12TH ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
18-20 September 2019 – Thessaloniki, Greece
“Business Management Theories and Practices in a Dynamic Competitive Environment”

HOSTED AND SUPPORTED BY

Hellenic Mediterranean University

UNIVERSITY of NICOSIA

The College of Management Academic Studies
12\textsuperscript{th} ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
18-20 September 2019 – Thessaloniki, Greece
“Business Management Theories and Practices in a Dynamic Competitive Environment”

Conference Programme

\textit{Venue: Macedonia Palace Hotel}
12TH ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
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Programme at a glance

WEDNESDAY - SEPTEMBER 18, 2019
16:30 – 18:30 Conference Pre-Registration
17:00 – 18:00 Research Networking Opportunities and Activities
18:00 – 19:00 Preparation Meeting for Session Chairs and Discussants

THURSDAY – SEPTEMBER 19, 2019
08:30 – 16:00 On-site registration desk and information desk
09:00 – 10:30 SESSION 01
10:30 – 11:00 Coffee break
11:00 – 12:00 Conference Inauguration
Welcoming addresses
Awards Ceremony
12:00 – 13:00 Keynote Speech: Prof. Günter K. Stahl, V.U.E.B.
“Making our Research More Relevant and Impactful: Addressing Grand Societal Challenges through Management Scholarship”
13:00 – 14:00 Lunch break
14:00 – 15:30 Meet the Editors Session – Chair: Prof. Shlomo Tarba,
The University of Birmingham, UK, Deputy Editor-in-Chief, British Journal of Management, Associate Editor, Human Resource Management Review, Vice President, EuroMed Academy of Business
15:30 – 16:00 Coffee break
16:00 – 17:30 SESSION 02 and Workshop: “Seeking synergy between HEI and the Corporate world” (16:00-18:30)

FRIDAY - SEPTEMBER 20, 2019
08:30 – 13:00 On-site registration desk and information desk
08:30 – 10:00 SESSION 03
10:00 – 10:30 Coffee break
10:30 – 12:00 SESSION 04 & “International Marketing Review PD Workshop”
13:00 – 14:00 Lunch break
14:00 – 15:30 SESSION 05 & “International Marketing Review PD Workshop”
15:30 – 16:00 Coffee break
16:00 – 17:30 SESSION 06 & “International Marketing Review PD Workshop”
20:00 Gala Dinner - Macedonia Palace
### WEDNESDAY - SEPTEMBER 18, 2019
16:00 – 18:45

- 16:30 – 18:30 Conference Pre-Registration
- 17:00 – 18:00 Research Networking Opportunities and Activities  
  Chair: Prof. Hans Ruediger Kauffmann
- 18:00 – 18:45 Preparation Meeting for Session Chairs and Discussants  
  Chairs: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis

### THURSDAY – SEPTEMBER 19, 2019
08:30 – 16:00 REGISTRATION

On-site registration desk and information desk

### THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

**SESSION 01 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 1**

**Room**

**SESSION CHAIR:** PAPASOLOMOU, I.  
**DISCUSSANT:** MELANTHIOU, Y

1. **CUSTOMER ENGAGEMENT: GROWING RELEVANCE IN MARKETING RESEARCH,** Pinto, F.R., Loureiro, S.M.C (30_15)
2. **CAN GRATITUDE INCREASE LOYALTY?** Kirse, S., Dikcius, V., Adomavicite, K. (30_05)
SESSION 01 – Track 35: It’s time for a Leadership talk! 1 (Room _)
SESSION CHAIR: FERRARIS, A. DISCUSSANT: DA COSTA, L.
1. THE NEED FOR TEACHING COMPASSIONATE SELF-LEADERSHIP IN A UNIVERSITY SETTING, Tzortzaki, A.M. (29_07)
2. SHARED LEADERSHIP: PROPOSITIONS AND CONCEPTUAL FRAMEWORK, Lyndon, S., Pandey, A. (35_06)
3. VALUES AND LEADERSHIP: RHETORIC AND REALITY, A COACHING PERSPECTIVE, Rodgers, H., White, A. (35_07)

SESSION 01 – Track 21: Unlocking the path to a modern Health Care Management Era (Room _)
SESSION CHAIR: TSANTOPOULOS, G. DISCUSSANT: GRIGORAKIS, N.
2. ADOPTING BUSINESS MODELS AND STRATEGIES IN MANAGEMENT OF HEALTHCARE ORGANIZATIONS: ARE ISRAELI HOSPITALS BECOMING BUSINESS ENTERPRISES? Schneider Lior, N., Ofer,Z. (21_03)
3. PERFORMANCE INDICATORS AND CLINICAL MONITORING: USEFUL MEASURES FOR IMPROVING QUALITY AND REDUCING COSTS IN HEALTHCARE ORGANIZATIONS, Salvatore, F.P., Fanelli, S., Contò, F. (21_05)

SESSION 01 – Track 26: Modern International Business, Management and Social Outlooks 1 (Room _)
SESSION CHAIR: PHILIPSON, S. DISCUSSANT: BAŠIĆ, M.
3. THE COLLABORATION & DESIGN THINKING GLUE BETWEEN ALL DISCIPLINES, Washington, M.L.; Madden, J.R. (01_08)
THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

SESSION 01 - Track 22: Sustaining today's Tourism Growth 1 (Room )
SESSION CHAIR: PAVLOUDI, A. DISCUSSANT: GRZUNOV, J.
1. BREXIT AND THE UNITED KINGDOM TOURISM SECTOR, Scott, P. (22_02)
2. LITERARY ENGLAND: A TOURISM DESTINATION FOR THE US TRAVELLER, Ingram, C., Themistocleous, C., Rickly, J., McCabe, S. (22_06)
3. THE EFFECT OF THE OPEN SKIES AGREEMENT BETWEEN ISRAEL AND THE EU ON ISRAEL’S TOURIST INDUSTRY, Schein A. (22_07)

