

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

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## **Conference Programme**



## 17th ANNUAL CONFERENCE OF THE EUROMED ACAI

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## 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, EuroMed Academy of Business</i> - Dr Iacopo Cavallini Conference Chair, University of Pisa
11:00 – 11:30	- 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



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### 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, Dr Armando Papa, Professor Aihie Osarenkhoe
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 -	<b>Pre Gala Cocktail (@ 20:00)</b> <b>Gala Dinner and Cultural Show (@ 20:30)</b> <b>Venue:</b> Arsenali della Repubblica di Pisa <b>Address:</b> 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**

**SESSION CHAIR: LACHAPELLE, NATHALIE**

**Room: C1**

**DISCUSSANT: RIMANTAS STAŠYS**

1. *DIGITALIZATION FOR SERVICE QUALITY IMPROVEMENT*, Pertusa-Ortega, Eva M.; Tarí, Juan José; L Rimantas Stašys ópez-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**

**SESSION CHAIR: MICHELSON, GRANT**

**Room: D1**

**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, 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, Dr Armando Papa, Professor Aihie Osarenkhoe

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**THURSDAY – SEPTEMBER 12, 2024**

**08:30 – 16:00**

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13:00 – 14:00 Lunch break

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14:00- 15:30 SESSION 03

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15:30 – 16:00 Coffee break

**FRIDAY - SEPTEMBER 13, 2024**

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08:30 – 13:00 On-site registration desk and information desk

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08:30 – 10:00 SESSION 05

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10:00 – 10:30 Coffee break

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10:30 – 12:00 SESSION 06

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12:00 - 13:30 SESSION 07

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13:30 – 14:30 Lunch break

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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: DELISTAVROU, ANTONIA**

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: FERRARIS, ALBERTO**

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. *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)
4. *CARTHAGE UNVEILED THROUGH “DOURB’IA”: A MOBILE EXPERIENCE REDEFINING HERITAGE TOURISM*, Mahouachi, Salma; Hassoumi, Ines; Bahri-Ammari, Nedra; Cherif, Amen  
**Presenter(s):** Mahouachi, Salma (30\_05)

**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)
4. *ENTREPRENEURIAL JOURNEYS: A SYSTEMATIC REVIEW OF FEMALE MIGRANT ENTREPRENEURSHIP*, Palmas, Giuli  
**Presenter(s):** Palmas, Giuli (26\_04)

**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 CO<sub>2</sub>: 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):** 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, Iai, Lea; Scutto, Veronica; Davide Canavesio; Marco Pironti  
**Presenter(s):** Iai, 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)
4. WHY DO YOU REFUSE TO BUY? EXAMING THE INTENTION TO BOYCOTT ETHICAL FASHION, Tan, Caroline S.L.  
**Presenter(s):** Tan, Caroline S.L. (30\_04)

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**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 POLANA 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; Stylianos, Christiana; Sakka, Georgia; Thrassou, Alkis  
**Presenter(s):** Theofanous, Giannis; Sakka, Georgia; Thrassou, Alkis (22\_21)
3. *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)
4. *CARTHAGE UNVEILED: “TRANSFORMING HERITAGE TOURISM THROUGH DOURB’IA IN A TURBULENT GLOBAL LANDSCAPE*, Mahouachi, Salma; Hassoumi, Ines; Bahri-Ammari, Nedra; Cherif, Ameni  
**Presenter(s):** Mahouachi, Salma (30\_05)

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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 - 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)
4. *ENTREPRENEURIAL JOURNEYS: A SYSTEMATIC REVIEW OF FEMALE MIGRANT ENTREPRENEURSHIP*, Palmas, Giulio  
**Presenter(s):** Palmas, Giulio (26\_04)

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

**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. *CROSS-BORDER M&AS AND R&D INVESTMENT: THE ROLE OF FAMILY OWNERSHIP*, Mario Ossorio  
**Presenter(s):** Mario Ossorio (17\_04)
3. *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):** Alan REITER; Jean-Pierre MOULINE; Hélène YILDIZ (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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**SESSION 04 - Track 23: The Power of Human Resources in Business and Society 1**

**SESSION CHAIR: MELANTHIOU YIOULA**

**Room G1**

**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; Hedva Vinarski-Peretz (47\_01)

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

**SESSION CHAIR: TESTA, GINEVRA**

**Room H1**

**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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**SESSION 04: 16:00 – 17:30**

**SESSION 04 - Track 12: Diversity and Gender in Organizations**

**SESSION CHAIR: DAHAN GAVRIEL**

**Room N1**

**DISCUSSANT: DINA VAN DIJK**

1. *SCIENCE MAPPING ON GENDER PARITY LAW AND POLITICAL EQUALITY: EMPHASIS ON PORTUGUESE GOVERNMENTS STUDIES*, Liliana Marques Pimentel; Adriana Carvalho; Ricardo Joaquim  
**Presenter(s):** Liliana 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**

