bank, C.M.

Presenter: Van der Bank, C.M.

SESSION 03 – Track 28: Learning and Teaching (Meeting Room 4)

SESSION CHAIR: **SCHINZEL U.**

DISCUSSANT: **SAKKA G.**

1. *ACADEMIC AND SOCIAL JUSTICE: ACCOUNTING AND TRANSFORMATION*, Sadler, E.

Presenter: Sadler, E.

2. *BACHELOR AND MASTER THESES, BIRD OR FISH?, WHAT IS A GOOD THESIS? AND WHAT ARE THE DIFFERENCES AND SIMILARITIES BETWEEN THESES AND SCIENTIFIC ARTICLES?*, Philipson, S.

Presenter: Philipson, S.

3. *PARTICIPANT CENTRED LEARNING IN MANAGEMENT EDUCATION: THE CASE FOR LEARNING IN TURKEY*, Andrews, S., Nazli, S.W.

Presenter: Andrews, S.

4. *ASSESSMENT OF LEARNING EFFECTIVENESS ACROSS FOUR DIFFERENT INSTRUCTIONAL DELIVERY MODES*, Dakhli, M.

Presenter: Dakhli, M.

FRIDAY, SEPTEMBER 14, 2018
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 38: Innovating Management Outlooks Fostering Small Business Development (Meeting Room 5)

SESSION CHAIR: **BRITZELMAIER B.**

DISCUSSANT: **KOCOLLARI U.**

1. *FORMAL AND INFORMAL SMALL BUSINESSES: CHARACTERISTICS, CHALLENGES AND PROMOTION*, Sultan, S., Tsoukatos, E.
Presenter: Sultan, S.
2. *GREEN CONTROLLING IN SME: FINDINGS OF AN EMPIRICAL STUDY IN BADEN-WÜRTTEMBERG*, Britzelmaier, B., Rommel, P., Schlosser, J.M., Weidler, C.
Presenter: Britzelmaier, B.
3. *THE BUSINESS ARMONICO™: A NEW MODEL TO GO OVER THE BALANCED SCORECARD*, Benedetto, C., Serravalle, F., Viassone, M., Zabarino A.
Presenters: Serravalle, F.

END OF SESSION 03

10:00 – 10:30

Coffee break

FRIDAY, SEPTEMBER 14, 2018
SESSION 04: 10:30 – 12:00

SESSION 04 - Track: 21- Towards Tourist Development and Progress (Lecture Room 1)

SESSION CHAIR: **FESTA G.**

DISCUSSANT: **MANIATIS A.**

1. *DEVELOPING AN ORGANIZATIONAL CULTURE IN A HOTEL*, Kefalas, S.

Presenter: Kefalas, S.

2. *DUAL PERSPECTIVES ON THE ROLE OF ARTIFICIALLY INTELLIGENT ROBOTIC VIRTUAL AGENTS IN THE TOURISM, TRAVEL AND HOSPITALITY INDUSTRIES*, Ukpabi, D.C., Karjaluoto, H., Olaleye, S.A. and Mogaji, E.

Presenters: Ukpabi, D.C., Karjaluoto, H.

3. *AN INVESTIGATION INTO EMPLOYEE TURNOVER WITHIN THE BULGARIAN HOSPITALITY INDUSTRY AND IDENTIFYING METHODS OF RETENTION THAT COULD BE ADOPTED*, Dimitrova, K., Sanchez Bengoa, D.

Presenters: Dimitrova, K., Sanchez Bengoa, D.

4. *AN INVESTIGATION INTO THE IMPORTANCE OF ANALYTICAL COMPETENCIES: A HOSPITALITY INDUSTRY PERSPECTIVE*, Marshall, T., Mottier, E.M.

Presenter: Marshall, T.

SESSION 04 – Track 26: International Business: Competing in the Global Arena (Lecture Room 2)

SESSION CHAIR: **BREMSER K.**

DISCUSSANT: **BELYAEVA Z.**

1. *SMES PERCEPTIONS ON THE IMPACT OF DIGITALIZATION ON INTERNATIONALIZATION*, Neubert, M.

Presenter: Neubert, M.

2. *FEAR OF FAILURE AND INTERNATIONAL OPPORTUNITY EVALUATION*, Dong, K., Muzychenko, O.

Presenter: Muzychenko, O.

3. *CHINESE FOREIGN DIRECT INVESTMENTS IN GERMANY: FINDINGS OF AN EMPIRICAL STUDY*, Britzelmaier, B., Armbruster, J., Podolnyj, N., Wiesner, D.

Presenter: Britzelmaier, B.

4. *INTERNET AND EXPORT PERFORMANCE: EVIDENCE FROM PORTUGUESE INTERNATIONAL NEW VENTURES*, Moutinho, N., Matos, A., Meneses, R.

Presenter: Meneses, R.

FRIDAY, SEPTEMBER 14, 2018
SESSION 04: 10:30 – 12:00

SESSION 04 – Track 15: Entrepreneurship from a different perspective (Lecture Room 3)

SESSION CHAIR: **KARAGOUNI G.**

DISCUSSANT: **SCHIESARI R.**

1. *ENTREPRENEURSHIP AMIDST CHANGING INSTITUTIONS: A PANEL STUDY ACROSS COUNTRIES*, Page West III, G.