SESSION 01 - Track 20: Business Perspectives in the Food Sector 1 (Room )
SESSION CHAIR: AGGELOPOULOS S. DISCUSSANT: CHIOTERIS, S.
1. SOCIO-DEMOGRAPHIC FACTORS AND ONLINE SHOPPING FOR FOOD AND BEVERAGE: AN ANALYSIS OF ITALIAN CONSUMERS, Finotto, V., Mauracher, C., Procidano, I. (20_01)
2. THE ENTREPRENEURS’ PROPENSITY TO ADOPT ELECTRIC MOBILITY IN THE SHORT FOOD SUPPLY CHAIN, Giacomara, M., Tulone, A., Crescimano, M., Galati, A. (20_03)
3. FARMERS’ WILLINGNESS TO PAY FOR BRAND DEVELOPMENT, Tselempis, D., Karipidis, P., Tzimas, D. (20_05)

SESSION 01 – Track 49: Business and Society 1 (Room )
SESSION CHAIR: TSOUKATOS, E. DISCUSSANT: SCHINZEL, U.
1. ENVIRONMENTAL CONCERN, GREEN PRODUCT BELIEFS AND WILLINGNESS TO PAY MORE TOWARD GREEN FASHION PRODUCTS. A COMPARISON BETWEEN CHINA AND TAIWAN, Mainolfi, G. (14_03)
2. NON-FINANCIAL EMPLOYMENT COMMITMENT AMONG MUSLIMS AND JEWS IN ISRAEL, Sharabi, M., Shdema, I., Simonovich, J., Shahor, T. (12_02)
THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

SESSION 01 – Track 01: Accounting and Auditing (Room _)

SESSION CHAIR: LOIS, P.
DISCUSSANT: GIACOMARRA, M.

1. INTERNAL AUDIT AND COURT OF AUDITORS’ ROLE IN PUBLIC ADMINISTRATION, Lois P., Drogalas G., Karagiorgos, A. (01_05)
2. INVERTED HOCKEY STICK EFFECT IN THE EUROPEAN INDUSTRY: INVENTORY REDUCTION IN THE LAST FISCAL QUARTER, Vieira, N. G., Delgado, K., Moreira, J.A (33_03)
3. THE EFFECTS OF GLOBALIZATION ON FINANCIAL REPORTING, Liviu-Alexandru T (01_17)

END OF SESSION 01
## 12th Annual Conference of the Euromed Academy of Business

18-20 September 2019 – Thessaloniki, Greece
“Business Management Theories and Practices in a Dynamic Competitive Environment”

### Thursday – September 19, 2019, 10:30 -16:00

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<tr>
<td>10:30 – 11:00</td>
<td>Coffee break</td>
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<tr>
<td>11:00 - 12:00</td>
<td>CONFERENCE INAUGURATION (Room)</td>
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### Welcomings

Prof. Stamatis Aggelopoulos (HIU) and Prof. Christos Floros (HNU), Conference Chairs
Prof. Demetris Vrontis and Prof. Yaakov Weber, Presidents of EMRBI

### Awards Ceremony

### Keynote Speech

Prof. Günter K. Stahl, Vienna University of Economics and Business

“Making our Research More Relevant and Impactful: Addressing Grand Societal Challenges through Management Scholarship”

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<td>13:00 – 14:00</td>
<td>Lunch Break</td>
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<tr>
<td>14:00 - 15:30</td>
<td>Meet the Editors and Reviewers Session - Chair: Prof. Shlomo Tarba</td>
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The University of Birmingham, UK, Deputy Editor-in-Chief, British Journal of Management, Associate Editor, Human Resource Management Review, Vice President, Euromed Academy of Business

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<tr>
<td>15:30 – 16:00</td>
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Günter K. Stahl is Professor of International Management and Director of the Centre for Sustainability Transformation and Responsibility (STaR) at the Vienna University of Economics and Business (WU Vienna). He also holds an appointment as Adjunct Professor of Organizational Behavior at INSEAD, the leading international business school with campuses in France, Singapore and Abu Dhabi, where he served as a full professor before joining WU. He is an Academic Fellow of the Centre for International HRM at Judge Business School, University of Cambridge, Fellow of the Centre for Global Workforce Strategy at Simon Fraser University, and was a visiting professor at Duke University’s Fuqua School of Business, the D’Amore-McKim School of Business at Northeastern University, the Wharton School of the University of Pennsylvania, Waseda University and Hitotsubashi University, among others.

Günter’s research interests include the drivers of responsible corporate responsibility and irresponsibility, the cultural dynamics of international teams and organizations, global talent management, and the changing nature of global work. His research has been published in leading academic journals, profiled in a wide range of media outlets including the Wall Street Journal and Financial Times, and been recognized by several prestigious awards, including the Carolyn Dexter Award of the Academy of Management, the SAGE/ Journal of Leadership Award for the most significant contribution to advance leadership and organizational studies, the Best Global Leadership Article Award of the Global Leadership Advancement Center, and the Academy of Management Best Paper in International Ethics, Social Responsibility, and Sustainability Award. He is currently Editor-in-Chief of International Management of Organizations & People as well as Senior Editor of the Journal of World Business.

Günter is also an accomplished teacher who has won numerous Outstanding Teacher and Program Director awards, including five-time winner of the CEMS Course of the Year Award (2009, 2011, 2013, 2014, 2018) for the most highly-rated course in the CEMS network worldwide, the WU Executive Academy Award for Teaching Excellence in the Professional MBA Program, the Outstanding Teaching Award in Executive MBA Program, HEC Université de Genève, and the Teaching Excellence Award of the University of Minnesota Carlson School of Management Executive MBA Program. He serves on the advisory boards of several for-profit- and non-profit organizations, including Catalyst, the research and advisory organization working globally with companies to expand opportunities for women in business. He has been involved in consulting and executive teaching for a variety of industrial and professional services companies including Alstom, Abu Dhabi Commercial Bank, Anadolu Group, Astra Zeneca, Audi, Avea, Bank Mandiri, Bayer Healthcare, Beiersdorf, Biomin, BMW, Booz & Company, Commerzbank, DaimlerChrysler, Dogus Automotive, EVN, Exxon Mobil, FMC Technologies, Fresenius, GlaxoSmithKline, Heineken, Henkel, Nissan, Noble, Novartis, IBM, KPMG, Lufthansa, MDM Bank, Mobilink, Siemens, Standard Chartered Bank, Telekom Austria, Türk Telekom, UGS and UniCredit Group, as well as for organizations in the non-profit sector such as More Than One Perspective, Transparency International, and the ERSTE Foundation NGO Academy. In addition to teaching for WU Vienna, he regularly teaches in MBA, EMBA and executive programs around the world, including programs with Kellogg School of Management and INSEAD, Sabanci Executive Education Programs, and the HEC Université de Genève EMBA.
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WORKSHOP 1- 16:00 – 18:30 (ROOM_)

