

SATURDAY 21ST SEPTEMBER

1400-1600

RESEARCH PROJECT WORKSHOP (HOTEL PALACIO)

Coordinator: Prof Hans Ruediger Kaufmann

1600-1800

AUTHORS' NETWORKING AND COLLABORATION WORKSHOP (HOTEL PALACIO)

Coordinator: Dr Evangelos Tsoukatos

SUNDAY 22ND SEPTEMBER

0900-1300

LISBON SIGHTSEEING (included in conference fee) (DEPARTURE FROM HOTEL PALACIO)

1700-1900

PRE CONFERENCE REGISTRATION (CONGRESS CENTRE)

1800-1900

SESSION CHAIRS AND DISCUSSANTS MEETING (CONGRESS CENTRE)

Presentation: Prof Demetris Vrontis, Dr Evangelos Tsoukatos

MONDAY 23RD SEPTEMBER

0730

REGISTRATION (CONGRESS CENTRE)

0830-1000

CONFERENCE INAUGURATION AND KEY NOTE SPEECHES (AUDITORIUM)

Welcoming by Prof. Ambrosio (Conference Chair), Prof. Vrontis and Prof. Weber (EMRBI, Presidents)

ESHTE's President

President of the Azores Tourism Observatory

Delegate of the Health Ministry

Tourism State Secretary

Mayor of Cascais/Estoril

1000-1030

COFFEE BREAK (CONGRESS CENTRE)

1030-1130

PUBLISHING IN JOURNALS (AUDITORIUM)

Presentation: Prof. Demetris Vrontis

MEET THE JOURNAL EDITORS (AUDITORIUM)

Chair: Prof. Demetris Vrontis

- Euromed Journal of Business – Editor: Prof Demetris Vrontis, Associate Editor: Dr Evangelos Tsoukatos
- Cross Cultural Management: An International Journal; European Management Review; California Management Review; International Studies of Management and Organizations; Human Resource Management; Thunderbird International Business Review
- European Journal of International Management – Associate /Guest Editor: Prof Yaakov Weber
- Journal of Customer Behaviour; Social Business – Editor: Prof Michael Baker
- Journal of Transnational Management – Editor: Prof Kip Becker
- Journal of Promotion Management, International Journal of Technology Marketing, International Journal of Online Marketing – Guest Editor: Dr Yioula Melanthiou
- World Review of Entrepreneurship, Management and Sustainable Development - Associate Editor: Prof Ruediger Kaufmann Hans
- Annals of Public and Cooperative Economics – Guest Editor: Prof Bernard Paraque
- Global Business and Economics Review – Associate Editor: Dr Simona Mihai
- International Journal of Business and Globalisation - Guest Editor: Dr Ruth Rios Morales
- International Journal of Organizational Analysis - Editor: Prof Peter Stokes
- International Journal of Quality and Reliability Management – Quality Editor: Dr Ton van der Wiele
- Transnational Marketing Journal – Editor: Prof Ibrahim Sirkeci

MONDAY 23RD SEPTEMBER
1130-1300 SESSION 1

ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (1)

SESSION CHAIR: KRIEMADIS, A.

DISCUSSANT: SANCHEZ-HERNANDEZ, I.

1. *Sánchez-Hernández, I., Gallardo-Vázquez, D. “Social Responsibility as Driver of Competitive Success in SMEs in the Region of Extremadura”*
2. *Bremser, K., Alonso-Almeida, M. “Facing a Financial Crisis: The Case of Spanish Restaurants”*
3. *Karagouni, G., Tsakanikas, A. “Knowledge-Intensive Strategies in Low-Tech Sectors during the Crisis: The Case of the Greek Wood and Furniture Sector”*
4. *Kriemadis, T., Papaioannou, A., Kourtesopoulou, A. “How to Achieve Performance Excellence: The Case of Cocomat Winner of the EFQM Excellence Award”*

ROOM 2: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (1)

SESSION CHAIR: ZHANG, C.

DISCUSSANT: THIRLWALL, A

1. *Thirlwall, A. “Organisational Sequestering of Workplace Bullying: Adding Insult to Injury”*
2. *Yeromenko, G. “Collaboration Competence Development: The Case of Bionic, Ltd”*
3. *Swetlik, R., Bengoa, D. “Exploring Organization’s Change Capability”*
4. *Yassour-Borochowitz, D. “Some Customers Think the Service Includes Me” – Sexual Harassment by Customers towards Women Service Providers”*

ROOM 3: MARKETING (1)

SESSION CHAIR: ZURAWICKI, L.

DISCUSSANT: LOUREIRO, S.

1. *Cunha, N., Loureiro, S., Rego, A. “Relationship Quality Drives and Outcomes: A Systematic Literature Review Approach”*
2. *Bijaoui, I., Dayanzada, D., Vdee, H. “Are Consumers of Healthy Food Ecology Minded As Consumers of Healthier Food in Israel?”*
3. *Shuv-Ami, A., Shuv-Ami, S. “Creative Advertising, Classical Learning and Product Image”*
4. *Zurawicki, L. “Web Technology and Buyers’ Profiles”*

ROOM 4: STRATEGIC MANAGEMENT (1)

SESSION CHAIR: TURI, C.

DISCUSSANT: MARTIROSYAN, E.

1. *Martirosyan, E., Vashakmadze, T. “The SUN Cube Stakeholder Management System for M&A Deals in PMI (Post-Merger Management)”*
2. *Rahman, M., Lambkin, M. “Horizontal Mergers and Acquisitions: How Winners and Losers Differ: A Marketing Perspective”*
3. *Oberg, C., Weber, Y., Tarba, S. “Customer Relationships and Networks in Mergers and Acquisitions”*
4. *Turi, C., Castaldi, L. “Deliberate Learning Mechanisms and Alliance Management Capability: A Pilot Study”*

MONDAY 23RD SEPTEMBER

1130-1300 SESSION 1

ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (1)

SESSION CHAIR: BECKER, K.