Presenter: Page West III, G.

2. *THE GROWTH OF ENTREPRENEURSHIP IN CHINA: FROM A HIDDEN TO A WIDELY DIFFUSED PHENOMENON*, Stupino, M., Giachino, C., Bertoldi, B., Sbardelotto, L.

Presenter: Stupino, M.

3. *ENTREPRENEURSHIP AND THE CITIES IN A KNOWLEDGE BASED PERSPECTIVE: EVIDENCES FROM EU*, Bruzzi, C., Ivaldi, E., Musso, E., Penco, I.

Presenter: Penco, I.

4. *KNOWLEDGE-INTENSIVE ENTREPRENEURSHIP AND BIG DATA: IMPLICATIONS FOR SMART TOURISM DESTINATIONS*, Del Vecchio, P., Mele, G., Ndou, V., Passiante, G.

Presenter: Del Vecchio, P.

SESSION 04 – Track 29: Online Marketing Developments (Meeting Room 1)

SESSION CHAIR: **LOUREIRO S.**

DISCUSSANT: **THEMISTOCLEOUS C.**

1. *SOCIAL MEDIA IN B2B SALES: A SYSTEMATIC LITERATURE REVIEW*, Ancillai, C., Terho, H., Cardinali, S., Pascucci, F.

Presenter: Ancillai, C.

2. *THE INTEGRATIVE MODEL OF ONLINE RELATIONSHIP QUALITY*, Alves, G., Machado, A., Veréb, V.

Presenter: Alves, G.

3. *IDENTIFICATION OF THE BEHAVIOURAL PATTERNS VIA COGNITIVE REFLECTION TEST*, Benda Prokeinova, R., Hanova, M., Paluchova, J.

Presenter: Benda Prokeinova, R.

4. *SOCIAL MEDIA AND MARKETING STRATEGY IN EDUCATIONAL SERVICES*, Athanasopoulou, P., Giovanis, A.N.

Presenter: Giovanis, A.N.

FRIDAY, SEPTEMBER 14, 2018
SESSION 04: 10:30 – 12:00

SESSION 04 – Track 20: Unlocking the path to a modern Health Care Management Era 2 (Meeting Room 2)

SESSION CHAIR: **SULTAN S.**

DISCUSSANT: **PHILIPSON S.**

1. *A PLANNING AND CONTROL SYSTEM BASED ON SOCIAL WELFARE INDICATORS: USEFUL WAY TO GUIDE THE GOVERNANCE FOR SUSTAINABLE HEALTHCARE MOBILITY*, Biancone, P.P., Secinaro, S., Brescia, V.

Presenter: Brescia, V.

2. *VALUE-BASED HEALTH IN PORTUGAL: A REFLECTION*, Marques, C., Santos, G., Couto, I.

Presenter: Marques, C.

3. 4. *MEDICAL TOURISM FACILITATOR IN AN EMERGING MARKET CONTEXT*, Rydback, M.

Presenter: Rydback, M.

SESSION 04 – Track 41: Technology and Innovation in Business and Society (Meeting Room 3)

SESSION CHAIR: **COLUCCIA D.**

DISCUSSANT: **PELLICELLI, A.C.**

1. *OPEN INNOVATION PROCESSES AND CROSS FERTILIZATION; THE CASE OF IT AND GARMENT*, Tremblay, D.G.

Presenter: Tremblay, D.G.

2. *THE SMART CITY BRAND INDEX*, Viassone, M., Serravalle, F.

Presenters: Serravalle, F.

3. *NETWORKING ABILITIES AND DYNAMIC CAPABILITIES FOR AN “INNOVATOR FIRM” PROFILE IN THE ITALIAN MANUFACTURER INDUSTRY*, Kaufmann, H. R., Basile, G., Andreano, M. S., Mazzitelli, A.

Presenter: Kaufmann, H. R.

FRIDAY, SEPTEMBER 14, 2018
SESSION 04: 10:30 – 12:00

SESSION 04 – Track 38: Leadership and Innovation in SMEs in a Globalized Era (Meeting Room 4)

SESSION CHAIR: **CASPRINI E.**

DISCUSSANT: **FERRARIS A.**

1. *SHARED SERVICE CENTRE IN ACCOUNTING IN MEDIUM-SIZED COMPANIES: A QUALITATIVE EMPIRICAL STUDY*, Bantscheff, S. and Britzelmaier, B.

Presenter: Britzelmaier, B.

2. *A LEADERSHIP COMMUNICATION VALUE CHAIN MODEL*, De Lange, L. and Mulder, D.

Presenters: De Lange, L. and Mulder, D.

3. *FACTORS AFFECTING INNOVATION PERFORMANCE*, Chatzoglou, P., Polyzogopoulou, Z., Chatzoudes, D.

Presenter: Chatzoglou, P.