Coordinator: Prof. Erika Vaiginiene, Head of Strategic Planning Department, Vilnius University

Title: Seeking synergy between HEI and Corporate world

Science and business links are vital for higher competitiveness of companies’ and for addressing of social challenges such as health, ageing society, climate change or other. In many EU countries between higher education institutions and business still are underdeveloped. An aim of a workshop is to discuss what are the main issues which limit development of those links? And what would be the measures which foster common-direction visionary vision? Business representatives as well as academics are invited to present their science – business cooperation success stories by addressing the factors which helped them to align science capabilities with business needs.

Presentation of success stories: 15 minutes per case

Moderated discussion: Factors fostering alignment of science capabilities with business needs.
THURSDAY – SEPTEMBER 19, 2019
SESSION 02: 16:00 – 17:30

SESSION 02 – Track 01: Accounting and Auditing (Room _)
SESSION CHAIR: LOIS, P.
DISCUSSANT: YANNOULIS, Y.
1. AN ANALYSIS OF UK ANDERSEN CLIENTS PRE- AND POST ANDERSEN DEMISE: WHERE HAVE THEY GONE AND DID THEY PAY MORE? Basioudis, I. (01_16)
3. INTANGIBLE ASSETS – INFLUENCE ON THE “RETURN ON EQUITY ON MARKET VALUE” (S&P100 INDEX), Garcia y, J., Lopes, J., Nunes, A. (01_03)

SESSION 02 – Track 44: Strategic Management: Competing in the Global Arena (Room _)
SESSION CHAIR: SCHNEIDER LIOR, N.
DISCUSSANT: IAZZI, A.
1. DYNAMIC CAPABILITIES AS BALANCING: THE INTERPLAY OF ORDINARY CAPABILITIES, SIGNATURE PROCESSES, AND ORGANIZATIONAL IDENTITY, Tagliaventi, M.R’, Carli, G. (44_01)
2. STRATEGY-MAKING BY ANSWERING 49 QUESTIONS: A NOVEL PROCESS-BASED PRACTICE MODEL, van Straten, R. (44_04)
3. LEARNING AS AN OUTCOME OF DYNAMIC CAPABILITIES IN CASE OF STRATEGIC RENEWAL, Karagouni, G., Karagiannis, A. (44_07)

SESSION 02 – Track 30: Discussing on Updated Marketing Matters 2 (Room _)
SESSION CHAIR: RUDAWSKA, I.
DISCUSSANT: ADOMAVICIUTE, K.
1. EMOTIONAL LABOR, EMPLOYEE AND TEAM OUTCOMES: A MULTILEVEL ANALYSIS IN SALES TEAMS, Zhao, X., Fu, N., Freeney, Y., Flood, P. (30_07)
3. CONSUMERS PERCEPTION OF FOOD SAFETY RELATED RISK IN THE ITALIAN MARKET, Tulone, A., Crescimano, M., Giacomarra, M., Galati, A. (01_18)
### SESSION 02 – Track 26: Modern International Business and Management Outlooks (Room __)

**SESSION CHAIR:** KAUFFMANN H.R.  
**DISCUSSANT:** BARYSHEVA, G.

1. **THE LINK BETWEEN INSTITUTIONAL FACILITATORS AND GLOCALISATION: THE MEDIATING ROLE OF INNOVATION IN TRANSITIONAL ECONOMIES,** Bašić, M. (26_02)
2. **GLOBALISATION PROPENSITY OF TRANSITION LEADERS: PUSH AND PULL FACTORS,** Samardžija, J.. (26_06)

### SESSION 02 – Track 46: Technology and Innovation in Business and Society 1 (Room __)

**SESSION CHAIR:** ZANNI, L.  
**DISCUSSANT:** YIAPANAS, G.

1. **DIGITAL TRANSFORMATION IN THE LUXURY INDUSTRY- A SYSTEMATIC MAPPING STUDY,** Mastropetrou, M., Bithas, G., Kutsikos, K. (37_01)
2. **EXAMINING CONSUMERS’ CONTINUOUS USAGE INTENTION OF CONTACTLESS MOBILE PAYMENT SYSTEMS,** Karjaluoto, H., Shaikh, A.A., Leppäniemi, M., Luomala, R. (11_02)
3. **EFFECTS OF INDIVIDUAL DIFFERENCES ON EVALUATING TECHNOLOGICAL PRODUCTS,** Eytam, E. (46_03)

**SESSION 02 – Track 46: Technology and Innovation in Business and Society 1 (Room __)**

**SESSION CHAIR:** PENCO, L.  
**DISCUSSANT:** RODRIGUES, P.

2. **DIGITAL TECHNOLOGIES AND TECHNOSTRESSORS, A SURPRISING PARADOX FOR PRODUCTIVITY AND WORK/HOME CONFLICT,** Washington, M.L., Madden, J. (01_07)
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THURSDAY – SEPTEMBER 19, 2019
SESSION 02: 16:00 – 17:30

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 1 (Room _)
SESSION CHAIR: SANCHES BENGOA D. DISCUSSANT: ROLO, E.
1. EXPERIENTIAL MARKETING EFFECTS ON CONSUMER BEHAVIOUR: A MULTIDIMENSIONAL RESEARCH, Panigyrakis, G., Yerimou, P. (30_02)
2. THE ROLE OF KNOWLEDGE ON ELDERLY INVESTMENT DECISIONS, Teerakapibal, S. (30_20)
3. IMPACT OF KEY OPINION LEADER AND PEER CONSUMER RECOMMENDATIONS ON PURCHASE DECISIONS OF GENERATION Z INSTAGRAM USERS, Sultanova, F., Tzavara, D. Argyropoulou, M. (30_04)

