### WEDNESDAY 16TH SEPTEMBER

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<td>1400-1700</td>
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<td><strong>SESSION A: RESEARCH PROJECT WORKSHOP</strong></td>
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<td><strong>SESSION B: AUTHORS’ NETWORKING AND COLLABORATION WORKSHOP</strong></td>
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<td>1730-1830</td>
<td>PREPARATION MEETING FOR CHAIRS (POLO ZANOTTO AULA T1)</td>
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<td>Presentation: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis</td>
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THURSDAY 17TH SEPTEMBER

0800-1700   ON-CAMPUS REGISTRATION AND INFORMATION DESK (POLO ZANOTTO MAIN HALL)

0800-0930   SESSION 1

SESSION 1 - CORPORATE SOCIAL RESPONSIBILITY (1): PALAZZO di LINGUE T6
SESSION CHAIR: CANTELE, S. DISCUSSANT: MELFOU, K.

2. Tuan, A., Moretti, A. "Social Media And CSR Communication: An Empirical Analysis Of Organizational And Managerial Issues From A Sense Making Perspective"
3. Pellegrini, D., De Canio, F. "The Value Co-Creation Chain: The Triple Role Of Consumer"

SESSION 1 - CROSS CULTURAL MANAGEMENT (1): CHIOSTRO di STORIA AULA BETTI
SESSION CHAIR: GEOHLICH, V. DISCUSSANT: BENGOA, D.S.

1. Pervin, S., Wilman, M., Ranchhod, A. "Prevalence Of 'Face Concept' In Individualist And Collectivist Cultures- Unfolding The Facets In Decision Making Process Of Buying Beauty Products"
2. Martinelli, E., De Canio, F. "Does Country Image Affect Consumers' Willingness To Patronize Ethnic Restaurants?"

SESSION 1 - ENTREPRENEURSHIP AND INNOVATION (1): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: SULTAN, S. DISCUSSANT: TRIGKAS, M.

1. Grandclaude, D., Nobre, T. "To Grow Or Not To Grow: Is It Really Just A Rational Choice?"
2. Mylonas, N., Petridou, E. "Examining The Factors Affecting Females’ Ventures Performance In Creative Industry"
3. Seklukciene, J., Morkertaita, R., Kumpikaite-Valiuniene, V. "The Link Between Entrepreneurial Features And Immigrant Flows In A Regional Entrepreneurship Context"

SESSION 1 - FINANCE (1): POLO ZANOTTO AULA 1.2
SESSION CHAIR: VASHAKMADZE, T. DISCUSSANT: CHESINI, G

1. van der Bank, C.M. "Energy Efficiency In Sustainable Development In South Africa: A Legal Analysis"
3. Amatucci, F., Pascale, A.M., Serluca, M.C. "Innovative Finance For Sustainable Development Of The Territory"
THURSDAY 17TH SEPTEMBER

SESSION 1 - INTERNATIONAL BUSINESS AND MANAGEMENT (1): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: BRITZELMAIER, B., DISCUSSANT: ALMASAAD, M.
1. Frolova, Y.D., Shishmintsev, M.Y. "Development Of Business Internationalization Forms In Global Geoeconomical Space"
2. Yamamoto, T., Kuwana, Y. "Managing Explorative Activities And Dual Embeddedness In Foreign Subsidiary: A Case Study In Japanese MNCs"
3. Ferraris, A., Bresciani, S., Del Giudice, M. "A Four-Stage Theory In The Relationship Between International Diversification And Performance"

SESSION 1 - MARKETING (1): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: NOBRE, H., DISCUSSANT: RUSSO, I.
1. Teerakapibal, S. "Towards Higher E-Commerce Participation: Social Network Usage And Government Control"
2. Sopa, F., Kapoulas, A. "The Impact Of Digital Marketing & Social Media In Higher Education Marketing Strategies. The Case Of Kosovo"
3. Bremser, K., Goehlich, V., Maria del Mar, A. "Global Commercial In Local Markets: Best Practice From Red Bull?"