END OF SESSION 04

Keynote Speech – (Aula Magna Room)

12:00-13:00 Prof. Oded Shenkar Ford Chair, Ohio State University

“*The Use and Abuse of National Culture in Business Research*”

13:00 – 14:00 Lunch Break

SEPTEMBER 14, 2018
SESSION 05: 14:00 – 15:30

SESSION 05 – Track 33: Organizational Theories: Behaviour in Complex Systems (Lecture Room 1)

SESSION CHAIR: **ROWLAND C.**

DISCUSSANT: **BRESCIA V.**

1. *THRIVING IN MONO- AND MULTICULTURAL WORK ENVIRONMENTS: THE ROLE OF POSITIVE PSYCHOLOGICAL CAPITAL*, Rozkwitalska, M., Basinska, B.A.
Presenters: Rozkwitalska, M., Basinska, B.A.
2. *STUDY OF SOCIAL ORGANIZATIONAL PROCESSES IN THE CONTEXT OF COMPLEX SYSTEMS*, Kowalska-Styczeń, A.
Presenter: Kowalska-Styczeń, A.
3. *STAKEHOLDER ANALYSIS OF THE FOOTBALL INDUSTRY IN CYPRUS*, Yiapanas, G., Thrassou, A., Kartakoullis, N.
Presenter: Yiapanas, G.

SESSION 05 – Track 29: Understanding Attributes of Consumers’ Behaviour in the Global Environment 2 (Lecture Room 2)

SESSION CHAIR: **MANIATIS, A.**

DISCUSSANT: **SAKKA G.**

1. *CONSUMER-BRAND RELATIONSHIP – TWO RIVAL MODELS TO EXPLAIN THE CONSUMER RELATIONSHIP WITH A LUXURY BRAND*, Rodrigues, P., Costa, P.
Presenter: Rodrigues, P.
2. *A FRAMEWORK FOR ENGAGING CUSTOMERS IN FOREIGN MARKET*, Brandão, A., Senra Barreto de Faria, I., Gadekar, M,
Presenter: Brandão, A.
3. *BUILDING AN EMOTIONAL RELATIONSHIP WITH THE CONSUMER: ANTECEDENTS AND OUTCOMES OF BRAND LOVE*, Peyroteio, P., Brandão, A., Rodrigues, P.
Presenter: Brandão, A.
4. *AN EXPLORATORY INVESTIGATION OF EXTREME VS TRADITIONAL SPORTS IN ADVERTISING*, Moretti, A., Scarpi, D., Mason, M.C., Raggiotto, F.
Presenter: Mason, M.C.

SEPTEMBER 14, 2018
SESSION 05: 14:00 – 15:30

SESSION 05 – Track 32: Innovation as a Tool for Personal and Organizational Development 2 (Lecture Room 3)

SESSION CHAIR: **CHATZOGLOU P.**

DISCUSSANT: **CASTALDI L.**

1. *MULTICHANNEL INTEGRATION AND CONSUMER BEHAVIOR IN A DIGITAL AGE: THE ROLE OF PHYSICAL DISTANCE*, Matarazzo, M., De Vanna, F., Resciniti, R.
Presenter: Matarazzo, M.
2. *AN ANALYSIS OF FIRM PROCESSES FOR INNOVATION: STAGE-GATE MODEL AND DISCOVERY DRIVEN PLANNING*, Turi, C., Iscaro, V., Castaldi, L., Ferraris, A.
Presenters: Turi, C., Castaldi, L., Ferraris, A.
3. *LEVERAGING NETWORKS OF EXCELLENCE BY DYNAMIC CAPABILITIES, TECHNOLOGY TRANSFER AND KNOWLEDGE MANAGEMENT: CRITICAL EVIDENCE FROM REGIONAL BIOTECH CLUSTER*, Papa, A., Scuotto, V., Mancino, F., Pironti, M., Garcia –Perez, A.
Presenters: Scuotto, V., Pironti, M.

SESSION 05 – Track 09: Is Culture Overrated in Business and Management? (Meeting Room 1)

SESSION CHAIR: **GIOVANIS A.N.**

DISCUSSANT: **PRINCIPATO L.**

1. *I AM A RESPONSIBLE LEADER!*, Schinzel, U.
Presenter: Schinzel, U.
2. *THE IMPACT OF CONSUMER ETHNOCENTRISM ON ATHLETE ENDORSER EFFECTIVENESS – A CROSS-CULTURAL STUDY ON SOURCE CREDIBILITY*, Bremser, K., Wendenburg, J., Goehlich, V.
Presenter: Bremser, K.
3. *TRAVEL CONSUMER JOURNEY IN THE DIGITAL ERA: THE ROLE OF ENGAGEMENT FOCI*, Marino, V., D'Arco, M.
Presenter: D'Arco, M.

SEPTEMBER 14, 2018
SESSION 05: 14:00 – 15:30

SESSION 05 - Track 13: Linking Industrial Development, Energy and Efficiency (Meeting Room 2)

SESSION CHAIR: **SCHEIN A.**

DISCUSSANT: **MAYBUROV I.**

1. *RANKING OF COUNTRIES BY INDUSTRIAL GROWTH RATE, Rodionova, I., Kokuytseva, T.*

Presenters: Rodionova, I., Kokuytseva, T.

