

17th ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
“Global Business Transformation in a Turbulent Era”
September 11th-13th, 2024
Department of Economics and Management of the University of Pisa
Pisa, Italy

HOSTED AND SUPPORTED BY



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17th ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS

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**Department of Economics and Management of the University of Pisa
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Conference Programme

17th ANNUAL CONFERENCE OF THE EUROMED ACAI

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Department of Economics and Management of the University of Pisa, Pisa, Italy

Programme at a glance

WEDNESDAY - SEPTEMBER 11, 2024

14:30 – 15:00	Welcome coffee
14:30 – 18:00	Conference Pre-Registration
15:00 – 17:00	Workshop on: Artificial Intelligent (AI)-Supported Systematic Literature Review Workshop. Dr Przemysław Tomczyk
17:00 – 18:45	Authors' Networking and Collaboration Workshop. Session Chairs and Discussants Workshop Prof. Rudi Kaufmann
17:00 – 18:30	SESSION 01

THURSDAY – SEPTEMBER 12, 2024

08:30 – 16:00	On-site registration desk and information desk
08:30 – 10:30	SESSION 02
10:30 – 11:00	Coffee break
11:00 – 13:00	Conference Inauguration Welcoming addresses by: - Prof. Demetris Vrontis and Prof. Yaakov Weber, <i>Co-Presidents,</i> <i>EuroMed Academy of Business</i> - Dr Iacopo Cavallini Conference Chair, University of Pisa - Michele Conti Mayor of the Municipality of Pisa - Professor Giovanni Federico Gronchi Vice-Rector for International Cooperation and Relations, University of Pisa
11:30 – 11:50	Awards Ceremony

**17th ANNUAL CONFERENCE OF THE EUROMED ACAI****“Global Business Transformation in a Turbulent Era”****September 11th-13th, 2024****Department of Economics and Management of the University of Pisa, Pisa, Italy****THURSDAY – SEPTEMBER 12, 2024**

11:50 – 13:00	- Meet the Editors Session. Prof. Demetris Vrontis, Prof. Yaakov Weber, Prof. Stefano Bresciani, Prof. Alkis Thrassou, Prof. Rudi Kaufmann, Prof. Sandra Loureiro, Prof. Alberto Ferraris, Professor Aihie Osarenkhoe, Dr. Evangelos Tsoukatos
13:00 – 14:00	Lunch break
14:00- 15:30	SESSION 03
15:30 – 16:00	Coffee break
16:00 – 17:30	SESSION 04
20:00 -	Pre Gala Cocktail (@ 20:00)
	Gala Dinner and Cultural Show (@ 20:30) Venue: Arsenali della Repubblica di Pisa Address: Via Bonanno Pisano, 2, 56126 Pisa PI, Italy

FRIDAY - SEPTEMBER 13, 2024

08:30 – 13:00	On-site registration desk and information desk
08:30 – 10:00	SESSION 05
10:00 – 10:30	Coffee break
10:30 – 12:00	SESSION 06
12:00 - 13:30	SESSION 07
13:30 – 14:30	Lunch break
14:30 – 16:00	SESSION 08

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WEDNESDAY – SEPTEMBER 11, 2024

14:30 – 18:00 WELCOME COFFEE - CONFERENCE PRE-REGISTRATION

Venue: Educational Center [Polo Didattico] “Piagge”, 11 Giacomo Matteotti Street, Pisa

15:00 – 17:00 AI-SUPPORTED SYSTEMATIC LITERATURE REVIEW WORKSHOP

Workshop Instructor: Dr PRZEMYSŁAW TOMCZYK

Room: A1

The workshop aims to provide a practical presentation of a comprehensive procedure for conducting a systematic literature review using artificial intelligence tools. The instructor will carry out the full process of preparing the review from scoping analysis to report preparation. He will use available AI tools for this purpose. The catalogue of tools is open and depends on the level of technology development on the day of the workshop. Workshop program:

No	SLR phase (Vrontis, Christofi, 2019)	AI tools to employ
1	Scoping analysis	Consensus, Elicit, SciSpace
2	Purpose and research questions identification	Consensus, Elicit, SciSpace
3	Context analysis	Consensus, Elicit, SciSpace
4	Literature identification	Scopus AI, Consensus, Elicit, SciSpace
5	Literature selection	Consensus, Elicit, SciSpace
6	Data extraction and synthesis	Consensus, Elicit, SciSpace ChatGPT
7	Report preparation and recommendations	ChatDOC, Jenni.ai
8	Mind the ethics. How to use AI tools to meet publishers requirements	Overall analysis
9	The future of science writing	n/a

Participants can work in parallel with the instructor, but it is not obligatory. After the workshop, the participant will be able to carry out the whole process or its selected phases using the presented tools.

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WEDNESDAY – SEPTEMBER 11, 2024

15:00 – 17:00 AI-SUPPORTED SYSTEMATIC LITERATURE REVIEW WORKSHOP

Bio: Dr Przemysław Tomczyk

PhD in economics in the field of management sciences, defended his doctoral thesis at the Warsaw School of Economics in 2015. Currently, he is an assistant professor at the Department of Marketing at Kozminski University, Warsaw, Poland. He was a guest lecturer at ESCP Europe in Paris, the Warsaw University of Technology and the Warsaw School of Economics. He specialises in the role of artificial intelligence in scientific writing and the automation of research processes. He also conducted research in the area of customer value management and customer portfolio analysis, which resulted in numerous scientific publications in ranked journals. Grantee of the National Science Centre, Poland.

In addition to his scientific activity, Dr. Tomczyk runs a YouTube channel "Dr Przemek Tomczyk AI" (<https://www.youtube.com/@drprzemek>) where he shares his knowledge about the use of artificial intelligence in scientific writing. Its mission is to teach how to write faster and more effectively using modern technologies.

17:00 – 18:45 AUTHORS' NETWORKING AND COLLABORATION WORKSHOP- SESSION CHAIRS AND DISCUSSANTS WORKSHOP

Prof. Rudi Kaufmann

Room A1

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WEDNESDAY – SEPTEMBER 11, 2024

SESSION 01: 17:00 – 18:30

SESSION 01 – Track 51: GENERAL TRACK 1

Room: C1

SESSION CHAIR: LACHAPELLE, NATHALIE

DISCUSSANT: SALTARIS, IOANNIS

1. *DIGITALIZATION FOR SERVICE QUALITY IMPROVEMENT*, Pertusa-Ortega, Eva M.; Tarí, Juan José; López-Gamero, María D.; Pereira-Moliner, J. ; Molina-Azorín, José F.
Presenter(s): Pertusa-Ortega, Eva M. (22_07)
2. *HOW DOES THE UTILIZATION OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING AFFECT CUSTOMER RETENTION RATES WITHIN THE HOTEL INDUSTRY IN GREECE?*, Saltaris, Ioannis, Charalampidis, Alexandros, Kapoulas, Alexandros;
Presenter(s): Saltaris, Ioannis (30_19)
3. *SUCCESSFUL FUND ACQUISITION FROM BUSINESS ANGELS: EMPOWERING START-UP ENTREPRENEURS*. Adisornphankul, Thitiwat; Eng, Teck-Yong; Tih, Sio-Hong
Presenter(s): Eng, Teck-Yong (16_02)

SESSION 01 – Track 51: GENERAL TRACK 2

Room: D1

SESSION CHAIR: MICHELSON, GRANT

DISCUSSANT: MARTA-COSTA, ANA

1. *OPTIMISING THE PROFITABILITY OF MARITIME PINE FORESTS IN THE CONTEXT OF TIMBER AND RESIN EXPLOITATION*, Marta-Costa, Ana; Cerveira, Adelaide; Sandim, André; Mendes-Silva, Margarida; Teixeira, Pedro; Ribeiro, Marco; Fonseca, Teresa
Presenter(s): Marta-Costa, Ana (20_04)
2. *SOCIAL INDICATORS TO ASSESS SUSTAINABILITY: SIMILARITIES AND DIFFERENCES BETWEEN TWO WINE REGIONS*, Marta-Costa, Ana; Massuça, José; Baptista, Alberto; Lucas, Maria Raquel
Presenter(s): Marta-Costa, Ana (48_01)
3. *EXPLORING GREEN BOND MARKET IN INDIA: GROWTH CHALLENGES, INFORMATION ASYMMETRY AND THE WAY FORWARD*, Rajhans, Rajni Kant; Rajhans, Kirti
Presenter(s): Rajhans, Rajni Kant (02_03)
4. *“DON’T LEAVE ME BEHIND”, CAN UNIVERSITY EDUCATION ENABLE INDIGENOUS PEOPLE TO ENHANCE ECONOMIC CONTRIBUTION?: A STAKEHOLDERS’ PERSPECTIVE*, Mary Han
Presenter(s): Mary Han (43_02)

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THURSDAY – SEPTEMBER 12, 2024

08:30 – 16:00

08:30 – 16:00	On-site registration desk and information desk
08:30 – 10:30	SESSION 02
10:30 – 11:00	Coffee break
11:00 -13:00	Conference Inauguration
	Welcoming addresses by:
	- Prof. Demetris Vrontis and Prof. Yaakov Weber, <i>Co-Presidents,</i> <i>EuroMed Academy of Business</i>
	- Dr Iacopo Cavallini
11:00 – 11:30	Conference Chair, University of Pisa
	- Michele Conti Mayor of the Municipality of Pisa
	- Professor Giovanni Federico Gronchi Vice-Rector for International Cooperation and Relations, University of Pisa
11:30 – 11:50	Awards Ceremony
11:50 – 13:00	- Meet the Editors Session. Prof. Demetris Vrontis, Prof. Yaakov Weber, Prof. Stefano Bresciani, Prof. Alkis Thrassou, Prof. Rudi Kaufmann, Prof. Sandra Loureiro, Prof. Alberto Ferraris, Professor Aihie Osarenkhoe, Dr. Evangelos Tsoukatos

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08:30 – 16:00

13:00 – 14:00	Lunch break
14:00- 15:30	SESSION 03
15:30 – 16:00	Coffee break

FRIDAY - SEPTEMBER 13, 2024

08:30 – 13:00	On-site registration desk and information desk
08:30 – 10:00	SESSION 05
10:00 – 10:30	Coffee break
10:30 – 12:00	SESSION 06
12:00 - 13:30	SESSION 07
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14:30 – 16:00	SESSION 08

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THURSDAY – SEPTEMBER 12, 2024