DISCUSSANT: TENGE, M.

1. *Tenge, M. “Increasing Economic Need Satisfaction on the Public Social Software Platform Facebook: Insights from the Airport Industry”*
2. *Minulescu, M. “Exploring the Implication of Jungian Notion of Organizational Psyche: Facebook as a Living Organism”*
3. *Netov, N., Tisheva, D. “An Intuitionistic Fuzzy Approach for Automatic Evaluation and Comparison of Online Test Answers”*
4. *Silva, D., Nobre, H., Becker, K. “Can a Social Network Marketing Strategy Benefit Small and Medium Enterprises?”*

ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (1)

SESSION CHAIR: CAMPRA, M.

DISCUSSANT: COHEN, S.

1. *Cohen, S., Karatzimas, S., Naoum, V. “Management Accounting Systems and SMEs: Exploring the Effects of the Financial Crisis in Greece”*
2. *Nikolopoulou, M., Maniatis, A. “PPP and Cultural Sponsorship Law and Management”*
3. *Braja E.M., Campra M., Esposito P., Ricci P. “Theoretical framework on Public Private Partnership and Service Concession Arrangement, before and after IFRIC 12 adoption. A research note: Evidence in substance from Italy”*
4. *Salvatore, R. “Lessons from the Past: Lights and Shadows of Public-Private Partnership in the Italian Healthcare Sector”*

ROOM 7: TOURISM (1)

SESSION CHAIR: TIROSH, N.

DISCUSSANT: VAJCNEROVA, I.

1. *Vajcnerova, I., Ryglova, K. “Significance of Quality Dimensions In Tourism Services and Their Impact on Customer Decision-Making Process”*
2. *Desivilya Syna, H., Regev, S., Shahrabani, S. “Traveling To Risky Destination: The Mediating Effects of Risk Perceptions”*
3. *Tirosh, N. “Mutual Relationship of Wine Industry vs. Wine Tourism; The Israeli Perspective”*

ROOM 8: ENTREPRENEURSHIP AND INNOVATION (1)

SESSION CHAIR: FLORES, A.

DISCUSSANT: SHNEOR, R.

1. *Shneor, R. “On the Consistency and Linearity of Associations between National Cultural Dimensions and Entrepreneurial Intentions Rates”*
2. *Delgado, M., Pereira, R., Dias, A. “Entrepreneurship, Venture Capital, and the Valuation of Firms in Maturity Stage”*
3. *Pravong, S. “Diaspora as a network of influence for business creation in country of origin: the case of Lao”*
4. *Flores, A. “The Innovation Based On Dynamic Capabilities”*

MONDAY 23RD SEPTEMBER
1130-1300 SESSION 1

ROOM 9: MARKETING (2)

SESSION CHAIR: LAAKSONEN, M.

DISCUSSANT: LAGROSEN, S.

1. *Lagrosen, S. “Marketing and Organizational Learning: Exploring the Connections”*
2. *Pereira, M. “E-Commerce and Mobile Commerce for Fashion Business”*
3. *Bahri-Ammari, N., Ben Amor, S. “Perceived Justice of Loyalty Program and Customer Retention: Quantitative Study In The Case Of Tunisian Mobile Phone Sector”*
4. *Kontu, H., Vecchi, A. “The Adoption, Application and Impact of Social Media in Fashion Marketing”*

VIRTUAL SESSION ROOM: COUNTRY MEETING (GREECE)

COUNTRY DIRECTOR: AGGELOPOULOS, S., CHIOTERIS, C.

1300-1430

LUNCH (CONGRESS CENTRE)

MONDAY 23RD SEPTEMBER
1430-1600 SESSION 2

ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (2)

SESSION CHAIR: VOULGARIS, F

DISCUSSANT: VAIGINIENE, E.

1. Lauzikas, M., Vaiginiene, E., Rosinaite, V., Miliute, A., Batuleviciute, S., Dailydaite, S. “The Role of Cultural and Social Norms on Intrapreneurship in Lithuania”
2. De Biase, C., Forte, F. “Unauthorised building and financial recovery of urban areas: evidences from Caserta Area”
3. Chandrasekhar, N., Ostheimer, B. “Business Model for Do-It-Yourself Furniture Retailers: A Developing Economy Perspective”
4. Voulgaris, F., Lemonakis, C. “Creating a Business Competitiveness Index: An application to Greek Manufacturing Firms”

ROOM 2: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (2)

SESSION CHAIR: ROWLAND, C

DISCUSSANT: TREMBLAY, D.

1. Tremblay, D. “Work-Family Balance in Childcare Centres: Is Support Related To Participatory Management?”
2. Muberra Y., “Framing Team Leadership from a Strategic Human Resource Management Perspective”
3. Rowland, C. “Managing Team Performance: Disingenuous or Just Plain Stupid!”

ROOM 3: MARKETING (3)

SESSION CHAIR: CHRYSOCHOU, P

DISCUSSANT: NOBRE, H.

1. Coelho, J., Nobre, H., Becker, K. “The Impact of Facebook Presence on Brand Image”
2. Poponi, S., Secondi, L., Aquilani, B. “Craft Beer: A Consumer Preference and Switching Perspective”
3. Shujaat, A., Shneor, R. “Factors Impacting Customers’ Food and Grocery Format Choice in Pakistan”
4. Chrysochou, P., Festila, A. “Social Discourses toward Healthy Eating: Evidence from Romania”

ROOM 4: STRATEGIC MANAGEMENT (2)

SESSION CHAIR: KHODABANDEHLOO, A.

DISCUSSANT: VAN DER WIELE, T.

1. Van der Wiele, T., Van Iwaarden, J., Eldridge, S., Williams, R. “Sustaining Business Excellence In Uncertainty”
2. Monteiro, R., Moutinho, R. “Managing International Business Constraints Through Corporate Diplomacy: An Illustrative Case Study”
3. Alves, J., Meneses, R. “Partner Selection In Co-opetition: A Three Step Model”
4. Khodabandehloo, A. “Networking For Development: A Case Study”

MONDAY 23RD SEPTEMBER
1430-1600 SESSION 2

ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (2)

SESSION CHAIR: SULTAN, N.

