

**WEDNESDAY 16<sup>TH</sup> SEPTEMBER**

**1600-1830**

**PRE CONFERENCE REGISTRATION (POLO ZANOTTO MAIN HALL)**

**1400-1700**

**EMAB WORKSHOPS (POLO ZANOTTO AULA T1)**

**SESSION A: RESEARCH PROJECT WORKSHOP**

Coordinator: Prof. Hans Ruediger Kaufmann

**SESSION B: AUTHORS' NETWORKING AND COLLABORATION WORKSHOP**

Coordinator: Dr. Evangelos Tsoukatos

**1730-1830**

**PREPARATION MEETING FOR CHAIRS (POLO ZANOTTO AULA T1)**

Presentation: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

0800-1700 ON-CAMPUS REGISTRATION AND INFORMATION DESK (POLO ZANOTTO MAIN HALL)

0800-0930 SESSION 1

**SESSION 1 - CORPORATE SOCIAL RESPONSIBILITY (1): PALAZZO di LINGUE T6**

SESSION CHAIR: CANTELE, S.

DISCUSSANT: MELFOU, K.

1. *Baierl, R., Gross, U. "The Interaction Between Entrepreneurial Corporation And Corporate Reputation: An Empirical Longitudinal Study"*
2. *Tuan, A., Moretti, A. "Social Media And CSR Communication: An Empirical Analysis Of Organizational And Managerial Issues From A Sense Making Perspective"*
3. *Pellegrini, D., De Canio, F. "The Value Co-Creation Chain: The Triple Role Of Consumer"*

**SESSION 1 - CROSS CULTURAL MANAGEMENT (1): CHIOSTRO di STORIA AULA BETTI**

SESSION CHAIR: GEOHLICH, V.

DISCUSSANT: BENGUA, D.S.

1. *Pervin, S., Wilman, M., Ranchhod, A. "Prevalence Of 'Face Concept' In Individualist And Collectivist Cultures- Unfolding The Facets In Decision Making Process Of Buying Beauty Products"*
2. *Martinelli, E., De Canio, F. "Does Country Image Affect Consumers' Willingness To Patronize Ethnic Restaurants?"*
3. *Belyaeva, Z., Kaufmann, R. "Competences For Corporate Social Responsibility: Institutional, Business And Cross-Cultural Factors"*

**SESSION 1 - ENTREPRENEURSHIP AND INNOVATION (1): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: SULTAN, S.

DISCUSSANT: TRIGKAS, M.

1. *Grandclaude, D., Nobre, T. "To Grow Or Not To Grow: Is It Really Just A Rational Choice?"*
2. *Mylonas, N., Petridou, E. "Examining The Factors Affecting Females' Ventures Performance In Creative Industry"*
3. *Sekliuckiene, J., Morkertaite, R., Kumpikaite-Valiuniene, V. "The Link Between Entrepreneurial Features And Immigrant Flows In A Regional Entrepreneurship Context"*

**SESSION 1 - FINANCE (1): POLO ZANOTTO AULA 1.2**

SESSION CHAIR: VASHAKMADZE, T.

DISCUSSANT: CHESINI, G

1. *van der Bank, C.M. "Energy Efficiency In Sustainable Development In South Africa: A Legal Analysis"*
2. *Fusco, F., Migliaccio, G. "Cooperatives And Global Economic Crisis 2008-2013: Financial Dynamics Some Considerations From Italian Context"*
3. *Amatucci, F., Pascale, A.M., Serluca, M.C. "Innovative Finance For Sustainable Development Of The Territory"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 1 - INTERNATIONAL BUSINESS AND MANAGEMENT (1): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: BRITZELMAIER, B.,

DISCUSSANT: ALMASAAD, M.

1. Frolova, Y.D., Shishmintsev, M.Y. "Development Of Business Internationalization Forms In Global Geoeconomical Space"
2. Yamamoto, T., Kuwana, Y. "Managing Explorative Activities And Dual Embeddedness In Foreign Subsidiary: A Case Study In Japanese MNCs"
3. Ferraris, A., Bresciani, S., Del Giudice, M. "A Four-Stage Theory In The Relationship Between International Diversification And Performance"

**SESSION 1 - MARKETING (1): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: NOBRE, H.

DISCUSSANT: RUSSO, I.

1. Teerakapibal, S. "Towards Higher E-Commerce Participation: Social Network Usage And Government Control"
2. Sopa, F., Kapoulas, A. "The Impact Of Digital Marketing & Social Media In Higher Education Marketing Strategies. The Case Of Kosovo"
3. Bremser, K., Goehlich, V., Maria del Mar, A. "Global Commercial In Local Markets: Best Practice From Red Bull?"

**SESSION 1 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (1): POLO ZANOTTO AULA T1**

SESSION CHAIR: STEFANIDIS, A.

DISCUSSANT: VOUTINIOTI, A.

1. Hall, H., Rowland, C., Stokes, P. "New Thoughts On Leadership In Turbulent Times"
2. Palumbo, R. "Value Co-Creation And Value Co-Destruction In The Patient-Provider Relationship. The Contribution Of The "Health Literacy" Perspective"
3. Kessler Ladelsky, L., Wisberg, J. "The Effects Of Different Types Of Commitment On The Voluntary Turnover Intention Of Israeli High Tech Employees – Innovative Findings"

**SESSION 1 - PUBLIC MANAGEMENT (1): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: GARLATTI, A.

DISCUSSANT: ESPOSITO, P.

1. Moro, S. "The Time Is Over For Italy's Special Jurisdiction On Water Resources. A Comparative Perspective"
2. Moggi, S., Zardini, A., Leardini, C., Rossi, G. "Gaining Legitimacy In Non-Profit Governance. The Role Of Stakeholder Engagement"
3. Imperiale, F., Terlizzi, V. "Museum Engages Community: Some Evidence From Italy"

**SESSION 1 - STRATEGIC MANAGEMENT (1): PALAZZO di ECONOMIA AULA C**

SESSION CHAIR: MANIATIS, A.

DISCUSSANT: LARDO, A.

1. Vrontis, D., Tardivo, G., Bresciani, S., Viassone, M. "The Measurement Of Competitiveness Of The Italian Manufacturing Industry"
2. Rossignoli, F., Lionzo, A. "Emerging Governance Patterns From Italian Social Cooperatives"
3. Lucianelli, G. "Public Universities: A New Governance Approach To Achieve Financial Sustainability"

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 1 - TOURISM (1): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: JAFFE, E

DISCUSSANT: FERRI, M.A.

1. *Ambrosio, V., Loureiro, S. "Attitude And Emotions Of Young Portuguese Tourists Toward International Risk Destinations"*
2. *Kamenidou, I., Mamalis, S., Priporas, C.V. "Segmentation Based On Evaluation Of A Clubbing Destination: Ayia Napa"*
3. *Della Lucia, M., Franch, M. "Engaging Community In World Heritage Sites' Sustainable Tourism Development: The Case Of The Dolomites"*

**SESSION 1 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (1): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: CAPITELLO, R.

DISCUSSANT: PRESENZA, A.