SESSION 02 – Track 23: The Power of Human Resources in Business and Society 1 (Room _)
SESSION CHAIR: TZORTZAKI, A.M. DISCUSSANT: SANTORO, G.
1. LINKING HRM IMPLEMENTATION, PERCEPTION AND EMPLOYEE OUTCOMES VIA PSYCHOLOGICAL CONTRACT FULFILMENT, Fu, N., Conway, E. (23_01)
2. ANALYSING FACTORS AFFECTING BURNOUT IN UNIVERSITY STUDENTS: THE PHENOMENON OF DEPERSONALISATION, Georgiou, D.A., Androulakis, G. (23_03)

END OF SESSION 02
FRIDAY, SEPTEMBER 20, 2019
08:30 – 13:00 ON-SITE REGISTRATION

ON-SITE REGISTRATION DESK AND INFORMATION DESK

FRIDAY – SEPTEMBER 20, 2019
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 31: Competing in the Global Arena through Mergers and Acquisitions (Room )
SESSION CHAIR: KARIPIDIS, P. DISCUSSANT: KYRIAKIDOU, N.
1. DOES IT TAKE TWO TO TANGO? AQUIRER’S MANAGEMENT BEHAVIOUR AND ACQUIRED EMPLOYEES’ ATTITUDES IN EXPLAINING START-UP ACQUISITION PERFORMANCE, Ofer, Z., Schneider Lior, N. (31_01)
3. THE RELEVANCE OFCSR ON CROSS BORDER ACQUISITION PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW, Salvi, A., Miglietta, N., Nirino, N. (31_02)
4. THE ROLE OF INTELLECTUAL CAPITAL IN MERGERS AND ACQUISITIONS IN EMERGING MARKETS: A LITERATURE REVIEW, Salvi, A., Battisti, E., Nirino, N. (31_03)

SESSION 03 – Track 13: Issues on Economics and Finance (Room )
SESSION CHAIR: GRIGORAKIS, N. DISCUSSANT: GALIFIANAKIS, G.
1. DOES THE SIGNAL GAP INDICATE A GROWING RISK OF ECONOMIC RECESSION? Hronová, S., Hindls, R., Marek, L. (49_03)
2. FISCAL INCENTIVES FOR TENANTS OF SPECIAL ECONOMIC ZONES IN RUSSIA’S FAR EAST, Mayburov, I., Sinenko, O. (18_02)
3. FORBORNE OR NOT FORBORNE: THIS IS THE QUESTION!, De Vincentiis, P. (19_02)
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FRIDAY – SEPTEMBER 20, 2019
SESSION 03: 08:30 – 10:00

SESSION 03 – Track 29: Learning and Teaching 1 (Room )
SESSION CHAIR: KONTOGIORGOS, A.          DISCUSSANT: MANIATIS, A.
1. ACTIVE LEARNING IN ACCOUNTING EDUCATION: A POSSIBLE CONNECTION USING TEACHING PRACTICE INVENTORY?, Nicoliello, M. (29_01)
2. TEACHING PERSPECTIVES INVENTORY IN THE ACCOUNTING FIELD: A FIRST EXPLORATORY ATTEMPT, Nicoliello, M. (29_02)
3. GAMIFICATION IN HIGHER EDUCATION: TEXT MINING APPROACH, Loureiro, S.M.C., Angelino, F., Bilro, R.G. (29_03)
4. WHAT WORKS FOR WHOM FOR TEACHER FELLOW RECOGNITION?, KERSHAW-SOLOMON, H., CLAXTON, J., BEECH, N. (29_08)

SESSION 03 – Track 46: Technology and Innovation in Business and Society 2 (Room )
SESSION CHAIR: THRASSOU, A.          DISCUSSANT: CZARCZYŃSKA, A.
1. PSYCHOLOGICAL DISTANCE IN THE ONLINE CONTEXT: A THEORETICAL FRAMEWORK, Matarazzo, M.; Resciniti, R., De Vanna, F. (3204)
2. IS THE FUTURE GENERATION OF GREEK CONSUMERS WILLING TO INVEST IN RENEWABLE ENERGY?, Karasmanaki, E., Tsantopoulos, G. (15_02)
3. GLOBAL SUSTAINABILITY AND DIGITALIZATION LINKAGE, Lopatkova, Y., Belyaeva, Z., Sohag, K. (11_03)

SESSION 03 - Track 22: Sustaining today’s Tourism Growth 2 (Room )
SESSION CHAIR: APOSTOLAKIS A.          DISCUSSANT: SCHEIN, A.
2. FORECASTING TOURISM DEMAND IN EUROPE, Vortelinos, D. I., Gkillas, K., Floros, C., Vasiliadis, L. (22_13)
3. THE IMPLICATIONS OF ICT USE IN TOURISTS’ TRAVEL PATTERNS: CASE OF ZADAR, Zekanović-Korona, L.; Grzunov, J.; (22_15)
SESSION 03 – Track 23: The Power of Human Resources in Business and Society 2 (Room )
SESSION CHAIR: FERRARIS, A.  
DISCUSSANT: RÖSSIG, S.A.
2. EXAMINING THE INFLUENCE OF EMOTIONAL INTELLIGENCE ON STUDENTS' BURNOUT, Georgiou, D.A., Androulakis, G. (23_02)
3. WHEN EMPLOYEE OWNERSHIP IS EFFECTIVE?, Kim, K.Y., Patel, P. (23_10)
4. CONTEXTUAL EFFECTS ON PERFORMANCE APPRAISAL PROCESS OUTCOMES: A SOCIAL EXCHANGE PERSPECTIVE, Ghani, B., Malik, M.A.R. (23_12)

SESSION 03 – Track 30: Technological Marketing Developments (Room )
SESSION CHAIR: CHRISTOFI, M.  
DISCUSSANT: TYRVÄINEN, O.
2. THE EFFECT OF TECHNOLOGY IN THE CREATION OF PERSONAL BRANDING AND ITS IMPACT ON PROFESSIONAL PROGRESS, Shyle, I., Azizi, R.
3. EXPLORING TECHNOLOGICAL ADVANCEMENTS DILEMMAS & RELATIONSHIP MARKETING PRACTICES IN THE PHARMACEUTICAL INDUSTRY OF GREECE, Giannakopoulos, K., Kapoulas, A. (30_32)