DISCUSSANT: ZUKOWSKI, M.

1. *Bialek-Jaworska, A., Yaneva, D., Zukowski, M. “Comparison of Polish and Bulgarian Preferences of Teaching Tools in the Accounting Field and their Determinants”*
2. *Claster, W., Pardo, P., Cooper, M. “Social Media, Predictive Analytics, and Tourism”*
3. *Sultan, N. “Cloud Computing and the Web: Their Potential Disruption of the Digital And Education Divide”*

ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (2)

SESSION CHAIR: SCHEIN, A.

DISCUSSANT: MIHAI-YANNAKI, S.

1. *Mihai, S. “Interest Rates vs. Income Tax in Wealth Creation or Wealth Destruction”*
2. *Britzelmaier, B., Schlegel, D., Vardanyan, L. “Cost of Equity Capital in Private Companies”*
3. *Gomes, D., Oliveira, L., Mota e Costa, P. “The Portuguese National Health Service and the Implemented Accounting Standards: The Problematic Of Consolidated Financial Statements”*
4. *Schein, A. “Are Public Private Partnerships Worthwhile?”*

ROOM 7: TOURISM (2)

SESSION CHAIR: SANTOS, J.

DISCUSSANT: FALCAO, P.

1. *Falcao, P., Santos, D. “Touristic Destination Image: A Study On Lisbon’s Destination Image”*
2. *Ambrosio, V., Matos, G. “Literary Portraits of Lisbon: Image and Promotion of a Tourist Destination”*
3. *Freitas Santos, J., Vareiro, L., Remoaldo, P., Cadima Ribeiro, J. “Evaluating the Guimarães 2012 European Capital of Culture (ECoC): A Tourist Perception Approach”*

ROOM 8: ENTREPRENEURSHIP AND INNOVATION (2)

SESSION CHAIR: SULTAN, S.

DISCUSSANT: GONCALO, J.

1. *Gonçalo, J. “Narcissism and Creativity over Time: Toward a Dynamic Model of Group Creativity”*
2. *Bresciani, S., Bertoldi, B., Giachino, C., Ferraris, A. “The Approach of Family Businesses in the Luxury Industry”*
3. *Sultan, S. “Innovation and SME Growth: The Case of Palestine”*

MONDAY 23RD SEPTEMBER
1430-1600 SESSION 2

ROOM 9: MARKETING (4)

SESSION CHAIR: FU, N.

DISCUSSANT: PERRY, M.

1. *Freitas Santos, J., Mendonça Da Silva, P. “Portuguese Firm’s Motivations and Decision Factors to Participate In International Trade Fairs”*
2. *Serra, E., Machado, S., Gonzalez, J. “Competitive Environment and the Adoption of Customer-Oriented Behaviour: An Empirical Study”*
3. *Al Serhan, O., Sirkeci, I. “A Review of Boycotts and Brand Loyalty in International Marketing”*
4. *Zhao, X., Fu, N., Schalk, R. “Linking Psychological Contract Violations To Consumer Satisfaction: What Matters?”*

VIRTUAL SESSION ROOM: COUNTRY MEETING (ITALY)

COUNTRY DIRECTOR: BRESCIANI, S.

1600-1630

COFFEE BREAK (CONGRESS CENTRE)

1630-1930

SINTRA SIGHTSEEING (included in conference fee) (DEPARTURE FROM CONGRESS CENTRE)

TUESDAY 24TH SEPTEMBER
0830-1000 SESSION 3

ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (3)

SESSION CHAIR: KAUFMANN, R.

DISCUSSANT: MONTEIRO, A.

1. *Monteiro, A., Soares, A., Rua, O. “Linking Entrepreneurial Orientation to Export Performance: The Role of Intangible Resources and Dynamic Capabilities”*
2. *Crescimanno, M., Farruggia, D., Galati, A., Schimmenti, E., Siggia, D. “Can Competition Be a Winning Strategy for Small Fruits Production Companies in Sicily?”*
3. *Saltini, T., “Supporting programs to develop impact capital in the Mediterranean Region”*
4. *Kaufmann, R., Polycarpou, M., Auphan, A. “Social Enterprises: Panacea for Crisis Situations and Change?”*

ROOM 2: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (3)

SESSION CHAIR: MARTIN-RIOS, C.

DISCUSSANT: STEFANIDIS, A.

1. *Banai, M., Stefanidis, A., Schunzel, U., Shetach, A. “Negotiators' attitudes toward formal contracts: A seven-country analysis”*
2. *Bendaravicienė, R., Krikstolaitis, R., Bakanauskienė, I. “Generational Differences and Employer Branding Segmentation”*
3. *Kurdes, N. “Metro Cash & Carry Ukraine: Changing HR Strategy in Line with Business Strategy”*

ROOM 3: MARKETING (5)

SESSION CHAIR: PRIPORAS, C.

DISCUSSANT: DATTA, S.

1. *Datta, S., Kundu, S. “Measuring Customer Perception and Satisfaction in Internet Banking, Scale Development and Validation”*
2. *de Jager, J., van Zyl, D., bin Dahari, Z. “Airline Service Quality in South Africa and Malaysia: An International Customer Experience Approach”*
3. *Loureiro, S., Filipe, Y., Pires, A. “Exploring the Antecedents of Brand Equity in Service Industry”*
4. *Theodoridis, C., Priporas, C. “Emerging Implications of the Deregulation of the Pharmacy Retail Sector in Greece: The Pharmacists' Perspective”*

ROOM 4: INTERDISCIPLINARY RESEARCH (1)

SESSION CHAIR: FLORES, A.

DISCUSSANT: COSTEA, C.