2. *FISCAL VALUE OF DISTANCE-BASED ROAD PRICING SYSTEM PROJECT IN YEKATERINBURG, Leontyeva, Y., Mayburov, I.*

Presenters: Leontyeva, Y., Mayburov, I.

3. *THEORETICAL AND PRACTICAL ASPECTS OF THE USE OF ENERGY SERVICE CONTRACTS IN THE WORLD, Mareeva, M., Shuvalova, O., Rodionova, I.*

Presenter Rodionova, I.

4. *METHODOLOGICAL BASES OF MODULAR DIGITALIZATION OF THE ENERGY SECTOR OF RUSSIAN ECONOMY, Gribanov, Y., Sanchez Bengoa, D.*

Presenter: Sanchez Bengoa, D.

SESSION 05 – Track 44: Competitiveness and Sustainability (Meeting Room 3)

SESSION CHAIR: **SOLIMENE S.**

DISCUSSANT: **KHASAEV G.**

1. *CAN GREEN TAXATION TRIGGER PLUG-IN HYBRID ACQUISITION? Pádua, H., Barros, V.*

Presenter: Barros, V.

2. *THE NEW LUXURY: INSIGHT FROM SUSTAINABLE BRAZILIAN LUXURY FASHION, Kaufmann, H.R., Loureiro, S., Alves, G. and Attila, I.*

Presenters: Kaufmann, H.R., Loureiro, S.

3. *THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY STRATEGY ON FINANCIAL RESULTS OF COMPANIES FROM AEROSPACE INDUSTRY, Podkorytova, E., Belyaeva, Z.*

Presenter: Belyaeva, Z.

SEPTEMBER 14, 2018
SESSION 05: 14:00 – 15:30

SESSION 05 – Track 41: Technology and Innovation in Business and Society (Meeting Room 4)

SESSION CHAIR: **ROZKWITALSKA M.**

DISCUSSANT: **KARADZIC V.**

1. *CHINESE INNOVATION AND GLOBAL INTEGRATION - THEORETICAL FRAMEWORK OF PERCEIVED INSECURITIES IN UNIVERSITY TECHNOLOGY TRANSFER*, Hamilton, C.A.

Presenter: Hamilton, C.A.

2. *THE COMMUNITY POINT OF VIEW IS MORE IMPORTANT THAN EVER BEFORE: FROM ECITIZEN TO A SMART ENVIRONMENT*, Zekanović-Korona, L., Lugović, Š.

Presenter: Zekanović-Korona, L.

3. *“TIME” AND “TECHONOLOGY” AS KEY ELEMENTS IN XXI CENTURY NEW BUSINESSES*, Procacci, S., Pellicelli, A.C.

Presenter: Pellicelli, A.C.

SESSION 05 – Track 17: Corporate valuation (Meeting Room 5)

SESSION CHAIR: **FONTANA S.**

DISCUSSANT: **MIHAI- YIANNAKI, S.**

1. *FINANCIAL ANALYSIS AND TECHNICAL EFFICIENCY OF LIVESTOCK PRODUCTION: A TYPOLOGICAL APPROACH OF GREEK GOAT FARMING*, Tsiouni M., Aggelopoulos, S., Pavloudi, A., Chioteris, S.

Presenters: Aggelopoulos, S., Chioteris, S.

2. *FREE CASH FLOWS MODEL IN DAIRY INDUSTRY: THE CASE OF A FIRM IN GREECE*, Aggelopoulos S., Lois P., Zarifis G., Chioteris S.

Presenter: Chioteris S.

3. *VALUE INVESTING APPROACHES: A SYSTEMATIC LITERATURE REVIEW*, Miglietta, N., Battisti, E., Creta, F., Salvi, A.

Presenter: Miglietta N., Battisti, E., Salvi, A.

SEPTEMBER 14, 2018
SESSION 05: 14:00 – 15:30

SESSION 05 – Track 21: Sustaining Tourism Development (Meeting Room 6)

SESSION CHAIR: **MARSHALL T.**

DISCUSSANT: **IAIA L.**

1. *THE CYPRUS HOTEL INDUSTRY AGAINST PORTER’S ‘FIVE FORCES ANALYSIS IN THE MIDDLE OF THE FINANCIAL CRISIS*, Magos, N.
Presenter: Magos, N.
2. *SUSTAINABLE TOURISM DEVELOPMENT IN ALBANIA AS A DEVELOPING COUNTRY*, Pjero, E., Xhiliola Agaraj
Presenter: Pjero, E.
3. *CORPORATE SOCIAL RESPONSIBILITY AND TOURISM DEVELOPMENT: A MODEL FOR THE EVALUATION OF STAKEHOLDER ENGAGEMENT DISCLOSURE IN THE HOSPITALITY INDUSTRY*, Iazzi, A., Maizza, A., Fait, M., Scorrano, P.
Presenter: Iazzi, A.