1. *Galati, A., Crescimanno, M., Tinervia, S., Farruggia, D. "The Premium Price For Italian Red Wine Quality Attributes In The Japanese Market"*
2. *Sadilek, T. "Utilization Of Quality Labels In European Union"*
3. *Skalova, E., Ryglova, K., Vajcnerova, I., Prokes, M. "Limiting Quality Factors In Wine Tourism Services"*

**SESSION 1 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (2): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: SIGGIA, D.

DISCUSSANT: CONTE, A.

1. *Robustella, C., Conto, F., Fiore, M. "Analysis And Insights On Producers Organizations And Associations Of Producers Organizations (POs/APOs) In EU And National Regulations"*
2. *Pellegrini, G., Ingraio, C., Tricase, C. "The Environmental Monitoring Action Of Producer Organization Association"*
3. *Andriano, A.M., Ingraio, C., Tricase, C. "The Role Of Producers Organizations Association (POA) In Transnational Cooperation Projects"*

**SESSION 1 - "SMEs IN AN ERA OF GLOBALIZATION" - PALGRAVE: CHIOSTRO di STORIA AULA MAFFEI**

SESSION CHAIR: BIALEK-JAWORSKA, A.

DISCUSSANT: BIJAOU, I.

1. *Rangarajan, S., Lohith, C.P., Kadadevaramth, R.S., Shrisha, S. "Innovation And Marketing Strategy For Medium Enterprises- An Indian Study"*
2. *Matos, P., Meneses, R. "The Importance Of Knowledge And Information To Overtake Export Barriers - A Case Study Of A Portuguese SME"*
3. *Maggiore, G., Matarazzo, M., Resciniti, R. "The Dilemma Of Innovation In Traditional Food Products: The Experience Of The Balsamico Village"*

**0930-1000**

**COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)**

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**1000-1200**

**CONFERENCE INAUGURATION AND KEY NOTE SPEECHES (POLO ZANOTTO AULA T2)**

**Welcome Greetings**

- Chancellor of the University of Verona
- Mayor of the city of Verona
- Head of the Department of Business Administration
- Banco Popolare (President)
- Chamber of Commerce (President)
- Conference Chair: Prof. Diego Begalli
- Presidents of EMRBI: Prof. Demetris Vrontis and Prof. Yaakov Weber

**Key Note Speeches**

- Marilisa Allegrini, President Amarone Families, CEO Allegrini Estates
- Sandro Boscaini, Past President of Amarone Families, CEO Masi Agricola SpA
- Nisio Paganin, General Manager Agriform SCA
- Renato Bonomi, CEO Bonomi SpA

**1200-1330**

**LUNCH (RESTAURANT N0.5)**

**1330-1500**

**SESSION 2**

**SESSION 2 - CORPORATE SOCIAL RESPONSIBILITY (2): PALAZZO di LINGUE T6**

SESSION CHAIR: ROSSATO, C.

DISCUSSANT: TESTARMATA, S.

1. Civera, C., Candelo, E., Casalegno, C. *"Corporate Social Responsibility And Branding Strategy: A Comparative Study Over Banking Sector In Italy And The UK"*
2. Koksar Arac, S., Cabuk, S. *"Does Being Green Really Matter For Customer-Based Corporate Reputation In The Banking Sector?"*
3. Chang, Y., Yeh, C., Su, C. *"Corporate Social Responsibility And Customer Loyalty In Taiwan's Intercity Bus Industry"*

**SESSION 2 - DIVERSITY AND CONFLICT (1): CHIOSTRO di STORIA AULA BETTI**

SESSION CHAIR: MIGLIACCIO, G.

DISCUSSANT: QUACQUARELLI, B.

1. Schipani, C., Dworkin, T.M., Ramaswami, A. *"Still Seeking Pathways For Women To Organizational Leadership"*
2. Alfiero, S., Cane, M., de Bernardi, P., Venuti, F. *"Diversity Among Italian Boardrooms: Does A Quota Of Women Improve Corporate Giving?"*
3. Nicolaides, A. *"Teaching Business Ethics From A Christian Social Ethics Perspective: Student Perceptions"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 2 - ENTREPRENEURSHIP AND INNOVATION (2): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: KOLESNIKOVA, I.

DISCUSSANT: ABU-ASSAB, S.

1. *Malefane, L. "The Savings Schemes Clubs (Stokvels) As Prospective Customer Base For SME's"*
2. *Bijaoui, I. "Epidemic Economic Development In Agriculture: Songhai Case"*
3. *Gasbarro, F., Annunziata, E., Rizzi, F., Frey, M. "Sustainable Entrepreneurs And Public-Private Ties: Evidences From Sustainable Energy Transitions"*

**SESSION 2 - ENTREPRENEURSHIP AND INNOVATION (3): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: BAIERL, R.

DISCUSSANT: TURI, C.

1. *Graziano, E.A. "Spin-Off And Market Reaction: What Is The WSJ Role?"*
2. *Bullini, O. "The Co-Design Development As A Process Of Translation"*
3. *Fernandez Robin, C., Cea Valencia, J., Santander, P., Yanez Martinez, D., Caro Ramos, K. "The Impact Of University Education On Entrepreneurial Intention"*

**SESSION 2 - FINANCE (2): POLO ZANOTTO AULA 1.2**

SESSION CHAIR: SORROS, J.

DISCUSSANT: VAN DER BANK, C.M.

1. *Chesini, G., Giaretta, E. "When Do Firms Pay Dividends? Evidence Of The Dividend Payout Policy Of Italian Listed Companies"*
2. *Philipson, S., Johansson, J., Schley, D. "The Ethical Dilemma Of Global Corporate Governance: The Maelstrom Of Increased Complexity - Is It Possible To Learn To Ride The Dragon?"*
3. *Hurlimann, C., Bengoa, D.S. "A Revised Theory To Estimate Returns In Renewable Energy Investments"*

**SESSION 2 - INTERNATIONAL BUSINESS AND MANAGEMENT (2): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: BELYAEVA, Z.

DISCUSSANT: SCHINZEL, U.

1. *Almasaad, M. "Trust Constructs As An Antecedent Factors In International Strategic Alliances "ISAS" Performance; The Case Of Saudi Arabia"*
2. *Irfan, I. "The Learning Role Of Offshore Outsourcing In Diverse Product Portfolio Creation: Evidence Form Emerging Economy"*
3. *Britzelmaier, B., Flum, C., Gog, M. "Chinese Direct Investments In Germany: Development And Implications"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 2 - MARKETING (2): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: MAMALIS, S.

DISCUSSANT: MACEDO, I.M.

1. *Shuv-Ami, A. "Brand Equity For Football Teams"*
2. *Akturan, U., Bozbay, Z. "Bandwagon Consumption And Value Perceptions Of Global Brands In An Emerging Market"*
3. *Papadopoulos, I., Vrontis, D., Karagouni, G., Trigkas, M., Papadopoulou, A., Ntalos, G. "Successful Commercialization Of Furniture Innovation: The Marketing Strategy For The Green And Smart Entrance Furniture Product"*

**SESSION 2 - MARKETING (3): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: PERVIN, S.

DISCUSSANT: AZEVEDO, A.