SESSION 1 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (1): POLO ZANOTTO AULA T1
SESSION CHAIR: STEFANIDIS, A., DISCUSSANT: VOUTINIOTI, A.
1. Hall, H., Rowland, C., Stokes, P. "New Thoughts On Leadership In Turbulent Times"
2. Palumbo, R. "Value Co-Creation And Value Co-Destruction In The Patient-Provider Relationship. The Contribution Of The “Health Literacy” Perspective"

SESSION 1 - PUBLIC MANAGEMENT (1): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: GARLATTI, A., DISCUSSANT: ESPOSITO, P.
1. Moro, S. "The Time Is Over For Italy’s Special Jurisdiction On Water Resources. A Comparative Perspective"
2. Moggi, S., Zardini, A., Leardini, C., Rossi, G. "Gaining Legitimacy In Non-Profit Governance. The Role Of Stakeholder Engagement"
3. Imperiale, F., Terlizzi, V. "Museum Engages Community: Some Evidence From Italy"

SESSION 1 - STRATEGIC MANAGEMENT (1): PALAZZO di ECONOMIA AULA C
SESSION CHAIR: MANIATIS, A., DISCUSSANT: LARDO, A.
2. Rossignoli, F., Lionzo, A. "Emerging Governance Patterns From Italian Social Cooperatives"
THURSDAY 17TH SEPTEMBER

SESSION 1 - TOURISM (1): POLO ZANOTTO AULA 1.4
SESSION CHAIR: JAFFE, E
DISCUSSANT: FERRI, M.A.
1. Ambrosio, V., Loureiro, S. "Attitude And Emotions Of Young Portuguese Tourists Toward International Risk Destinations"
3. Della Lucia, M., Franch, M. "Engaging Community In World Heritage Sites' Sustainable Tourism Development: The Case Of The Dolomites"

SESSION 1 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (1): POLO ZANOTTO AULA 1.3
SESSION CHAIR: CAPITELLO, R.
DISCUSSANT: PRESENZA, A.
2. Sadilek, T. "Utilization Of Quality Labels In European Union"
3. Skalova, E., Ryglova, K., Vajcnerova, I., Prokes, M. "Limiting Quality Factors In Wine Tourism Services"

SESSION 1 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (2): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: SIGGIA, D.
DISCUSSANT: CONTE, A.
1. Robustella, C., Conto, F., Fiore, M. "Analysis And Insights On Producers Organizations And Associations Of Producers Organizations (POs/APOs) In EU And National Regulations"
3. Andriano, A.M., Ingrao, C., Tricase, C. "The Role Of Producers Organizations Association (POA) In Transnational Cooperation Projects"

SESSION 1 - "SMEs IN AN ERA OF GLOBALIZATION" - PALGRAVE: CHIOSTRO di STORIA AULA MAFFEI
SESSION CHAIR: BIALEK-JAWORSKA, A.
DISCUSSANT: BIJAOUI, I.
1. Rangarajan, S., Lohith, C.P., Kadadevaramth, R.S., Shrishan, S. "Innovation And Marketing Strategy For Medium Enterprises- An Indian Study"
2. Matos, P., Meneses, R. "The Importance Of Knowledge And Information To Overtake Export Barriers - A Case Study Of A Portuguese SME"
3. Maggiore, G., Matarazzo, M., Resciniti, R. "The Dilemma Of Innovation In Traditional Food Products: The Experience Of The Balsamico Village"

0930-1000 COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)
8TH ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
16-18 September 2015 – University of Verona, Italy
“INNOVATION, ENTREPRENEURSHIP AND SUSTAINABLE VALUE CHAIN IN A DYNAMIC ENVIRONMENT”
THURSDAY 17TH SEPTEMBER

1000-1200  CONFERENCE INAUGURATION AND KEY NOTE SPEECHES (POLO ZANOTTO AULA T2)
Welcome Greetings
- Chancellor of the University of Verona
- Mayor of the city of Verona
- Head of the Department of Business Administration
- Cattolica Assicurazioni (President)
- Banco Popolare (President)
- Chamber of Commerce (President)
- Conference Chair: Prof. Diego Begalli
- Presidents of EMRBI: Prof. Demetris Vrontis and Prof. Yaakov Weber

Key Note Speeches
- Marilisa Allegrini, President Amarone Families, CEO Allegrini Estates
- Sandro Boscaini, Past President of Amarone Families, CEO Masi Agricola SpA
- Nisio Paganin, General Manager Agriform SCA
- Renato Bonomi, CEO Bonomi SpA

1200-1330  LUNCH (RESTAURANT N0.5)

