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
Conference Programme

*Venue: Macedonia Palace Hotel*
### Programme at a glance

**WEDNESDAY - SEPTEMBER 18, 2019**

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<td>18:00 – 19:00</td>
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**THURSDAY – SEPTEMBER 19, 2019**

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<td>12:00 – 13:00</td>
<td>Keynote Speech: Prof. Günter K. Stahl, V.U.E.B.</td>
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<td>“Making our Research More Relevant and Impactful: Addressing Grand Societal Challenges through Management Scholarship”</td>
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<td>14:00 – 15:30</td>
<td>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</td>
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<td>15:30 – 16:00</td>
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<td>SESSION 02 and Workshop: “Seeking synergy between HEI and the Corporate world” (16:00-18:30)</td>
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**FRIDAY - SEPTEMBER 20, 2019**

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<td>On-site registration desk and information desk</td>
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<td>SESSION 03</td>
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<td>10:30 – 12:00</td>
<td>SESSION 04 &amp; “International Marketing Review PD Workshop”</td>
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<td>13:00 – 14:30</td>
<td>SESSION 05 &amp; “International Marketing Review PD Workshop”</td>
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<td>SESSION 06</td>
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<td>19:30 – 20:30</td>
<td>Pre-Gala Reception - Macedonia Palace</td>
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<td>20:30</td>
<td>Gala Dinner - Macedonia Palace</td>
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16:30 – 18:30 Conference Pre-Registration (Room: Aristotelis II Hall Foyer)
17:00 – 18:00 Research Networking Opportunities and Activities (Room: Aristotelis II)
Chair: Prof. Hans Ruediger Kauffmann
18:00 – 18:45 Preparation Meeting for Session Chairs and Discussants (Room: Aristotelis II)
Chairs: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis
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THURSDAY – SEPTEMBER 19, 2019
08:30 – 16:00 REGISTRATION (ROOM: ARISTOTELIS II HALL FOYER)

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: Melpomeni)

SESSION CHAIR: PAPASOLOMOU, I.

1. CUSTOMER ENGAGEMENT: GROWING RELEVANCE IN MARKETING RESEARCH, Pinto, F.R., Loureiro, S.M.C
   Presenter(s): Loureiro, S.M.C

2. CAN GRATITUDE INCREASE LOYALTY? Kirse, S., Dikcius, V., Adomaviciute, K.
   Presenter(s): Kirse, S., Adomaviciute, K.

   Presenter(s): Shaikh, A.A., Karjaluoto, H.

4. EXPLORING POWER ASSYMETRY IN CUSTOMER RELATIONSHIPS IN THE SPECIFIC CONTEXT OF HIGHER EDUCATION, Wieczorek, A., Mitręga, M.
   Presenter(s): Wieczorek, A., Mitręga, M.
### SESSION 01 – Track 35: It’s time for a Leadership talk! 1 (Room: Kalliopi)

**SESSION CHAIR:** FERRARIS, A.  
**DISCUSSANT:** DA COSTA, L.

1. **THE NEED FOR TEACHING COMPASSIONATE SELF-LEADERSHIP IN A UNIVERSITY SETTING,** Tzortzaki, A.M.  
   **Presenter(s):** Tzortzaki, A.M.
2. **SHARED LEADERSHIP: PROPOSITIONS AND CONCEPTUAL FRAMEWORK,** Lyndon, S., Pandey, A.  
   **Presenter(s):** Lyndon, S.
3. **VALUES AND LEADERSHIP: RHETORIC AND REALITY, A COACHING PERSPECTIVE,** Rodgers, H., White, A.  
   **Presenter(s):** Rodgers, H., White, A.
4. **HUMOR USAGE BY FEMALE AND MALE MANAGERS AT THE WORKPLACE: FINDINGS FROM A PILOT STUDY,** Lampreli, A., Patsala, P., Priporas, C.V.  
   **Presenter(s):** Patsala, P., Priporas, C.V.

### SESSION 01 – Track 21: Unlocking the path to a modern Health Care Management Era (Room: Erato)

**SESSION CHAIR:** RAPTOU, E.  
**DISCUSSANT:** GRIGORAKIS, N.

1. **UNDERSTANDING THE DONATING MIND AND OPTIMIZING MESSAGING – PUBLIC HOSPITALS,** Gabay, G., Gere, A., Moskowitz, H.  
   **Presenter(s):** Gabay, G.
2. **ADOPTING BUSINESS MODELS AND STRATEGIES IN MANAGEMENT OF HEALTHCARE ORGANIZATIONS: ARE ISRAELI HOSPITALS BECOMING BUSINESS ENTERPRISES?** Schneider Lior, N., Ofer, Z.  
   **Presenter(s):** Schneider Lior, N.
3. **PERFORMANCE INDICATORS AND CLINICAL MONITORING: USEFUL MEASURES FOR IMPROVING QUALITY AND REDUCING COSTS IN HEALTHCARE ORGANIZATIONS,** Salvatore, F.P., Fanelli, S., Contò, F.  
   **Presenter(s):** Salvatore, F.P.
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THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

SESSION 01 – Track 26: Modern International Business, Management and Social Outlooks 1 (Room: Aristotelis I)
SESSION CHAIR: PHILIPSON, S. DISCUSSANT: PAULIENE, R.

   Presenter(s): Xharavina, N., Kapoulas, A.

   Presenter(s): Nedospasova, O.P.

3. THE COLLABORATION & DESIGN THINKING GLUE BETWEEN ALL DISCIPLINES, Washington, M.L.; Madden, J.R.
   Presenter(s): Washington, M.L.; Madden, J.R.

4. THE LEVEL OF PROXIMITY OF LATIN COUNTRIES IN TERMS OF CUSTOMER’S EXPECTATIONS ABOUT SERVICES: APPLICATION TO THE HOTEL SERVICE, Franco, M., Meneses, R.
   Presenter(s): Franco, M.

SESSION _01 - Track 22: Sustaining today’s Tourism Growth 1 (Room: Aristotelis II)
SESSION CHAIR: PAVLOUDI, A. DISCUSSANT: GRZUNOV, J.

1. BREXIT AND THE UNITED KINGDOM TOURISM SECTOR, Scott, P.
   Presenter(s): Scott, P.

2. LITERARY ENGLAND: A TOURISM DESTINATION FOR THE US TRAVELLER, Ingram, C., Themistocleous, C., Rickly, J., McCabe, S.
   Presenter(s): Themistocleous, C.

3. THE EFFECT OF THE OPEN SKIES AGREEMENT BETWEEN ISRAEL AND THE EU ON ISRAEL’S TOURIST INDUSTRY, Schein, A.
   Presenter(s): Schein, A.