1. *Fait, M., Scorrano, P., Cavallo, F., Iaia, L., Maizza, A. "On Line Core Communication And On Line Core Perception. Is There Convergence?"*
2. *Antunes de Sousa, A., Nobre, H., Farhangmehr, M., "Country Image: National Pride Or Prejudice?"*
3. *Tommaso, P., Casprini, E., Guercini, E., Zanni, L. "The Impact Of Country Image And Country-Of-Origin On The Willingness To Pay A Premium Price For Fashion Products: A Cross-National Analysis On Developing Countries"*

**SESSION 2 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (2): POLO ZANOTTO AULO T1**

SESSION CHAIR: ROWLAND, C.

DISCUSSANT: WARD, T.

1. *Fraij, W.Z. "A Study Of Influential Factors Impact Ethical Behavior At The Workplace"*
2. *Berggren, B. "Implementing Business Ethics In Selling Organizations"*
3. *Hennekam, S. "Thriving Of Older Workers: Personality And Employability"*

**SESSION 2 - PUBLIC MANAGEMENT (2): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: LUCIANELLI, G

DISCUSSANT: CREMA, M.

1. *Visser, M. "Management Control, Accountability And Learning In Public Sector Organizations: A Critical Analysis"*
2. *Russo, S. "Outcome-Oriented Performance Management Systems And Public Value: From Theory To Practice"*
3. *Pinto da Silva, S., Ferreira da Silva, A., Silva, A. "Doctors As Managers In The Context Of Limited Resources: An Economic Study Of The Alternative Therapeutic Options For Chronic Renal Disease"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 2 - PUBLIC MANAGEMENT (3): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: CHIOTERIS, S.

DISCUSSANT: GALHENA, B.L.

1. *Garlatti, A., Massaro, M., Bruni, V. "Intellectual Capital Evaluation In A Health Care Organization. A Case Study"*
2. *Vinarski-Peretz, H. "Linking Organizational Climate For Innovation To Engagement In Innovation Implementation In The Public Sector: The Mediating Role Of Psychological And Creative Self-Efficacy"*
3. *Campra, M., Esposito, P. "Public Private Partnerships: Some Evidence From Italy And Spain In The Transport Sector"*

**SESSION 2 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (3): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: FIORE, M.

DISCUSSANT: CHARTERS, S.

1. *Micha, E., Dillon, E., Hennesy, T., Heanue, K. "Profiling Farm Systems According To Their Sustainable Performance: A Case Study Of The Irish Dairy And Livestock Sectors"*
2. *Aggelopoulos, S., Tsiouni, M., Tsoukatos, E., Papanagiotou, E. "Proposals For Funding Investment In Goat Farms Based On Of Production Cost Restructuring"*
3. *Chironi, S., Bacarella, S., Altamore, L., Ingrassia, M. "Discover Potential Segments Of Wine Shops Basing On Sales Policies By Cluster Analysis"*

**1500-1530 COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)**

**1530-1700 SESSION 3**

**SESSION 3 - CROSS CULTURAL MANAGEMENT (2): CHIOSTRO di STORIA AULA BETTI**

SESSION CHAIR: GOEHLICH, V.

DISCUSSANT: PERVIN, S

1. *Rozkwitalska, M., Basinska, A.B. "Thriving In Multicultural Work Settings"*
2. *Kyriakidou, N., Zhang, C., Mohan, V. "Mutual Reciprocal Obligations Of Self-Initiated Expatriates And Psychological Contracts In Multinational Corporations"*
3. *Schinzel, U. "Luxembourg's Multicultural, Multilingual Education System And Hofstede"*



**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 3 - ENTREPRENEURSHIP AND INNOVATION (4): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: BIJAOU, I.

DISCUSSANT: VOULGARIS, F.

1. Sultan, S. *"Progression Towards An Entrepreneurial University Model: The Case Of Birzeit University"*
2. Iscaro, V., Castaldi, L., Sepe, E., Turi, C. *"The Experimental Lab: A Tool For Entrepreneurial University"*
3. Trequattrini, R., Lombardi, R., Lardo, A., Cuzzo, B. *"Emerging Patterns Of University Role In Entrepreneurship: An International Comparison"*

**SESSION 3 - ENTREPRENEURSHIP AND INNOVATION (5): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: ZANNI, L.

DISCUSSANT: BIALEK-JAWORSKA, A.

1. De Colle, S., Venkataraman, S. *"X-Romeo And The Rotten Balcony: How Social Entrepreneurs Can Turn Organizational Ethical Failures Into Opportunities"*
2. Aggelopoulos S., Pavludi A., Chioteris S., Papageorgiou A. *"The Progress Of Agricultural Entrepreneurship For Young Farmers: Evaluation Of Investment Plans"*
3. Dobrynina, V., Kalchenko, A., Kolesnikova, I. *"The Role Of Intergenerational Relations In The Development Of Small Business"*

**SESSION 3 - INTERNATIONAL BUSINESS AND MANAGEMENT (3): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: MARTINELLI, E.

DISCUSSANT: KUWANA, Y.

1. Homlong, N., Springler, E. *"Chinese Outwards FDI To Small European Economies – What Makes Some Countries More Attractive Than Others?"*
2. Dos-Santos, M., Diz, H. *"Competitiveness Of Portuguese Exports In The Last Decade"*
3. Almasaad, M. *"National Cultural Differences and International Strategic Alliances “ISAs” Performance"*

**SESSION 3 - MARKETING (4): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: TEERAKAPIBAL, S.

DISCUSSANT: SADILEK, T.

1. Shuv-Ami, A. *"Brand Lovemarks: Establishing The Validity And Reliability Of A New Multidimensional Scale"*
2. Oliveira, M., Nobre, H. *"The Importance Of The Brand Love Construct On Explaining Luxury Brand Consumption And Luxury Brand Relationships"*
3. Akturan, U. *"Being More Than A Brand: Where Is Brand Love Rooted?"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 3 - MARKETING (5): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: CHIRONI, S.

DISCUSSANT: BECKER, K.

1. *Augurio, A. "Servitization: Managerial Evidence From A Content Analysis"*
2. *Loureiro, S.M., Lopes, R. "I Want That Smartphone! Sources Of Brand Equity"*
3. *Mazzei, A., Quarantino, L. "Brand Building Strategies And Brand Consistent Behavior Of Employees"*

**SESSION 3 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (3): POLO ZANOTTO AULA T1**

SESSION CHAIR: LAZAZZARA, A

DISCUSSANT: KESSLER LADELSKY, L.

1. *Galhena, B.L. "E-HRM Adoption Behaviour: Diffusion Of Innovation Theory (DOI) Perspective"*
2. *Voutinioti, A. "Factors Influencing E-government Progress In Greece: An Employee's Perspective"*
3. *Zekanovic-Korona, L., Grzunov, J. "Application Of Information Systems To Education In Croatia"*

**SESSION 3 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (4): POLO ZANOTTO AULA T3**

SESSION CHAIR: HENNEKAM, S.