SESSION 03 – Track 35: Organizational Theories: Behaviour in Complex Systems (Room )
SESSION CHAIR: RODGERS, H.  
DISCUSSANT: SANGKHAVONGS, S.
1. THE RELATION OF STRESS MANAGEMENT AND LEADERSHIP EFFECTIVENESS IN THE HOTEL INDUSTRY OF CYPRUS, Afxentiou, G., Mălăcă, E., Antoniades, G. (22_05)
2. THE POWER OF PEOPLE: WHEN PEOPLE AND CULTURE ARE THE KEY TO ORGANISATIONS’ SUCCESS, da Costa, L., Loureiro, S.M.C. (49_01)
3. DEVELOPING ORGANIZATIONS: AUTHENTIC LEADERSHIP THROUGH ACTION LEARNING, Rowland, C., Pyke, C. (35_08)

END OF SESSION 03
SESSION 04 – (Room _): International Marketing Review Paper Development Workshop  

*Chairs-Presenters: Prof. Demetris Vrontis (EMRBI-UNIC), Dr. Michael Christofi (UNIC)*  

The purpose of the International Marketing Review (3* ABS) Special Issue (SI) Paper Development Workshop (PDW) is to introduce the journal, as well as the specific SI, to interested conference participants. In particular, the PDW seeks to introduce the systematic literature review methodology to both junior and senior scholars and provide them with developmental feedback on their current systematic literature review papers in International Marketing research, which is the focus of the forthcoming SI.  

**SESSION 04 – Track 28: An overview of Knowledge Management and Intellectual Capital cases in the modern information economy (Room _)**  

**SESSION CHAIR:** **SHARABI, M.**  

**DISCUSSANT:** **CLAXTON, J.**  

1. **THE ROLE OF KNOWLEDGE MANAGEMENT ON JOB ENGAGEMENT AND ORGANIZATIONAL COMMITMENT OF THE EMPLOYEES,** Özek, H. and Ferraris, A. (28_01)  
2. **THE ROLE OF SOCIAL ACTORS IN DEVELOPING ‘GREEN BUSINESSES’: THE CLEANTECH CLUSTER CASE,** Tremblay, D.(28_03)  
3. **INTER-ORGANIZATIONAL COMMUNITIES OF PRACTICE: NEED FOR THEORY,** Gunta, S. (28_06)  
4. **UNRAVELING RELATIONS OF INFORMAL INTELLECTUAL PROPERTY PROTECTION,** Mueller, T. (28_07)
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FRIDAY – SEPTEMBER 20, 2019
SESSION 04: 10:30 – 12:00

SESSION 04 – Track 23: The Power of Human Resources in Business and Society 3 (Room )
SESSION CHAIR: ROWLAND, C.
DISCUSSANT: MALIK, M.A.R.

1. UNDERSTANDING THE RELATION BETWEEN TASK INTERDEPENDENCE AND COMMUNICATION STYLES, Pandey, A., Karve, S. (23_07)
2. IMPORTANCE OF DIVERSITY SEALS FOR ORGANIZATIONAL ATTRACTIVENESS, Rössig, S.A., Enke, S. (23_11)

SESSION 04 – Track 35: Organizational Theories: Behaviour in Complex Systems (Room )
SESSION CHAIR: KYRIAKIDOU, N.
DISCUSSANT: FERREIRA DE ARAUJO LIMA, P.

1. DIASPORA AS ORGANIZATION, Sangkhavongs, S. (36_01)
2. THE INFLUENCE OF LIMINALITY ON ORGANIZATIONAL IDENTITY CHANGE, Tagliaventi, M.R., Carli, G. (35_01)

SESSION 04 – Track 42: Innovating Management Outlooks Fostering Business Development 1 (Room )
SESSION CHAIR: SHYLE, I.
DISCUSSANT: PAVLOUDI, A.

1. CASH HOLDINGS, CORPORATE PERFORMANCE AND VIABILITY OF GREEK SMES, Koronios, K., Dimitropoulos, P., Thrassou A. (42_03)
2. AN EMPIRICAL STUDY ON THE IMPLEMENTATION OF PROJECT RISK MANAGEMENT IN SPANISH SMES, Ferreira de Araújo Lima, P., Marcelino-Sadaba, S., Echeverría-Lazcano, A.M., Verbano, C. (42_05)
3. THE IMPACT OF RISK ON SUPPLY CHAIN PERFORMANCE: A STRUCTURED LITERATURE REVIEW, Pham, H., Verbano, C. (45_01)
4. THE EFFECTS OF THE BOARD COMPOSITION ON TAX PLANNING STRATEGIES: AN EMPIRICAL ANALYSIS ON ITALIAN LISTED FIRMS, Iazzi, A., Vacca, A., Maizza, A. (10_05)
SESSION 04 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment

**SESSION CHAIR:** GALATI, A.  
**DISCUSSANT:** LIANG, X.

1. **THE IMPACT OF MORAL EMOTIONS AND PERSONALITY TRAITS ON CONSUMER INTENTION TO BUY COUNTERFEIT PRODUCTS IN LITHUANIA AND UKRAINE,** Kirse, S., Huselnykova, S, Adomaviciute, K. (30_08)
3. **COLLABORATIVE CONSUMPTION AS A MANIFESTATION OF THE SHARING ECONOMY IN POLAND,** Rudawska, I., Kowalik, J. (14_02)

SESSION 04 – Track 16: Entrepreneurship from a Different Perspective

**SESSION CHAIR:** MAHER, C.  
**DISCUSSANT:** OGLIASTRI, E.

1. **COST-STRUCTURE AND THE VOLATILITY OF CAPITALISM,** Philipson, S. (16_02)
2. **FUNDING INNOVATIVE SMES OPERATING IN TRADITIONAL SECTORS,** Harel, R., Kaufmann, D. (16_04)
FRIDAY – SEPTEMBER 20, 2019
SESSION 04: 10:30 – 12:00

SESSION 04 - Track 20: Business Perspectives in the Food Sector 3 (Room _)
SESSION CHAIR: SIDALI, K.L. DISCUSSANT: KARIPIDIS, P.