4. CULTURAL TOURISM AND ITS ASPECTS IN TOURISM INDUSTRY OF ALBANIA, Pjero, E., Gjermëni, O.
   Presenter(s): Pjero, E.
THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

SESSION 01 - Track 20: Business Perspectives in the Food Sector 1 (Room: Amfitrion I)

SESSION CHAIR: ZANNI, L. DISCUSSANT: FIORINI, N.

1. SOCIO-DEMOGRAPHIC FACTORS AND ONLINE SHOPPING FOR FOOD AND BEVERAGE: AN ANALYSIS OF ITALIAN CONSUMERS, Finotto, V., Mauracher, C., Procidano, I.
   Presenter(s): Finotto, V., Mauracher, C.
2. THE ENTREPRENEURS’ PROPENSITY TO ADOPT ELECTRIC MOBILITY IN THE SHORT FOOD SUPPLY CHAIN, Giacomarra, M., Tulone, A., Crescimano, M., Galati, A.
   Presenter(s): Giacomarra, M., Tulone, A., Galati, A.
3. FARMERS’ WILLINGNESS TO PAY FOR BRAND DEVELOPMENT, Tselempis, D., Karipidis, P., Tzimas, D. Kontogeorgos A.
   Presenter(s): Tselempis, D., Karipidis, P.
4. FORBORNE OR NOT FORBORNE: THIS IS THE QUESTION!, De Vincentiis, P.
   Presenter(s): De Vincentiis, P.

SESSION 01 – Track 49: Business and Society 1 (Room: Amfitrion II)

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.
   Presenter(s): Mainolfi, G.
2. NON-FINANCIAL EMPLOYMENT COMMITMENT AMONG MUSLIMS AND JEWS IN ISRAEL, Sharabi, M., Shdema, I., Simonovich, J., Shahor, T.
   Presenter(s): Sharabi, M.
   Presenters: Yiapanas, G., Thrassou, A., Vrontis, D.,
4. GLOBAL SUSTAINABILITY AND DIGITALIZATION LINKAGE, Lopatkova, Y., Belyaeva, Z., Sohag, K.
   Presenter(s): Belyaeva, Z.
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THURSDAY – SEPTEMBER 19, 2019
SESSION 01: 09:00 – 10:30

SESSION 01 – Track 01: Accounting and Auditing (Room: Alexandros II)
SESSION CHAIR: **LOIS, P.**
DISCUSSANT: **YIANNOULIS, Y.**

1. **INTERNAL AUDIT AND COURT OF AUDITORS’ ROLE IN PUBLIC ADMINISTRATION,** Lois P., Drogalas G., Karagiorgos, A., Pazarskis, M.
   **Presenter(s):** Lois P., Karagiorgos, A.

2. **INVERTED HOCKEY STICK EFFECT IN THE EUROPEAN INDUSTRY: INVENTORY REDUCTION IN THE LAST FISCAL QUARTER,** Vieira, N. G., Delgado, K., Moreira, J.A
   **Presenter(s):** Vieira, N. G.

3. **EVALUATING FACTORS INFLUENCING THE GROSS MARGIN IN DAIRY FARMING,** Tsiouni, M., Gourdouvelis, D., Aggelopoulos, S., Chioteris, S.
   **Presenter(s):** Tsiouni, M., Gourdouvelis, D., Aggelopoulos, S.

4. **TO WHAT EXTENT SHOULD COMPANIES BE CONCERNED WITH ETHICAL ISSUES IN ADVERTISING, SPONSORSHIP AND OTHER FORMS OF SALES PROMOTION? TO WHAT EXTENT SHOULD COMPANIES BE CONCERNED ABOUT CUSTOMERS’ PERCEPTIONS OF SUCH ‘ETHICAL BEHAVIOUR’?** Findings of an Empirical study, Magos, N.
   **Presenter(s):** Magos, N.

END OF SESSION 01
10:30 – 11:00  Coffee break
11:00 - 13:00  CONFERENCE INAUGURATION (ROOM: ALEXANDROS I)

WELCOMINGS
Prof. Stamatis Aggelopoulos (HIU) and Prof. Christos Floros (HMU), 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”
13:00 – 14:00  Lunch Break
14:00 - 15:30  Meet the Editors and Reviewers Session - Chair: Prof. Shlomo Tarba (ROOM: ALEXANDROS I)
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
Prof. Günter K. Stahl, International Management, Vienna University of Economics and Business

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

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 Programs, and the HEC Université de Genève EMBA.
WORKSHOP 1- 16:00 – 18:30 (ROOM: ALEXANDROS II)

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.

SESSION 02 – Track 01: Accounting and Auditing (Room: Melpomeni)

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.
   Presenter(s): Basioudis, I.

2. THE ROLE OF ACCRUAL ACCOUNTING FOR FINANCIAL SUSTAINABILITY IN LOCAL GOVERNMENTS: A CASE STUDY, Lucianelli, G., Fazzari, A.L., Cavalieri, M.
   Presenter(s): Lucianelli, G.

3. INTANGIBLE ASSETS – INFLUENCE ON THE “RETURN ON EQUITY ON MARKET VALUE” (S&P100 INDEX), Garcia Y.J., Lopes, J., Nunes, A.
   Presenter(s): Garcia Y.J.

4. THE QUALITY OF FINANCIAL STATEMENTS IN GREEK LISTED FIRMS: THE MAJOR ISSUES, Yiannoulis. Y.K.
   Presenter(s): Yiannoulis. Y.K.
SESSION 02 – Track 44: Strategic Management: Competing in the Global Arena (Room: Ourania)

SESSION CHAIR: IAZZI, A.  
DISCUSSANT: SHYLE, I.

1. DYNAMIC CAPABILITIES AS BALANCING: THE INTERPLAY OF ORDINARY CAPABILITIES, SIGNATURE PROCESSES, AND ORGANIZATIONAL IDENTITY, Tagliaventi, M.R., Carli, G.  
Presenter(s): Carli, G.

2. STRATEGY-MAKING BY ANSWERING 49 QUESTIONS: A NOVEL PROCESS-BASED PRACTICE MODEL, van Straten, R.  
Presenter(s): van Straten, R.

3. LEARNING AS AN OUTCOME OF DYNAMIC CAPABILITIES IN CASE OF STRATEGIC RENEWAL, Karagouni, G., Karagiannis, A.  
Presenter(s): Karagouni, G.

SESSION 02 – Track 30: Discussing on Updated Marketing Matters 2 (Room: Erato)

SESSION CHAIR: RUDAWSKA, I.  
DISCUSSANT: GIACOMARRA, M.