SESSION 02: 08:30 – 10:00

SESSION 02 – Track 50: Smart Sustainable Mobility and Competitive Advantage

Room C1

SESSION CHAIR: FERRARIS, ALBERTO

DISCUSSANT: DELISTAVROU, ANTONIA

1. *RISK ASSESSMENT FOR SUSTAINABLE INVESTMENTS*, Toraşan, Süleyman; Scalise, Vittoria; Schittenhelm, Andreas; Pislă, Adrian
Presenter(s): Toraşan, Süleyman; Scalise, Vittoria; Schittenhelm, Andreas (51_19)
2. *SEGMENTATION OF THE ITALIAN E-MOBILITY MARKET. AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR*, Augurio, Alessandro; Castaldi Laura; Yioula, Melanthiou
Presenter(s): Augurio, Alessandro; Castaldi Laura; Yioula, Melanthiou (50_04)
3. *THE ROLE OF BLOCKCHAIN TECHNOLOGY AND ITS IMPACT ON THE BUYER-SUPPLIER RELATIONSHIPS IN THE FOOD SUPPLY CHAIN*, EL Naddaf, Sami; Melanthiou, Yioula, Efthymiou, Leonidas; Christodoulou, Klitos
Presenter(s): EL Naddaf, Sami, (46_03)

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 1

Room D1

SESSION CHAIR: NIKI KYRIAKIDOU

DISCUSSANT: WITKOWSKA, EWA

1. *THE IMPACT OF OPERATION MANAGEMENT CAPABILITY ON ORGANIZATIONAL INNOVATION PERFORMANCE: THE MEDIATION ROLE OF MARKETING PIONEERING ORIENTATION*, Dahan Gavriel; Levi - Blich Michal
Presenter(s): Dahan Gavriel; Levi - Blich Michal (30_01)
2. *TOWARDS BEHAVIORAL TRANSFORMATION INSPIRED BY PANDEMICS*, Adomaviciute - Sakalauske, Karina; Urbonavicius, Sigitas
Presenter(s): Adomaviciute - Sakalauske, Karina (30_03)
3. *HOW CAN SCALES HELP MANAGERS IN DECISION-MAKING?* Hindls, Richard1; Hronová, Stanislava; Marek Luboš
Presenter(s): Hronová, Stanislava (30_15)
4. *LGBTQ-THEMED ADVERTISING: A BIBLIOMETRIC ANALYSIS*, Figueiredo e Silva, Andreia; Loureiro, Sandra Maria Correia
Presenter(s): Figueiredo e Silva, Andreia (51_05)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 02: 08:30 – 10:00

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 2 Room E1

SESSION CHAIR: AVGEROPOULOU AIKATERINI

DISCUSSANT: ATHANASOPOULOU, PINELOPI

1. UNLOCKING NGO SUCCESS: THE STRATEGIC ROLE OF MULTISENSORY MARKETING IN A DYNAMIC GLOBAL ENVIRONMENT, Avgeropoulou Aikaterini; Yioula Melanthiou
Presenter(s): Avgeropoulou Aikaterini; Yioula Melanthiou (01_05)
2. A SYSTEMATIC REVIEW OF ACTIONABLE PROPOSITIONS FOR SUSTAINABLE CONSUMPTION, Amber Elena, Papasolomou Ioanna, Thrassou Alkis, Melanthiou Yioula
Presenter(s): Amber Elena, Papasolomou Ioanna, Thrassou Alkis, Melanthiou Yioula (30_33)
3. INVESTIGATING THE FACTORS DRIVING THE AVOIDANCE OF SECONDARY PROPHYLAXIS PROGRAMS: A CASE STUDY FROM LITHUANIA, Žegunis Kristupas; Rimantas Stašys
Presenter(s): Žegunis Kristupas; Rimantas Stašys (21_01)
4. ADDRESSING THE ATTITUDE-BEHAVIOR GAP IN FASHION INDUSTRY: EARLY ADOPTION OF NEUROMARKETING TECHNIQUES ON GEN Z AND MILLENNIALS, Civera, Chiara; Casalegno, Cecilia; Morelli, Brigida; Rizzo, Cristian
Presenter(s): Morelli, Brigida (30_06)

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 3 Room F1

SESSION CHAIR: JING WANG

DISCUSSANT: EYTAM, ELEANOR

1. EXPLORING THE EFFECTIVENESS OF HUMAN AND VIRTUAL INFLUENCER MARKETING IN THE TOURISM INDUSTRY: HOW DIFFERENT INFLUENCER TYPES SHAPE TRAVEL CHOICES, Santos, Catarina; Franco, Mara; Almeida, Nuno
Presenter(s): Franco, Mara (30_16)
2. INFLUENCER MARKETING: NECESSARY CONDITIONS ANALYSIS, Araújo, Pedro; Franco, Mara; Meneses, Raquel
Presenter(s): Franco, Mara (30_18)
3. THE ADOPTION OF M-COMMERCE AMONG RETAIL SMES, Gopaul, Melanie
Presenter(s): Gopaul, Melanie (42_06)
4. PURCHASE INTENTION OF ECO-FRIENDLY PRODUCTS AMONG GEN Z IN HO CHI MINH CITY'S F&B INDUSTRY, Nguyen Phuc Hung, Huan Minh Nguyen, Dao Thi Tuyet Linh, Ho Thanh Tri
Presenter(s): Nguyen Phuc Hung, Huan Minh Nguyen, Dao Thi Tuyet Linh, Ho Thanh Tri (30_55)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 02: 08:30 – 10:00

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 4 Room G1

SESSION CHAIR: KUSHNIROVICH, NONNA

DISCUSSANT: THEOFANOUS, GIANNIS

1. MAPPING GAMIFICATION IN THE CONSUMPTION CONTEXT: A SYSTEMATIC LITERATURE REVIEW, Gaspar, José Miguel; Loureiro, Sandra Maria Correia; Rosado-Pinto, Filipa
Presenter(s): Gaspar, José Miguel (30_11)
2. DETERMINANT ATTRIBUTES IN THE SMARTPHONES PURCHASE DECISION: AN ANALYSIS OF THE Z AND X GENERATIONS Hoeckesfeld, Lenoir; Lenzi, Fernando César; Behling, Gustavo; Rossetto, Carlos Ricardo
Presenter(s): Lenzi, Fernando César (30_19)
3. DETERMINANT ATTRIBUTES IN THE SMARTPHONES PURCHASE DECISION: AN ANALYSIS OF THE Z AND X GENERATIONS, Hoeckesfeld, Lenoir; Lenzi, Fernando César; Behling, Gustavo; Rossetto, Carlos Ricardo
Presenter(s): Lenzi, Fernando César; Behling, Gustavo (30_10)
4. ADVERTISING IN TIMES OF CRISIS: COMPARING STRATEGIES AND CONSUMER RESPONSES BETWEEN WARTIME AND ROUTINE CONDITIONS, Zimand-Sheiner, Dorit; Kol, Ofrit; Oleinik, Itay; Levy, Shalom
Presenter(s): Zimand-Sheiner, Dorit; Kol, Ofrit; Levy, Shalom (06_04)

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 5 Room H1

SESSION CHAIR: CHEMLI, SAMIHA

DISCUSSANT: MARIO OSSORIO

1. SUSTAINING SUSTAINABILITY: WHAT MAKES IT DIFFICULT FOR CONSUMERS TO SUSTAIN SUSTAINABLE FOOD PRACTICES, Apostolidis, Chrysostomos; Rodrigo, Padmali; Singh, Pallavi
Presenter(s): Apostolidis, Chrysostomos (30_27)
2. THE ROLE OF CO-CREATION OF SOCIALLY SUSTAINABLE ACTIVITIES AND USER-GENERATED CONTENT: AN EXPLORATORY STUDY INTO GENERATION Z CONSUMERS’ WELL-BEING, Emmanouela Kokkinopoulou, Ioanna Papasolomou, Lucia Porcu
Presenter(s): Emmanouela Kokkinopoulou (30_21)
3. PROMOTING CORPORATE SOCIAL RESPONSIBILITY: THE IMPACT OF ENVIRONMENTAL DISCLOSURES ON GENERATION Z’S PURCHASE INTENTIONS—A SHEIN CASE STUDY, Zimand-Sheiner, Dorit; Lissitsa, Sabina
Presenter(s): Lissitsa, Sabina; Zimand-Sheiner, Dorit (08_08)
4. MARKETING STRATEGIES AND INTERFACES WITH ACCOUNTING AND CORPORATE FINANCE: A SYSTEMATIC LITERATURE REVIEW, Dimitropoulos, Panagiotis; Koronios, Konstantinos;
Presenter(s): Koronios, Konstantinos (30_23)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 02: 08:30 – 10:00

SESSION 02 – Track 16: Entrepreneurship from a Different Perspective 1

Room N1

SESSION CHAIR: GIOVANIS, APOSTOLOS

DISCUSSANT: STAŠYS, RIMANTAS

1. *SUPPORT OF FEMALE ENTREPRENEURSHIP AT GERMAN UNIVERSITIES – A QUALITATIVE ANALYSIS OF SUPPORT CONCEPTS*, Ladwig, Désirée H.; Wohler, Marleen J.; Domsch, Michel E.
Presenter(s): Ladwig, Désirée H.; Domsch, Michel E. (16_01)
2. *THE STARTUP DILEMMA OF MARKET EXPANSION*, Zif Jehiel
Presenter(s): Zif Jehiel (16_10)
3. *ANTECEDENTS, CHARACTERISTICS AND OUTCOMES OF AMBIDEXTERITY IN FAMILY BUSINESS: A SYSTEMATIC FRAMEWORK*, Catalani, Alisea
Presenter(s): Catalani, Alisea (17_02)

SESSION 02 – Track 16: Entrepreneurship from a Different Perspective 2

Room O1

SESSION CHAIR: DEMARCHI, LARA

DISCUSSANT: KOGETSIDIS, HARR

1. *THE CHALLENGES OF WOMEN IMMIGRANT WORKER: A PROPOSAL BY ENTREPRENEURSHIP WITH ITS MOTIVATION AND CHALLENGES*, Lachapelle, Nathalie
Presenter(s): Lachapelle, Nathalie (16_12)
2. *THE DETERMINANTS OF NEW BUSINESS DESTINY IN THE WORLD: COMPARATIVE ANALYSES*, Mardanov Ismatillo
Presenter(s): Mardanov Ismatillo (16_20)
3. *MENTORING THE NEXT GENERATION TO PROMOTE INTRAPRENEURSHIP AND SUCCESSION IN FAMILY ENTERPRISES*, Hela Chebbi; Eric Michael Laviolette
Presenter(s): Hela Chebbi (17_03)
4. *ELEVATING AUDIT QUALITY: A SYSTEMATIC FRAMEWORK FOR RISK ASSESSMENT*, Cohen, Alon; Kantor, Jeffrey; Levy, Shalom
Presenter(s): Cohen, Alon; Levy, Shalom (01_31)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 02: 08:30 – 10:00