1. LINKAGE BETWEEN MODERATE WINE CONSUMPTION AND WELL-BEING: ANALYSIS OF ITALIAN CONSUMERS BY REGIONS OVER TIME, Alaimo, L., Fiore, M., Adamashvili, N., Conto, F. (20_10)
2. CROP AND LIVESTOCK FARMERS’ ATTITUDES TOWARDS SUSTAINABLE AGRICULTURE: A CASE STUDY FROM LAKE PAMVOTIS IN GREECE, Mangioros, V., Chiotelli, E., Karasmanaki, E., Tsantopoulos, G. (20_11)
3. THE EFFECTIVENESS OF COMMUNITIES OF PRACTICE FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT, Adamashvili, N., Fiore, M., Colantuono, F., Conto, F. (20_12)
4. THE VIRTUAL COMMUNITY’S MOTIVATIONAL SYSTEM TO ENGAGE FIRMS INTO SUSTAINABILITY STRATEGY. THE ITALIAN AGRIFOOD SECTOR, Fait, M., Scorrano, P. (28_05)

SESSION 04 – Track 26: Modern International Business, Management and Social Outlooks 2 (Room _)
SESSION CHAIR: BARYSHEVA, G.A. DISCUSSANT: WASHINGTON, M.L.

1. BLOCKCHAIN WITH EMPHASIS ON TAX LAW, Maniatis, A. (11_04)
2. UNRAVELING RELATIONS OF INFORMAL INTELLECTUAL PROPERTY PROTECTION, Mueller, T. (28_07)
3. IS THERE A FASHION LAW? Maniatis, A. (49_11)

END OF SESSION 04
SESSION 05 – (Room _): International Marketing Review Paper Development Workshop

Chairs-Presenters: Prof. Demetris Vrontis (EMRBI-UNIC), Dr. Michael Christofi (UNIC)

The purpose of the International Marketing Review (3* ABS) Special Issue (SI) Paper Development Workshop (PDW) is to introduce the journal, as well as the specific SI, to interested conference participants. In particular, the PDW seeks to introduce the systematic literature review methodology to both junior and senior scholars and provide them with developmental feedback on their current systematic literature review papers in International Marketing research, which is the focus of the forthcoming SI.

SESSION 05 – Track 30: Discussing on Updated Marketing Matters 2 (Room _)

SESSION CHAIR: TRICHTHA, E.
DISCUSSANT: PANIGYRRAKIS, G.

1. MARKETING PERFORMANCE MEASUREMENT AS A STRATEGY TOOL: EXPLORING ITS IMPACT ON FIRMS’ ARCHITECTURAL MARKETING CAPABILITY, Liang, X. (30_03)
3. VISUAL STORYTELLING IN IDENTITY BUILDING, Rolo, E., Nobre, H. (30_33)

SESSION 05 – Track 50: Is Cultural Heritage Overrated? (Room _)

SESSION CHAIR: BELYAEEVA, Z.
DISCUSSANT: SANCHES BENGOA, D.

1. INNOVATIVE MANAGEMENT OF THE TRADITIONAL RURAL BUILDINGS FOR RURAL DEVELOPMENT IN ITALY, Faccilongh, N., La Sala, P., De Pascale, G., Sardaro, R. (50_02)
2. CROWDFUNDING FOR CULTURE: A NEW FINANCIAL INSTRUMENT?, Rovera, C., Giachino, C., Battisti, E. (50_04)
3. IN ART SOCIAL MEDIA MARKETING: A TOOL FOR DESTINATION MARKETING, Pucciarelli, F., Giachino, C. (50_03)
SESSION 05 – Track 29: Learning and Teaching 2 (Room_
SESSION CHAIR: LOUREIRO, S.M.C.           DISCUSSANT: KORONIOS, K.

1. ACCOUNTING HISTORY COURSES IN ITALIAN UNIVERSITIES, Lazzini, S., Nicoliello, M. (49_09)
2. INNOVATIVE TEACHING CONCEPT FOR FUTURE MANAGERS IN AGILE COMPANY STRUCTURES - SUPPORTING STUDENTS’ SELF-ORGANIZATION AND COLLABORATIVE LEARNING SKILLS, Ladwig, D.H., Beer, S., Domsch, M.E. (29_04)
3. PLANNING A NEW COLLEGE IN EAST JERUSALEM, MOORE, D. (29_05)
4. APPLYING A SELF-DETERMINATION THEORY PERSPECTIVE TO UNDERSTAND THE IMPACT OF STUDENT LIFeworld ON STUDENT ATTENDANCE, Claxton, J., Sharifi, S. (29_09)

SESSION 5 – Track 13: Issues on Economics and Finance (Room_
SESSION CHAIR: FLOROS, C.           DISCUSSANT: HRONOVÁ, S.

1. ASSESSING THE RESPONSIVENESS OF OUT OF POCKET HEALTHCARE SPENDING TO MACROECONOMY AND DIFFERENT HEALTH FINANCING SCHEMES: EVIDENCE FROM 49 EUROPEAN AND OECD COUNTRIES, Grigorakis, N., Galifianakis, N., Tsoukatos, E. (13_01)
3. WEALTH OF NATIONS AND INTELLECTUAL CAPITAL: ADAM SMITH, Gurhan, U., (13_06)
4. THE IMPACT OF INNOVATION ON ECONOMIC PERFORMANCE AND ON STOCK MARKET VALUATION OF 100 COMPANIES IN THE STANDARD & POORS 500 INDEX, Pettas, L., Lois, P., Repousis, S. (32_05)

SESSION 05 – Track 16: Entrepreneurship in Business and Society (Room_
SESSION CHAIR: HAREL, R.           DISCUSSANT: PENCO, L.