1330-1500  SESSION 2

SESSION 2 - CORPORATE SOCIAL RESPONSIBILITY (2): PALAZZO di LINGUE T6
SESSION CHAIR: ROSSATO, C.  DISCUSSANT: TESTARMATA, S.
1. Civera, C., Candelo, E., Casalegno, C. "Corporate Social Responsibility And Branding Strategy: A Comparative Study Over Banking Sector In Italy And The UK"
2. Koksal Arac, S., Cabuk, S. "Does Being Green Really Matter For Customer-Based Corporate Reputation In The Banking Sector?"
3. Chang, Y., Yeh, C., Su, C. "Corporate Social Responsibility And Customer Loyalty In Taiwan’s Intercity Bus Industry"

SESSION 2 - DIVERSITY AND CONFLICT (1): CHIOSTRO di STORIA AULA BETTI
SESSION CHAIR: MIGLIACCIO, G.  DISCUSSANT: QUACQUARELLI, B.
1. Schipani, C., Dworkin, T.M., Ramaswami, A. "Still Seeking Pathways For Women To Organizational Leadership"
THURSDAY 17TH SEPTEMBER

SESSION 2 - ENTREPRENEURSHIP AND INNOVATION (2): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: KOLESNIKOVA, I.
DISCUSSANT: ABU-ASSAB, S.
1. Malefane, L. "The Savings Schemes Clubs (Stokvels) As Prospective Customer Base For SME's"
2. Bijaoui, I. "Epidemic Economic Development In Agriculture: Songhai Case"

SESSION 2 - ENTREPRENEURSHIP AND INNOVATION (3): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: BAIERL,R
DISCUSSANT: TURI, C.
2. Bullini, O. "The Co-Design Development As A Process Of Translation"

SESSION 2 - FINANCE (2): POLO ZANOTTO AULA 1.2
SESSION CHAIR: SORROS, J.
DISCUSSANT: VAN DER BANK, C.M.
1. Chesini, G., Giaretta, E. "When Do Firms Pay Dividends? Evidence Of The Dividend Payout Policy Of Italian Listed Companies"
2. Philipson, S., Johansson, J., Schley, D. "The Ethical Dilemma Of Global Corporate Governance: The Maelstrom Of Increased Complexity - Is It Possible To Learn To Ride The Dragon?"
3. Hurlimann, C., Bengoa, D.S. "A Revised Theory To Estimate Returns In Renewable Energy Investments"

SESSION 2 - INTERNATIONAL BUSINESS AND MANAGEMENT (2): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: BELYAEVA, Z.
DISCUSSANT: SCHINZEL, U.
1. Almasaad, M. "Trust Constructs As An Antecedent Factors In International Strategic Alliances “ISAS” Performance; The Case Of Saudi Arabia"
2. Irfan, I. "The Learning Role Of Offshore Outsourcing In Diverse Product Portfolio Creation: Evidence Form Emerging Economy"
THURSDAY 17TH SEPTEMBER

SESSION 2 - MARKETING (2): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: MAMALIS, S. DISCUSSANT: MACEDO, I.M.
1. Shuv-Ami, A. "Brand Equity For Football Teams"
2. Akturan, U., Bozbay, Z. "Bandwagon Consumption And Value Perceptions Of Global Brands In An Emerging Market"

SESSION 2 - MARKETING (3): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: PERVIN, S. DISCUSSANT: AZEVEDO, A.

SESSION 2 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (2): POLO ZANOTTO AULO T1
SESSION CHAIR: ROWLAND, C. DISCUSSANT: WARD, T.
1. Fraij, W.Z. "A Study Of Influential Factors Impact Ethical Behavior At The Workplace"
2. Berggren, B. "Implementing Business Ethics In Selling Organizations"
3. Hennekam, S. "Thriving Of Older Workers: Personality And Employability"

SESSION 2 - PUBLIC MANAGEMENT (2): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: LUCIANELLI, G DISCUSSANT: CREMA, M.
1. Visser, M. "Management Control, Accountability And Learning In Public Sector Organizations: A Critical Analysis"
2. Russo, S. "Outcome-Oriented Performance Management Systems And Public Value: From Theory To Practice"
3. Pinto da Silva, S., Ferreira da Silva, A., Silva, A. "Doctors As Managers In The Context Of Limited Resources: An Economic Study Of The Alternative Therapeutic Options For Chronic Renal Disease"
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SESSION 2 - PUBLIC MANAGEMENT (3): POLO ZANOTTO AULA 1.4
SESSION CHAIR: CHIOTERIS, S. DISCUSSANT: GALHENA, B.L.
1. Garlatti, A., Massaro, M., Bruni, V. "Intellectual Capital Evaluation In A Health Care Organization. A Case Study"
2. Vinarski-Peretz, H. "Linking Organizational Climate For Innovation To Engagement In Innovation Implementation In The Public Sector: The Mediating Role Of Psychological And Creative Self-Efficacy"
3. Campra, M., Esposito, P. "Public Private Partnerships: Some Evidence From Italy And Spain In The Transport Sector"