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 6 Room P1

SESSION CHAIR: AMITRANO, CRISTINA CATERINA

DISCUSSANT: KOUROUPI, NANSY

1. *THE IMPACT OF SOURCE CREDIBILITY, TIE STRENGTH AND HOMOPHILY IN DIVERSE AND INCLUSIVE MICRO SOCIAL MEDIA INFLUENCER CAMPAIGNS: A COMPARISON BETWEEN THE GENERATION Z LGBTQ+ COMMUNITIES IN THE UK AND CHINA*, Xiaoxue, Wang; Daniella, Ryding; Gianpaolo, Vignali; Jack Waverley
Presenter(s): Xiaoxue, Wang (30_09)
2. *THE ROLE OF EMOTIONS IN MARKETING: A BUSINESS PERSPECTIVE*, Solon Magrizos; Katerina Kampouri; Minas N. Kastanakis
Presenter(s): Solon Magrizos (30_24)
3. *EXPLORE THE INFLUENCE OF DIGITAL MARKETING IN THE ENVIRONMENTAL REVERSE SOCIALIZATION OF THE FAMILY A COMPARATIVE STUDY BETWEEN GREECE AND GERMANY*, Lenakaki Maria; Kapoulas Alexandros; Tudor Edu
Presenter(s): Lenakaki Maria (30_22)
4. *CUSTOMER ENGAGEMENT ON E-MARKETPLACE CONVERSATION: LAZADA THAILAND*, Thongmak, Mathupayas
Presenter(s): Thongmak, Mathupayas (01_02)

COFFEE BREAK: 10:00 – 10:30

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THURSDAY – SEPTEMBER 12, 2024

SESSION 03: 14:00 – 15:30

SESSION 03 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 7

Room C1

SESSION CHAIR: APOSTOLIDIS, CHRYSOSTOMOS

DISCUSSANT: SCALISE, VITTORIA

1. *ARTIFICIAL INTELLIGENCE TO FOSTER (MULTI)-STAKEHOLDER MARKETING: A SYSTEMATIC LITERATURE REVIEW*, Civera, Chiara; Ferraris, Alberto; Tamiazzo, Mattia; Chiaudano, Valentina
Presenter(s): Ferraris, Alberto (30_20)
2. *HOW JAPANESE SHOPPING STREETS CAN BE REVITALIZED: AN EXPLORATION FROM A DYNAMIC CAPABILITIES PERSPECTIVE*, Tran, Thi Tuyet Nhung
Presenter(s): Tran, Thi Tuyet Nhung (01_26)
3. *THE SIGNIFICANCE OF B2C LOCAL, SMALL OWNER-MANAGED STORES IN THE AGE OF DIGITALIZATION IN GERMANY*, Sperry, Katharina
Presenter(s): Sperry, Katharina (30_07)
4. *EUROPEANS’ INTENTIONS TO BUY COSMETICS AND DETERGENTS CONTAINING RECYCLED CO2: AN EXPANDED TPB APPROACH*, Delistavrou, Antonia; Tilikidou, Irene; Papaioannou, Eugenia
Presenter(s): Delistavrou, Antonia; Tilikidou, Irene (30_14)

SESSION 03 - Track 22: Sustaining today’s Tourism Growth 1

Room D1

SESSION CHAIR: KUSHNIROVICH, NONNA

DISCUSSANT: WITKOWSKA, EWA

1. *SURFING THE SERVICE GAP: A STUDY ON MANAGERIAL AND GUEST PERSPECTIVES IN PORTUGUESE SURF HOSTELS*, Tretin, Sebastian; Cavalinhos, Sílvia
Presenter(s): Cavalinhos, Sílvia (22_08)
2. *ARE GEN Z TRAVELLERS REALLY SUSTAINABLE? THE PERCEPTION OF SUSTAINABILITY IN HOTEL CHOICES*, Grechi, Daniele; Minazzi, Roberta.
Presenter(s): Grechi, Daniele; Minazzi, Roberta (22_09)
3. *THE ASYMMETRIC EFFECTS OF MULTI-ATTRIBUTES EXTRACTED FROM ONLINE REVIEWS ON HOTEL RATINGS: THE ROLE OF CULTURE*, Giovanis, Apostolos; Athanasopoulou, Pinelopi; Papakyriakopoulos Dimitrios; Choustoulakis, Emmanouil
Presenter(s): Giovanis, Apostolos; Athanasopoulou, Pinelopi (26_07)
4. *RESIDENTS’ SUPPORT FOR TOURISM DEVELOPMENT: INFLUENCES OF THE THEORY OF PLANNED BEHAVIOR AND LOCAL ONLINE COMMUNITY ENGAGEMENT*, Dao Thi Tuyet Linh, Nguyen Phuc Hung, Ho Thanh Tri
Presenter(s): Dao Thi Tuyet Linh, Nguyen Phuc Hung, Ho Thanh Tri (22_00)

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THURSDAY – SEPTEMBER 12, 2024
SESSION 03: 14:00 – 15:30

SESSION 03 – Track 16: Entrepreneurship from a Different Perspective ³

Room E1

SESSION CHAIR: KOUROUPI, NANSY

DISCUSSANT: YIAPANAS, GEORGE

1. SPONSORSHIP, BRAND EQUITY AND SMES: A QUANTITATIVE STUDY, Konstantinos Koronios; Lazaros Ntasis ; Alkis Thrassou; John Douvis; Athanasios Strigkas; Andreas Papadopoulos
Presenter(s): Konstantinos Koronios; Alkis Thrassou (42_01)
2. SMALL STEPS, BIG IMPACT: ESG REPORTING IN EUROPEAN SMES, Sfountouri, Despoina (Sheila); Antonaras, Alexandros; Cormican, Kathryn; Sampaio, Suzana
Presenter(s): Antonaras, Alexandros (42_07)
3. DEVELOPING A RESILIENT MODEL FOR WOMEN-LED SMES: INTEGRATING SUSTAINABILITY AND FLEXIBILITY, Chowdhury, A.; Kyriakidou, N.; Shafique, S. and Ankowska A. Matillo
Presenter(s): Kyriakidou, N. (42_09)
4. SOCIAL ENTERPRISE MARKETING AND ARTIFICIAL INTELLIGENCE: FROM THE STATE OF THE ART TO THE FUTURE TRAJECTORIES, Iaia, Lea; Scuotto, Veronica; Davide Canavesio; Marco Pironti
Presenter(s): Iaia, Lea (16_21)

SESSION 03 – Track 30: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment ⁸ **Room F1**

SESSION CHAIR: AMITRANO, CRISTINA CATERINA

DISCUSSANT: HELA CHEBBI

1. THE EFFECT OF THE NUMBER OF CONTROLS ON USER PERCEPTION OF INTERACTIVE PRODUCTS, Eytam, Eleanor
Presenter(s): Eytam, Eleanor (01_03)
2. DETERMINING ATTRIBUTES IN THE SMARTPHONE PURCHASE DECISION: ANALYSIS OF CONSUMERS FROM THE X, Y AND Z GENERATIONS, Hoeckesfeld, Lenoir; Lenzi, Fernando César; Boeing, Ricardo; Behling, Gustavo
Presenter(s): Lenzi, Fernando César (30_10)
3. THE HOUSEHOLD FOOD WASTE SORTING BEHAVIOR: LITHUANIAN CASE STUDY, Stašys, Rimantas; Švažė, Dovilė
Presenter(s): Stašys, Rimantas (20_02)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 03: 14:00 – 15:30

SESSION 03 – Track 16: Entrepreneurship from a Different Perspective 5

Room G1

SESSION CHAIR SOLON MAGRIZOS

DISCUSSANT: MARIO OSSORIO

1. *INNOVATION ACROSS CULTURES: EXPLORING THE INTERSECTION OF INTERNATIONAL ENTREPRENEURSHIP, TECHNOLOGIES, AND INTERCULTURAL DYNAMICS*, Secinaro, Filomena Silvana; Oppioli, Michele; Demarchi, Lara; Novotny, Ota
Presenter(s): Demarchi, Lara (16_07)
2. *THE ROLE OF FEMALE ENTREPRENEURS IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS IN DEVELOPING COUNTRIES: CASE STUDY NIGERIA AND THAILAND*, Mercy McDonald; Walaipan Charoenrajabhakdi; Hans Rüdiger Kaufmann
Presenter(s): Walaipan Charoenrajabhakdi; Mercy McDonald; Hans Rüdiger Kaufmann (16_13)
3. *SUPPORT OF FEMALE ENTREPRENEURSHIP AT GERMAN UNIVERSITIES – A QUALITATIVE ANALYSIS OF SUPPORT CONCEPTS*, Ladwig, Désirée H.; Wohler, Marleen J.; Domsch, Michel E.
Presenter(s): Ladwig, Désirée H. (16_01)
4. *DEALING WITH COMPLEXITY – THE CONTRIBUTION OF PARTICIPATORY MODELLING APPROACHES TO PROBLEM-SOLVING*, Kogetsidis, Harry
Presenter(s): Kogetsidis, Harry (37_06)

SESSION 03 - Track 22: Sustaining today's Tourism Growth 2

Room H1

SESSION CHAIR: DAHAN GAVRIEL

DISCUSSANT: MARY HAN

1. *OPPORTUNITIES FOR DEVELOPMENT OF SLOW TOURISM IN POL'ANA BIOSPHERE RESERVE*, Sýkorová Katarína; Vaňová Anna, Katarína Vitálišová
Presenter(s): Sýkorová Katarína; Vaňová Anna, Katarína Vitálišová (22_16)
2. *INVESTIGATING THE TRAVEL BEHAVIOUR OF PEOPLE WITH DISABILITIES USING THE HEALTH BELIEF MODEL (HBM)*, Theofanous, Giannis; Grigoriou, Markella; Stylianou, Christiana; Sakka, Georgia; Thrassou, Alkis
Presenter(s): Theofanous, Giannis; Sakka, Georgia; Thrassou, Alkis (22_21)
3. *ASSESSING THE INTEGRATION OF ACCESSIBLE TOURISM CONTENT IN CYPRUS' HIGHER EDUCATION: THE CASE OF HOSPITALITY AND TOURISM PROGRAMS*, Theofanous, Giannis; Sakka, Georgia
Presenter(s): Theofanous, Giannis; Sakka, Georgia (22_22)
4. *DRIVERS OF THE ADOPTION OF CIRCULAR ECONOMY PRACTICES AMONGST TOURISTS IN A MATURE NATURE-ORIENTED DESTINATION: CASE STUDY ON THE ARCHIPELAGO OF MADEIRA*, Almeida, António; Franco, Mara
Presenter(s): Almeida, António; Franco, Mara (15_01)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 03: 14:00 – 15:30

SESSION 03 - Track 23: The Power of Human Resources in Business and Society 3

Room N1

SESSION CHAIR: LEVI - BLIECH MICHAL

DISCUSSANT: SCHINZEL, URSULA

1. *HARNESSING TALENT IN A TURBULENT GLOBAL ERA: A CONCEPTUAL FRAMEWORK FOR BUSINESS TRANSFORMATION SUCCESS*, Kanakoglou, Konstantinos; Kafetzopoulos Dimitrios; Goudetsidou Maria
Presenter(s): Kanakoglou, Konstantinos (23_03)
2. *HOW DO MEANINGFUL WORK AND ALIGNMENT WITH ORGANIZATIONAL VALUES AFFECT ORGANIZATIONAL CITIZENSHIP BEHAVIOR?*, Kidron, Aviv; Vinarski-Peretz, Hedva
Presenter(s): Vinarski-Peretz, Hedva; Kidron, Aviv (23_08)
3. *MOTIVATION TO CONTINUE WORKING BEYOND RETIREMENT AGE AMONG WHITE COLLAR EMPLOYEES*, Vinarski-Peretz, Hedva; Kidron, Aviv; Paz, Natalie
Presenter(s): Vinarski-Peretz, Hedva; Kidron, Aviv (23_09)
4. *THE MEDIATING ROLE OF PSYCHOLOGICAL EMPOWERMENT IN THE RELATIONSHIP BETWEEN INCLUSIVE LEADERSHIP AND EMPLOYEES' INNOVATIVE BEHAVIOUR IN A SAFE PSYCHOLOGICAL ENVIRONMENT*, Pauliene Rasa; Tamasevicius Virginijus; Kasnauskiene Gindrute; Stankeviciene Asta; Raudone Odeta; Puslyte Greta
Presenter(s): Pauliene Rasa; Kasnauskiene Gindrute (23_21)