END OF SESSION 05

15:30 – 16:00

Coffee break

SEPTEMBER 14, 2018
SESSION 06: 16:00 – 17:30

SESSION 06 – Track 26: International Business: Competing in the Global Arena (Lecture Room 1)

SESSION CHAIR: **TSOUKATOS E.**

DISCUSSANT: **MENESES R.**

1. *GLOBALIZATION OF CHINESE HIGH TECHNOLOGY FIRMS*, Glowik, M., Ang, A.

Presenter: Glowik, M.

2. *SPECIAL ECONOMIC ZONE POLICY IN POLAND*, Świerkocki, J.

Presenter: Świerkocki, J.

3. *EVALUATING TECHNOLOGICAL INTERACTIVE PRODUCTS BY THE VISUAL SIMPLICITY LEVEL OF THEIR DESIGN*, Eytam, E.

Presenter: Eytam, E.

4. *A CONCEPTUAL FRAMEWORK AND RESEARCH PROPOSITIONS ON RESOURCE SEEKING CHINESE FIRMS MODE OF MARKET ENTRY IN EMERGING MARKET*, Iwaloye, O.O.

Presenter: Iwaloye, O.O.

SESSION 06 – Track 18: Banking and Finance Future (Lecture Room 2)

SESSION CHAIR: **KAUFMANN H.R.**

DISCUSSANT: **MATTAROCCI G.**

1. *PERCEIVED VALUE OF MOBILE BANKING APPLICATIONS' USE*, Karjaluoto, H., Shaikh, A.A.

Presenter: Karjaluoto, H.

2. *EFFICIENCY IN ITALIAN SAVING BANKS: IS UNITY THE STRENGTH?*, Alfiero, S., Elba, F., Esposito, A., Resce, G.

Presenter: Esposito, A.

3. *DIFFERENT METHODS TO ESTIMATING THE COST OF EQUITY: AN ANALYSIS ON A SAMPLE OF TOO BIG TO FAIL BANKS*, Coluccia, D., Fontana, S., Solimene, S.

Presenters: Coluccia, D., Fontana, S., Solimene, S.

SEPTEMBER 14, 2018
SESSION 06: 16:00 – 17:30

SESSION 06 – Track 32: Innovation as a Tool for Personal and Organizational Development 3 (Meeting Room 1)

SESSION CHAIR: **SOARES A.M.**

DISCUSSANT: **CHIOTERIS S.**

1. *BIG DATA IMPLEMENTATION LEVELS IN ORGANIZATIONS: A THEORETICAL PROPOSAL*, Maldonado Ascanio, E., Balbastre-Benavent, F.

Presenter: Maldonado Ascanio, E.

2. *MENTORING, BUSINESS CASE COMPETITOR DEVELOPMENT AND REVERSE MENTORING AT GLOBAL BUSINESS CASE STUDY COMPETITIONS*, Damnjanovic, V., Proud, W., Milosavljevic, M..

Presenter: Damnjanovic, V.

3. *RELATIONSHIPS BETWEEN INNOVATION MANAGEMENT, TOTAL FACTOR PRODUCTIVITY AND GROWTH: A COMPARATIVE STUDY BETWEEN PAKISTAN AND EUROPEAN UNION*, Lee, J.W., Khan, M.O.A.

Presenter: Khan, M.O.A.

SESSION 06 – Track 21: How Economy affects Tourism and how Tourism affects Economy (Meeting Room 2)

SESSION CHAIR: **CARATÙ M.**

DISCUSSANT: **BREMSEK K.**

1. *ISRAEL'S SUBSIDY OF FOREIGN AIRLINES TO EILAT: A BENEFIT OR COST TO ISRAEL'S ECONOMY?* Schein, A.

Presenter: Schein, A.

2. *STATUS QUO OF THE ACCEPTANCE OF THE SHARING ECONOMY IN GERMANY*, Bremser, K., Alonso-Almeida, M.M.

Presenter: Bremser, K.

3. *THE ARCHAEOLOGICAL ZONE IN THE CONSTITUTION FOR THE OCEANS*, Maniatis, A.

Presenter: Maniatis, A.

SEPTEMBER 14, 2018
SESSION 06: 16:00 – 17:30

SESSION 06 – Track 44: Socially Responsible Practices (Meeting Room 3)

SESSION CHAIR: **BENDA PROKEINOVA R.**

DISCUSSANT: **DALMÉ M.**

1. *THE ROLE OF MASS MEDIA IN SHAPING ENVIRONMENTALLY RESPONSIBLE BEHAVIOUR: A PREDICTION MODEL FOR THE INCLUSION OF PRIMARY EDUCATION TEACHERS IN ATTITUDE AND BEHAVIOUR CLUSTERS*, Petkou, D.

Presenter: Petkou, D.

2. *THE CONTRIBUTION OF MASS MEDIA TO ENVIRONMENTAL AWARENESS OF PRIMARY EDUCATION TEACHERS: EXPLORING THE IMPACT OF GENDER*, Petkou D.

Presenter: Petkou D.

3. *LINKING EFFECTIVE LEADERSHIP COMMUNICATION TO SOCIAL CAPITAL*, Mulder, D., De Lange, L.