SESSION 2 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (3): POLO ZANOTTO AULA 1.3
SESSION CHAIR: FIORE, M. DISCUSSANT: CHARTERS, S.
1. Micha, E., Dillon, E., Hennessy, T., Heanue, K. "Profiling Farm Systems According To Their Sustainable Performance: A Case Study Of The Irish Dairy And Livestock Sectors"
2. Aggelopoulos, S., Tsiouni, M., Tsoukatos, E., Papanagiotou, E. "Proposals For Funding Investment In Goat Farms Based On Of Production Cost Restructuring"
3. Chironi, S., Bacarella, S., Altamore, L., Ingrassia, M. "Discover Potential Segments Of Wine Shops Basing On Sales Policies By Cluster Analysis"

1500-1530 COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)

1530-1700 SESSION 3

SESSION 3 - CROSS CULTURAL MANAGEMENT (2): CHIOSTRO di STORIA AULA BETTI
SESSION CHAIR: GOEHLICH, V. DISCUSSANT: PERVIN, S
1. Rozkwitalska, M., Basinska, A.B. "Thriving In Multicultural Work Settings"
2. Kyriakidou, N., Zhang, C., Mohan, V. "Mutual Reciprocal Obligations Of Self-Initiated Expatriates And Psychological Contracts In Multinational Corporations"
3. Schinzel, U. "Luxembourg’s Multicultural, Multilingual Education System And Hofstede"
THURSDAY 17TH SEPTEMBER

SESSION 3 - ENTREPRENEURSHIP AND INNOVATION (4): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: BIJAOU, I. DISCUSSANT: VOULGARIS, F.
1. Sultan, S. "Progression Towards An Entrepreneurial University Model: The Case Of Birzeit University"
2. Iscaro, V., Castaldi, L., Sepe, E., Turi, C. "The Experimental Lab: A Tool For Entrepreneurial University"
3. Trequattrini, R., Lombardi, R., Lardo, A., Cuozzo, B. "Emerging Patterns Of University Role In Entrepreneurship: An International Comparison"

SESSION 3 - ENTREPRENEURSHIP AND INNOVATION (5): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: ZANNI, L. DISCUSSANT: BIALEK-JAWORSKA, A.
1. De Colle, S., Venkataraman, S. "X-Romeo And The Rotten Balcony: How Social Entrepreneurs Can Turn Organizational Ethical Failures Into Opportunities"
3. Dobrynina, V., Kalchenko, A., Kolesnikova, I. "The Role Of Intergenerational Relations In The Development Of Small Business"

SESSION 3 - INTERNATIONAL BUSINESS AND MANAGEMENT (3): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: MARTINELLI, E. DISCUSSANT: KUWANA, Y.
2. Dos-Santos, M., Diz, H. "Competitiveness Of Portuguese Exports In The Last Decade"
3. Almasaad, M. "National Cultural Differences and International Strategic Alliances “ISAs” Performance"

SESSION 3 - MARKETING (4): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: TEERAKAPIBAL, S. DISCUSSANT: SADILEK, T.
1. Shuv-Ami, A. "Brand Lovemarks: Establishing The Validity And Reliability Of A New Multidimensional Scale"
2. Oliveira, M., Nobre, H. "The Importance Of The Brand Love Construct On Explaining Luxury Brand Consumption And Luxury Brand Relationships"
SESSION 3 - MARKETING (5): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: CHIRONI, S. DISCUSSANT: BECKER, K.
1. Augurio, A. "Servitization: Managerial Evidence From A Content Analysis"
2. Loureiro, S.M., Lopes, R. "I Want That Smartphone! Sources Of Brand Equity"
3. Mazzei, A., Quarantino, L. "Brand Building Strategies And Brand Consistent Behavior Of Employees"