**SESSION CHAIR: GRECHI, DANIELE**

**Room O1**

**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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**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**

**DISCUSSANT: THEOFANOUS, GIANNIS**

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. *TO DETECT OR PREDICT ACCOUNTING FRAUD? AN AGENCY THEORY WITH MACHINE LEARNING METHOD PERSPECTIVE*, Mary Han; Rahman Sobhan  
**Presenter(s):** Mary Han (01\_08)

**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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**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 QYALITY*, 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: MIHAI-YIANNAKI, SIMONA**

**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, Przemyslaw; Bruggemann, Philipp; Vrontis, Demetris  
**Presenter(s)**: Tomczyk, Przemyslaw; 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: INSIGHTS FROM LOGISTICS IN A LARGE-SCALE RETAIL COOPERATIVE*, 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; Fygkioris Michail; Koufopoulos, Dimitrios; Athanasiadis Konstantinos  
**Presenter(s):** Fygkioris 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. *ECOSYSTEMS IN LIFE SCIENCES: A BIBLIOMETRIC ANALYSIS*, Fiorini, Niccolò; Pucci, Tommaso; Zanni, Lorenzo  
**Presenter(s):** Fiorini, Niccolò; Zanni, Lorenzo (32\_05)
3. *UNVEILING GREEK TOURISM TRENDS: A COMPARATIVE STUDY OF TOPIC MODELING TECHNIQUES*, Vavadakis, Alexios; Fragkiadakis, Christoforos; Kakavas, George; Tsakiri, Alexia; Krasonikolakis, Ioannis  
**Presenter(s):** Tsakiri, Alexia; Krasonikolakis, Ioannis (22\_10)
4. *ENVIRONMENTAL CONSCIOUSNESS AND INVESTMENT CHOICES ACROSS GENERATIONS*, Mihai-Yiannaki, Simona  
**Presenter(s):** Mihai-Yiannaki, Simona (01\_33)

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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: YIAPANAS, GEORGE**

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; Ascianto, 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):** Ho Thanh Tri (20\_01)



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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: GALATI, ANTONINO**

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 (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; Patsatsia, Giorgi; Galati, Antonino (20\_30)*

**SESSION 07– Track 21: Health Care Management 1**

**Room O1**

**SESSION CHAIR: CRISTINA GOIS**

**DISCUSSANT: GEORGIU 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. *THE EFFECTIVE LEADER AS “SELF-TALK” OF THE ORGANIZATION*, D'Amico, Alessandro; Danovi, Alessandro  
**Presenter(s):** D'Amico, Alessandro; Danovi, Alessandro (35\_07)
3. *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; Zafiroopoulos, Kostas  
**Presenter(s):** Mitsiou, Dimitra; Zafiroopoulos, 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 (15\_20)

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**FRIDAY – SEPTEMBER 13, 2024**

**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, LOCALISM, 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 Bernardino 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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**INTERDISCIPLINARY RESEARCH (VIRTUAL PARTICIPATIONS)**

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 Rezaur, Al 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)

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21. *GROWTH MINDSET THROUGH RESILIENT INTELLIGENT TECHNOLOGIES: BUILDING THE UNIVERSITY NEEDED IN THE NEXT FEW YEARS*, Vaiginiene, Erika; Pilukiene, Laura; Stankevičiene, Asta  
**Presenter(s):** Vaiginiene, Erika; Pilukiene, Laura; Stankevičiene, Asta (\_\_\_\_)
22. *HIGH INTELLIGENT TUTORING SYSTEM FOR ACADEMIC SUCCESS: NEEDS AND PRIORITIES OF HE EDUCATORS TO ITS*, Butkeviciene, Jurgita; Vaiginiene, Erika;  
**Presenter(s):** Butkeviciene, Jurgita; Vaiginiene, Erika; (\_\_\_\_)
23. *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)
24. *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)
25. *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)
26. *MEDIA PRESENTATION OF THE DEVELOPMENT AND REGULATION OF ARTIFICIAL INTELLIGENCE ON THE MOST READ CROATIAN PORTALS*, Ražnjević Zdrilić, Marijana1; Kalajžić, Vesna2; Alvir, Katarina  
**Presenter(s):** Ražnjević Zdrilić, Marijana; Kalajžić, Vesna; Alvir, Katarina (01\_24)
27. *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)
28. *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; Reaidy, Tony;  
**Presenter(s):** EL Naddaf, Sami (42\_03)
29. *DOES CORPORATE REAL ESTATE INVESTMENT MATTER FOR RETAIL COMPANIES? EVIDENCE AFTER THE PANDEMIC*, Lucia Gibilaro; Gianluca Mattarocci  
**Presenter(s):** Lucia Gibilaro; Gianluca Mattarocci (18\_13)