1. *Ionescu, E., Costea, C. “Beyond The Limits of Crisis”*
2. *Silva, A., Macedo, I., Silva, J. “Achieving Quality and Efficiency by Improving Physician Medication Order Entry in the Hospital Setting”*
3. *Flores, A., Bremser, K. “Organizational Change and Intercultural Management into the Merger and Acquisitions Processes”*

TUESDAY 24TH SEPTEMBER
0830-1000 SESSION 3

ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (3)

SESSION CHAIR: VENIERIS, G

DISCUSSANT: BIALEK-JAWORSKA, A.

1. *Bialek-Jaworska, A., Gabryelczyk, R. “Online Laboratory for Learning Accounting in Practice: an Idea and Implementation”*
2. *Mansour, K., Kooli, K., Utama, R. “An Integrative Approach of Online Trust Antecedents and Consequences on Purchase Intention”*
3. *Bucko, J., Vejacka, M. “Integration of Faster Platform into Education Process of Economic Information Systems”*
4. *Venieris, G., Cohen, S., Vlismas, O., Naoum, V., Karatzimas, S. “Analyzing the Requirements of an On-Line Accounting Platform in Greece: The Views of Different User Groups”*

ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (3)

SESSION CHAIR: MANIATIS, A.

DISCUSSANT: MOSCHOGIANNI, M.

1. *Moschogianni, M., Gratsani, A. “Managerial Approach to Cultural PPP”*
2. *Giacosa, E., Giovando, G. “An Analysis of Work Cost in Companies Listed On the FTSE MIB”*
3. *Moscariello, N., Cinque, E. “The Political Economy of the Public-Private Partnerships Accounting”*
4. *Kalogirou, S., Maniatis, A. “Heritage PPP Law & Management”*

ROOM 7: INTERNATIONAL BUSINESS (1)

SESSION CHAIR: BARANDAS-KARL, H.

DISCUSSANT: BENGOA, D.

1. *Zhou, J., Bengoa, D. “How can Trust influence the Market Entry in Chinese Shipbuilding Industry?”*
2. *Ostheimer, B., Chandrasekhar, N. “Information Technology as an Enabler in Produce Wastage Avoidance”*
3. *Afonso, V., Carvalho, L. “Factors Affecting Innovation in the Hotel Industry”*
4. *Rios-Morales, R., Brennan, L., Schweizer, M. “The Impact of Chinese Foreign Direct Investment in Switzerland”*

ROOM 8: ENTREPRENEURSHIP AND INNOVATION (3)

SESSION CHAIR: ISCARO, V.

DISCUSSANT: KARAGOUNI, G.

1. *Karagouni, G., Caloghirou, Y. “Production Technologies and Innovation in Knowledge-Intensive Low-Tech Ventures: Evidence from the Greek Wood and Furniture Industry”*
2. *Talaia, M., Pisoni, A., Onetti, A. “Factors Influencing Fund Raising: An Empirical Study on Italian Startups”*
3. *Bijaoui, I., Regev, D. “Entrepreneurship and “Clusterization Process” In the Tourism and Agriculture Sector”*
4. *Iscaro, V., Castaldi, L. “Idea Exploitation and Value Appropriation: The Experimental Lab”*

TUESDAY 24TH SEPTEMBER

0830-1000 SESSION 3

ROOM 9: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (4)

SESSION CHAIR: KYRIAKIDOU, N.

DISCUSSANT: BUTTENBERG, K.

1. *Buttenberg, K. “Challenges For Executive Recruitment In The Light Of the War for Talent in Germany”*
2. *Fu, N., Flood, P. “Understanding the HRM – Performance Link in Professional Service Firms: A Multi-Level Perspective”*
3. *Beaupré, D. “Compensation-Based Skills Development Applied To Manufacturing Employees: A Case Study in Quebec”*

1000-1030

COFFEE BREAK (CONGRESS CENTRE)

TUESDAY 24TH SEPTEMBER
1030-1200 SESSION 4

ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (4)

SESSION CHAIR: DEMIR, A.

DISCUSSANT: RAMADAN, M.

1. *Ramadan, M., Levratto, N. “A Causal Model of the Internationalization of SMEs and Of the Transmediterranean: The Case of Moroccan SMES”*
2. *Monteiro, A., Veloso, C. “Measuring Service Quality, Customers Satisfaction and Behavioural Intentions in the Hotel Industry: A Study of the Hotels in North Portugal”*
3. *Czarczynska, A. “An Integrated Approach to Value Based Innovation Environment Created by Cross Sector Stakeholders Interaction”*
4. *Ozmen, O., Demir, A., Ozel, S. “EFQM Excellence Model as a Basis for Self-Assessment: A Study of Electromechanical Sector in Turkey”*

ROOM 2: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (5)

SESSION CHAIR: BREMSER, K.

DISCUSSANT: NICOLAIDES, A.

1. *Nicolaidis, A. “Multiskilling in the Hospitality Industry in South Africa and Adjacent Countries”*
2. *Zarate, R., Matviuk, S. “A Comparison between the Perceptions of the Ideal Leader for Colombians and Chileans Using the Leadership Practices Inventory of Kouzes and Posner”*
3. *Mukerji, D., “Leadership for 21st Century: Towards a Transcendent Framework”*
4. *Alonso-Almeida, M., Bremser, K. “Do Female Management Decisions In Crisis Times Differ From Male Decisions? An Exploratory Study”*

ROOM 3: MARKETING (6)

SESSION CHAIR: GIOVANIS, A.

DISCUSSANT: ATHANASOPOULOU, P.

1. *Becker, K., Nobre, H. “Toward a Luxury Brand Definition”*
2. *Stavroulakis, P., Fountzoula, Z., Pantaleon, A. “The Balance Sheet as a Model for Self-Assessment and Personal Branding”*
3. *Coleman, B., D’Souza, C. “Branding of Sustainable Clothing”*
4. *Giovanis, A., Athanasopoulou, P., Tsoukatos, E. “Service Fairness, Service Quality and Relationship Quality Evaluation Effects on Customer Loyalty”*

ROOM 4: INTERDISCIPLINARY RESEARCH (2)

SESSION CHAIR: COSTEA, C.