SESSION 3 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (3): POLO ZANOTTO AULA T1
SESSION CHAIR: LAZZARARA, A DISCUSSANT: KESSLER LADELSKY, L.
1. Galhena, B.L. "E-HRM Adoption Behaviour: Diffusion Of Innovation Theory (DOI) Perspective"
2. Voutinioti, A. "Factors Influencing E-government Progress In Greece: An Employee’s Perspective"
3. Zekanovic-Korona, L., Grzunov, J. "Application Of Information Systems To Education In Croatia"

SESSION 3 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (4): POLO ZANOTTO AULA T3
SESSION CHAIR: HENNEKAM, S. DISCUSSANT: BATISTA-FOGUET, J.M.,
2. Naik, K., Srinivasan, S.R. "An Analytical Study On Role Conflict, Role Ambiguity And Employee Performance Using Factor Analysis And Non-Parametric Chi-Square Test"

SESSION 3 - PUBLIC MANAGEMENT (4): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: GABRYELCZYK, R., DISCUSSANT: RUSSO, S.
2. Grigorakis, N., Floros, C., Tsangari, H., Tsoukatos, E. "Combined Social And Private Health Insurance Versus Catastrophic Out Of Pocket Payments For Hospital Care In Greece"
SESSION 3 - STRATEGIC MANAGEMENT (2): PALAZZO di ECONOMIA AULA C
SESSION CHAIR: VIASSONE, M. DISCUSSANT: ROSSI, M.
1. Martini, E., Serluca, M.C. "The Strategic Planning And The Role Of The Social Capital"
2. Cherni, M., Ceapraz, I.L., Kotbi, G. "The Evolution Of The Concept Of Network In Management Science: The Contribution Of The Economic Geography"

SESSION 3 - TOURISM (2): POLO ZANOTTO AULA 1.4
SESSION CHAIR: AMBROSIO, V. DISCUSSANT: BUFFA, F.
1. Azevedo, A. "The Role Of Quality Of Life And Place Attachment Indicators In Strategic Planning And City Marketing: The Case-Study Of Braga (Portugal)"
2. Capitello, R., Agnoli, L., Charters, S., Begalli, D. "Role Of Expected And Lived Experiences In Shaping Place Image"

SESSION 3 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (4): POLO ZANOTTO AULA 1.3
SESSION CHAIR: MEROLA, B. DISCUSSANT: SALVIONI, C.
1. Ramanauskas, J., Stasys, R. "Efficiency Measurement In The Lithuanian Retail Cooperatives"
3. Presenza A., Abbate, T., Vargas, A. "Open Innovation In SMEs. An Exploratory Analysis in the Wine Sector"

SESSION 3 and SESSION 4 - "THOUGHTFULLY CURATED CONSULTING AND TEACHING PRACTICES": CHIOSTRO di STORIA AULA MAFFEI
SESSION CHAIR: KAUFMANN, H.R. DISCUSSANT: BATISTA-FOGUET, J.M.
1. Bombelli, C.M. “From Mindfulness To Bodyfulness: Closing The Gap”
2. Jirkovska, B. “Building A Bridge Between Teaching And Learning By Asking Questions”
3. Martinelli, T. “Mindfulness Revolution; Co-Creating The Possibilities—An Approach To Leadership Re-Design Thinking”
4. Sawyer, C.H. “Bringing The Tools Of Design Thinking To Graduate Courses In Organizational Theory”
5. Walling, B. “Recognizing And Developing Skills For Innovation In Organizational Life”

1700-1830 SESSION 4
THURSDAY 17TH SEPTEMBER

SESSION 4 - BUSINESS ANALYTICS (1): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: CZARCZYNSKA, A. DISCUSSANT: DOS-SANTOS, M.
1. Broccardo, L., Culasso, F., Giacosa, E., Ferraris, A. "How Italian SMEs Manage And Control Their Performance?"
2. Roffia, P. "Financial Ratios And Sector Kpis: Are They Two Faces Of The Same Coin? Evidence From A Few Selected Companies In The Italian Context"

SESSION 4 - CORPORATE SOCIAL RESPONSIBILITY (3): PALAZZO di LINGUE AULA T6
SESSION CHAIR: CASALEGNO, C. DISCUSSANT: LEE, J.
2. Eleftheriades, I.M., Anagnostopoulou, E.G., Diavastis, I.E., "Relationship Between Corporate Performance, Climate Change Disclosures And Carbon Intensity Of Business Activities"
3. Atnashev, T., Vashakmadze, T. "Ontology Of Socially Responsible Investing. Applying Global Frameworks For An Emerging Market In Russia"