DISCUSSANT: BATISTA-FOGUET, J.M.,

1. *Stefanidis, A., Banai, M., Erkus, A., Shetach, A. "A Cross-Cultural Examination Of Negotiation Outcomes Employing Scenarios"*
2. *Naik, K., Srinivasan, S.R. "An Analytical Study On Role Conflict, Role Ambiguity And Employee Performance Using Factor Analysis And Non-Parametric Chi-Square Test"*
3. *Livne, Y., Goussinsky, R., Kustitzki, H., Grinshpoon, A. "The Relationship Between Work Stressors, Emotional Labor And Burnout Among Mental Health Service Providers"*

**SESSION 3 - PUBLIC MANAGEMENT (4): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: GABRYELCZYK, R.,

DISCUSSANT: RUSSO, S.

1. *Crema, M., Verbano, C. "Lean & Safety Projects Enhancing Performances In Healthcare Processes: Three Case Studies"*
2. *Grigorakis, N., Floros, C., Tsangari, H., Tsoukatos, E. "Combined Social And Private Health Insurance Versus Catastrophic Out Of Pocket Payments For Hospital Care In Greece"*
3. *Giovanis, A., Pierrakos, G., Panagiotakopoulou, K. "Linking Service Quality To Emotional Responses And Behavioral Intentions For Primary Healthcare Services: A Formative Measurement Specification"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 3 - STRATEGIC MANAGEMENT (2): PALAZZO di ECONOMIA AULA C**

SESSION CHAIR: VIASSONE, M.

DISCUSSANT: ROSSI, M.

1. Martini, E., Serluca, M.C. *"The Strategic Planning And The Role Of The Social Capital"*
2. Cherni, M., Ceapraz, I.L., Kotbi, G. *"The Evolution Of The Concept Of Network In Management Science: The Contribution Of The Economic Geography"*
3. Beretta Zanoni, A., Vernizzi, S. *"Strategic Options: The Building Blocks Of Strategic Agility Implementation"*

**SESSION 3 - TOURISM (2): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: AMBROSIO, V.

DISCUSSANT: BUFFA, F.

1. Azevedo, A. *"The Role Of Quality Of Life And Place Attachment Indicators In Strategic Planning And City Marketing: The Case-Study Of Braga (Portugal)"*
2. Capitello, R., Agnoli, L., Charters, S., Begalli, D. *"Role Of Expected And Lived Experiences In Shaping Place Image"*
3. Mele, G., Stefanizzi, P., Del Vecchio, P., Ndou, V. *"Evaluating The Apulia Tourism Supply System: Towards The Creation Of Integrated System"*

**SESSION 3 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (4): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: MEROLA, B.

DISCUSSANT: SALVIONI, C.

1. Ramanauskas, J., Stasys, R. *"Efficiency Measurement In The Lithuanian Retail Cooperatives"*
2. Signori, P., Flint, D. *"Constrained Sustainability Innovation: Insights From An Inductive Study Of The Global Wine Industry"*
3. Presenza A., Abbate, T., Vargas, A. *"Open Innovation In SMEs. An Exploratory Analysis in the Wine Sector"*

**SESSION 3 and SESSION 4 - "THOUGHTFULLY CURATED CONSULTING AND TEACHING PRACTICES": CHIOSTRO di STORIA AULA MAFFEI**

SESSION CHAIR: KAUFMANN, H.R.

DISCUSSANT: BATISTA- FOGUET, J.M.

1. Bombelli, C.M. *"From Mindfulness To Bodyfulness: Closing The Gap"*
2. Jirkovska, B. *"Building A Bridge Between Teaching And Learning By Asking Questions"*
3. Martinelli, T. *"Mindfulness Revolution; Co-Creating The Possibilities—An Approach To Leadership Re-Design Thinking"*
4. Sawyer, C.H. *"Bringing The Tools Of Design Thinking To Graduate Courses In Organizational Theory"*
5. Walling, B. *"Recognizing And Developing Skills For Innovation In Organizational Life"*

1700-1830

SESSION 4

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 4 - BUSINESS ANALYTICS (1): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: CZARCZYNSKA, A.

DISCUSSANT: DOS-SANTOS, M.

1. Broccardo, L., Culasso, F., Giacosa, E., Ferraris, A. "How Italian SMEs Manage And Control Their Performance?"
2. Roffia, P. "Financial Ratios And Sector Kpis: Are They Two Faces Of The Same Coin? Evidence From A Few Selected Companies In The Italian Context"
3. Hindls, R., Hronova, S. "Unemployment And Inflation Rates In The Years Of Economic Turbulences Or Do The Phillips Curve Relationships Still Hold?"

**SESSION 4 - CORPORATE SOCIAL RESPONSIBILITY (3): PALAZZO di LINGUE AULA T6**

SESSION CHAIR: CASALEGNO, C.

DISCUSSANT: LEE, J.

1. Battisti, E., Bonfanti, A., Canestrino, R., Castellani, P., Pasqualino, L., Rossato, C. "The Effects Of Corporate Architecture In Relation To Sustainable Development"
2. Eleftheriades, I.M., Anagnostopoulou, E.G., Diavastis, I.E., "Relationship Between Corporate Performance, Climate Change Disclosures And Carbon Intensity Of Business Activities"
3. Atnashev, T., Vashakmadze, T. "Ontology Of Socially Responsible Investing. Applying Global Frameworks For An Emerging Market In Russia"

**SESSION 4 - DIVERSITY AND CONFLICT (2): CHIOSTRO di STORIA AULA BETTI**

SESSION CHAIR: DWORKIN, T.M.

DISCUSSANT: NICOLAIDES, A.

1. Lazazzara, A., Quacquarelli, B. "Intergenerational Conflict In The Workplace: The Influence Of Work Value Orientation"
2. Trequattrini, R., Ricci, F., Lardo, A., Battista, M. "Discrimination In Managing Footballers: Evidence From Italy"
3. Migliaccio, G. "Disability Stakeholders Considerations From Italian Context"

**SESSION 4 - ENTREPRENEURSHIP AND INNOVATION (6): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: PHILIPSON, S.

DISCUSSANT: BIERMANN, B.

1. Sekliuckiene, J., Morkertaite, R. "Internationalization And Open Innovation: Towards The Integrated Framework"
2. Pestana, C., Meneses, R. "From A Hobby To An International Business Minimal Cork Case Study"
3. Corado Simoes, V. "Innovation In Multinational Companies: A Paradox Approach"

**SESSION 4 - ENTREPRENEURSHIP AND INNOVATION (7): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: KUSHNIROVICH, N.

DISCUSSANT: DEL VECCHIO, P.

1. *Bialek-Jaworska, A., Gabryelczyk, R., Pugacewicz, A. "Does Commercialisation Of R&D Influence Business Model Maturity?"*
2. *Papadopoulos, I., Karagouni, G., Trigkas, M. "The Green And Smart Furniture (GSF) Research Project: A Best Practice In Integrated R&D-Based Innovation"*
3. *Kontakos, P., Bitzenis, A. "Game Theory And Greek Exclusive Economic Zone Negotiations"*

**SESSION 4 - FINANCE (3): POLO ZANOTTO AULA 1.2**

SESSION CHAIR: FRANCESCATO, A.