1. EMOTIONAL LABOR, EMPLOYEE AND TEAM OUTCOMES: A MULTILEVEL ANALYSIS IN SALES TEAMS, Zhao, X., Fu, N., Freeney, Y., Flood, P.  
Presenter(s): Fu, N.

2. THE WELL BEING SEE-SAW: THE PSYCHOSOCIAL TOLL OF SOCIAL MEDIA, Makrides, A., Vrontis, D., Christofi, M.  
Presenter(s): Makrides, A., Vrontis, D., Christofi, M.

3. CONSUMERS PERCEPTION OF FOOD SAFETY RELATED RISK IN THE ITALIAN MARKET, Tulone, A., Crescimano, M., Giacomarra, M., Galati, A.  
Presenter(s): Tulone, A., Giacomarra, M., Galati, A.

4. HOW BRANDING CAPABILITIES HELP MANUFACTURING COMPANIES IN INNOVATIVE DEVELOPMENT? – DYNAMIC CAPABILITIES APPROACH, Mitręga, M.  
Presenter(s): Mitręga, M.
SESSION 02 – Track 26: Modern International Business and Management Outlooks 2 (Room: Kalliopi)
SESSION CHAIR: KAUFFMANN H.R. DISCUSSANT: BARYSHEVA, G.

1. CRITICAL SUCCESS FACTORS AND RISKS FOR INTERNATIONALIZATION OF SMES: COMPARISON BETWEEN DEVELOPED AND DEVELOPING COUNTRIES, Evrosimovska, T., Wayne, G., Neuert, J.  
   Presenter(s): Evrosimovska, T.

2. GLOBALISATION PROPENSITY OF TRANSITION LEADERS: PUSH AND PULL FACTORS, Samardžija, J.  
   Presenter(s): Samardžija, J.

3. RECONFIGURING STAKEHOLDER RELATIONSHIPS AND SOCIAL INNOVATION: THE RISE OF COLLABORATIVE ENGAGEMENT BETWEEN HEINEKEN AND LOCAL ENTREPRENEURS IN DEVELOPING COUNTRIES, Cortese, D., Civera, C., Murdock, A.  
   Presenter(s): Civera, C., Cortese, D.

4. UNRAVELING RELATIONS OF INFORMAL INTELLECTUAL PROPERTY PROTECTION, Mueller, T.  
   Presenter(s): Mueller, T.

SESSION 02 – Track 46: Technology and Innovation in Business and Society 1 (Room: Amfitrion II)
SESSION CHAIR: GURHAN, U. DISCUSSANT: YIAPANAS, G.

1. EXAMINING CONSUMERS’ CONTINUOUS USAGE INTENTION OF CONTACTLESS MOBILE PAYMENT SYSTEMS, Karjaluoto, H., Shaikh, A.A., Leppäniemi, M., Luomala, R.  
   Presenter(s): Karjaluoto, H., Shaikh, A.A., Leppäniemi, M.

2. EFFECTS OF INDIVIDUAL DIFFERENCES ON EVALUATING TECHNOLOGICAL PRODUCTS, Eytam, E.  
   Presenter(s): Eytam, E.

3. RE-EXAMINING THE LEARNING PROCESS IN SMALL FIRMS: MULTI-CASE ANALYSIS ON THE USE OF SOCIAL MEDIA, Ekanem, I., Jin, Z.  
   Presenter(s): Ekanem, I.

4. THE PECULIARITIES OF THE PROCESS OF INNOVATION CREATION AND IMPLEMENTATION IN SMES: A CASE OF LITHUANIA, Vaiginiene, E., Pauliène, R.  
   Presenter(s): Vaiginiene, E., Pauliène, R.
SESSION 02 – Track 46: Technology and Innovation in Business and Society 1 (Room: Aristotelis I)

SESSION CHAIR: PENCO, L.
DISCUSSANT: ROSSI, M.

1. BUSINESS MODEL INNOVATION: THE ROLE OF INTERNAL AND EXTERNAL DRIVERS, Fiorini, N., Devigili, M., Pucci, T., Zanni, L.
   Presenter(s): Fiorini, N., Zanni, L.

2. DIGITAL TECHNOLOGIES AND TECHNOSTRESSORS, A SURPRISING PARADOX FOR PRODUCTIVITY AND WORK/HOME CONFLICT, Washington, M.L., Madden, J.
   Presenter(s): Washington, M.L., Madden, J.

   Presenter(s): Penco, L.

   Presenter(s): Vieira, N.G.
SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 2 (Room: Aristotelis II)

SESSION CHAIR: TRIGAS, M.
DISCUSSANT: ROLO, E.

1. THE ROLE OF KNOWLEDGE ON ELDERLY INVESTMENT DECISIONS, Teerakapibal, S.
Presenter(s): Teerakapibal, S.

2. IMPACT OF KEY OPINION LEADER AND PEER CONSUMER RECOMMENDATIONS ON PURCHASE DECISIONS OF GENERATION Z INSTAGRAM USERS, Sultanova, F., Tzavara, D., Argyropoulou, M.
Presenter(s): Tzavara, D.

3. MARKETING PERFORMANCE MEASUREMENT AS A STRATEGY TOOL: EXPLORING ITS IMPACT ON FIRMS’ ARCHITECTURAL MARKETING CAPABILITY, Liang, X.
Presenter(s): Liang, X.

SESSION 02 – Track 23: The Power of Human Resources in Business and Society 1 (Room: Amfitrion I)

SESSION CHAIR: TZORTZAKI, A.M.
DISCUSSANT: KYRIAKIDOU, N.

1. LINKING HRM IMPLEMENTATION, PERCEPTION AND EMPLOYEE OUTCOMES VIA PSYCHOLOGICAL CONTRACT FULFILMENT, Fu, N., Conway, E.
Presenter(s): Fu, N.

2. ANALYSING FACTORS AFFECTING BURNOUT IN UNIVERSITY STUDENTS: THE PHENOMENON OF DEPERSONALISATION, Georgiou, D.A., Androulakis, G.
Presenter(s): Georgiou, D.A.

END OF SESSION 02
SESSION 03 – Track 31: Competing in the Global Arena through Mergers and Acquisitions (Room: Melpomeni)

SESSION CHAIR: VARVARAS, Y.
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.
   Presenter(s): Schneider Lior, N.

2. THE RELEVANCE OF CSR ON CROSS BORDER ACQUISITION PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW, Salvi, A., Miglietta, N., Nirino, N.
   Presenter(s): Miglietta, N.

3. THE ROLE OF INTELLECTUAL CAPITAL IN MERGERS AND ACQUISITIONS IN EMERGING MARKETS: A LITERATURE REVIEW, Salvi, A., Battisti, E., Nirino, N.
   Presenter(s): Battisti, E.