COFFEE BREAK: 15:30 – 16:00

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SESSION 04: 16:00 – 17:30

SESSION 04 - Track 22: Sustaining today's Tourism Growth 3

SESSION CHAIR: APOSTOLIDIS, CHRYSOSTOMOS

Room C1

DISCUSSANT: SCALISE, VITTORIA

1. SATISFYING HOTEL CUSTOMERS ACCORDING TO THEIR CULTURE: AN ANALYSIS OF ONLINE REVIEWS, Athanasopoulou, Pinelopi; Giovanis, Apostolos; Gdonteli, Krinanthi; Choustoulakis, Emmanouil
Presenter(s): Athanasopoulou, Pinelopi; Giovanis, Apostolos; Gdonteli, Krinanthi (22_18)
2. DIGITALISATION COST OF MANAGERIAL PROCESSES IN THE GREEK HOSPITALITY INDUSTRY: THE CASE OF HOTEL UNITS IN CRETE ISLAND. Varvaropoulos, Konstantinos; Chatzipetrou Evrikleia
Presenter(s): Varvaropoulos, Konstantinos (22_19)
3. ENHANCING TOURISM THROUGH METAVERSE AND AI: A SHIFT TOWARDS DIGITAL CUSTOMER CENTRIC EXPERIENCES, Kouroupi, Nansy; Metaxas, Theodore
Presenter(s): Kouroupi, Nansy (22_20)
4. RESIDENTS' SUPPORT FOR TOURISM DEVELOPMENT: INFLUENCES OF THE THEORY OF PLANNED BEHAVIOR AND LOCAL ONLINE COMMUNITY ENGAGEMENT, Dao Thi Tuyet Linh, Nguyen Phuc Hung, Ho Thanh Tri
Presenter(s): Dao Thi Tuyet Linh, Nguyen Phuc Hung, Ho Thanh Tri (22_60)

SESSION 04 – Track 16: Entrepreneurship from a Different Perspective 4

SESSION CHAIR: ANTONELLA ANGELINI

Room D1

DISCUSSANT: EMMANOUELA KOKKINOPOULOU

1. GREEN AND SUSTAINABLE ENTREPRENEURSHIP IN THE FOOTWEAR INDUSTRY: THE PORTUGUESE EXPERIENCE, Escórcio, Ana Karina; Reis, Beatriz; Portela, Joana; Rua, Orlando Lima
Presenter(s): Rua, Orlando Lima (16_04)
2. SOCIAL BUSINESS ENTREPRENEUR'S MINDMAP: COGNITIVE ELEMENTS AND THE DEVELOPMENT OF ENTREPRENEURIAL OPPORTUNITIES, Ardigó, Emanuelle Beatriz Westphal; Behling, Gustavo; Lenzi, Fernando César; Rossetto, Carlos Ricardo, Ardigó, Carlos Marcelo
Presenter(s): Lenzi, Fernando César (16_06)
3. THE EFFECT OF INDUSTRY 4.0 ON ENTREPRENEURIAL ECOSYSTEMS: AN INTERNATIONAL PERSPECTIVE, Pino, Magali; Hussler, Caroline; Ferraris, Alberto
Presenter(s): Pino, Magali; Ferraris, Alberto (01_13)

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SESSION 04 – Track 16: Entrepreneurship from a Different Perspective⁵

SESSION CHAIR: ALON; LEVY

Room E1

DISCUSSANT: MELANTHIOU, Y.

1. *SHAPING TOMORROW'S ENTREPRENEURS: INSIGHTS AND INNOVATIONS FROM THE ERASMUS+ ENTREPRENEURSHIP TRAINING PROGRAMME*, Melanthiou, Y., Triga, V., Ferreira Dias, M., Amorim, M., Alves, M., Gomes, I., Meireles, G., Ribeiro, A.L., Bratitsis, T., Daubariene, A., Daunoriene, A., and Ryciuk, U.
Presenter(s): Melanthiou, Y., Triga, V., Ferreira Dias, M., Amorim, M., Alves, M., Gomes, I., Meireles, G., Ribeiro, A.L., Bratitsis, T., Daubariene, A., Daunoriene, A., and Ryciuk, U. (16_22)
2. *BUYER-SUPPLIER'S TRUST RELATIONSHIPS AND SOCIAL BONDING MECHANISMS IN THE SMALL AND MEDIUM ENTERPRISES: INVESTIGATING THE IMPACT AND UTILIZATION OF BLOCKCHAIN TECHNOLOGY*, EL Naddaf, Sami; Melanthiou, Yioula, Efthymiou, Leonidas; Christodoulou, Klitos; Ready, Tony;
Presenter(s): EL Naddaf, Sami (42_03)
3. *CROSS-BORDER M&AS AND R&D INVESTMENT: THE ROLE OF FAMILY OWNERSHIP*, Mario Ossorio
Presenter(s): Mario Ossorio (17_04)
4. *DECENTRALIZED FINANCE: BIBLIOMETRIC AND CONTENT ANALYSIS*, Szrajber, Bentzi; Alon, Ilan; Levy, Shalom
Presenter(s): Levy, Shalom; Szrajber, Bentzi (11_03)

SESSION 04 – Track 46: Technology Management

SESSION CHAIR: AVGEROPOULOU AIKATERINI

Room F1

DISCUSSANT: DINA VAN DIJK

1. *DEVELOPING AUGMENTED REALITY WITHIN E-COMMERCE PLATFORMS : A STRATEGIC RESOURCE FOR CREATING VALUE*, Alan REITER; Jean-Pierre MOULINE; Hélène YILDIZ
Presenter(s): Jean-Pierre Mouline (46_01)
2. *ROBOTIC PROCESS AUTOMATION AS AN INTEGRAL PART OF DIGITAL TRANSFORMATION*, Farmakis Timoleon; Alexandri Eleni; Doukidis Georgios
Presenter(s): Farmakis Timoleon (46_05)
3. *STRENGTHENING COMPETENCES TO ENHANCE PROFESSIONAL MOBILITY IN THE EXPLOSIVES SECTOR*, Jose Gois
Presenter(s): Jose Gois (50_01)

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THURSDAY – SEPTEMBER 12, 2024
SESSION 04: 16:00 – 17:30

SESSION 04 - Track 23: The Power of Human Resources in Business and Society 1

Room G1

SESSION CHAIR: MELANTHIOU YIOULA

DISCUSSANT: MENESES, RAQUEL

1. *IMPACT OF ORGANIZATIONAL CULTURES ON EMPLOYEE WORK AND ORGANIZATIONAL ENGAGEMENT*, Meneses, Raquel; Aguiar, Joana
Presenter(s): Meneses, Raquel; Aguiar, Joana (23_13)
2. *DESIGNING HRM PROCESSES FOR COMMON GOOD: CASES FROM INDIA*, Varkkey, Biju; Shah, Virangi
Presenter(s): Varkkey, Biju (23_05)
3. *DIGITAL TRANSFORMATION: UNVEILING THE IMPACT OF DIGITAL SHOPPING ON EMPLOYEE COMMITMENT*, Böhne, Lennard; Tirrel, Henning
Presenter(s): Böhne, Lennard (23_07)
4. *HOW TO REAWAKENING WORK PASSION AFTER COVID-19 PANDEMIC?*, Aviv Kidron; Hedva Vinarski-Peretz
Presenter(s): Aviv Kidron (47_01)

SESSION 04 - Track 23: The Power of Human Resources in Business and Society 1

Room H1

SESSION CHAIR: TESTA, GINEVRA

DISCUSSANT: FIORE, MARIANTONIETTA

1. *FROM CLASSROOM TO WORKPLACE: ASSESSING EMPLOYMENT OUTCOMES FOR GRADUATES WITH ICT AND DIGITAL SKILLS FROM EUROPEAN UNIVERSITIES*, Del Val Roman, Jose Luis; Chemli, Samiha; Díez, Fernando;
Presenter(s): Chemli, Samiha (29_06)
2. *IDENTITY PATTERNS, WORKPLACE ENGAGEMENT AND WORKPLACE BELONGINGNESS AMONG ARABS IN ISRAEL*, Shdema, Ilan; Sharabi, Moshe
Presenter(s): Shdema, Ilan (39_02)
3. *FROM CLASSROOM TO WORKPLACE: ASSESSING EMPLOYMENT OUTCOMES FOR GRADUATES WITH ICT AND DIGITAL SKILLS FROM EUROPEAN UNIVERSITIES*, Del Val Roman, Jose Luis; Chemli, Samiha; Díez, Fernando
Presenter(s): Chemli, Samiha (29_06)
4. *LONG-HOUR WORK CULTURE AND ITS EFFECTS ON PARENTAL LEAVE: UNDERSTANDING GENDER-SPECIFIC IMPACTS*, Jing Wang
Presenter(s): Jing Wang (____)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 04: 16:00 – 17:30

SESSION 04 - Track 12: Diversity and Gender in Organizations

Room N1

SESSION CHAIR: DAHAN GAVRIEL

DISCUSSANT: DINA VAN DIJK

1. SCIENCE MAPPING ON GENDER PARITY LAW AND POLITICAL EQUALITY: EMPHASIS ON PORTUGUESE GOVERNMENTS STUDIES, Liliansa Marques Pimentel; Adriana Carvalho; Ricardo Joaquim
Presenter(s): Liliansa Marques Pimentel (12_07)
2. THE INTERPLAY OF PERCEIVED DIVERSITY, EQUITY, WORK ENGAGEMENT, AND PERFORMANCE: A SEQUENTIAL MEDIATION MODEL, Sahasrabudhe, Swarali; Garg, Pooja; Elama, Anisha
Presenter(s): Sahasrabudhe, Swarali; Elama, Anisha (12_09)
3. EMBRACING NEURODIVERSITY: A CASE STUDY OF DIVERSITY AND INCLUSION STRATEGY AT SKY BETTING AND GAMING UK, Niki Kyriakidou, Baynham, Ian; Chinta, Alfred
Presenter(s): Niki Kyriakidou, Baynham, Ian (12_10)