SESSION 4 - DIVERSITY AND CONFLICT (2): CHIOSTRO di STORIA AULA BETTI
SESSION CHAIR: DWORKEIN, T.M. DISCUSSANT: NICOLAIDES, A.
1. Lazazzara, A., Quaccomarelli, B. "Intergenerational Conflict In The Workplace: The Influence Of Work Value Orientation"
2. Trequattrini, R., Ricci, F., Lardo, A., Battista, M. "Discrimination In Managing Footballers: Evidence From Italy"
3. Migliaccio, G. "Disability Stakeholders Considerations From Italian Context"

SESSION 4 - ENTREPRENEURSHIP AND INNOVATION (6): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: PHILIPSON, S. DISCUSSANT: BIERMANN, B.
1. Seklucienne, J., Morkertaite, R. "Internationalization And Open Innovation: Towards The Integrated Framework"
2. Pestana, C., Meneses, R. "From A Hobby To An International Business Minimal Cork Case Study"
3. Corado Simon, V. "Innovation In Multinational Companies: A Paradox Approach"
SESSION 4 - ENTREPRENEURSHIP AND INNOVATION (7): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: KUSHNIROVICH, N.         DISCUSSANT: DEL VECCHIO, P.
2. Papadopoulos, I., Karagouni, G., Trigkas, M. "The Green And Smart Furniture (GSF) Research Project: A Best Practice In Integrated R&D-Based Innovation"
3. Kontakos, P., Bitzenis, A. "Game Theory And Greek Exclusive Economic Zone Negotiations"

SESSION 4 - FINANCE (3): POLO ZANOTTO AULA 1.2
SESSION CHAIR: FRANCESCATO, A.         DISCUSSANT: HURLIMANN, C.
2. Campra, M. Esposito, P., Boidi, M., Taruffo, L. "Ecological Carbon Accounting: A Literature Review"
3. Festa, G., Cuomo, M.T., Metallo, G. "Investment Evaluation In Information Technology Service Management: A Theoretical Model For Classification And Measurement"

SESSION 4 - MARKETING (6): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: AKTURAN, U.         DISCUSSANT: SOPA, F.
1. Giachino, C., Stupino, M., Petrarulo, G. "The Role Of Emotions In Advertisement: A First Investigation"
2. Loureiro, S., Goncalves, D. "I Am Avoiding It! A Seniors' Perspectives About Advertising"
3. Carvalho, C., Azevedo, A. "The Role Of Celebrity Endorsement In Luxury Brands Advertising Processing And Its Impact On Willingness To Pay (Brand Equity)"

SESSION 4 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (5): POLO ZANOTTO AULA T3
SESSION CHAIR: STOKES, P.         DISCUSSANT: SCOTT, P.
1. Heilbrunn, S., Itzkovich, Y. "Impact Of Work-Place Incivility On Horizontal Solidarity And Perceptions Of Job-Insecurity"
2. Tremblay, D.G. "Trade Unions And Work-Family Issues: The Challenge Of Work-Life Interface In A Union Environment"
THURSDAY 17TH SEPTEMBER

SESSION 4 - PUBLIC MANAGEMENT (5): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: OSBORNE, S.  

SESSION 4 - STRATEGIC MANAGEMENT (3): PALAZZO di ECONOMIA AULA C
SESSION CHAIR: LOMBARDI, R  
1. Testa, F., Vigolo, V. "Barriers To Energy Efficiency For Italian SMEs: The Suppliers’ Perspective"
2. Jakobs, K. "Corporate ICT Standardisation Management: Lessons From The Literature And From Case Studies"
3. Soliman, M., Stacchezzini, R. "Business Model Innovation And Networks: A Case Study Research"

SESSION 4 - TOURISM (3): POLO ZANOTTO AULA 1.4
SESSION CHAIR: MAIZZA, A.  
1. Martini, U., Buffa, F. "Competitiveness And Sustainability In Alpine Destinations: The Opportunities Opened By Integrating Agriculture And Tourism"
2. Iaffaldano, N., Recchia, P. "Determinants Of Destination Competitiveness And Sustainability: A Factor And Cluster Analysis"