1. SOCIAL ENTERPRISES COMPETITIVE ADVANTAGE STRATEGIES - WHAT ARE THEY? Maher, C. (16_01)
2. CONSUMERS AND ENTERPRISES AS ACTORS ON THE MARKET, Philipson, S. (16_03)
3. ENTREPRENEURIAL CREATIVITY IN SOCIO-ECONOMIC CONTEXT, Czarczyńska, A. (32_07)
4. COMPLEMENTARY ASSETS, ENVIRONMENTAL STRATEGIES AND SMES PERFORMANCE, Anagnostopoulou, E., Eleftheriadis, I. (38_01)
12TH ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
18-20 September 2019 – Thessaloniki, Greece
“Business Management Theories and Practices in a Dynamic Competitive Environment”
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DISCUSSANT: SINENKO, O.

1. CIRCULAR ECONOMY. THE WAY THE GREEK INDUSTRY LEADERS DO IT, Trigkas, M., Mpyrou, K., Karagouni, G., Papadopoulos, I. (25_02)
2. SYSTEM SOLUTIONS FOR THE CIRCULAR ECONOMY ON THE REGIONAL LEVEL – A CASE OF GREEN LUNGS OF POLAND, Gołębiewski, J., Drejerska, N. (20_16)
3. THE IMPACT OF BEHAVIORAL INCONSISTENCIES ON STOCK RETURN: A THEORETICAL FRAMEWORK, Attia S., Sapuric, S., El Gazzar, S. (02_01)

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SESSION 06 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 1

(Room _)

SESSION CHAIR: **FU, N.**  
DISCUSSANT: **LIANG, X.**

2. **INNOVATIVE ANTHROPOMORPHIC TECHNOLOGY AND ITS EFFECT ON CUSTOMER SERVICE QUALITY**, Trichina, E., Vrontis, D., Christofi, M. (49_02)

SESSION 06 – Track 09: International Business: Competing in the Global Arena (Room _)

SESSION CHAIR: **TREMBLAY, D.**  
DISCUSSANT: **SAMARDŽIJA, J..**

1. **KURDISTAN REGIONAL GOVERNMENTS’ (KRG) ECONOMIC RELATIONS WITH RUSSIA IN CONTEXT OF DEVELOPING MUTUAL HYDROCARBONS INDUSTRY**, Taher Salim, B., Murtuzalieva, S.U. (09_02)
2. **RESPONSIBLE LEADERSHIP AND UNCERTAINTY AVOIDANCE INDEX (UAI) IN LUXEMBOURG**, Schinzel, U. (09_03)
3. **THE LEVEL OF PROXIMITY OF LATIN COUNTRIES IN TERMS OF CUSTOMER’S EXPECTATIONS ABOUT SERVICES: APPLICATION TO THE HOTEL SERVICE**, Franco, M., Meneses, R. (09_04)
4. **INTERNATIONAL NEGOTIATION PROTOTYPES: THE IMPACT OF CULTURE**, Ogliastri, E., Quintanilla, C., Benetti, S. (05_01)

SESSION 06 – Track 26: Modern International Business, Management and Social Outlooks 1 (Room _)

SESSION CHAIR: **KARAGOUNI, G.**  
DISCUSSANT: **HAYAT, T..**

1. **PREPARATION FOR EXPATRIATION - DO MILLENIALS NEED OTHER CULTURAL TRAINING AND DEVELOPMENTS?!**, Ladwig, D., Domsch, M. (09_01)
3. **DOMESTIC VIOLENCE IN VIETNAM: NATIONAL AND COMMUNITY EFFORTS TO PREVENT GENDER-BASED VIOLENCE**, Ngoc Tran Thi Bich, Barysheva G.A., Anh Dinh Thi Phuong (43_01)
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SESSION 06 – Track 49: Business and Society 2 (Room )
SESSION CHAIR: SCHEIN, A.

DISCUSSANT: MAINOLFI, G.

1. THE EFFECT OF NEGATIVE EMOTIONS TOWARD A CONSUMERS’ PERCEPTION OF CSR, Rodrigues, P., Pinto Borges, A. (08_03)
2. COLLECTIVE AND SOCIAL ENTREPRENEURSHIP: THE BASIS FOR MORE INNOVATION AND CORPORATE SOCIAL RESPONSIBILITY? Lachapelle, N., Tremblay. D.G., Sauvage, L (08_05)
3. PATH DEPENDENT EXPLANATIONS OF A CITIES CLEANLINESS ACHIEVEMENTS, Garg, S., Garg, S., Garg, S. (40_01)
4. IMPACT INVESTMENT EFFECTS ON PROFITABILITY OF COMPANIES IN BRICS COUNTRIES, Kobzeva, A., Belyaeva, Z. (08_08)

SESSION 06 - Track 22: Sustaining today’s Tourism Growth 3 (Room _)
SESSION CHAIR: SCOTT, P.

DISCUSSANT: THEMISTOCLEOUS, C.

1. GENDER DIFFERENCES IN EXPERIENTIAL VALUES COMPONENTS IN AN ONLINE BOOKING CONDITION: INSIGHTS FROM GENERATION Z, Stavrianea, A., Kamenidou, I., Bara, E. Z. (22_08)
2. DEVELOPING ATTRACTING DESTINATIONS FOR GENERATION Z BASED ON DESIRED DESTINATION COMPONENTS, Kamenidou, I., Mamalis, S., Pavlidis, S., Bara, E. Z. (22_09)
3. PRIVACY VERSUS SECURITY CONSIDERATIONS. A POLICY DILEMMA FOR TOURIST DESTINATIONS, Messaritaki B., Apostolakis A., Stergiou D. (22_10)

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1. THE BUSINESS MODEL FROM A SMALL AND MEDIUM-SIZED ENTERPRISES PERSPECTIVE – A SYSTEMATIC LITERATURE REVIEW, Di Tullio, P., Tarquinio, L. (42_01)
2. PROJECT RISK MANAGEMENT FOR SMES: LESSON LEARNT FROM A SYSTEMATIC LITERATURE REVIEW, Testorelli, R., Ferreira de Araujo Lima, P., Verbano, C. (42_02)
3. RE-EXAMINING THE LEARNING PROCESS IN SMALL FIRMS: MULTI-CASE ANALYSIS ON THE USE OF SOCIAL MEDIA, Ekanem, I., Jin, Z. (42_06)