Presenters: Mulder, D., De Lange, L.

SESSION 06 – WORKSHOP 2 (Meeting Room 4)

Presenter: **Prof. Oded Shenkar (Ford Chair, Ohio State University)**

This “publication industry” workshop will cover the main ingredients of the scholarly publication process, from identifying target journals to deciphering reviewers’ typical concerns and vocabulary, with the purpose of assisting authors to develop and sustain a publishing stream.

Biography: Professor Shenkar was recently ranked among the three top scholars by the most prestige journal in international business, Journal of International Business Studies (JIBS). In this journal he won the Best DECADE Paper Award. His publications received more than 15000 citations Prof. Shenkar’s work has been cited by *The Wall Street Journal, New York Times, Financial Times, Los Angeles Times, USA Today, Chicago Tribune, Washington Post, Boston Globe, Daily Mai, Liberation, International Herald Tribune, Time, Business Week, Compass, the Economist, Chief Executive magazine, Associated Press, Reuters, Nikkei Financial Daily, China Daily, Reference News, and China Business Weekly*, as well as on radio (e.g., NPR, CBS) and TV (BBC, CNN, CCTV, Reuters, ABC, Canada Business TV, Bloomberg).

END OF SESSION 06

**SEPTEMBER 14, 2018
GALA DINNER**

Venue: Ta' Marija (one of the top 10 best restaurants for 2018 and have been awarded as the Best Maltese Food restaurant for ten consecutive years by the Definitive(ly) Good Guide to Restaurants, also a Quality Assured Restaurant by MTA)

Time: 8pm (Ta' Marija Folklore dinner show will begin)

Dressing code: Formal

**Bus transportation from the conference venue to the Gala Dinner at 7:20
(Pickup from ground floor of the Valletta Campus by the Receptionist)**

Address: Ta Marija Restaurant, Constitution Street, Mosta
t. 2143 4444 | m. 7957 3796 | t. 2143 4444 | e. info@tamarija.com

Website: www.tamarija.com



Doctoral Workshop

Effects of Innovation on Prosperity of Individuals and the Society

14th Sept 2018, 14.30- 18.30,

Venue: Room 1407, The Bucharest University of Economic Studies

Online link: www.doctorat.ase.ro/en/seminar

CHAIRS:

LARISA MIHOREANU and **JANINA GABROVEANU**

DISCUSSANTS:

CARMEN COSTEA and **ALEXANDRU MIHAI STEFANESCU**

1. *NEW TENDANCIES IN CONSUMERS' PERCEPTION AND ATTITUDE AMID THE DEVELOPMENT OF ECOLOGICAL AGRICULTURAL SECTOR*, Saracin V.C., Costea, C.
Presenter: Saracin V.C.
2. *THE INFLUENCE OF EUROPEAN FUNDS ON THE ROMANIAN HEALTH SYSTEM DEVELOPMENT: OPPORTUNITIES AND CHALLENGES*, Ștefanescu, A.M.
3. *LEADERSHIP AND MOTIVATION STRATEGIES OF EMPLOYEES IN MULTINATIONAL COMPANIES*, Gheta, M.I.
4. *MULTIFACETED ADVANTAGES OF SUSTAINABLE BUSINESS IN CHANGING THE LIFESTYLE*, Dinu, M.C.
5. *THE DOMINANT LEADERSHIP STYLES AND THEIR EFFECTIVE BEHAVIORS ON EMPLOYEES' PERFORMANCE IN THE MIDDLE EAST (THE CASE OF IRANIAN ORGANIZATIONS)*, Asadi, R.
6. *THE DOUBLE STANDARD UNDER ROMANIAN LENS: FOOD FRAUD, AN ATTACK TO FOOD SAFETY!*, Vasile, A.
7. *THE ENCROACHMENT OF THE COMPETITIVE INTELLIGENCE'S FUNCTIONS ON THE COMPANIES' PROFIT*, Dinu, D.G.
8. *THE IMPACT OF THE ENVIRONMENTAL DIMENSIONS ON THE ENTREPRENEURIAL DECISION*, Kchaich Ep Chedli, M.
9. *THE ROLE OF COACHING IN ORGANIZATIONAL CULTURE: A COMPARATIVE APPROACH*, Solomon, I.G.



Doctoral Workshop

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CHAIRS:

LARISA MIHOREANU and **JANINA GABROVEANU**

DISCUSSANTS:

CARMEN COSTEA and **ALEXANDRU MIHAI STEFANESCU**

10. *WAYS TO INCREASE THE EUROPEAN FUNDS ABSORPTION AND CONTRIBUTION TO A SMART, SUSTAINABLE AND INCLUSIVE ECONOMY. THE CASE OF ROMANIA, Gabroveanu Vladoi, J.M.*

11. *IMPROVING THE LEVEL OF COMPETENCIES FOR HEALTH PROFESSIONALS THROUGH FUNDING PROGRAMS – HCOP, Ștefanescu, A.M., Gabroveanu Vladoi, J.M.*
Presenters: Ștefanescu, A.M., Gabroveanu Vladoi, J.M.