DISCUSSANT: KYRIAKIDOU, N.

1. *Gupta, U., Massa, N., Azzopardi, J. “Organisational Culture and the Value Prioritisation of a Firm’s Intellectual Capital: Towards a Conceptual Framework”*
2. *Martin-Rios, C. “Organizational Innovation Implementation through Inter-Firm Networks”*
3. *Bondrea, A., Costea, C. “State of Art about the Traditional, Unidirectional Interrelation among Consumption Pattern and Societal and Corporate Development”*

TUESDAY 24TH SEPTEMBER
1030-1200 SESSION 4

ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (4)

SESSION CHAIR: ESPOSITO, P.

DISCUSSANT: PARDO, P.

1. Pardo, P., Tajeddini, K. *“Innovative Marketing Strategies in Family Owned Businesses: A Work in Progress Framework to Integrate Social Media”*
2. Macedo, I., Pinho, J., Liao, M. *“Investigating the Impact of Internet Usage and Acceptance on Active Ageing among Older Adults”*
3. Voutinioti, A. *“Determinants of User Adoption of E-Government Services and the Role of Citizen Service Centres, In Greece”*
4. Esposito, P. *“Back To the Future: The Virtual Musealization in Public Management. A Research Note from Italy”*

ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (4)

SESSION CHAIR: DAVIDOVICH, L.

DISCUSSANT: AGGELOPOULOS, S.

1. Aggelopoulos S., Tsiouni M., Pavludi A., Chioteris C. *“Analyzing Basic Components of Production Cost in Greek Sheep and Goat Farms”*
2. Giacosa, E., Mazzoleni, A. *“A Model of Effective Recovery for Italian Companies to Overcome the Financial Crisis”*
3. Culasso, F., Broccardo, L., Manzi, L., Truant, E. *“Management Accounting Change toward Risk Management”*
4. Bialek-Jaworska, A., Yaneva, D., Drzqzkowska, K. *“Difference in Valuation as at the Balance Sheet Date Used By the Newconnect Listed Companies”*

ROOM 7: INTERNATIONAL BUSINESS (2)

SESSION CHAIR: BELYAEVA, Z.

DISCUSSANT: CREMA, M.

1. Crema, M., Verbano, C. *“Health Lean Management and Clinical Risk Management: A Systematic Literature Review”*
2. Conto, F., Fiore, M., Santini, C., Silvestri, R. *“Exploring the determinants of Marketing Innovative behaviours in wine SMEs: an explorative case study in the Apulian wine Business”*
3. Schimmenti, E., Crescimanno, M., Borsellino, V., Galati, A., Pisano, G. *“The Main Effects of Green Harvesting on the Sicilian Wine Cooperatives”*
4. Kaufmann, R., Strata, S., Domenighini, C., Novak, M., Kessler, K. *“Losing Quality on the Way from the Meadow to the Consumer’s Plate”*

ROOM 8: CASE STUDIES AND GENERAL TRACKS (1)

SESSION CHAIR: TRIGKAS, M.

DISCUSSANT: MORVARID, H.

1. Morvarid, H. *“Cyprus Optimal Natural Gas Wealth Management Model”*
2. Lizarzaburu, E. *“Corporate Social Responsibility And Stakeholder Strategies: The Impact in Risk Management”*
3. Grandhi, B., Singh, J., Gupta, M., Kaur, J., Seth, R. *“Crowdsourcing for Dubai Apparel Industry- Mirage or A Reality?”*
4. Papadopoulos, I., Karagouni, G., Trigkas, M., Beltsiou, Z. *“Green Wooden Furniture. Determination of Market Trends and Tendencies in Greece and Cyprus during Economic Crisis”*

TUESDAY 24TH SEPTEMBER
1030-1200 SESSION 4

ROOM 9: CROSS-CULTURAL MANAGEMENT (1)

SESSION CHAIR: RIOS-MORALES, R.

DISCUSSANT: ZHANG, C.

1. *Teodosio, J., Robalo, A. “Is the Globe Model Useful for Cross-Cultural Leadership Research?”*
2. *Alves, G., Correia de Barros, A., Raposo, M. “The Interralated Effects of Culture and Relationship Quality on the Relations between Portuguese Exporters and Angolan Distributors”*
3. *Fu, N. “When West Meets East: Comparing the Use of High Performance Work Systems between Irish and Chinese Professional Service Firms”*
4. *Rios-Morales, R., Schweizer, M., Gamberger, D., Ursprung, D. “The Impact of International Investment Agreements on Foreign Direct Investment: the Swiss Experience”*

1200-1330

LUNCH (CONGRESS CENTRE)

TUESDAY 24TH SEPTEMBER

1330-1500 SESSION 5

ROOM 1: CONFLICT, DIVERSITY AND COHESION (1)

SESSION CHAIR: BRODEUR, L.

DISCUSSANT: SNORRASON, J.

1. *Snorrason, J. “A Review of the Current Situation of Gender Diverse Corporate Boards and the Impact of More Diversity”*
2. *Sarri, S., Kriemadis, T., Papaioannou, A. “An Examination of Human Resource Empowerment Applied to the Educational Sector: The Case of Greek Research Centers”*
3. *Brodeur, L. “Mechanisms of (De)Certification: Understanding how Conflicts Unfold in Organizations”*

ROOM 2: ECONOMICS, FINANCE AND ACCOUNTING (5)

SESSION CHAIR: DAVIDOVICH, L.

DISCUSSANT: GIACOSA, E.