DISCUSSANT: HURLIMANN, C.

1. *Garefalakis, A., Sariannidis, N., Lemonakis, C., Voulgaris, F. "The Effect Of Corporate Governance Information On Banking Reporting Performance"*
2. *Campra, M. Esposito, P., Boidi, M., Taruffo, L. "Ecological Carbon Accounting: A Literature Review"*
3. *Festa, G., Cuomo, M.T., Metallo, G. "Investment Evaluation In Information Technology Service Management: A Theoretical Model For Classification And Measurement"*

**SESSION 4 - MARKETING (6): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: AKTURAN, U.

DISCUSSANT: SOPA, F.

1. *Giachino, C., Stupino, M., Petrarulo, G. "The Role Of Emotions In Advertisement: A First Investigation"*
2. *Loureiro, S., Goncalves, D. "I Am Avoiding It! A Seniors' Perspectives About Advertising"*
3. *Carvalho, C., Azevedo, A. "The Role Of Celebrity Endorsement In Luxury Brands Advertising Processing And Its Impact On Willingness To Pay (Brand Equity)"*

**SESSION 4 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (5): POLO ZANOTTO AULA T3**

SESSION CHAIR: STOKES, P.

DISCUSSANT: SCOTT, P.

1. *Heilbrunn, S., Itzkovich, Y. "Impact Of Work-Place Incivility On Horizontal Solidarity And Perceptions Of Job-Insecurity"*
2. *Tremblay, D.G. "Trade Unions And Work-Family Issues: The Challenge Of Work-Life Interface In A Union Environment"*
3. *Mitchell, B., Kyriakidou, N. "Can The Right Emotions, Attitude And Image For The Workplace Be Learned?"*

**THURSDAY 17<sup>TH</sup> SEPTEMBER**

**SESSION 4 - PUBLIC MANAGEMENT (5): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: OSBORNE, S.

DISCUSSANT: MANIATIS, A.

1. Crema, M., Verbano, C. "The Adoption Of Health Lean Management Pursuing Choosing Wisely Objectives"
2. Silva, A.M., Macedo, I.M. "The Influence Of Management Frameworks On The Accounting Information System: The Specific Case Of Public Hospitals"
3. Masi, A. "Mathematical Models For The Management Of Public Resources In A Spending Review Context"

**SESSION 4 - STRATEGIC MANAGEMENT (3): PALAZZO di ECONOMIA AULA C**

SESSION CHAIR: LOMBARDI, R

DISCUSSANT: COBELLI, N.

1. Testa, F., Vigolo, V. "Barriers To Energy Efficiency For Italian SMEs: The Suppliers' Perspective"
2. Jakobs, K. "Corporate ICT Standardisation Management: Lessons From The Literature And From Case Studies"
3. Soliman, M., Stacchezzini, R. "Business Model Innovation And Networks: A Case Study Research"

**SESSION 4 - TOURISM (3): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: MAIZZA, A.

DISCUSSANT: JAFFE, E.

1. Martini, U., Buffa, F. "Competitiveness And Sustainability In Alpine Destinations: The Opportunities Opened By Integrating Agriculture And Tourism"
2. Iaffaldano, N., Recchia, P. "Determinants Of Destination Competitiveness And Sustainability: A Factor And Cluster Analysis"
3. Aiello, L., Ferri, M.A. "Tourist Destination In A Sustainability Perspective 'Tourist Kit'"

**SESSION 4 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (5): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: GALATI, A.

DISCUSSANT: SIGNORI, P.

1. Moggi, S., Campedelli, B., Leardini, C. "Implementing Sustainability In Wineries: Issues From An Italian Case Study"
2. Cantele, S. "Sustainability In Agribusiness SMEs Networks: The "LCA In Rete" Case"
3. Lamonaca, E., Scarinci, A., Silvestri, R. " Digital Web-Based Technologies: A Way For Innovation In Agricultural Sector? An Empirical Study Of Producers Organizations In The South Of Italy"

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**0830-1700 ON-CAMPUS REGISTRATION AND INFORMATION DESK (POLO ZANOTTO MAIN HALL)**

**0900-1030 SESSION 5**

**SESSION 5 - BUSINESS ANALYTICS (2): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: ROFFIA, P.

DISCUSSANT: FERRARIS, A

1. *Ossola, G., Giovando, G., Crovini, C. "Investment Policy And Economic Performance: The Case Of Italian Listed Companies"*
2. *Rossetti, L., Migliaccio, G. "The Contribution Margin In Commercial Companies Of Furniture: Some Considerations From Italian Context"*
3. *Stacchezzini, R., Zardini, A. "Big Data And The Construction Of Calculative Centers: How Big Data Reshapes Organizational Power Related To Information Management"*

**SESSION 5 - CORPORATE SOCIAL RESPONSIBILITY (4): PALAZZO di LINGUE AULA T6**

SESSION CHAIR: DE COLLE, S.

DISCUSSANT: CHATZOUCES, D.,

1. *Testarmata, S., Fortuna, F., Ciaburri, M. "The Use Of Social Media In Corporate Social Responsibility Disclosure"*
2. *Bianchi, M.T., Nardecchia, A. "Social Reporting And Company Valuation"*
3. *Russo, G., Lombardi, R., Evangelista, F., Palmaccio, M. "Corporate Disclosure And Digital Culture: Some Evidences From The Italian Stock Exchange"*

**SESSION 5 - ENTREPRENEURSHIP AND INNOVATION (8): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: SEKLIUCKIENE, J.,

DISCUSSANT: PETRAITE, M.

1. *Ugolini, M., Cobelli, N., Cassia, F., Gill, L., Cameron, I.D. "Service Issues In The Italian Hearing Aid Industry"*
2. *Giaretta, E., Chesini, G. "Bridging The Funding Gap: New Financing Instruments For Companies In Italy"*
3. *Khanna, V., Malaichamy, T. "Innovations In Services Sector - A Functional Perspective"*

**SESSION 5 - ENTREPRENEURSHIP AND INNOVATION (9): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: MORKERTAITE, R.

DISCUSSANT: MALEFANE, L.

1. *Manfredi, S., Nappo, F. "Tools And Logic For Stakeholder Management In The Entrepreneurial University: The Italian System Perspective"*
2. *Truant, E., Broccardo, L., Culasso, F. "Adoption And Benefits Of Management Accounting Practices In Italian SMEs: An Explorative Survey"*
3. *Simeoni, F. "From Product Innovation To Enduring Competitive Advantage: Evidence From The Case Of Turri & Boari"*

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 5 - FINANCE (4): POLO ZANOTTO AULA 1.2**

SESSION CHAIR: ROSSIGNOLI, C.,

DISCUSSANT: HINDLS, R.