4. OBTAINING INNOVATION THROUGH TECHNOLOGY-BASED ALLIANCES: A DEVELOPING COUNTRIES’ PERSPECTIVE, Isnaini, M.F., Kroon, D., Gilsing, V.
   Presenter(s): Isnaini, M.F.
SESSION 03 – Track 13: Issues on Economics and Finance (Room: Ourania)
SESSION CHAIR: KAUFMANN, H.R. DISCUSSANT: GALIFIANAKIS, G.

1. DOES THE SIGNAL GAP INDICATE A GROWING RISK OF ECONOMIC RECESSION? Hronová, S., Hindls, R., Marek, L.)
   Presenter(s): Hronová, S.

2. FISCAL INCENTIVES FOR TENANTS OF SPECIAL ECONOMIC ZONES IN RUSSIA’S FAR EAST, Mayburov, I., Sinenko, O.
   Presenter(s): Sinenko, O.

3. 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)
   Presenter(s): Grigorakis, N., Galifianakis, N., Tsoukatos, E.

4. STRATEGIC TRANSFER PRICING RISK MANAGEMENT: NEW CHALLENGES AHEAD, Venturini, S., Giovando, G.
   Presenter(s): Venturini, S.

SESSION 03 – Track 29: Learning and Teaching 1 (Room: Kalliopi)
SESSION CHAIR: HAYAT, T. DISCUSSANT: MANIATIS, A.

1. ACTIVE LEARNING IN ACCOUNTING EDUCATION: A POSSIBLE CONNECTION USING TEACHING PRACTICE INVENTORY?, Nicolìello, M.
   Presenter(s): Nicolìello, M.

2. TEACHING PERSPECTIVES INVENTORY IN THE ACCOUNTING FIELD: A FIRST EXPLORATORY ATTEMPT, Nicolìello, M.
   Presenter(s): Nicolìello, M.

3. GAMIFICATION IN HIGHER EDUCATION: TEXT MINING APPROACH, Loureiro, S.M.C., Angelino, F., Bilro, R.G.
   Presenter(s): Loureiro, S.M.C.

4. PLANNING A NEW COLLEGE IN EAST JERUSALEM, Moore, D.)
   Presenter(s): Moore, D.
SESSION 03 – Track 46: Technology and Innovation in Business and Society 2 (Room: Erato)

SESSION CHAIR: IAJA, L. DISCUSSANT: CZARCZYŃSKA, A.

1. IS THE FUTURE GENERATION OF GREEK CONSUMERS WILLING TO INVEST IN RENEWABLE ENERGY?, Karasmanaki, E., Tsantopoulos, G.
   Presenter(s): Karasmanaki, E.

2. DIGITAL TRANSFORMATION IN THE LUXURY INDUSTRY- A SYSTEMATIC MAPPING STUDY, Mastropetrou, M., Bithas, G., Kutsikos, K.
   Presenter(s): Mastropetrou, M.

3. ADVERTISEMENT AS A MEANS OF ENVIRONMENTAL INFORMATION AMONG KINDERGARTEN STUDENTS, Petkou, D.
   Presenter(s): Petkou, D.

SESSION 03 - Track 22: Sustaining today’s Tourism Growth 2 (Room: Aristotelis I)

SESSION CHAIR: APOSTOLAKIS A. DISCUSSANT: SCHEIN, A.

   Presenter(s): Kamvysi, K.

2. FORECASTING TOURISM DEMAND IN EUROPE, Vortelinos, D. I., Gkillas, K., Floros, C., Vasiliadis, L.
   Presenter(s): Floros, C.

3. THE IMPLICATIONS OF ICT USE IN TOURISTS’ TRAVEL PATTERNS: CASE OF ZADAR, Zekanović-Korona, L.; Grzunov, J.
   Presenter(s): Zekanović-Korona, L.
SESSION 03 – Track 23: The Power of Human Resources in Business and Society 2 (Room: Aristotelis II)
SESSION CHAIR: GIACHINO, C. DISCUSSANT: RÖSSIG, S.A.

1. EXAMINING THE INFLUENCE OF EMOTIONAL INTELLIGENCE ON STUDENTS’ BURNOUT, Georgiou, D.A., Androulakis, G. (23_02)  
   Presenter(s): Georgiou, D.A.
2. WHEN EMPLOYEE OWNERSHIP IS EFFECTIVE?, Kim, K.Y., Patel, P.  
   Presenter(s): Kim, K.Y.
3. CONTEXTUAL EFFECTS ON PERFORMANCE APPRAISAL PROCESS OUTCOMES: A SOCIAL EXCHANGE PERSPECTIVE, Ghani, B., Malik, M.A.R.  
   Presenter(s): Malik, M.A.R.

SESSION 03 – Track 30: Technological Marketing Developments (Room: Amfitrion I)
SESSION CHAIR: MAKRIDOU, A. DISCUSSANT: TYRVÄINEN, O.

1. TECHNOLOGICAL INNOVATION AND VISUAL AESTHETIC ASPECT IN THE DELIGHT OF NEW LUXURY BRANDS, Rodrigues, P., Borges, A.P., Guerreiro, M.  
   Presenter(s): Rodrigues, P.
2. THE EFFECT OF TECHNOLOGY IN THE CREATION OF PERSONAL BRANDING AND ITS IMPACT ON PROFESSIONAL PROGRESS, Shyle, I., Azizi, R.  
   Presenter(s): Shyle, I.
3. EXPLORING TECHNOLOGICAL ADVANCEMENTS DILEMMAS & RELATIONSHIP MARKETING PRACTICES IN THE PHARMACEUTICAL INDUSTRY OF GREECE, Giannakopoulos, K., Kapoulas, A.  
   Presenter(s): Giannakopoulos, K., Kapoulas, A.
4. INNOVATIVE ANTHROPOMORPHIC TECHNOLOGY AND ITS EFFECT ON CUSTOMER SERVICE QUALITY, Trichina, E., Vrontis, D., Christofi, M.  
   Presenter(s): Trichina, E., Vrontis, D., Christofi, M.
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”

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

SESSION 03 – Track 35: Organizational Theories: Behaviour in Complex Systems (Room: Amfitrion II)
SESSION CHAIR: RODGERS, H.
DISCUSSANT: CHIOTERIS, S.

1. THE RELATION OF STRESS MANAGEMENT AND LEADERSHIP EFFECTIVENESS IN THE HOTEL INDUSTRY OF CYPRUS, Afxentiou, G., Malkawi, E., Antoniades, G.
   Presenter(s): Malkawi, E., Antoniades, G.

2. DEVELOPING ORGANIZATIONS: AUTHENTIC LEADERSHIP THROUGH ACTION LEARNING, Rowland, C., Pyke, C.
   Presenter(s): Rowland, C.