1. *Culasso, F., Manzi, L., Broccardo, L., Giacosa, E. “Family Italian Listed Firms: Comparison in Performances and Identification of Two Main Configurations”*
2. *Evangelatou, K., Maniatis, A., Manoliadis, O. “PPP and Public Works Law In France”*
3. *Naoum, V., “Sticky Behavior of Selling, General, and Administrative Costs and Earnings Management Practices: An International Comparative Perspective”*
4. *Tusan, R., Banociova, A., Buleca, J. “Comparison of IFRS and Slovak Accounting Regulations in the Area of Accounting and Recognition of Noncurrent Assets”*

ROOM 3: MARKETING (7)

SESSION CHAIR: PERRY, M.

DISCUSSANT: RUDAWSKA, I.

1. *Rudawska, I. “A Quality Model for Integrated Healthcare in Poland”*
2. *Sirisena, A. “Perceptual Antecedents of Voice to Voice Service Encounters and Its Impact on Customer Loyalty: Evidence from a South Asian Country”*
3. *Esquerdo, T., Macedo, I., Pinho, J. “Examining the Role of Trust in User Perceptions of Quality and Satisfaction in the Public Sector: Empirical Evidence from the Health Sector”*
4. *Estrela, R., Pereira, F., Bruno, J. “Children’s Consumer Socialization: The Role of Marketing”*

ROOM 4: EDUCATION AND TRAINING (1)

SESSION CHAIR: PORATH, A.

DISCUSSANT: KHODABANDEHLOO, A.

1. *Khodabandehloo, A. “University - Industry Collaboration: A Theoretical Framework”*
2. *Nazelskis, E., Tutlys, V. “Involvement of enterprises and sectors of economy in the designing and implementation of the National Qualifications Framework: experience of Lithuania”*
3. *Green, J. “A Grounded Theory of Perpetual Ratifying. Putting Lifelong Learning Strategies into Practice for Business Competitiveness”*
4. *Porath, A., Ramos, I., Rahman, H. “Government - Academy Different Approaches to Technology Transfer”*

TUESDAY 24TH SEPTEMBER
1330-1500 SESSION 5

ROOM 5: LEADERS MEETING (COUNTRY DIRECTORS, TRACK/SESSION CHAIRS, RIC CHAIRS)

ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (6)

SESSION CHAIR: BRUNETI, F.

DISCUSSANT: LIZARZABARU, E.

1. Sorrentino, M. “*The Introduction of Accrual Accounting In the Italian Public Sector: The ‘Exceptional’ Accounting Treatment for Finance Lease*”
2. Saviano, M., Parida, R., Caputo, F., Datta, S. “*Insights on Italian and Indian Health Care Systems from VSA Perspective*”
3. Costa, L., Menezes, C., Oliveira, L. “*Accountability and Discourse: Identity Construction of ‘Águas De Portugal, S.A*”
4. Lizarzaburu, E.R., Berggrun, L., Ostos, J. “*The Case of Beverage Company in Latam*”

ROOM 7: INTERNATIONAL BUSINESS (3)

SESSION CHAIR: GALATI, A.

DISCUSSANT: VIASSONE, M.

1. Vrontis, D., Viassone, M. “*When Wine Meets Territory: The Italian Scenario*”
2. Pisoni, A., Cortili, M., Onetti, A. “*The Internationalization Strategies of Italian Companies In India*”
3. Gaeta, D., Corsinovi, P. “*The Dynamic of Wine Supply and Price Formation in Chianti Classico Denomination*”
4. Crescimanno, M., Galati, A. “*Competitiveness of Italian Wines on the International Market*”

ROOM 8: CASE STUDIES AND GENERAL TRACKS (2)

SESSION CHAIR: ELSHAMLY, A.B.M.

DISCUSSANT: FLORES, A.

1. Rios-Morales, R., Brennan, L., Schweizer, M., Flores, A. “*Foreign Direct Investment as a Means of Economic Development*”
2. Gomes, P., Meneses, R. “*From Offshore Outsourcing Provider to Own Brand Manufacturer: An Exploratory Approach Using Results from the Portuguese Footwear Industry*”
3. Borgonovi, E., Esposito, P. “*Conceptualizing, Visualizing and Measuring Corruption, State Capture and their impact in Italy*”
4. Elshamly, A.B.M., Davies, B., Gear, T., and Verschueren, R.B. “*A Business Strategy Development Framework For SMEs*”

ROOM 9: MARKETING (8)

SESSION CHAIR: LAAKSONEN, P.

DISCUSSANT: CHAILAN, C.

1. Chailan, C. “*The Role of Art in Luxury Management*”
2. Serra, E., “*The Impact of Consumer Loyalty on the Competitiveness and Sustainability of Private Labels*”
3. Pires, A., Loureiro, S. “*A Study on Antecedents and Impacts of Engagement and Participation in Brand Communities in Portugal*”
4. Goncalves, A. “*Consuming the City, Spaces of Consumption: Commodifying and Aestheticising Cardiff’s Everyday Life*”

TUESDAY 24TH SEPTEMBER

1500-1630 SESSION 6

ROOM 1: CONFLICT, DIVERSITY AND COHESION (2)

SESSION CHAIR: DESIVILYA-SYNA, H.

DISCUSSANT: SPANO, I.

1. Spano, I. “*The Workplace Mobbing: The Negotiated Codes Of Conduct as Effective Contrast Agents*”
2. Papaioannou, A., Kriemadis, T., Kourtesopoulou A., Kolovos, P., Gkouzou M. “*An Analysis of Human Resource Empowerment: A Case Study in the Health Care Sector*”
3. Saltini, T. “*Impact Capital for sustainable development in the Mediterranean Region*”
4. Desivilya Syna, H., Raz, M. “*The Challenge of Engaging Organizational Diversity in Divided Societies: The Case of Ethnically Mixed Nurses' Teams*”

ROOM 2: ECONOMICS, FINANCE AND ACCOUNTING (7)

SESSION CHAIR: BRUNETTI, F.

DISCUSSANT: SENSINI, L.