SESSION 04 - Track 22: Sustaining today's Tourism Growth 3

Room O1

SESSION CHAIR: GRECHI, DANIELE

DISCUSSANT: TAMBURRINI, RITA

1. AUTHENTIC PRIDE AND MUSEUM APPEAL: A POTENT MIX FOR BOOSTING SUGGESTIONS, Loureiro, Sandra Maria Correia; Silva, Andreia;
Presenter(s): Silva, Andreia M. (22_12)
2. HOST SCALING AND REVENUE MANAGEMENT: IS THERE A LINK?, Sainaghi, Ruggero; Abrate Graziano
Presenter(s): Sainaghi, Ruggero (22_03)
3. CAPACITY BUILDING IN THE HOSPITALITY INDUSTRY IN THE MAGHREB REGION, Hans Rüdiger Kaufmann, Dolores Sanchez Bengoa,
Presenter(s): Hans Rüdiger Kaufmann, Dolores Sanchez Bengoa, Derya Dogan (22_23)
4. SUSTAINABLE ENTREPRENEURSHIP - FROM SOCIAL NEEDS TO BUSINESS: THE SMARTWAY EXPERIENCE, Massacci, Alberto; Casprini, Elena; Palumbo, Rocco; Zanni, Lorenzo
Presenter(s): Massacci, Alberto; Zanni, Lorenzo (22_17)

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THURSDAY – SEPTEMBER 12, 2024

SESSION 04: 16:00 – 17:30

SESSION 04 - Track 23: The Power of Human Resources in Business and Society 2

Room P1

SESSION CHAIR: KONSTANTINOS KORONIOS

DISCUSSANT: DEMARCHI, LARA

1. *HR BEYOND HR: THE DEVELOPMENT OF NEW METRICS TO ASSESS HR ACTIVITIES IMPACT*, Di Prima, Christian; Ferraris, Alberto
Presenter(s): Di Prima, Christian; Ferraris, Alberto (23_06)
2. *ETHICAL IMPLICATIONS IN THE APPLICATION OF AI IN HRM: A SYSTEMATIC LITERATURE REVIEW*, Gola, Maria Silvia; Ferraris, Alberto; Perotti, Francesco Antonio
Presenter(s): Gola, Maria Silvia; Ferraris, Alberto (23_19)
3. *WORK AND ORGANIZATION ENGAGEMENT AMONG PUBLIC AND PRIVATE SECTOR EMPLOYEES WITHIN THE HYBRID WORK MODEL*, Hedva Vinarski Peretz; Aviv Kidron
Presenter(s): Hedva Vinarski Peretz; Aviv Kidron (40_05)

SESSION 04 - Track 22: Sustaining today's Tourism Growth 3

Room Q1

SESSION CHAIR: MARY HAN

DISCUSSANT: OSARENKHOE, AIHIE

1. *USER, VISITOR, CUSTOMER OR STAKEHOLDER EXPERIENCE?: A SYSTEMATIC LITERATURE REVIEW ON THE EXPERIENCE IN THE MUSEUM CONTEXT*, Sawczuk, Magdalena;
Presenter(s): Sawczuk, Magdalena (22_14)
2. *SPORTS TOURISM IN LUXEMBOURG: PASSION, PERSEVERANCE, AND ARTIFICIAL INTELLIGENCE (AI) – WHAT IS THE TRANSFORMATIONAL INFLUENCE OF AI ON SPORTS TOURISM IN LUXEMBOURG?*, Schinzel, Ursula
Presenter(s): Schinzel, Ursula (22_02)
3. *SAFETY AND SECURITY IN A TOURISM DESTINATION: PREVENTION OF CRIME AND THE SELF-PROTECTIVE BEHAVIOUR IN ZADAR COUNTY (CROATIA)*, Klarin Tomislav; Krce Miočić Božena; Marić Ivana
Presenter(s): Klarin Tomislav (22_11)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 05: 08:30 – 10:00

SESSION 05- Track 23: The Power of Human Resources in Business and Society 4

Room C1

SESSION CHAIR: CHEMLI, SAMIHA

DISCUSSANT: BAYNHAM, IAN

1. *HOW TO ATTRACT AND RETAIN NURSES: WORK-FAMILY AND JOB CONTROL ISSUES*, Diane-Gabrielle Tremblay
Presenter(s): Diane-Gabrielle Tremblay (23_01)
2. *MANAGEMENT IN THE PUBLIC SECTOR: ATTRACTING/RETAINING POLICIES AND EMPLOYER BRANDING TO REDUCE THE GAP WITH THE PRIVATE SECTOR*, Sparapani, Devid; Palmucci, Dario Natale; Santoro, Gabriele
Presenter(s): Palmucci, Dario Natale; Santoro, Gabriele (23_17)
3. *PAST TRENDS AND FUTURE DIRECTIONS IN GREEN HUMAN RESOURCE MANAGEMENT RESEARCH: A BIBLIOMETRIC ANALYSIS*, Sungaile, Ugne; Stankeviciene, Asta
Presenter(s): Sungaile, Ugne (23_15)
4. *TEACHERS' BURNOUT SYNDROME IN PUBLIC SPECIAL SCHOOLS IN GREECE IN THE POST COVID 19 ERA*, Gdonteli, Krinanthi; Athanasopoulou, Pinelopi; Mantzari, Georgia
Presenter(s): Gdonteli, Krinanthi; Athanasopoulou, Pinelopi (40_08)

SESSION 05– Track 13: Issues on Economics and Finance 1

Room D1

**SESSION CHAIR: AGGELOPOULOS STAMATIS
GIANNIS**

DISCUSSANT: THEOFANOUS,

1. *BENEFIT OR BURDEN? EXAMINING ECONOMIC IMPACT OF IMMIGRATION FOR THE HOST COUNTRY UNDER NEW CIRCUMSTANCES*, Kasnauskiene, Gindrute; Grubliauskyte, Digna; Pauliene, Rasa; Preidys, Saulius
Presenter(s): Kasnauskiene, Gindrute; Pauliene, Rasa (13_01)
2. *BEYOND TRADITIONAL BUDGETING: A CRITICAL ANALYSIS OF CONTEMPORARY PRACTICES IN GERMAN CORPORATIONS*, Benzenhöfer, Niklas; Kraus, Patrick; Buchner, Markus; Schlegel, Dennis
Presenter(s): Kraus, Patrick; Schlegel, Dennis (18_09)
3. *EXPLORING THE INTERSECTION BETWEEN LUXURY FASHION AND SUSTAINABILITY. A BIBLIOMETRIC ANALYSIS*, Augurio, Alessandro; Castaldi, Laura; Melanthiou, Yioula
Presenter(s): Augurio, Alessandro; Castaldi, Laura; Melanthiou, Yioula (15_05)
4. *THE DIGITAL TRANSFORMATION IN THE BANKING SECTOR. A FOCUS ON ITALIAN RETAIL BANKS*, Antonella Angelini, Paolo Graziani
Presenter(s): Antonella Angelini (19_02)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 05: 08:30 – 10:00

SESSION 05 – Track 13: Issues on Economics and Finance 2

Room E1

SESSION CHAIR: NIKI KYRIAKIDOU

DISCUSSANT: TAMBURRINI, RITA

1. *FINANCING OPPORTUNITIES FOR FIRMS: DO SUSTAINABILITY AND DIGITALIZATION- RELATED ISSUES MATTER?*, Bernini, Francesca; Ferretti, Paola; Martino, Pierluigi
Presenter(s): Martino, Pierluigi (19_06)
2. *DOES CORPORATE REAL ESTATE INVESTMENT MATTER FOR RETAIL COMPANIES? EVIDENCE AFTER THE PANDEMIC*, Lucia Gibilaro; Gianluca Mattarocci
Presenter(s): Gianluca Mattarocci (18_14)
3. *BEYOND CASH: ANALYZING COVID-19'S INFLUENCE ON US DIGITAL PAYMENT ADOPTION*, Graziano, Elvira Anna; Musella, Flaminia; Petroccione, Gerardo;
Presenter(s): Petroccione, Gerardo (19_07)
4. *GROWTH HACKING FOR SMES RESILIENCE AND INTERNATIONALIZATION: EXPLORING STRATEGIES, IMPACTS, AND OPPORTUNITIES FOR ACCELERATED GROWTH*, Macca, Luca Simone; Santoro, Gabriele
Presenter(s): Santoro, Gabriele (19_07)

SESSION 05– Track 13: Issues on Economics and Finance 3

Room G1

SESSION CHAIR: FIORE, MARIANTONIETTA

DISCUSSANT: OSARENKHOE, AIHIE

1. *AGENCY AND STEWARDSHIP PERSPECTIVES: EVALUATING THE IMPACT OF PROMOTER AND NON-PROMOTER DIRECTORS' PAY ON FIRM PERFORMANCE*, Prateek Bedi; Smita Ramakrishna; Kalpakam Gopalakrishnan
Presenter(s): Smita Ramakrishna (18_07)
2. *FINANCIAL RESILIENCE OF MANUFACTURING SMALL AND MEDIUM ENTERPRISES IN PORTUGAL*, Liliana Marques Pimentel; Adriana Barreto
Presenter(s): Liliana Marques Pimentel (01_21)
3. *THE IMPACT OF EARNINGS MANAGEMENT ON PERFORMANCE EUROPEAN BANKING: THE MODERATING EFFECT OF ESG*, Ricardo Joaquim; Liliana Marques Pimentel; Catarina Proença
Presenter(s): Liliana Marques Pimentel (19_03)
4. *INDUSTRIAL SYMBIOSIS AND CIRCULAR ECONOMY UNDER THE FRAMEWORK OF INDUSTRY 4.0*, Keçi, Ina; Mbrica, Ani
Presenter(s): Keçi, Ina; Mbrica, Ani (15_02)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 05: 08:30 – 10:00

SESSION 05 – Track 32: Innovation in Business and Society 1

Room H1

SESSION CHAIR: KRAMER, MICHAEL PAUL

DISCUSSANT: BAYNHAM, IAN

1. *USING WEB SCRAPING FOR BUSINESS MARKET RESEARCH IN THE TRAVEL INDUSTRY*, Ahmadzai, Sameera; Endress, Tobias
Presenter(s): Endress, Tobias (24_02)
2. *CRISIS PREVENTION AND MANAGEMENT IN PUBLICLY-OWNED COMPANIES*, Serluca, Maria Carmela
Presenter(s): Serluca, Maria Carmela (40_04)
3. *INTEGRATED PLAN OF ACTIVITIES AND ORGANIZATION (PIAO) AND PUBLIC VALUE, A SYNERGY WITH DIFFERENT INTERPRETATIONS*, Simoni, Stefania; Russo, Salvatore
Presenter(s): Simoni, Stefania (40_10)
4. *IMPRESSION MANAGEMENT IN AN ENVIRONMENTAL CATASTROPHE: CORPORATE REPORT ANALYSIS*, Correa, Aryane; Góis, Cristina
Presenter(s): Correa, Aryane; Góis, Cristina (01_11)