3. AN INVESTIGATION OF THE IMPACT OF PERCEIVED MANAGER’S EMOTIONAL INTELLIGENCE ON TURNOVER OF EMPLOYEE IN SAUDI SMALL- AND MEDIUM-SIZED ENTERPRISE (SMES), Albalawi, A., Naughton, S.
   Presenter(s): Albalawi, A.

4. LEADER HUMILITY AND EMPLOYEE VOICE:A MODERATED MEDIATION MODEL, Siachou, E., Gkorezis, P.
   Presenter(s): Siachou, E.

END OF SESSION 03

10:00 – 10:30 Coffee break
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.

1. **ONLINE MARKETING CHANNELS: A SYSTEMATIC LITERATURE REVIEW OF MARKETING MODELS FOR INTERNET ADVERTISING AND A NEW COMPARATIVE APPROACH**, Angeloni, S., Rossi, C.

2. **ENVIRONMENTAL MARKETING AND MANAGEMENT PRACTICES WITHIN AN INTERNATIONAL CONTEXT: A SYSTEMATIC REVIEW**, Ioannidis, A., Feng, Z., Chalvatzis J.K., Leonidou, C.L.

3. **AUTHENTICITY IN INTERNATIONAL MARKETING FIELD: SYSTEMATIC LITERATURE REVIEW FOR WORKSHOP ON SYSTEMATIC LITERATURE REVIEW**, Loureiro, S.M.C., Rosado-Pinto, F.


5. **KNOWLEDGE FROM CUSTOMERS: A SYSTEMATIC LITERATURE REVIEW**, Tomczyk, P.


7. **UNDERSTANDING BLOCKCHAIN TECHNOLOGY FOR FUTURE FOOD INDUSTRY: A SYSTEMATIC REVIEW AND FUTURE RESEARCH DIRECTIONS**, El Naddaf, S.
SESSION 04 – Track 28: An overview of Knowledge Management and Intellectual Capital cases in the modern information economy (Room: Melpomeni)

SESSION CHAIR: SHARABI, M.  
DISCUSSANT: NEDOSPASOVA, O.

1. THE ROLE OF SOCIAL ACTORS IN DEVELOPING ‘GREEN BUSINESSES’: THE CLEANTECH CLUSTER CASE, TREMBLAY, D.  
Presenter(s): Tremblay, D.

2. INTER-ORGANIZATIONAL COMMUNITIES OF PRACTICE: NEED FOR THEORY, GUNTA, S.  
Presenter(s): Gunta, S.

3. UNRAVELING relations of informal intellectual property protection, Mueller, T.  
Presenter(s): Mueller, T.

SESSION 04 – Track 23: The Power of Human Resources in Business and Society 3 (Room: Ourania)

SESSION CHAIR: ROWLAND, C.  
DISCUSSANT: PJERO, E.

1. UNDERSTANDING THE RELATION BETWEEN TASK INTERDEPENDENCE AND COMMUNICATION STYLES, Pandey, A., Karve, S.  
Presenter(s): Karve, S.

2. IMPORTANCE OF DIVERSITY SEALS FOR ORGANIZATIONAL ATTRACTIVENESS, Rössig, S.A., Enke, S.  
Presenter(s): Rössig, S.A., Enke, S.

3. THE ROLE OF SUSTAINABLE HRM IN THE CONTEXT OF EMERGING TECHNOLOGIES: THE CASE OF INDUSTRIAL ROBOTS, Bučiūnienė, I., Goštautaitė, B., Moniz, A., Liubertė, I., Stankevičiūtė, Ž., Reay, P.  
Presenter(s): Bučiūnienė, I.
SESSION 04 – Track 35: Organizational Theories: Behaviour in Complex Systems (Room: Kalliopi)

SESSION CHAIR: KYRIAKIDOU, N.  
DISCUSSANT: LAMPRELI, A.

1. THE INFLUENCE OF LIMINALITY ON ORGANIZATIONAL IDENTITY CHANGE, Tagliaventi, M.R., Carli, G.  
Presenter(s): Carli, G.

2. RADICAL AND INCREMENTAL CREATIVITY - THE ROLE OF ENJOYMENT, INNOVATIVE CLIMATE AND REWARDS IMPORTANCE, Malik, M.A.R., Butt, A.N., Zahid, F.  
Presenter(s): Malik, M.A.R.

Presenter(s): Ramirez Lozano, J.P.

4. BETWEEN DYNAMISM AND STABILITY: THE ROLE OF CONTEXT IN LEADERSHIP AND REGULATORY FOCUS RESEARCH, Kark, R., Van Dijk, D.  
Presenter(s): Kark, R.

SESSION 04 – Track 42: Innovating Management Outlooks Fostering Business Development 1 (Room: Erato)

SESSION CHAIR: SHYLE, I.  
DISCUSSANT: PAVLOUDI, A.

1. AN EMPIRICAL STUDY ON THE IMPLEMENTATION OF PROJECT RISK MANAGEMENT IN SPANISH SMES, Ferreira de Araújo Lima, P., Marcelino-Sadaba, S., Echeverria-Lazcano, A.M., Verbano, C.  
Presenter(s): Ferreira de Araújo Lima, P.

2. THE IMPACT OF RISK ON SUPPLY CHAIN PERFORMANCE: A STRUCTURED LITERATURE REVIEW, Pham, H., Verbano, C.  
Presenter(s): Pham, H.

3. THE EFFECTS OF THE BOARD COMPOSITION ON TAX PLANNING STRATEGIES: AN EMPIRICAL ANALYSIS ON ITALIAN LISTED FIRMS, Iazzi, A., Vacca, A., Maizza, A.  
Presenter(s): Iazzi, A.
SESSION 04 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment

(Room: Aristotelis I)

SESSION CHAIR: GALATI, A. DISCUSSANT: MAGOS, N.

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.
   Presenter(s): Kirse, S., Adomaviciute, K.

2. COLLABORATIVE CONSUMPTION AS A MANIFESTATION OF THE SHARING ECONOMY IN POLAND, Rudawska, I., Kowalik, J.
   Presenter(s): Rudawska, I.

3. KURDISTAN REGIONAL GOVERNMENTS’ (KRG) ECONOMIC RELATIONS WITH RUSSIA IN CONTEXT OF DEVELOPING MUTUAL HYDROCARBONS INDUSTRY, Taher Salim, B., Murtuzalieva, S.U.
   Presenter(s): Murtuzalieva, S.U.