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“Business Management Theories and Practices in a Dynamic Competitive Environment”

FRIDAY, SEPTEMBER 20, 2019
GALA DINNER

Venue: Makedonia Palace Hotel (5*), (Conference Venue)
Time: 8pm
Dressing code: Formal
Address: Leof. Meg. Alexandrou 2, Thessaloniki 546 40
Phone: +30 231 089 7197

Website: https://makedoniapalace.com/
Doctoral Workshop

The Value of Societal Improvements through Resilient Business Process Management

20th Sept 2019, 14.30- 18.30,
Venue: The Scientists' House Bucharest
Online link: www.doctorat.ase.ro/en/seminar

CHAIRS:
LARISA MIHOREANU and JANINA GABROVEANU

DISCUSSANTS:
CARMEN COSTEA and ALEXANDRU MIHAI STEFANESCU

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2. THE VALUE OF CREATING A HEALTHY FRAMEWORK FOR SUSTAINABLE LIFE, DINU, C.M.
3. COMPETITIVE INTELLIGENCE IN THE DIGITAL AGE: NEUROTECHNOLOGIES FOR HUMAN COGNITIVE AUGMENTATION, DINU, D.G.
4. THE COMPETITIVE ADVANTAGE ACQUIRED THROUGH EMPLOYEES’ HEALTHCARE: ACTIONABLE HEALTH CARE STRATEGIES CREATING COMPETITIVE EDGE, DINU, D.G., DINU, C.M.
5. COMPETITIVE ADVANTAGE THROUGH THE USE OF HEALTHY SOLUTIONS IN ROMANIA, DINU, M.C., GOGA, N.
6. HEALTH PREVENTION UNDER LENS: PRINCIPLES, BEHAVIORS, NEW APPROACHES OF RISKS AND STRATEGIC POLICIES, GABARA PASCU, I.E.
7. THE ROLE OF CIRCULAR ECONOMY TO IMPROVING UPON THE ECONOMIC GOVERNANCE IN ROMANIA, GABROVEANU VLADOI, J.M., ASADI, R.
8. DELIVERY EXCELLENCE THROUGH PROCESS IMPROVEMENT AND CHANGE MANAGEMENT, GHETA, M.I.
9. HOW MENTORING AND DIGITIZATION CAN ASSIST THE REVOLUTION OF HUMAN RESOURCES ACTIVITIES, MAJID, H.H.
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11. ASSIGNING DATABASES OWNERSHIP AND STEWARDSHIP OF IN THE HEALTH HUBS AND CLUSTERS, MIHOREANU, L., COSTEA, C.
12. A CONTROVERSIAL POINT OF VIEW ON THE AMERICAN STRATEGY ON THE WAR IN IRAQ, ASADI, R., STEFANESCU, D.
13. IMPROVING THE ORGANIZATION DEVELOPMENT THROUGH BUSINESS RESILIENCE – A PROJECT ORIENTED COMPANY, DINU, C.M.
14. SCHOOL MEDICINE – THE PREVENTION KERNEL FOR FUTURE GENERATIONS’ HEALTH, DINU, D.G.
15. DESIGNING THE SMART HOSPITALS - THROUGH INTELLIGENTLY INTEGRATED TOOLS OF QUALITY AND COST EFFECTIVENESS, DINU, D.G., DINU, C.M.
16. THE GLOBALIZATION IMPACT ON HUMAN RESOURCES’ STRATEGIC POLICY IN THE DEVELOPING COUNTRIES, DINU, M.C., GOGA, N.
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1. BRAND POST CHARACTERISTICS AND POPULARITY: A STUDY OF FACEBOOK BRAND PAGES OF FOOD AND BEVERAGE COMPANIES, PETRAKIS, M., MELANTHIOU, Y., PAPASOLOMOU, I., DEKOULOU, E. (30_27)

2. GENERATION ENERGY COMPANIES AND THEIR FINANCIAL DYNAMICS DURING TEN YEARS, Iovino, F. (01_13)

3. MARKET SCENARIOS AND START-UP’S PATENTING: THE MODERATOR ROLE OF ENTREPRENEURS’ NARCISSISM, Leonelli, S., Masciarelli, F. (16_06)

4. ANALYZING BASIC COMPONENTS AND CONTEMPORARY FEATURES OF DEPOSIT INSURANCE: EVIDENCE FROM UKRAINE, Berezina, O., Honcharenko, I., Servatynska, I., Berezhna, L. (19_01)

5. PROFITABILITY AND WINE PRODUCTION COMPANIES DURING TEN YEARS: WHAT’S THE ISSUE? Iovino, F. (48_02)

6. THE ECONOMIC AND FINANCIAL BALANCES OF ITALIAN SOCCER TEAMS: A QUANTITATIVE RESEARCH, Migliaccio, G., Corea, M.M. (04_01)

7. IMPLEMENTATION OF SOCIAL AREA OF CSR WITHIN THE COMPANIES AND ITS EFFECT ON HUMAN RESOURCE MANAGEMENT, Lušňáková, Z., Šajbidorová, M., Lenčéšová, S., Sokil, O. (23_08)

8. ASSET BALANCE OF ITALIAN FUEL DISTRIBUTION COMPANIES DURING AND AFTER THE CRISIS, Migliaccio, G., Ciotta, C. (49_14)

9. SOCIAL ENTREPRISES’ PROFITABILITY IN ITALY: RESULTS OF A STUDY ON 161 FINANCIAL STATEMENTS OVER THE FIVE-YEAR-TERM, Migliaccio, G., Molinaro, M.A. (40_02)

10. ACQUISITIONS IN THE FOOD FAMILY BUSINESS CONTEXT: EFFECTS ON PRODUCTS AND PROCESS INNOVATION, Ferraris, A., Glacosa, E., Mazzoleni, A. (20_08)

11. FORENSIC ACCOUNTING AND EARNING MANAGEMENT IN PUBLIC SECTOR: A LITERATURE REVIEW, Esposito, P. (01_22)

12. THE REFORM OF CHARITIES IN ITALY: ACCOUNTING, AUDITING AND SOCIAL ACCOUNTABILITY, Esposito, P. (01_23)