12. *THE HEALTHY DIET – THE BEST OUTCOME OF THE AGRICULTURAL DEVELOPMENT USING EUROPEAN FUNDS, Gabroveanu Vladoi, J.M., Saracin V.C.*
Presenters: Gabroveanu Vladoi, J.M., Saracin V.C.

13. *THE CERTIFICATION OF ECOLOGICAL, TRADITIONAL, HALAL FOODS ADDS VALUE FOR ROMANIAN PRODUCERS, Costea, C., Saracin V.C.*
Presenter: Costea, C.

14. *THE HEALTH TECHNOLOGY ASSESSMENT – AN INNOVATIVE TOOL TO FORTIFY THE ACCESS TO THE HEALTH SYSTEM, Mihoreanu, L.*

VIRTUAL PRESENTATIONS

1. *A HYBRID TOOL FOR HYBRID PROJECTS: HOW CROWDFUNDING CAN SCALE THE IMPACT OF SOCIAL ENTREPRENEURSHIP*, Kocollari, U., Pedrazzoli, A., Cavicchioli, M.
Presenter: Kocollari, U.
2. *BALANCE OF ASSETS OF SOCIAL WELFARE HOME DURING THE CRISIS PERIOD (2007-2015)*, Migliaccio, G., Losco, F.
Presenter: Migliaccio, G.
3. *CODE, ETHICS AND CROSS-CULTURAL DIFFERENCES: CHALLENGES OF AMERICAN'S MNC IMPLEMENTING OF CODE OF ETHICS IN SINGAPORE SUBSIDIARY*, Chew, G.
Presenter: Chew, G.
4. *CUSTOMER SATISFACTION IN THE HOSPITALITY INDUSTRY*, Kefalas, S.
Presenter: Kefalas, S.
5. *DEVELOPING MULTI-CHANNEL CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY FOR HOTEL OPERATION*, Kefalas, S.
Presenter: Kefalas, S.
6. *DYNAMIC CAPABILITIES, STRATEGIC MANAGEMENT AND COMPETITIVE ADVANTAGE: A DEBATE AND RESEARCH TREND*, Shams, S. M. R., Belyaeva, Z.
Presenter: Belyaeva, Z.
7. *ECONOMIC AND FINANCIAL BALANCE OF ITALIAN TANNING MANUFACTURES DURING THE CRISIS (2007-2015)*, Migliaccio, G., Arena, M.F.
Presenter: Migliaccio, G.
8. *EFFECTS OF CULTURE ON INVESTORS' RISK TOLERANCE*, Galanopoulos, P., Tsoukatos, E., Repousis, S.
Presenter: Tsoukatos, E.
9. *ENTREPRENEURIAL OPPORTUNITY RECOGNITION IN THE CONTEXT OF ENTREPRENEURIAL UNIVERSITIES*, Aldawod, A., Day, J.
Presenter: Aldawod, A.
10. *FROM THE UFZs TO THE SEZs: THE ITALIAN CASE*, Iovino, F., Esposito, P.
Presenter: Esposito, P.

VIRTUAL PRESENTATIONS

11. *HOW SOCIAL MEDIA AFFECT BRAND REPUTATION OF A DESTINATION: AN EXPLORATORY CASE STUDY*, Ben Youssef, K., Viassone, M., Leroux, E.
Presenter: Viassone, M.
12. *OPEN INNOVATION IN PUBLIC ORGANIZATIONS: EVIDENCES IN SMART CITY PROJECTS*, Ferraris, A., Santoro, G., Pellicelli, A.C.
Presenters: Ferraris, A., Santoro, G.
13. *PROFITABILITY DYNAMICS OF TOURISM COMPANIES DURING THE CRISIS PERIOD 2007-2015*, Iovino, F., Migliaccio, G.
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14. *QUALITY ASSURANCE PROCESS MANAGEMENT IN TRANSNATIONAL EDUCATION SERVICES: A RESEARCH NOTE ON STRATEGIC DIRECTION*, Shams, S. M. R., Vrontis, D., Thrassou, A., Christofi, M.
Presenters: Vrontis, D., Thrassou, A.
15. *SPECIAL ECONOMIC ZONES: A BRIEF COMPARATIVE EXCURSUS*, Iovino, F., Esposito, P.
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16. *SPECIAL ECONOMIC ZONES: AN OVERVIEW*, Iovino, F., Esposito, P.
Presenter: Esposito, P.
17. *STRATEGIC LEADER & LEADERSHIP FOR SUSTAINABILITY IN PROJECT MANAGEMENT*, Mukerji, D.
Presenter: Mukerji, D.
18. *THE EMOTIONAL INTELLIGENT MANAGER: A CULTURAL PERSPECTIVE FROM THE HOSPITALITY AND TOURISM INDUSTRY*, Simillidou, A., Christou, P.
Presenter: Simillidou, A.
19. *THE FUTURE OF THE GREEK BANKS THROUGH THE CHALLENGES OF AN AGEING POPULATION, IMMIGRATION AND TECHNOLOGICAL TRANSITION*, Balomenou, C., Liakos, A.
Presenter: Balomenou, C.
20. *THE RHETORIC AND PRACTICE OF CORPORATE SUSTAINABILITY WITHIN LARGE FIRMS AND SMES IN CYPRUS: AN EXPLORATORY STUDY*, Papasolomou, I., Melanthy, Y., Kalogirou, M. and Kokkinos, T.
Presenters: Papasolomou, I., Melanthy, Y.