4. ENHANCING BRAND ENGAGEMENT THROUGH EXPERIENTIAL MARKETING, Mulder, D., de Jager, J.
   Presenter(s): Mulder, D.

SESSION 04 – Track 16: Entrepreneurship from a Different Perspective (Room: Aristotelis II)

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

1. COST-STRUCTURE AND THE VOLATILITY OF CAPITALISM, Philipson, S.
   Presenter(s): Philipson, S.

2. FUNDING INNOVATIVE SMES OPERATING IN TRADITIONAL SECTORS, Harel, R., Kaufmann, D.
   Presenter(s): Harel, R.

3. COMPLEMENTARY ASSETS, ENVIRONMENTAL STRATEGIES AND SMES PERFORMANCE, Anagnostopoulou, E., Eleftheriadis, I.
   Presenter(s): Anagnostopoulou, E.

4. NETWORK-BASED INCUBATORS: AN INTRODUCTION TO THE CASE OF I2C AND RESEARCH AGENDA, Iscaro, V., Castaldi, L., Joshi, R., Turi, C.
   Presenter(s): Castaldi, L.
SESSION 04 - Track 20: Business Perspectives in the Food Sector 3 (Room: Alexandros I)

SESSION CHAIR: **SIDALI, K.L.**

   **Presenter(s):** Fiore, M., Adamashvili, N.

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.
   **Presenter(s):** Karasmanaki, E.

3. **THE EFFECTIVENESS OF COMMUNITIES OF PRACTICE FOR SUSTAINABLE AGRICULTURAL DEVELOPMENT**, Adamashvili, N., Fiore, M., Colantuono, F., Conto, F.
   **Presenter(s):** Adamashvili, N., Fiore, M., Colantuono, F.

   **Presenter(s):** Iaia, L.

SESSION 04 – Track 26: Modern International Business, Management and Social Outlooks 3 (Room: Amfitrion I)

SESSION CHAIR: **CHEBBI, H.**

1. **BLOCKCHAIN WITH EMPHASIS ON TAX LAW**, Maniatis, A.
   **Presenter(s):** Maniatis, A.

2. **IS THERE A FASHION LAW?** Maniatis, A.
   **Presenter(s):** Maniatis, A.
SESSION 04 – Track 46: Technology and Innovation in Business and Society 2 (Room: Amfitrion II)
SESSION CHAIR: GURHAN, U.  
DISCUSSANT: PENCO, L.

1. THE MODERN APPROACH TO COMPETENCIES MANAGEMENT BASED ON IT SOLUTIONS, Semenov, A., Vladimirovna Kokuytseva, T., Petrovna Ovchinnikova, O.  
*Presenter(s):* Petrovna Ovchinnikova, O.

2. KNOWLEDGE TRANSFER WITHIN A BUSINESS INCUBATOR: THE ROLE OF NETWORKS, Corbo, L.  
*Presenter(s):* Corbo, L.

*Presenter(s):* Kaufmann, H.R.

4. THE APPLICATION OF THE PACK-SYSTEM MODEL IN THE FRAMEWORK OF CITY LOGISTICS AND MOBILITY, Malindretos, G., Manikas, I., Dimoulakis, A.  
*Presenter(s):* Malindretos, G.

SESSION 04 – Track 29: Learning and Teaching 2 (Room: Clio)
SESSION CHAIR: CLAXTON, J.  
DISCUSSANT: NICOLIELLO, M.

1. APPLYING A SELF-DETERMINATION THEORY PERSPECTIVE TO UNDERSTAND THE IMPACT OF STUDENT LIFEWORLD ON STUDENT ATTENDANCE, Claxton, J., Sharifi, S.  
*Presenter(s):* Claxton, J.

2. UNIVERSITY-INDUSTRY INTERACTION: EVOLUTION, NECESSITY, BARRIERS AND PROSPECTS, Ovchinnikova, N., Ovchinnikova, O., Kokuytseva, T.  
*Presenter(s):* Ovchinnikova, N.

3. THE USE OF EDUCATIONAL TOOLS IN ENVIRONMENTAL EDUCATION: THE CASE OF PRE-SCHOOL EDUCATION, Zafiraki, K., Petkou, D., Tsantopoulos, G.  
*Presenter(s):* Petkou, D.

END OF SESSION 04
SESSION 05 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.

1. **ONLINE MARKETING CHANNELS: A SYSTEMATIC LITERATURE REVIEW OF MARKETING MODELS FOR INTERNET ADVERTISING AND A NEW COMPARATIVE APPROACH,** Angeloni, S., Rossi, C.
2. **ENVIRONMENTAL MARKETING AND MANAGEMENT PRACTICES WITHIN AN INTERNATIONAL CONTEXT: A SYSTEMATIC REVIEW,** Ioannidis, A., Feng, Z., Chalvatzis J.K., Leonidou, C.L.
3. **AUTHENTICITY IN INTERNATIONAL MARKETING FIELD: SYSTEMATIC LITERATURE REVIEW FOR WORKSHOP ON SYSTEMATIC LITERATURE REVIEW,** Loureiro, S.M.C., Rosado-Pinto, F.
4. **VALUE CO-CREATION: A SYSTEMATIC LITERATURE REVIEW OF INTERNATIONAL MARKETING AND BUSINESS ECOSYSTEMS DOMAINS,** Tarba, Y.S., Mohammadparast Tabas, A., Arslan, A.
5. **KNOWLEDGE FROM CUSTOMERS: A SYSTEMATIC LITERATURE REVIEW,** Tomczyk, P.
6. **INTERNATIONALIZATION, BRAND INNOVATION AND BRAND EQUITY: A SYSTEMATIC LITERATURE REVIEW,** Kyanides, Y., Hajidimitriou, Y.
7. **UNDERSTANDING BLOCKCHAIN TECHNOLOGY FOR FUTURE FOOD INDUSTRY: A SYSTEMATIC REVIEW AND FUTURE RESEARCH DIRECTIONS,** El Naddaf, S.
FRIDAY – SEPTEMBER 20, 2019
SESSION 05: 13:00 – 14:30

SESSION 05 – Track 30: Discussing on Updated Marketing Matters 2 (Room: Melpomeni)
SESSION CHAIR: VARVARAS, Y. DISCUSSANT: PANIGYRAKIS, G.

   Presenter(s): Koronios K., Thrassou, A.

2. VISUAL STORYTELLING IN IDENTITY BUILDING, Rolo, E., Nobre, H.
   Presenter(s): Rolo, E.

   Presenter(s): Komodromos, M.

4. FACTORS AFFECTING FOOD NEOPHOBIA IN YOUNG ADULTS: A QUALITATIVE APPROACH, Thanasoula, P., Raptou, E., Zuluğ, A.
   Presenter(s): Thanasoula, P.

SESSION 05 – Track 50: The valorisation of cultural heritage (Finch project section) (Room: Ourania)
With the participation of: Paraskevi Patoulidou, President of Thessaloniki Tourism Organization
   Prof. Spiros Mamalis, President of Geotechnical Chamber of Greece
SESSION CHAIR: BELYAeva, Z. DISCUSSANT: KAUFMANN, H.R.