SESSION 05 – Track 43: Social Issues in Business and Management 1

Room O1

SESSION CHAIR: FIORINI, NICCOLÒ

DISCUSSANT: ANTONINO GALATI

1. *INCLUSIVE CULTURAL EXPERIENCES: AN EXPLORATORY INVESTIGATION OF METAVERSE ENHANCING EXPERIENCES FOR CUSTOMERS WITH DISABILITIES*, Bagnato, Giovanna; Amitrano, Cristina Caterina; Giachino, Chiara; Bargoni
Presenter(s): Bagnato, Giovanna; Amitrano, Cristina Caterina (43_04)
2. *GREEK NURSING HOMES IN TURBULENCE: THE INTERPLAY OF SUSTAINABILITY, RESILIENCE, AND IMPACT*, Kyriakopoulos Panagiotis; Georgiou Andreas; Salavou, Eleni; Petropoulou Eleftheria; Sofikitis Emmanouil; Mamakou Xenia.
Presenter(s): Kyriakopoulos Panagiotis; Georgiou Andreas; Salavou, Eleni; Mamakou Xenia. (43_03)
3. *OVERCOMING EVIL WITH GOOD: THE ROLE OF NGOS IN COMBATING MODERN SLAVERY*, Michelson, Grant; Wray-Bliss, Edward
Presenter(s): Michelson, Grant (43_05)
4. *SOCIAL MEDIA'S ROLE IN FOSTERING RESPONSIBLE AND SUSTAINABLE BEHAVIOUR AMONG YOUNG PEOPLE OF GENERATION Z*, Biondo, Adriano; Crescimanno, Maria; Galati, Antonino
Presenter(s): Galati, Antonino (15_04)

COFFEE BREAK: 10:00 – 10:30

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 September 11th-13th, 2024

Department of Economics and Management of the University of Pisa, Pisa, Italy

FRIDAY – SEPTEMBER 13, 2024

SESSION 06: 10:30 – 12:00

SESSION 06– Track 13: Issues on Economics and Finance 5

SESSION CHAIR: ANTONELLA ANGELINI

Room C1

DISCUSSANT: AUGURIO, ALESSANDRO

1. *THE ECONOMIC EFFECTS OF THE WAR BETWEEN ISRAEL AND HAMAS FROM OCTOBER 2023 THROUGH APRIL 2024 ON THE ECONOMIES OF EGYPT, THE WEST BANK, LEBANON, GAZA AND ISRAEL*, Schein, Andrew
Presenter(s): Schein, Andrew (13_03)
2. *ACCRUAL ACCOUNTING IN ITALIAN MUNICIPALITIES. OPPORTUNITIES AND PROBLEMS*, Serluca Maria Carmela; Comite Ubaldo
Presenter(s): Serluca Maria Carmela (01_16)
3. *CIRCULAR ECONOMY IN THE LITHIUM-ION BATTERY INDUSTRY: STATE OF THE ART IN MANAGEMENT LITERATURE*, Fedele, Maria; Bruni, Roberto; Moretta Tartaglione, Andrea, Formisano, Vincenzo
Presenter(s): Fedele, Maria (01_19)

SESSION 06– Track 13: Issues on Economics and Finance 6

SESSION CHAIR: GIOVANIS, APOSTOLOS

Room D1

DISCUSSANT: GEORGIU ANDREAS

1. *THE EFFECT OF CLIMATE CHANGE RISK ON THE ASYMMETRIC COST BEHAVIOR*, Naoum, Vasilios-Christos; Reppou, Evanthia
Presenter(s): Reppou, Evanthia (01_10)
2. *THE EFFECT OF AUDIT MARKET DEREGULATION ON AUDIT COMPETITION AND QUALITY*, Evangelos Chytis; Marios Fasoulas; Stergios Tasios
Presenter(s): Marios Fasoulas (01_22)
3. *CHANGES IN THE PUBLIC POLICY OF CULTURAL AND CREATIVE INDUSTRIES AND IN THE CULTURAL BEHAVIOUR CAUSED BY COVID 19 PANDEMIC IN THE SLOVAK REPUBLIC*, Vitálišová, Katarína; Rojíková, Darina; Vaňová, Anna; Dvořák, Jaroslav
Presenter(s): Vitálišová, Katarína; Rojíková, Darina; Vaňová, Anna (13_02)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 06: 10:30 – 12:00

SESSION 06– Track 44: Strategic Management 1

SESSION CHAIR: ATHANASOPOULOU, PINELOPI

Room E1

DISCUSSANT: PALMUCCI, DARIO NATALE

1. *EMOTIONAL INTELLIGENCE AND STRATEGIC DECISION-MAKING: A BIBLIOMETRIC STUDY*, Valongueiro-Esteves, Rita; Soares, Ana Maria; Rua, Orlando Lima
Presenter(s): Soares, Ana Maria; Rua, Orlando Lima. (44_02)
2. *UNRAVELLING THE INTERSECTION BETWEEN DIGITAL TRANSFORMATION AND SUSTAINABILITY IN BIO SOCIO-TECHNICAL TRANSITIONS*, Osarenkhoe, Aihie; Fjellström, Daniella; Chowdhury, Ehsanul; Khodabandeh, Afsaneh
Presenter(s): Osarenkhoe, Aihie (44_06)
3. *DISTRESSED M&A: A SYSTEMATIC LITERATURE REVIEW*, Laus Vittorio; Enrico Battisti; Antonio Salvi
Presenter(s): Laus Vittorio (31_02)
4. *INTRAPRENEURIAL DYNAMIC CAPABILITIES AND DIVERSIFICATION: A MULTILEVEL ANALYSIS*, Majdi Ben Selma
Presenter(s): Majdi Ben Selma (44_08)

SESSION 06– Track 25: Interdisciplinary Research 1

SESSION CHAIR: ENDRESS, TOBIAS

Room F1

DISCUSSANT: ANASTASIYA HENK

1. *BEYOND SURVIVAL: A SCALE TO MEASURE THE DRIVERS OF ORGANISATIONAL THRIVING*, Savickaitė-Kazlauskė, Evelina; Bendaravičienė, Rita
Presenter(s): Savickaitė-Kazlauskė, Evelina (25_01)
2. *ECONOMIC THREATS AND ACCEPTANCE OF NEWCOMERS IN EUROPEAN SOCIETY*, Kushnirovich, Nonna
Presenter(s): Kushnirovich, Nonna (25_02)
3. *SUSTAINABILITY INTEGRATION IN ARTS AND GRAPHIC DESIGN STUDIES: INSIGHTS FROM EUROPEAN FUNDED RESEARCH IN CYPRUS, PORTUGAL AND SPAIN*, Mihai-Yiannaki, Simona; Hadjipapa-Gee, Sophia; Anastasiades, Tasos; Englezou, Demetra
Presenter(s): Mihai-Yiannaki, Simona (25_04)
4. *THE ROLE OF ARTIFICIAL INTELLIGENCE AND AUTOMATION IN CONDUCTING SYSTEMATIC LITERATURE REVIEWS*, Tomczyk, Przemysław; Bruggemann, Philipp; Vrontis, Demetris
Presenter(s): Tomczyk, Przemysław; Vrontis, Demetris (41_01)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 06: 10:30 – 12:00

SESSION 06– Track 45: Supply Chain Management in the Modern Era 1

Room G1

SESSION CHAIR: FIORINI, NICCOLÒ

DISCUSSANT: ANTONINO GALATI

1. *THE ROLE OF PERFORMANCE MEASURES IN BALANCING RESILIENCE AND SUSTAINABILITY IN “COOPETITIVE” ENVIRONMENT: A STUDY ON LOGISTICS ACTIVITIES IN A COOPERATIVE LARGE-SCALE RETAIL.*, Castellano Nicola, Marelli Alessandro
Presenter(s): Marelli Alessandro (45_01)
2. *EXPLORING THE TECHNOLOGICAL TRANSFORMATION OF HALAL CERTIFICATION: ENHANCING TRANSPARENCY, RELIABILITY, AND SUSTAINABILITY IN THE INDUSTRY*, Biancone, Paolo Pietro; Secinaro, Silvana Filomena; Chmet, Federico; Tamburrini, Rita
Presenter(s): Tamburrini, Rita (45_02)
3. *BUSINESS MODELS APPLIED TO THE INTERMODALITY OF PERISHABLE PRODUCTS*, García Barranco, María del Carmen; Pérez Mesa, Juan Carlos; Hernández Rubio, Jesús; Galdeano Gómez, Emilio
Presenter(s): María del Carmen; Galdeano Gómez, Emilio (45_04)
4. *DYNAMIC PRICING IN THE DIGITALISED LINER SHIPPING INDUSTRY*, Karki, Prakriti; Endress, Tobias; Wang, Na
Presenter(s): Endress, Tobias (45_03)

SESSION 06– Track 08: Business and Society 1

Room H1

SESSION CHAIR: ANDREA BENCSIK

DISCUSSANT: CICU GIUSEPPE CLAUDIO

1. *THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE FINANCIAL PERFORMANCE: THE MODERATING ROLE OF CEO GENDER*, Hu, Jingyuan; Fygiorgis Michail; Koufopoulos, Dimitrios; Athanasiadis Konstantinos
Presenter(s): Fygiorgis Michail (08_05)
2. *INTEGRATED PERFORMANCE MEASUREMENT AND SCORING SYSTEMS FOR AGRICULTURAL FIRMS' SUSTAINABILITY ASSESSMENT*, De Micco, Patrice; Parissi, Niccolò; Cupertino, Sebastiano; Riccaboni, Angelo
Presenter(s): Parissi, Niccolò (08_07)
3. *INVESTIGATING THE RELATIONSHIPS AMONG THE EFQM MODEL 2020 CRITERIA THROUGH REGRESSION ANALYSIS*, Mitsiou, Dimitra; Zafiropoulos, Kostas
Presenter(s): Mitsiou, Dimitra; Zafiropoulos, Kostas (33_01)
4. *FOSTERING REGENERATIVE VALUE NETWORKS THROUGH TERRITORIAL RESOURCE MANAGEMENT*, Angel Sevil, Tomas Santa-Maria
Presenter(s): Angel Sevil Esteban (08_07)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 07: 12:00 – 13:30

SESSION 07– Track 09: Culture in Business and Society 1

SESSION CHAIR: EVANGELIA, SIACHOU

Room D1

DISCUSSANT: ENDRESS, TOBIAS

1. *EXPLORING HOW TOLERANCE OF AMBIGUITY RELATES TO CROSS-CULTURAL COMPETENCIES IN A JAPANESE MNE*, Yamazaki, Yoshitaka; Toyama, Michiko
Presenter(s): Yamazaki, Yoshitaka; Toyama, Michiko (09_02)
2. *LINGUISTIC STRATEGIES AND GOVERNANCE IMPLICATIONS IN SUSTAINABILITY REPORTING*, Floris, Michela; Kochkina, Nataliia; Macchia, Silvia
Presenter(s): Floris, Michela (08_09)
3. *LEADERSHIP PRACTICE OF CROSS CULTURAL AND NATIONALLY DISPERSED TEAMS - EMPIRICAL CASE STUDY*, Östergård, Nathalie
Presenter(s): Östergård, Nathalie (09_01)