1. Cantele, S., Francescato, A., Campedelli, B. "Corporate Social Performance And Financial Performance: Further Suggestions From A Literature Review"
2. Kotlan, I., Machova, Z., Murin, M. "The Interaction Between Fiscal Policy And Economic Growth: Case Of OECD Countries"
3. Machova, Z., Kotlan, I., Drobiszova, A. "Government Expenditure And Economic Growth In The European Union: The Role Of Government Expenditure Classification"

**SESSION 5 - INTERNATIONAL BUSINESS AND MANAGEMENT (4): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: CHRISTOPHER, M.

DISCUSSANT: LAURENZA, E.

1. Gaudenzi, B., Manuj, I., Confente, I. "How Managers Perceive And Assess Supply Chain Risks? Empirical Results From A Sample Of European Organizations"
2. Adomaviciute, D. "Supply Chain Management In Customs Logistics"
3. Kallinger, S., Kaufmann, H.R. "Lean Warehouse Culture As A Critical Success Factor For A Lean Warehouse Management System Implementation In WMS Controlled Warehouses"

**SESSION 5 - MARKETING (7): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: VIGOLO, V.

DISCUSSANT: SMAOUI, F.

1. Scott, T., Scott, P., Stokes, P., Moore, N., Smith, S., Ward, T. "Reconceptualising The Consumer Journey In The Digital Age – An Exploratory Study Of The United Kingdom Retail Sector"
2. Pantano, E., Verteramo, S. "Will New Technologies Change The Shopping Experience As Social Activity?"
3. Becker, K., Lee, J., Ozudogru, U. "Ecommerce Competitiveness Of Turkey And Recommendations For Promoting Digital Growth"

**SESSION 5 - MARKETING (8): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: MORETTI, A.

DISCUSSANT: QAIMARY, D.

1. Smyczek, S., Matysiewicz, J. "Relationship Marketing Performance Of Financial Institutions On European Markets"
2. Cea Valencia, J., Fernandez Robin, C., Santander, P., Yanez Martinez, D., Araya Caldera, C. "Analysis Of The Influence Of Materialism And Ecological Behavior In Young Consumers' Preferences"
3. Koronios, K., Psiloutsikou, M., Kriemadis, A., Zervoulakos, P., Leivaditi, E., Karapostolou, G. "Determinants Of Repetitive Participation In Marathon Events"



**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 5 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (6): POLO ZANOTTO AULA T1**

SESSION CHAIR: POPPLER, P.

DISCUSSANT: STARK, E.

1. *Bendaraviciene, R. "Measurement Of Organizational Attractiveness For Employer Branding In Higher Education"*
2. *Yuksel, M. "Talent Management Or Reputation Management Through Employer Branding"*
3. *Huliselan, J.J., Gunadi, W. Tulus, M.M., "Organizational Identification, Employee-Customer Identification, Customer Orientation And Their Implication On Job Engagement At Hypermart Retail Store"*

**SESSION 5 - PUBLIC MANAGEMENT (6): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: CAPRARA, A.

DISCUSSANT: LIVNE, Y.

1. *Gabryelczyk, R., Rakowska, E. "Modeling And Measuring Business Processes To Enhance Public Administration Performance"*
2. *Silva, A., Coelho, A.E.N., Ferreira da Silva, A. "Perceptions Of Hospital Leadership Concerning The Resource To Benchmarking Method As A Management Tool"*
3. *Maniatis, A. "Sea and See Piracy"*

**SESSION 5 - STRATEGIC MANAGEMENT (4): PALAZZO di ECONOMIA AULA C**

SESSION CHAIR: CARNEY, M.

DISCUSSANT: TREQUATTRINI, R.

1. *Florio, C., Corbella, S., Lionzo, A. "Cross-Border M&A And Goodwill Impairment Losses: Some Preliminary Evidence"*
2. *Matarazzo, M., Resciniti, R., Biele, A. "The Influence Of Cultural Distance On Cross-Border Acquisitions Of Italian Firms"*
3. *Ahammad, M.F., Leone, V., Shlomo, Y.T., Arslan, A. "Uncertainty And Equity Ownership In Cross-Border Acquisitions: Evidence From Cross-Border Acquisitions By UK Firms"*

**SESSION 5 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (6): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: BOERI, M.

DISCUSSANT: KARIPIDIS, P.

1. *Magliocca, P., Conte, A., Lamonaca, E. "Horizontal Collaborations In Agri-Food Supply Chain: Producers' Marketing Choices Within The Fair Trade Chains"*
2. *Melfou, K., Karafyllis, X., Mitskinis, D. "Technical Efficiency Of Apple Farms With PGI Quality Label"*
3. *Pellegrini, G., Silvestri, R., Camposeo, S. "The Role Of PO In The Promotion Of Economic And Environmental Sustainability: The Case Study Of Aproli Bari"*

**SESSION 5 - "TOWARDS AN EMRBI RIC - PUBLIC AND NON PROFIT MANAGEMENT": CHIOSTRO di STORIA AULA MAFFEI**

SESSION CHAIR: OSBORNE, S.

DISCUSSANT: RUSSO, S.

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

1030-1100	COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)
1100-1230	SCHOLARLY ACTIVITIES AND PUBLISHING IN JOURNALS (POLO ZANOTTO AULA T2) Coordinators: Prof Demetris Vrontis and Prof. Yaakov Weber Panellists: Prof. Peter Stokes, Prof. Kaufmann, H.R., Dr Shlomo Tarba
1230-1400	LUNCH (RESTAURANT N0.5)
1400-1530	LEADERS MEETING (POLO ZANOTTO AULA T2)
1400-1530	SESSION 6

**SESSION 6 - CORPORATE SOCIAL RESPONSIBILITY (5): PALAZZO di LINGUE AULA T6**

SESSION CHAIR: LAI, A.

DISCUSSANT: AKREMI, A.

1. Belyaeva, Z. " Systemic Approach To Social Responsibility: Building And Mapping Sustainable Practices At Ural Federal University"
2. Chatzoudes, D., Chatzoglou, P. "Corporate Social Responsibility (CSR) During Crisis: An Empirical Research"
3. Caprara, A. "Corporate Social Responsibility: A Topic Of Business (Law) In The Market"

**SESSION 6 - ENTREPRENEURSHIP AND INNOVATION (10): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: GRAZIANO, E.A.

DISCUSSANT: NARDECCHIA, A.

1. Erne, R.T., Biermann, B. "Can Innovations Be Sustainable?"
2. Turulja, L., Arslanagic-Kalajdzic, M., Miokovic, T., Cicic, M. "The Impact Of Market Orientation On Different Types Of Firm's Innovation"
3. Bresciani, S., Giacosa, E., Broccardo, L., Truant, E. "Innovation In Family Firms: An Italian Survey"

**SESSION 6 - ENTREPRENEURSHIP AND INNOVATION (11): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: SANTANDER, P.

DISCUSSANT: ANNUNZIATA, E.,

1. Bitzenis, A., Vlachos, V., Kontakos, P. "Tax Compliance Games Methods And Evidence From Behavioural Dynamics In Greece"
2. Pereira, R. "Dynamic Entrepreneurship: A Quantifiable Framework"
3. Salvioni, C. "Information Technology In Support Of Alternative Food Networks"

**SESSION 6 - FINANCE (5): POLO ZANOTTO AULA 1.2**

SESSION CHAIR: HRONOVA, S.