1. Amendola, A., Restaino, M., Sensini, L. “*Corporate Financial Distress And Bankruptcy: A Comparative Analysis In France, Italy And Spain*”
2. Floros, C., Voulgaris, F., Tsoukatos, E. “*Efficiency and Profitability: An Application of DEA to Greek SMEs*”
3. Garcia-Gallego, A., Mures-Quintana, M., Vallejo-Pascual, M. “*Canonical Correlation Analysis as A Confirmatory Method of Principal Components Analysis. Application to Financial Information*”
4. Mattarocci, G., Siligardos, G. “*Income Return Vs Capital Appraisal: A Test on the Italian Real Estate Funds*”

ROOM 3: MARKETING (9)

SESSION CHAIR: STOKES, P.

DISCUSSANT: WILSON, I.

1. Wilson, I. “*The Internationalisation of Chinese Firms: Brand, Entry Mode, and Country of Origin Options*”
2. Paul, S., Datta, S. “*Antecedents and Consequences of Surrogate Advertising: An Empirical Study in India*”
3. Shuv-Ami, A. “*Fans’ Brand Commitment to their Football Team*”
4. Moore, N., Stokes, P. “*The Managing and Staging of Football Matches In the English Professional Football Industry: An Event Lifecycle Approach*”

ROOM 4: EDUCATION AND TRAINING (2)

SESSION CHAIR: LISIEVICI, P.

DISCUSSANT: PHILIPSON, S

1. Philipson, S. “*Pattern-Finding in Qualitative Data - A 17 Steps Procedure of Making Data Analysable*”
2. Varnava-Marouchou, D., Mihai, S. “*The Impact of ‘Creativity’ On Student Employability*”
3. Lisievici, P. “*Analysing Risks Associated With External Quality Assessment in Higher Education: A Case Study on Romanian Higher Education System*”

TUESDAY 24TH SEPTEMBER

1500-1630 SESSION 6

ROOM 5: INTERNATIONAL BUSINESS (4)

SESSION CHAIR: AGGELOPOULOS, S.

DISCUSSANT: POMARICI, E.

1. Pomarici, E., Vecchio, R. “Sustainable Wine Consumer: Myth or Reality?”
2. Agnoli, L., Capitello, R., Begalli, D. “Factors Influencing the Decision-Making Process of the New Wine Consumers”
3. Tsiantikoudis, S., Arabatzis, G., Aggelopoulos, S. “Rangelands Regional Development: A Bibliographic Approach”

ROOM 6: TOURISM (3)

SESSION CHAIR: SMAOUI, F.

DISCUSSANT: LEITAO, I.

1. Leitao, I. “Images from Literature and the Arts in constructing Gastronomic Cultural Tourism”
2. Camacho, E. “Profitable Index on Tourism Promotion on Madeira: A Financial Model”
3. Smaoui, F., Benali, A. “The Ecotourism Experience An exploratory study in a Tunisian context”

ROOM 7: CORPORATE GOVERNANCE (1)

SESSION CHAIR: PARANQUE, B.

DISCUSSANT: NAZAR, M.

1. Nazar, M., Nishat, M. “Desirable Code of Corporate Governance for Non-Listed Companies: An Experience from Pakistan”
2. Kachala, T. M., Berezina, O. Y. “Social Aspects of Corporate Governance”
3. Maly, M., Kubicek, A. “Corporate Governance of Non-Profit Organizations - Theory and Practice”
4. Casprini, E., D’antone, S., Paraque, B., Pucci, T., and Zanni, L. “The Relationship Between Corporate Governance and Business Model Choice in Family Firms: Is There a Missing Link in Family Business Studies?”

ROOM 8: CASE STUDIES AND GENERAL TRACKS (3)

SESSION CHAIR: VECCHI, A.

DISCUSSANT: PIERRAKOS, G.

1. Pierrakos, G., Kyriakidou, N., Yfantopoulos, J., Goula, A., Giovannis, A. Latsou, D., Sarris, M. “Primary Health Care Services Evaluation in Greece”
2. Catarina, M., Estrela, R. “The Importance of the Brand in the Portuguese Mould Industry”
3. Gomes, E., Mellahi, K., Harvey, A., Sahadev, S. “Organisational Justice in International Mergers and Acquisitions: The Impact of Procedural and Interactional Justice on Employee Commitment”
4. Vecchi, A. “Chinese Acquisitions and Their Impact on the Made In Italy Luxury Sector: A Research Proposal”

TUESDAY 24TH SEPTEMBER

0830-1630 ON-SITE VIRTUAL PRESENTATION SESSION

VIRTUAL SESSION ROOM: ON-SITE VIRTUAL PRESENTATIONS

SESSION CHAIR: EPURE, M.

DISCUSSANT: LISIEVICI, P.

Balta, C., Bica, G., Rosioru, N. “Comprehensive Approach to Crises Management”

Balta, C., Bica, G., Stanca, C. “Political and Military Action Frame of the European Union within the Crises Management”

Balta, C., Stanca, C. “Managing the Crisis in the European Union”

Bica, G., Constantinescu, M., Balta, C. “The Principle of Knowledge Management and the New Model of the Organization in the Knowledge-Based Economy”

Chivu, M., Popescu, G., Dragomiroiu, R. “Bio-Economy: Transition from the Economic Paradigm to the New Global Economy”

Doval, E., Negulescu, O. “Why Positive Feedback for Future Organizations Strategy Design?”

Epure, M. “Bio-Economy and Bioeconomics: What has Social Marketing to do with?”