1. INNOVATIVE MANAGEMENT OF THE TRADITIONAL RURAL BUILDINGS FOR RURAL DEVELOPMENT IN ITALY, Sardaro R., Roselli L.
   Presenter(s): Sardaro R.

2. CROWDFUNDING FOR CULTURE: A NEW FINANCIAL INSTRUMENT?, Rovera, C., Giachino, C., Battisti, E.
   Presenter(s): Rovera, C., Battisti, E.

3. IN ART SOCIAL MEDIA MARKETING: A TOOL FOR DESTINATION MARKETING, Pucciarelli, F., Giachino, C.
   Presenter(s): Pucciarelli, F.

   Presenter(s): Baima, G., Santoro, G., Ferraris, A.
SESSION 05 – Track 29: Learning and Teaching 2 (Room: Clio)

SESSION CHAIR: LOUREIRO, S.M.C.  
DISCUSSANT: GABAY, G.

1. ACCOUNTING HISTORY COURSES IN ITALIAN UNIVERSITIES, Lazzini, S., Nicoliello, M.  
   Presenter(s): Nicoliello, M.
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.  
   Presenter(s): Ladwig, D.H., Domsch, M.E.
3. A STUDY OF ETHICAL BEHAVIOUR AT THE WORKPLACE: SCHOOLS IN THE STATE OF KUWAIT, Zaki Fraij, W.  
   Presenter(s): Zaki Fraij, W.

SESSION 05 – Track 26: Modern International Business, Management and Social Outlooks 4 (Room: Kalliopi)

SESSION CHAIR: YAHIAOUI, D.  
DISCUSSANT: KOMODROMOS, M.

1. INTERNATIONAL NEGOTIATION PROTOTYPES: THE IMPACT OF CULTURE, Ogliastri, E., Quintanilla, C., Benetti, S.  
   Presenter(s): Ogliastri, E.
2. EXPLORING THE NEED FOR CLINICAL LEADERSHIP DEVELOPMENT: A CROSS NATIONAL STUDY, Kyriakidou, N., Papagiannopoulos, K., Pierrakos, G., Turner, P., Beech, N.  
   Presenter(s): Kyriakidou, N.
3. A STUDY OF EXOGENOUS GAP CRITICAL FOR CLUSTER DYNAMICS AND INTERACTION WITH GLOBAL MARKETS, Osarenkhoie, A., Fjellström, D.  
   Presenter(s): Osarenkhoie, A., Fjellström, D.
4. MERGERS AND ACQUISITIONS PERFORMANCE, Weber, Y.  
   Presenter(s): Weber, Y.
SESSION 05 – Track 16: Entrepreneurship in Business and Society (Room: Erato)

SESSION CHAIR: HAREL, R.  
DISCUSSANT: PENCO, L.

1. COMPETING FOR PUBLIC SERVICE CONTRACTS: SOCIAL ENTERPRISES’ STRATEGIES, Maher, C.
   Presenter(s): Maher, C.

2. ENTREPRENEURIAL CREATIVITY IN SOCIO-ECONOMIC CONTEXT, Czarczyńska, A.
   Presenter(s): Czarczyńska, A.

   Presenter(s): Meneses, R.

SESSION 05 - Track 20: Business Perspectives in the Food Sector 2 (Room: Aristotelis II)

SESSION CHAIR: KARIPIDIS, P.  
DISCUSSANT: TULONE, A.

   Presenter(s): Sidali, K.L.

2. DOES THE PRIMARY AGRICULTURAL PRODUCTION IMPACTS EXPORTING FIRMS’ PERFORMANCE?, Karipidis, P., Chrysochou, P.
   and Tabakis N.
   Presenter(s): Karipidis, P.

3. THE MEDITERRANEAN’S GOLD: WHICH COMMERCIAL PROSPECTS FOR THE THUNNUS THYNNUS IN ITALY?, Giacomarra, M., Crescimanno, M., Siggia, D., Tulone, A., Galati, A.
   Presenter(s): Giacomarra, M., Tulone, A., Galati, A.

   Presenter(s): Tsiouni, M., Gourdouvelis, D., Aggelopoulos, S.
SESSION 5 – Track 13: Issues on Economics and Finance (Room: Alexandros I)

SESSION CHAIR: GALIFIANAKIS, G.  
DISCUSSANT: SINENKO, O.

1. CIRCULAR ECONOMY. THE WAY THE GREEK INDUSTRY LEADERS DO IT, Trigkas, M., Mpyrou, K., Karagouni, G., Papadopoulos, I.)
   Presenter(s): Trigkas, Karagouni, G.

2. SYSTEM SOLUTIONS FOR THE CIRCULAR ECONOMY ON THE REGIONAL LEVEL – A CASE OF GREEN LUNGS OF POLAND,
   Gołębiewski, J., Drejerska, N.
   Presenter(s): Gołębiewski, J., Drejerska, N.

3. THE IMPACT OF BEHAVIORAL INCONSISTENCIES ON STOCK RETURN: A THEORETICAL FRAMEWORK, Attia S., Sapuric, S., El Gazzar, S.
   Presenter(s): Attia S.

4. WEALTH OF NATIONS AND INTELLECTUAL CAPITAL: ADAM SMITH, Gurhan, U.,
   Presenter(s): Gurhan, U.

SESSION 05 – Track 49: Business and Society 2 (Room: Amfitrion I)

SESSION CHAIR: PJERO, E.  
DISCUSSANT: PHILIPSON, S.

1. PATH DEPENDENT EXPLANATIONS OF A CITIES CLEANLINESS ACHIEVEMENTS, Garg, S., Garg, S., Garg, S.
   Presenter(s): Garg, S.

2. AFRICA AND THE INTERNATIONAL CRIMINAL COURT JUSTICE DEFERRED OR DENIED?, Van der Bank, R.
   Presenter(s): Van der Bank, R.

3. CONSUMERS AND ENTERPRISES AS ACTORS ON THE MARKET, Philipson, S.
   Presenter(s): Philipson, S.
SESSION 05 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 4
(Room: Amfitrion II)

SESSION CHAIR: KARAGIORGOS, A.  DISCUSSANT: TSOUKATOS, E.

1. UNDERSTANDING THE IMPACT OF SOCIAL COMMERCE COMPONENTS ON CONSUMERS’ PURCHASE DECISION-MAKING
   PROCESS: A RESEARCH MODEL, Kutabish, S., Soares, A.
   Presenter(s): Kutabish, S.