SESSION 07- Track 32: Innovation in Business and Society

SESSION CHAIR: FEDELE, MARIA

Room E1

DISCUSSANT: AUGURIO, ALESSANDRO

1. *THE IMPACT OF ENTREPRENEURIAL UNIVERSITIES ON FOSTERING ENTREPRENEURIAL ACTIVITIES: THE CASE OF THE UNIVERSITY OF TURIN*, Demaria, Riccardo; Smirne, Paolo-Maria
Presenter(s): Demaria, Riccardo; Smirne, Paolo-Maria (32_03)
2. *INNOVATION THROUGH EXPERIMENTATION: THE DUAL IMPACT OF LEAN STARTUP AND GROWTH HACKING METHODOLOGIES*, Santoro, Gabriele; Palmucci, Dario Natale
Presenter(s): Santoro, Gabriele; Palmucci, Dario Natale (32_04)
3. *ECOSYSTEMS IN LIFE SCIENCES: A BIBLIOMETRIC ANALYSIS*, Fiorini, Niccolò; Pucci, Tommaso; Zanni, Lorenzo
Presenter(s): Fiorini, Niccolò; Zanni, Lorenzo (32_05)
4. *UNVEILING GREEK TOURISM TRENDS: A COMPARATIVE STUDY OF TOPIC MODELING TECHNIQUES*, Vavarakis, Alexios; Fragkiadakis, Christoforos; Kakavas, George; Tsakiri, Alexia; Krasonikolakis, Ioannis
Presenter(s): Tsakiri, Alexia; Krasonikolakis, Ioannis (22_10)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 07: 12:00 – 13:30

SESSION 07- Track 32: Innovation in Business and Society

SESSION CHAIR: WALTER VESPERI

Room F1

DISCUSSANT: CICU GIUSEPPE CLAUDIO

1. *IT TAKES TWO TO TANGO: UNDERSTANDING HUMAN-AI INTERACTION IN THE WORKPLACE*, Anastasiya Henk
Presenter(s): Anastasiya Henk (46_09)
2. *THE IMPACT OF CRYPTO ASSETS ON THE EUROPEAN FOOTBALL INDUSTRY*, Yiapanas, George
Presenter(s): Yiapanas, George (46_10)
3. *THE FUTURE OF PROJECT MANAGEMENT: ADOPTING DIGITAL HUMAN ASSISTANTS FOR AGILE METHODOLOGIES*, Giustina Secundo, Claudia Spilotro, Vanessa Liantonio
Presenter(s): Claudia Spilotro (46_04)
4. *HAPPY COUPLES – HAPPY SMART CITIES? WILL ONLINE DATING PLATFORMS INCREASE HAPPINESS IN SMART CITIES?*, Schinzel, Ursula
Presenter(s): Schinzel, Ursula (11_01)

SESSION 07– Track 20: Food and Agriculture Management

SESSION CHAIR: AVIV KIDRON

Room G1

DISCUSSANT: SMITA RAMAKRISHNA

1. *FROM FARM TO FUTURE: DIGITALIZATION AND SUSTAINABILITY IN ITALY'S AGRI-FOOD SECTOR*, Cammeo, Jacopo; Massacci, Alberto; Zanni, Lorenzo
Presenter(s): Massacci, Alberto; Zanni, Lorenzo (20_05)
2. *CHARACTERISTICS OF AGRICULTURAL LAND AND MARKET PRICES: A SYSTEMATIC LITERATURE REVIEW*, Agosta, Martina; Di Franco, Caterina Patrizia; Schimmenti, Emanuele; Asciuto, Antonio
Presenter(s): Agosta, Martina (51_06)
3. *PRECISION AGRICULTURE TECHNOLOGIES IMPACT ON THE PROFITABILITY OF WINE-GROWING COMPANIES: A CASE STUDY IN ITALY*, Riccardo Testa; Giuseppina Migliore; Maria Crescimanno; Giorgio Schifani; Antonino Galati
Presenter(s): Antonino Galati (20_06)
4. *PURCHASE INTENTION OF ECO-FRIENDLY PRODUCTS AMONG GEN Z IN HO CHI MINH CITY'S F&B INDUSTRY*, Nguyen Phuc Hung, Huan Minh Nguyen, Dao Thi Tuyet Linh, Ho Thanh Tri
Presenter(s): Nguyen Phuc Hung, Huan Minh Nguyen, Dao Thi Tuyet Linh, Ho Thanh Tri (20____)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 07: 12:00 – 13:30

SESSION 07– Track 20: Food and Agriculture Management

Room N1

SESSION CHAIR: MELANTHIOU YIOULA

DISCUSSANT: CICU GIUSEPPE CLAUDIO

1. *WHAT ABOUT INTEGRATING BIODIVERSITY CONSERVATION INTO VINEYARD MANAGEMENT STRATEGIES? A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC LITERATURE REVIEW*, Maschio, Maria Rosaria; Adamashvili, Nino; Fiore, Mariantonietta
Presenter(s): Maschio, Maria Rosaria; Adamashvili, Nino; Fiore, Mariantonietta (20_25)
2. *ETHICAL AND UNETHICAL PRACTICES WITHIN THE FOOD SUPPLY CHAIN: EXPLORING THE ROLE AND APPLICATION OF BLOCKCHAIN TECHNOLOGY*, EL Naddaf, Sami; Melanthiou, Yioula, Efthymiou, Leonidas; Christodoulou, Klitos;
Presenter(s): EL Naddaf, Sami (03_02)
3. *INJECTIVE BLOCKCHAIN IN THE AGRI-FOOD INDUSTRY: BRIDGING GAPS AND UNLOCKING UNTAPPED POTENTIAL*, Adamashvili, Nino; Patsatsia, Giorgi; Jenna Peterson; Galati, Antonino
Presenter(s): Adamashvili, Nino; Galati, Antonino (20_30)

SESSION 07– Track 21: Health Care Management 1

Room O1

SESSION CHAIR: CRISTINA GOIS

DISCUSSANT: GEORGIOU ANDREAS

1. *ADVANCING NON-PROFIT HEALTHCARE THROUGH DIGITAL INNOVATION*, Naamati-Schneider, Lior, Salvatore, Fiorella Pia Milone, Michele
Presenter(s): Naamati-Schneider, Lior (21_03)
2. *HEALTHCARE PRACTITIONERS' PERSPECTIVES AND SERVICE ORIENTATION IN THE AGE OF DIGITALIZATION*, Lior Naamati-Schneider, Fiorella Pia Salvatore; Michele Milone
Presenter(s): Lior Naamati-Schneider (21_04)
3. *NUDGING HEALTHCARE PROFESSIONALS' PRESCRIBING PRACTICE THROUGH THE EFFECT OF PARTITION DEPENDENCE*, Azas, Paschalis; Georgiou, Andreas; Iliakopoulos, Constantinos; Aletras, Vassilis
Presenter(s): Azas, Paschalis; Aletras, Vassilis (02_01)

LUNCH BREAK: 13:30 – 14:30

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FRIDAY – SEPTEMBER 13, 2024

SESSION 08: 14:30 – 16:00

SESSION 08– Track 26: Modern International Business, Management and Social Outlooks 2

SESSION CHAIR: MARWAN AL-SHAMMARI

Room C1

DISCUSSANT: FEDELE, MARIA

1. *WHAT MAKES LEADERS TO SUCCEED OR FAIL WHEN THEY ACQUIRE KNOWLEDGE? A SYSTEMATIC LITERATURE REVIEW AND THE WAY FORWARD*, Evangelia, Siachou; Ioanna Papasolomou; Eleni Trichina
Presenter(s): Evangelia, Siachou (28_05)
2. *KNOWLEDGE MANAGEMENT CAPABILITY, INNOVATION MANAGEMENT CAPABILITY, QUALITY MANAGEMENT, AND SUSTAINABLE PERFORMANCE: DEVELOPING A CONCEPTUAL MODEL*, Xanthopoulou, Styliani; Tsiotras, George; Kessopoulou, Eftychia
Presenter(s): Xanthopoulou, Styliani; Kessopoulou, Eftychia (28_01)
3. *THE KNOWLEDGE SUSTAINABILITY MODEL*, Andrea Bencsik
Presenter(s): Andrea Bencsik (28_03)

SESSION 08 – Track 26: Modern International Business, Management and Social Outlooks 2

SESSION CHAIR: KRAMER, MICHAEL PAUL

Room D1

DISCUSSANT: ANASTASIYA HENK

1. *NUDGING FOR WISE REASONING*, Civljak, Kristijan; Hans, Kara
Presenter(s): Civljak, Kristijan; Hans, Kara (03_05)
2. *GLOBAL CITIES FROM THE GLOBAL SOUTH*, Miguel A. Montoya; Evodio Kaltenecker; Mauro Rodriguez-Marin; Daniel Lemus
Presenter(s): Miguel A. Montoya; Mauro Rodriguez-Marin (14_03)
3. *NAVIGATING GLOBAL UNCERTAINTIES THROUGH LEGAL RECOGNITION OF DIGITAL-TECHNOLOGICAL INFRASTRUCTURE WITHIN CORPORATIONS*, Cicu Giuseppe Claudio
Presenter(s): Cicu Giuseppe Claudio (10_03)
4. *BUILDING BRIDGES: TRUST, WISDOM, AND THE PATH TO SOUND DECISION MAKING IN BUSINESS*, Hans, Kara; Civljak, Kristijan
Presenter(s): Hans, Kara; Civljak, Kristijan (47_02)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 08: 14:30 – 16:00

SESSION 08 Track 35: Organizational Theories: Behaviour in Complex Systems

SESSION CHAIR: KYRIAKOPOULOS PANAGIOTIS

Room E1

DISCUSSANT: KRASONIKOLAKIS YANNIS

1. *WHEN THE LEADER LISTENS: THE EFFECT OF HEAD NURSE'S LISTENING ON NURSES' RECOVERY AND TURNOVER*, Dean Schneidermann Gubbay; Dina Van Dijk; Marianna Delegach; Ronit Kark
Presenter(s): Dean Schneidermann Gubbay; Dina Van Dijk (35_01)
2. *ORGANIZING ARTIFICIAL INTELLIGENCE IN FAMILY BUSINESS: A KNOWLEDGE MANAGEMENT PERSPECTIVE*, Vesperi, Walter; Ventura, Marzia; Reina, Rocco; Melina Anna Maria; Cristofaro Concetta Lucia
Presenter(s): Vesperi, Walter (35_06)
3. *THE EFFECTIVE LEADER AS “SELF-TALK” OF THE ORGANIZATION*, D'Amico, Alessandro; Danovi, Alessandro
Presenter(s): D'Amico, Alessandro; Danovi, Alessandro (35_07)
4. *KNOWLEDGE MANAGEMENT CAPABILITY, INNOVATION MANAGEMENT CAPABILITY, QUALITY MANAGEMENT, AND SUSTAINABLE PERFORMANCE: DEVELOPING A CONCEPTUAL MODEL*, Xanthopoulou, Styliani; Tsiotras, George; Kessopoulou, Eftychia
Presenter(s): Xanthopoulou, Styliani; Kessopoulou, Eftychia (28_01)