DISCUSSANT: CAMPEDELLI, B.

1. *Kushnirovich, N. "Financial Assets Allocation And Risk Tolerance Of Immigrant Investors"*
2. *Trigkas, M., Andreopoulou, Z., Papadopoulos, I., Kitsouli, A. "A Methodological Approach For Evaluating State Aids Towards SMEs For R&D And Environmental Projects"*
- 3.

**SESSION 6 - INTERNATIONAL BUSINESS AND MANAGEMENT (5): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: AYOB, A.H.

DISCUSSANT: MATARAZZO, M.

1. *Russo, I., Gaudenzi, B., Confente, I., Borghesi, A. "Order Placement And Distribution: Their Impact On Satisfaction And Word Of Mouth"*
2. *Sirisena, A. "Understanding The International Market Selection Decisions Of The Social Enterprise"*
3. *Voulgaris, F., Lemonakis, C., Vassakis, K., Garefalakis, A. "Key Characteristics For Manufacturing SMEs' Exporting Activity: The Greek Case"*

**SESSION 6 - MARKETING (9): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: LOUREIRO, S.

DISCUSSANT: UGOLINI, M.

1. *Ferreira, A., Nobre, H. "Gamification: A New Paradigm Of Value Creation In Mass Market"*
2. *Macedo, I.M., Pinho, J.C., Liao, M.N. "Investigating The Influence Of Learning Orientation On The Acceptance And Use Of New Information Technologies Among Older Adults"*
3. *Athanasopoulou, P., Giovanis, A. "The Role Of Social Media In The Marketing Strategy Of Fitness Centres"*

**SESSION 6 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (7): POLO ZANOTTO AULA T1**

SESSION CHAIR: YUKSEL, M.

DISCUSSANT: HEILBRUNN, S.

1. *Goussinsky, R., Livne, Y. "Customer Aggression, Felt Anger And Emotional Deviance: The Moderating Role Of Job Autonomy"*
2. *Batista-Foguet, J.M., Rosell, B., Serlavos, R., Coenders, G., Boyatzis, R. "Unveiling The Third Dimension From Experiential Learning Theory"*
3. *Brunetti, F., Giaretta, E., Bonfanti, A., Castellani, P., Minozzo, M., Rossato, C. Baccarani, C. "Exploring Relevance In Scholarly Top Journals Of Management: First Steps Of A Research"*

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 6 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (8): POLO ZANOTTO AULA T3**

SESSION CHAIR: KYRIAKIDOU, N.

DISCUSSANT: BENDARAVICIENE, R.

1. *Mavromati, M. "Knowledge Creation In Small And Medium Family Firms: Does Entrepreneur's Personality Matter?"*
2. *Stark, E., Stepanovich, P., Hopkins, P., Poppler, P. "Requiring College Degrees For Low-Skilled Jobs: Understanding Employer Motivations"*
3. *Bonomi, S. Ricciardi, F., Rossignoli, C. "The Intergenerational Knowledge Sharing: An Italian Case Study Of A Platform For Improving Employment And Training"*

**SESSION 6 - PUBLIC MANAGEMENT (7): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: RUSSO, S.

DISCUSSANT: VISSER, M.

1. *Esposito, P. "Cultural Heritage And Museum Management: An International Comparison"*
2. *Marcon, G., Dorigo, L. "A Caring Interpretation Of Non-Profit And Third-Sector Organizations"*
- 3.

**SESSION 6 - STRATEGIC MANAGEMENT (5): PALAZZO di ECONOMIA AULA C**

SESSION CHAIR: BREMSER, K.

DISCUSSANT: VERTERAMO, S.

1. *Karipidis, P., Tselempis, D., Karypidou, I., Aggelopoulos, S. "Is There A Balance Between Demand-Driven And Policy-Directed Quality Certification?"*
2. *Czarczynska, A. "Crisis As An Incentive To Economic Transformation – From Competition To Interdependence Model"*
3. *Lee, J.W., Becker, K. "Spillover Effects Of Research And Development Activity On Economic Performance Of The Group 20 Countries"*

**SESSION 6 - TOURISM (4): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: CASSIA, F.

DISCUSSANT: IAFFALDANO, N.

1. *Rydback, M., Hyder, A., Osarenkhoe, A. "The Marketing Process Of Medical Tourism"*
2. *Ryglova, K., Vajcnerova, I., Sacha, J., Ziaran, P. "Factors Of Visitors Satisfaction In The Context Of Destination Quality Evaluation"*
3. *Ververi, M., Maniatis, A. "Tourism Norms"*

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 6 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (7): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: SMYCZEK, S.

DISCUSSANT: GIOVANDO, G.

1. Boeri, M., Brown, H., Longo, A., Agnoli, L., De Salvo, M. "The Monetary Value Of Meat Authenticity And Food Safety In Ready To Heat Lasagne: Implications Of The 'Horse Meat Scandal' Across Europe"
2. Grimmer, M., Viassone, M. "Measuring The Image Of Ethical Food"
3. Chrysochou, P., Winther, K. "Do Light Claims Lead To Obesity? An Investigation With Behavioural Data"

**SESSION 6 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (8): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: PELLEGRINI, G

DISCUSSANT: ANDRIANO, A.M

1. Conto, F., Faccilongo, N., Djelveh, S., Perri, M. "POS To Enhance Farmers Position In Global Value Chains Case Study: Apulia Region And Ionian Island"
2. Zaza, C., Caruso, D., La Sala, P. "The Importance Of Transnational Cooperation Of POS: The Case Study Of Puglia Fruit Joint With Spanish Sanlucar"
3. Shauchuk, P., Siggia, D. "Marketing And Innovations In Chemical Agri-Industry Through The SWOT And PEST Analysis"

**SESSION 6 - "SMEs IN AN ERA OF GLOBALIZATION" - PALGRAVE: CHIOSTRO di STORIA AULA MAFFEI**

SESSION CHAIR: RANGARAJAN, S.

DISCUSSANT: BIJAOU, I.

1. Bialek-Jaworska, A. "Biotech Spin-Off" Business Models For The "Go Global" Strategy"
2. Calza, F., Cannavale, C., Laurenza, E. "SMEs International Entry Mode Choices: Empirical Evidences From Emerging Markets"
3. Bijaoui, I. "Open Incubators And Clusters In South Sudan: A Move To Achieve Economic Peace"

1530-1600

**COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL) and FELLOWS' AND MEMBERS' MEETING (POLO ZANOTTO AULA T2)**

1600-1730

**SESSION 7**

**SESSION 7 - BUSINESS ANALYTICS (3): PALAZZO di ECONOMIA AULA MENEGAZZI**

SESSION CHAIR: CEAPRAZ, I.L.