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21. *THE USE OF IMC AND SOCIAL MEDIA BY MUSEUMS DURING THE ECONOMIC CRISIS IN GREECE: A CASE STUDY OF MUSEUMS*, Papasolomou, I., Melanthiou, Y.
Presenter: Papasolomou, I., Melanthiou, Y.
22. *WEB ANALYTICS ENHANCING PROJECT PLANNING: THE CASE OF DIGITAL MARKETING CAMPAIGNS*, Ornato, C., Ferraris, A.
Presenter: Ferraris, A.
23. *SPATIAL AGGLOMERATION, INNOVATION CLUSTERING AND FIRM PERFORMANCES IN TURKEY*, Ferragina, A.M., Nunziante, G., Taymaz, E.
Presenter: Ferragina, A.M.
24. *INNOVATION PERFORMANCE AND DEVELOPMENT ASSISTANCE AND GROWTH IN FOUR SOUTH EAST EUROPEAN MEMBER STATES*, Repousis, S., Lois, P.
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25. *“SUSTAINABLE” REPUTATIONAL REPAIR STRATEGIES IN RESTATING POLLUTING COMPANIES*, Biscotti, A.M., Matozza, F., Mafrolla, E.
Presenter: Biscotti, A.M.
26. *SOCIAL MEDIA IMPACT ON MUSEUMS BRAND EQUITY: CONCEPTUALIZING THE TRENDS AND PROSPECTS*, Belenioti, Z.C., Vassiliadis, C.A.
Presenter: Belenioti, Z.C.
27. *“INTEGRATED SUCCESSION MODEL” FOR THE EXTERNAL SUCCESSION PLANNING OF SMES AND FAMILY BUSINESSES FROM THE OWNER’S, STUDENT AND UNIVERSITY PERSPECTIVE*, Klapp, E.
Presenter: Klapp, E.
28. *M&A: AN EMPIRICAL ANALYSIS OF VALUE CREATION AMONG EUROPEAN COUNTRIES*, Buchi, G., Iodice, A., Bresciani, S., Micciché, E., Santoro, G.
Presenter: Santoro, G.
29. *IDENTIFYING OPEN INNOVATION SOURCES AND PRACTICES: A SYSTEMATIC LITERATURE REVIEW*, Santoro, G., Canelo, E., Giacosa, E., Mazzoleni, A.
Presenter: Santoro, G.

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30. *FIRM PERFORMANCE EFFECTS OF GENDER DIVERSITY IN CORPORATE BOARDS AND SENIOR MANAGEMENT*, Öztaş, F., Bozcuk, A.E.
Presenter: Bozcuk, A.E.
31. *THE VALORIZATION OF “SLOW TERRITORIES” THROUGH THE DEVELOPMENT OF SUSTAINABLE AND EXPERIENTIAL TOURISM*, Pavione, E.
Presenter: Pavione, E.
32. *TYPOLOGY OF SUCKLER COW HOLDING SYSTEMS IN THE REGION OF CENTRAL MACEDONIA, GREECE: A STUDY OF FARMING SYSTEMS TYPE IN COMBINATION WITH FARMER’S PROFILE*, Aggelopoulos, S., Gourdouvelis, D., Dotas, V., Yiakoulaki, M., Zagorakis, K.
Presenter: Gourdouvelis, D.
33. *THE INFLUENCE OF CSR IN JOB SATISFACTION THROUGH INTERNAL SERVICE QUALITY: AN APPROACH IN THE THIRD SECTOR*, Santos, G., Justino, E., Marques, C.
Presenter: Santos, G., Justino, E., Marques, C.
34. *STAKEHOLDER CAUSAL SCOPE: A CROSS-FUNCTIONAL MANAGEMENT MODEL*, Shams, S. M. R., Vrontis, D., Zvereva, O.
Presenter: Vrontis, D.
35. *DEMAND, MARKETS AND INNOVATION FOR INDIAN MSMES*, Shrisha, S., Kiran, K.
Presenter: Shrisha, S.
36. *THE IMPACT OF THE SUPERVISORY ACTIVITY OF INSPECTORS FOR THE ADOPTION OF THE SHIELD METHODOLOGY ON THE WORKPLACE SAFETY AND CORPORATE PRODUCTIVITY*, Spanò, I.
Presenter: Spanò, I.
37. *CAUSE RELATED MARKETING AND GLOBAL BRANDS: HOW DO CONSUMERS PERCEIVE CRM STRATEGIES?*, Rosato, P., Campo, R.
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38. *PUBLIC-PRIVATE PARTNERSHIPS: PROBLEM OR SOLUTION? FEATURES AND TRENDS IN EU-28*, Rossi, M., Festa, G.
Presenter: Rossi, M.