Iliescu, G., Kabbara, T. “Norms and Non-Classical Negations”

Larionescu, A., Ciotoiu, I. “Romanian International Migration and Sustainable Development in Rural Sending Areas: Migrant Investments in Houses”

Marinescu, L. “Digitalization of the National Patrimony Opportunities in Research Projects and E-Learning: The Resource Harvesters In The Case Of Romanian Literature”

Negulescu, O., Doval, E. “A Matrix of Investments in Social Responsibility and Sustainability”

Pistol, L., Ungureanu, A. “Innovative Approaches in Romania Education System – E learning Solution Provided by SIVECO”

Rascu-Pistol, S., Ungureanu, A. “Innovation through Information and Communication Technology (ICT) In Romanian Education”

Tampu, L., Libardea L., Cerchez, A. “Conceptualizing a New Model of Social Innovation in Online Environment”

Toma M., Balint, A., Ionescu, A. “The Determinants of E-Governance and How to Establish a Successful Relationship with Citizen”

Vasile A., Mihoreanu, L., Bondrea, A. “An Insight into the Rationality of Economic Entities: Emerging From Crises with New Approaches to Social Sciences”

Viciu, T., Mihoreanu, L., Goran, L. “The Contemporary “Hommo Economicus”: Defining Wellbeing at the Crossroads of Economic Growth and Business Ethics”

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GALA DINNER AND AWARD CEREMONY (HOTEL PALACIO)

VIRTUAL CONTRIBUTIONS (ABSTRACTS / PAPERS)

- Amirkhanpour, M. “Mobile Marketing and SoLoMo Convergence: The New Trends in Marketing”
- Anastasiou, N., Melanthiou, Y. “Social Networking Sites: Workplace Impact”
- Bachiller, P., Lasa, F. “Spanish Savings Banks: An Analysis of Their Performance”
- Bertoldi, B. Branca, S., Giachino, C. “Comparing the Performance of Family Controlled Businesses and Non-Family Controlled Businesses During the Crisis”
- Bertoldi, B., Branca, S. “Establishing a Sustainable Growth for a SME”
- Borsekova, K., Petrikova, K., Vanova, A. “The Impact of Lack of Cooperation between Municipalities and Academic Organizations on Economic Development in Slovakia”
- Bresciani, S., Thrassou, A., Vrontis, D. “The Internationalization of R&D Activities to Asian Developing Countries”
- Calza, F., Cannavale, C., Tutore, I. “Carbon Disclosure Score as a Proxy of Corporate Environmental Proactivity: A Cross-Cultural Analysis”
- Ciasullo, M., Festa, G. “The Governance of ‘Collective’ Strategies for Internationalization: Small Businesses in the Italian Wine Sector”
- Constantinou, E., Melanthiou, Y. “Corporate Recruiting: E-Recruitment in Cyprus”
- Georgiou, T. "Wine Success Framework: An Empirical Assessment in the Family Wineries of Cyprus"
- Guelfi, S. “Variances Analysis of the Free Cash Flows to Firm and its Impact on the Financial Structure. Spare Parts Manufacturers in the Italian Automotive Independent after Market in the 2008-2011 Period”
- Kundu, S. “Mediating Impact of “Trust” in the Relationship between e-Service Quality & Customer Satisfaction in the Context of Internet Banking”
- Kyriakidou, N., Stewart, J., Bobade, A. “Empirical Study Findings of Foreign Language Adaptation of the Indian Business Processing Agents and Effective Communication at a Transnational Work Place”
- Liargovas, P., Repousis, S. “Mergers and Acquisitions Were Not A Solution to the Liquidity and Capital Requirements of Greek Banking Sector”
- Lucianelli, G. “Emerging Models of University Governance: Empirical Evidences In The Italian Case”
- Lucianelli, G. “The Key Success Factors In the Field Of Knowledge-Intensive Market Services: Empirical Evidences in the Italian Case”
- Mari, C. “Researching Social Practices for Understanding Consumption”
- Mari, C., Meglio, O. “Temporality in Intergenerational Transition: A Process Case Study of a Small Business”
- Mavris, C., Ambrosio, V. “The Management of Sustainable Tourism Development in Cyprus: Balancing the Economic, Environmental, Social and Cultural Impacts of Tourism”
- Meglio, O., Rossi, M., Capasso, A. “The Venture Capitalist-Entrepreneur Relationship: Evidence from Italy”
- Mouzoura, G. “Interactions between the Volatility of Financial Markets and Investors’ Behaviour”
- Papasolomou, I., Melanthiou, Y. "Marketing Public Relations: The Cyprus Perspective"

VIRTUAL CONTRIBUTIONS (ABSTRACTS / PAPERS)

- Pavlou, F. “Human Resource Management: ‘Content’, ‘Processes’, or ‘Perceptions’?”
- Raudonen, S. “Role of Taxation Policy in Investments Allocation Decisions: Using a Gravity Approach for Exploring Bilateral FDI Into EU”
- Rossi, M., Vrontis, D., Thrassou, A. “Biotechnological Mergers and Acquisitions: An overview “
- Roumeliotis, M., Kyriakogkonas, P. “Exploring the Interrelations between Codes of Conduct and Financial Performance: Evidence from Greece”
- Sabau, C. “Clusters – A Key Element of Regional Development in Romania”
- Sakka, G. “The Implementation of Formal and Informal HRM Practices By Middle-Managers in Centralised Public Sector: The Case of Cyprus”
- Scorrano, P., Maizza, A., Rosato, P., Gravili, S. “The Contribution of Web Communication to Agri-Food SMEs Competitiveness. A Comparison Between Italian and English Language Websites”
- Shams, R. “Mutually Beneficial Relational Value: An Antecedent of Business-To-Business Innovation”
- Silva, A., Oliveira, L., Gomes, D. “The Impact of the Financial Crisis and Austerity in a Local Hospital: The Case of Antibiotics Consumption and Its Costs”
- Tchai, T. “Abnormal Investor Response to the Index Effect for Daily and Intraday Data”
- Tsoukatos, E., Giovanis, A. “Gender Role Stereotypes and Requisite Management Characteristics: Evidence from Greece”
- Vanparia, B., Tsoukatos, E. "Comparison of SERVQUAL, SERVPERF, BSQ and BANKQUAL Scale in Banking Sector"
- Vasiliadis, L., Panta, M. “Greek Banks’ International Behaviour in S.E.E. Countries: Business Commitment and Political Dimensions”
- Yahiaoui, D., Chebbi, H. “The Hybridization of HRM Practices Within MNCs: Shifting From Receptive To Learning Subsidiaries”