2. THE ROLE OF PERSONALIZATION AND HEDONIC MOTIVATION IN DRIVING CUSTOMER EXPERIENCE, Tyrväinen, O., Karjaluoto, H., Saarijärvi, H.
   Presenter(s): Tyrväinen, O.

3. CROSS CULTURAL INFLUENCES UPON PURCHASE INTENTIONS: THE INFLUENCE OF THE COUNTRY OF ORIGIN (COO), Cheng, M., Halliburton, C.
   Presenter(s): Halliburton, C.

END OF SESSION 05
FRIDAY – SEPTEMBER 20, 2019

14:30 – 15:00 Coffee break

FRIDAY – SEPTEMBER 20, 2019
SESSION 06: 15:00 – 16:30

SESSION 06 – Track 26: Modern International Business, Management and Social Outlooks 1 (Room: Melpomeni)
SESSION CHAIR: KARAGOUNI, G. DISCUSSANT: MELANTHIOU, Y.

1. PREPARATION FOR EXPATRIATION - DO MILLENNIALS NEED OTHER CULTURAL TRAINING AND DEVELOPMENTS?!, Ladwig, D., Domsch, M.
   Presenter(s): Ladwig, D., Domsch, M.
2. THE SVALBARD ARCHIPELAGO UPON THE LAW OF THE SEA, Maniatis, A.
   Presenter(s): Maniatis, A.
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
   Presenter(s): Barysheva G.A.

SESSION 06 – Track 26: Modern International Business, Management and Social Outlooks 5 (Room: Kalliopi)
SESSION CHAIR: TÜTÜNCÜ, G.Y. DISCUSSION: GURHAN, U.

1. A CONTINUOUS-REVIEW INVENTORY MODEL FOR PHARMACEUTICAL PRODUCTS WITH PARTIAL BACKORDERS, Tütüncü, G.Y., Duymaz, E.
   Presenter(s): Tütüncü, G.Y.
2. RESPONSIBLE LEADERSHIP AND UNCERTAINTY AVOIDANCE INDEX (UAI) IN LUXEMBOURG, Schinzel, U.
   Presenter(s): Schinzel, U.
   Presenter(s): Pereira, V., Tarba, S.
SESSION 06 – Track 49: Business and Society 3 (Room: Erato)
SESSION CHAIR: SCHEIN, A. 
DISCUSSANT: MAINOLFI, G.

1. THE EFFECT OF NEGATIVE EMOTIONS TOWARD A CONSUMERS’ PERCEPTION OF CSR, Rodrigues, P., Pinto Borges, A.
   Presenter(s): Rodrigues, P.

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

FRIDAY – SEPTEMBER 20, 2019
SESSION 06: 15:00 – 16:30

SESSION 06 – Track 42: Innovating Management Outlooks Fostering Small Business Development 2 (Room: Aristotelis II)
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   **Presenter(s):** Di Tullio, P., Tarquinio, L.

2. **PROJECT RISK MANAGEMENT FOR SMES: LESSON LEARNT FROM A SYSTEMATIC LITERATURE REVIEW**, Testorelli, R., Ferreira de Araujo Lima, P., Verbano, C.
   **Presenter(s):** Ferreira de Araujo Lima, P.

3. **CASH HOLDINGS, CORPORATE PERFORMANCE AND VIABILITY OF GREEK SMES**, Koronios, K., Dimitropoulos, P., Thrassou A.
   **Presenter(s):** Koronios, K., Thrassou A.

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SESSION CHAIR: **ROSSI, M.**
DISCUSSANT: **TSELEMPIS, D.**

   **Presenter(s):** Broccardo, L., Truant, E.

2. **A TYPOLOGY FOR CHEESE BUSINESSES BASED ON THEIR STRATEGIC ORIENTATION**, Varvaras, I., Aggelopoulos, S., Pavlouidi, A.
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3. **THE RELATIONSHIP AMONG STRATEGIC ORIENTATION, INNOVATIVITY DEGREE AND FINANCIAL EFFICIENCY IN THE FOOD INDUSTRY**, Varvaras, I., Aggelopoulos, S., Pavlouidi, A.
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3. ASSESSING THE DIET IMPACT ON LIFE EXPECTANCY IN EUROPEAN UNION, Spada, A., Rana, R.L., Cafarelli, B., Fiore, M.
   **Presenter(s):** Fiore, M.

4. DATA COLLECTION FOR A PERFORMANCE ANALYSIS ON WORKING CAPITAL MANAGEMENT, Remondino, M., Schiesari, R.
   **Presenter(s):** Schiesari, R.

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SESSION CHAIR: **FLOROS, C.**
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2. INTER-GENERATIONAL COMMUNICATION IN THE WORKPLACE: RECOMMENDATIONS FOR MORE EFFECTIVE LEADERSHIP COMMUNICATION, De Lange, L.
   **Presenter(s):** De Lange, L.

   **Presenter(s):** Karasmanaki, E.
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SESSION CHAIR: CHRISTOFI, M.
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1. FOOD EVENTS AND CULTURAL HERITAGE: COOPETITION STRATEGIES TO INNOVATE SLOW FOOD’S TERRA MADRE SALONE DEL GUSTO FORMULA, Cortese, D., Giachino, C., Bresciani, S., Cantino, V.
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2. THE IMPACT OF CULTURE ON RELATIONS BETWEEN PARENT COMPANIES AND FOREIGN SUBSIDIARIES, Meneses, R., Carneiro, P.
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3. DIFFERENT ATTITUDES TOWARDS BUSINESS FAILURE BETWEEN CULTURES, Roeck, E., Bengoa, D. S.
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4. THE POWER OF PEOPLE: WHEN PEOPLE AND CULTURE ARE THE KEY TO ORGANISATIONS’ SUCCESS, da Costa, L., Loureiro, S.M.C.
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2. THE IMPORTANCE OF USING NEW MEDIA AWARENESS STRATEGIES IN THE FIELD OF PHYSIOTHERAPY PRACTICE: THE CASE OF CYPRUS, Komodromos, M., Papacharalambous, C.
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12TH ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
18-20 September 2019 – Thessaloniki, Greece
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FRIDAY, SEPTEMBER 20, 2019
PRE-GALA RECEPTION/GALA DINNER

Pre-Gala Wine and Cocktails Reception at the Veranda  Time:  7:30pm
Gala Dinner  Time:  8:30pm

Venue: Makedonia Palace Hotel (5*), (Conference Venue)
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: Scientists' House Bucharest

**CHAIRS:**
LARISA MIHOREANU and IONELA GABRIELA SOLOMON

**DISCUSSANTS:**
CARMEN COSTEA and ALEXANDRU MIHAI STEFANESCU

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# Doctoral Workshop

**The Value of Societal Improvements through Resilient Business Process Management**

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