DISCUSSANT: BROCCARDO, L

1. Rossignoli, C., Zardini, A., Mola, L., Ricciardi, F. "SaaS Adoption: Critical Factors For CRM Applications"
2. Tardivo, G., Santoro, G., Ferraris, A. "A New Paradigm: Open Social Innovation. The Case Of Googleglass4lis"
3. Ossola, G., Giovando, G., Crovini, C. "Banks' Gross Loans Listed On The Italian Stock Exchange"

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 7 - CORPORATE SOCIAL RESPONSIBILITY (6): PALAZZO di LINGUE AULA T6**

SESSION CHAIR: AGGELOPOULOS, S.

DISCUSSANT: GIOVANIS, A.

1. *Chatzoglou, P., Amarantou, V., Chatzoudes, D., Aggelidis, V. "Antecedents And Effects Of CSR Implementation: A Multidimensional Conceptual Framework"*
2. *Nigro, C., Iannuzzi, E., Cortese, F., Petracca, M. "The Relationship Between Corporate Social Responsibility And Financial Performance: An Empirical Analysis On A Sample Of Italian Listed Firms"*
3. *Florio, C., Melloni, G. "Impression Management Strategies In The Letter To Shareholders"*

**SESSION 7 - CROSS CULTURAL MANAGEMENT (3): CHIOSTRO di STORIA AULA BETTI**

SESSION CHAIR: ROZKWITALSKA, M.

DISCUSSANT: TSOUKATOS, E.

1. *Goehlich, V., Wust, K. "Gender Role Perceptions Among Female Students Of Economics From China, Germany, Mexico, Russia And Turkey"*
2. *Bengoa, D.S., Kaufmann, H.R., Saarikoski, L., Lautamaki, S. "Multidisciplinary Learning For Finnish Engineers And International Business Students In A Multicultural Environment"*
3. *Kyriakidou, N., Lampadariou, E. "Evaluating The Internationalisation Strategy: The Case Study Of A SME In The UK Chemical Distribution Industry"*

**SESSION 7 - ENTREPRENEURSHIP AND INNOVATION (12): PALAZZO di ECONOMIA AULA A**

SESSION CHAIR: GIACOSA, E.

DISCUSSANT: LOMBARDI, R.

1. *Lai, A., Panfilo, S., Stacchezzini, R. "Family Firms And Innovation: The Role Of Ventured Start-Ups"*
2. *Pisoni, A., Onetti, A. "The Growth Path Of Venture-Backed ICT Scaleups"*
3. *Culasso, F., Giacosa, E., Truant, E., Manzi, L.M. "Family Firms And Professionalisation: A Survey Of Italian Small-Medium Enterprises"*

**SESSION 7 - ENTREPRENEURSHIP AND INNOVATION (13): PALAZZO di ECONOMIA AULA B**

SESSION CHAIR: DIZ, H.

DISCUSSANT: ERNE, R.T.

1. *Cantele, S., Vernizzi, S. "The Effect Of Network Participation On Firm Performance: A Matched-Pairs Analysis"*
2. *Dlugoborskyte, V., Petraite, M. "Internal Factors For The Formation Of R&D Intensive Entrepreneurial Born Global Firms"*
3. *Abu-Assab, S., Qureitem, J. "Women Entrepreneurs In Palestine: Motivations, Chances, And Risks"*

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 7 - INTERNATIONAL BUSINESS AND MANAGEMENT (6): PALAZZO di ECONOMIA AULA E**

SESSION CHAIR: GAUDENZI, B.

DISCUSSANT: RUSSO, G.

1. Ayob, A.H., Che Senik, Z. "The Impact Of Financial Risks And Resources On Export Intention: Evidence Among SMEs In An Emerging Economy"
2. Pestana, C., Meneses, R. "The Internetisation Phenomenon As An Answer To The Liabilities Of The Uppsala Model And The Network Theory: Minimal Cork's Case Study"
3. Calza, F., Cannavale, C., Laurenza, E. "Firms' Entry Choices In Foreign Markets: Empirical Evidence From M.E.N.A. Countries"

**SESSION 7 - MARKETING (10): PALAZZO di ECONOMIA AULA H**

SESSION CHAIR: CICIC, M.

DISCUSSANT: CHRYSOCHOU, P.

1. Akremi, A., Smaoui, F. "Socially Responsible Consumption In Emerging Markets: Do Cultural Values And Religiosity Matter?"
2. Al-Abdin, A., Roy, T., Gao, Y. "Doing International Business Research In Emerging Countries: A Reflexive Approach To Re-Evaluate The Western Institutional Ethical Codes"
3. Russo, I., Palanga, P., Cardinali, S. "Investigating Sales Management Role In Commercial Returns: Enhancing The Changes Of Customer Needs"

**SESSION 7 - PUBLIC MANAGEMENT (8): PALAZZO di LINGUE AULA 2.6**

SESSION CHAIR: MARCON, G.

DISCUSSANT: DEL GIUDICE, M.

1. Ambrosino, G., Romanazzi, S. "From Satisfaction To Trust: Towards The Inclusion Of Italian Chambers Of Commerce Customers"
2. Evangelatou, K., Maniatis, A. "PPP Law And Syncretism"
3. Macedo, I.M., Pinho, J.C.M. "The Mediating Effect Of Service Innovation On The Dynamic Capability And Organizational Performance Relationship: Empirical Evidence From The Public Sector"

**SESSION 7 - TOURISM (5): POLO ZANOTTO AULA 1.4**

SESSION CHAIR: KHANNA, V.

DISCUSSANT: DELLA LUCIA, M.

1. Garcia-Gallego, A., Mures-Quintana, M.J., Lopez-Luengo, M.A. "Profile Of International Tourist In Spain Based On Hotel Occupancy Survey: Are There Any Differences By Country Of Residence?"
2. Krce Miodic, B., Klarin, T., Vidic, G. "The Impact Of Tourism On Local Community"
3. Hogberg, K. "Managing Social Media Adoption: An Exploratory International Case Study Of Hotel Organizations"

**FRIDAY 18<sup>TH</sup> SEPTEMBER**

**SESSION 7 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (9): POLO ZANOTTO AULA 1.3**

SESSION CHAIR: ADOMAVICIUTE, D.

DISCUSSANT BIANCHI, M.T.

1. *Di Nauta, P., Merola, B. "A2A Relations And Interactions In Agri-Food Supply Chains. A Viable Systems Perspective"*
2. *Sultan, S., Qaimary, D. "The Role Of Universities In Enhancing The Competitiveness Of Agribusiness In Palestine: Applying Porter's Diamond Model"*
3. *Galati, A., Crescimanno, M., Tinervia, S., Spezia, F., Siggia, D. "Patterns Of Comparative Advantages And Their Change For The Wine Industry In The International Scenario"*

**SESSION 7 - JOINT STRATEGY/ORGANIZATIONAL BEHAVIOUR RICS ROUND TABLE SESSION: CHIOSTRO di STORIA AULA MAFFEI**

SESSION CHAIR: STOKES, P.

DISCUSSANT: WARD, T.

**1930-2230**

**GALA DINNER AND AWARD CEREMONY (CASTELVECCHIO)**