SESSION 08 Track 35: Organizational Theories: Behaviour in Complex Systems

SESSION CHAIR: MASSACCI, ALBERTO

Room F1

DISCUSSANT: LILIANA MARQUES PIMENTEL

1. *LEADERSHIP DYNAMICS IN SILENCE MANAGEMENT: UNVEILING THE MECHANISM OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR*, Elama, Anisha; Upadhyay, Reeti; Garg, Pooja; Sahasrabudhe Swarali
Presenter(s): Elama, Anisha; Sahasrabudhe Swarali (37_07)
2. *PROMOTING SALARY EQUITY: MENTORS AND LEGAL REFORM*, Schipani, Cindy; Dworkin, Terry
Presenter(s): Schipani, Cindy; Dworkin, Terry (01_01)
3. *ADVANCING RESEARCH ON SUSTAINABILITY IN INTERNATIONAL BUSINESS: A SYSTEMATIC LITERATURE REVIEW*, Michela MATARAZZO; Alfredo CELENTANO
Presenter(s): Michela MATARAZZO; Alfredo CELENTANO (26_06)

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FRIDAY – SEPTEMBER 13, 2024

SESSION 08: 14:30 – 16:00

SESSION 08 – Track 32: Innovation in Business and Society 1

SESSION CHAIR: SANTORO, GABRIELE

Room G1

DISCUSSANT: SCHEIN, ANDREW

1. DIGITAL TRANSFORMATION IN FOREST SERVICE OF GREECE, Liaskopoulou, Aikaterini; Papadopoulos, Ioannis; Vrontis, Demetris
Presenter(s): Liaskopoulou, Aikaterini; Vrontis, Demetris (40_11)
2. SYSTEMATIC LITERATURE REVIEW ON THE APPLICATION OF THE EFQM MODEL AS A FRAMEWORK IN QUANTITATIVE RESEARCH IN THE CONTEXT OF THE GREEK PUBLIC SECTOR, Mitsiou, Dimitra; Zafiropoulos, Kostas
Presenter(s): Mitsiou, Dimitra; Zafiropoulos, Kostas (40_06)
3. IMPLEMENTING DIGITAL TRANSFORMATION THROUGH OPEN INNOVATION: A CASE STUDY IN ITALIAN PUBLIC ADMINISTRATION, Santoro, Leonardo; Santoro, Gabriele
Presenter(s): Santoro, Gabriele (40_03)
4. KEY FEATURES FOR SUSTAINABLE DEVELOPMENT STRATEGY OF THE POLANA BIOSPHERE RESERVE, Katarína Vitálišová, Mária Vavrúšová, Jana Špulerová
Presenter(s): Katarína Vitálišová (40_09)

SESSION 08 – Track 13: Issues on Economics and Finance 1

SESSION CHAIR: FIORE, MARIANTONIETTA

Room H1

DISCUSSANT: SCHINZEL, URSULA

1. GREENWASHING PRACTICES AND CROWDFUNDING CAMPAIGNS, Shaocong Bo; Enrico Battisti; Daniele Giordino; Stefano Bresciani
Presenter(s): Shaocong Bo; Stefano Bresciani (18_12)
2. EVALUATING DIGITAL SUSTAINABILITY IN EUROPE: ECONOMIC, SOCIAL, AND ENVIRONMENTAL DIMENSIONS, Testa, Ginevra; Ciacci, Andrea; Ivaldi, Enrico; Penco, Lara
Presenter(s): Testa, Ginevra (11_02)
3. AN EXPLORATION OF STAKEHOLDER COGNITIVE BIASES HINDERING CIRCULAR ECONOMY IMPLEMENTATION, Chiaudano, Valentina; Palmucci, Dario Natale; Civera, Chiara; Santoro, Gabriele
Presenter(s): Palmucci, Dario Natale (03_06)
4. THE EUROPEAN GREEN DEAL AND TURKEY: CHANCES FOR GREEN TECH TRANSITION AND MARKET GROWTH. A BIBLIOMETRIC ANALYSIS AND A SYSTEMATIC LITERATURE REVIEW, Karapinar, Emrah; Leonardo Roberto, Rana; Fiore, Mariantonietta; Maschio, Maria Rosaria
Presenter(s): Karapinar, Emrah; Leonardo Roberto, Rana; Fiore, Mariantonietta; Maschio, Maria Rosaria (15_20)

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SESSION 08: 14:30 – 16:00

SESSION 08 – Track 20: Food and Agriculture Management

SESSION CHAIR: ANDREA BENCSIK

Room H1

DISCUSSANT: LILIANA MARQUES PIMENTEL

1. *SMART INDUSTRY IN AGRIBUSINESS: CASE STUDIES FROM ITALY*, Niccolò, Fiorini; Simone, Bartali; Kaufmann, Hans Rüdiger
Presenter(s): Niccolò, Fiorini; Kaufmann, Hans Rüdiger (20_03)
2. *UNDERSTANDING THE ROLE OF REASONING IN EXPLAINING PUBLIC ACCEPTANCE OF VERTICAL FARMING PRODUCT*, Mina, Giorgio; Celestre, Alessandro; Peira, Giovanni; Bonadonna, Alessandro
Presenter(s): Mina, Giorgio (51_07)
3. *ASSESSING THE BENEFITS OF A BLOCKCHAIN-BASED WINE SUPPLY NETWORK TO COMBAT WINE FRAUD*, Liu, Liu; Kramer, Michael Paul; Hanf, Jon H.
Presenter(s): Kramer, Michael Paul (48_02)

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INTERDISCIPLINARY RESEARCH (VIRTUAL PARTICIPATIONS)

1. *ANALYSING THE RELUCTANCE TO BUY FOREIGN PRODUCTS THROUGH CONSUMER AFFINITY, LOCAVORISM, ORGANIC AND INDUCED IMAGE*, M. Mar Serrano Arcos; Raquel Sánchez-Fernández; Juan Carlos Pérez-Mesa
Participant(s): M. Mar Serrano Arcos (30_12)
2. *SHAPING NEW PATHWAYS: INNOVATION AND PERFORMANCE IN SMES*, Antenzio, Ludovica; Di Berardino Daniela
Participant(s): Antenzio, Ludovica (42_04)
3. *URBAN AIR MOBILITY : THE ECOSYSTEM, COMPETITIVE ADVANTAGES AND CHALLENGES TOWARDS THE REALITY FOR SUSTAINABLE ENVIRONMENT*, Grace Chew
Participant (s): Grace Chew (50_03)
4. *ENHANCING LEARNING THROUGH KNOWLEDGE SHARING BETWEEN FACE-TO-FACE AND ICTS INTERACTIONS*, Santarelli Loris; Ceci Federica
Participant (s): Santarelli Loris (28_02)
5. *LESSONS IN BUSINESS LONGEVITY FROM KONGO GUMI CO. LTD.: THE WORLD'S OLDEST FAMILY BUSINESS*, Kolluru, Mythili; Uecker, Chinue
Participant (s): Uecker, Chinue (14_01)
6. *BRILLIANT LEADERSHIP: FEMALE LEADERS AS CATALYSTS FOR TRANSFORMATIVE CHANGE*, Uecker, Chinuei
Participant (s): Uecker, Chinue (12_06)
7. *TECHNOLOGY, RISK, ARTIFICIAL INTELLIGENCE ACCEPTANCE, AND THE ADOPTION OF SMART DEVICES*, Vicci, Heidrich
Participant (s): Vicci, Heidrich (46_07)
8. *THE IMPACT OF FAMILY ENVIRONMENT AND ENTREPRENEURIAL INTENTION THROUGH UNIVERSITY ENVIRONMENT AMONG UNIVERSITY STUDENTS IN SPAIN*, Beatrice Avolio; Belén Prados-Peña ; María del Mar Fuentes
Participant (s): Beatrice Avolio (01_04)
9. *CEO ARCHETYPES, CEO MANAGERIAL PERCEPTIONS, AND COMPANY PERFORMANCE: DEVELOPMENT OF A CONCEPTUAL MODEL*, Voveris, Donatas
Participant(s): Voveris, Donatas (37_01)

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10. SEAPLANES AND TOURISM. Maniatis, Antonios
Participant(s): Maniatis, Antonios (51_17)
11. JAPANESE SPACE EXPLORATION AND BUSINESS, Maniatis, Antonios
Participant (s): Maniatis, Antonios (51_18)
12. ARTEMIS PROGRAM AND BUSINESS. Maniatis, Antonios
Participant (s): Maniatis, Antonios (01_36)
13. ESG PERFORMANCE AND FIRM VALUE: EVIDENCE FROM EU LISTED FIRMS. Mehmood, Asad; Mahmood, Atif; Terzani, Simone; De Luca, Francesco
Participant (s): Terzani, Simone (01_20)
14. CULTURE-DRIVEN URBAN REGENERATION: TRANSFORMING CITIES THROUGH CREATIVITY AND TECHNOLOGY, Esposito, Paolo; Rossi, Piercarlo; Boggio, Gloria; Tufo, Massimiliano
Participant (s): Esposito, Paolo (22_06)
15. UNLOCKING ITALY'S POTENTIAL: MEASURING PUBLIC VALUE IN THE NATIONAL RECOVERY PLAN, Esposito, Paolo; Tufo, Massimiliano; Rossi, Piercarlo; Boggio, Gloria
Participant (s): Esposito, Paolo (50_04)
16. FINANCIAL AND NONFINANCIAL ANNUAL COMPANY REPORT INFORMATION – A BIBLIOMETRIC ANALYSIS, Esposito, Paolo; Witkowska, Ewa Anna
Participant (s): Witkowska, Ewa Anna (01_25)
17. FROM BYTES TO BEAUTY: ICT'S INFLUENCE ON CULTURAL HERITAGE VALORIZATION, Esposito, Paolo; Rossi, Piercarlo; Tufo, Massimiliano; Boggio, Gloria
Participant (s): Esposito, Paolo (49_01)
18. BUSINESS MODEL INNOVATION THROUGH THE DIGITAL MATURITY LENS: EXHIBITION ORGANIZER'S PERSPECTIVE, Romanova, Anastasia
Participant (s): Romanova, Anastasia (32_02)
19. GRADES TO GAINS: THE ROLE OF GPA IN CULTIVATING ENTREPRENEURIAL INTENTIONS, Palalic, Ramo; Razzak, Muhamad Reza; Riyami, Said; Mekic, Ensar
Presenter(s): Palalic, Ramo (16_14)
20. ALGORITHMIC MANAGEMENT IN DATA-DRIVEN ORGANIZATIONS: ETHICS AND RESPONSIBILITY FOR EFFECTIVE CHANGE MANAGEMENT, Zanda, Stefania; Castaldo, Francesca
Presenter(s): Castaldo, Francesca (37_04)