SESSION 4 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (5): POLO ZANOTTO AULA 1.3
SESSION CHAIR: GALATI, A.  
1. Moggi, S., Campedelli, B., Leardini, C. "Implementing Sustainability In Wineries: Issues From An Italian Case Study"
2. Cantele, S. "Sustainability In Agribusiness SMEs Networks: The “LCA In Rete” Case"
3. Lamonaca, E., Scarinci, A., Silvestri, R. " Digital Web-Based Technologies: A Way For Innovation In Agricultural Sector? An Empirical Study Of Producers Organizations In The South Of Italy"
FRIDAY 18TH SEPTEMBER

0830-1700 ON-CAMPUS REGISTRATION AND INFORMATION DESK (POLO ZANOTTO MAIN HALL)

0900-1030 SESSION 5

SESSION 5 - BUSINESS ANALYTICS (2): POLO ZANOTTO AULA 1.4
SESSION CHAIR: ROFFIA, P.
DISCUSSANT: FERRARIS, A
1. Ossola, G., Giovando, G., Crovini, C. "Investment Policy And Economic Performance: The Case Of Italian Listed Companies"
2. Rossetti, L., Migliaccio, G. "The Contribution Margin In Commercial Companies Of Furniture: Some Considerations From Italian Context"

SESSION 5 - CORPORATE SOCIAL RESPONSIBILITY (4): PALAZZO di LINGUE AULA T6
SESSION CHAIR: DE COLLE, S.
DISCUSSANT: CHATZOUDES, D.
1. Testarmata, S., Fortuna, F., Ciaburri, M. "The Use Of Social Media In Corporate Social Responsibility Disclosure"
2. Bianchi, M.T., Nardecchia, A. "Social Reporting And Company Valuation"

SESSION 5 - ENTREPRENEURSHIP AND INNOVATION (8): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: SEKLIUCKIENE, J.
DISCUSSANT: PETRAITE, M.
1. Ugolini, M., Cobelli, N., Cassia, F., Gill, L., Cameron, I.D. "Service Issues In The Italian Hearing Aid Industry"
2. Giaretta, E., Chesini, G. "Bridging The Funding Gap: New Financing Instruments For Companies In Italy"
3. Khanna, V., Malaichamy, T. "Innovations In Services Sector - A Functional Perspective"

SESSION 5 - ENTREPRENEURSHIP AND INNOVATION (9): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: MORKERTAITE, R.
DISCUSSANT: MALEFANE, L.
1. Manfredi, S., Nappo, F. "Tools And Logic For Stakeholder Management In The Entrepreneurial University: The Italian System Perspective"
2. Truant, E., Broccardo, L., Culasso, F. "Adoption And Benefits Of Management Accounting Practices In Italian SMEs: An Explorative Survey"
3. Simeoni, F. "From Product Innovation To Enduring Competitive Advantage: Evidence From The Case Of Turri & Boari"
FRIDAY 18TH SEPTEMBER

SESSION 5 - FINANCE (4): POLO ZANOTTO AULA 1.2
SESSION CHAIR: ROSSIGNOLI, C., DISCUSSANT: HINDLS, R.
2. Kotlan, I., Machova, Z., Murin, M. "The Interaction Between Fiscal Policy And Economic Growth: Case Of OECD Countries"

SESSION 5 - INTERNATIONAL BUSINESS AND MANAGEMENT (4): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: CHRISTOPHER, M., DISCUSSANT: LAURENZA, E.
2. Adomaviciute, D. "Supply Chain Management In Customs Logistics"
3. Kallinger, S., Kaufmann, H.R. "Lean Warehouse Culture As A Critical Success Factor For A Lean Warehouse Management System Implementation In WMS Controlled Warehouses"

SESSION 5 - MARKETING (7): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: VIGOLO, V., DISCUSSANT: SMAOUI, F.
1. Scott, T., Scott, P., Stokes, P., Moore, N., Smith, S., Ward, T. "Reconceptualising The Consumer Journey In The Digital Age – An Exploratory Study Of The United Kingdom Retail Sector"
2. Pantano, E., Verteramo, S. "Will New Technologies Change The Shopping Experience As Social Activity?"

SESSION 5 - MARKETING (8): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: MORETTI, A., DISCUSSANT: QAIMARY, D.
1. Smyczek, S., Matysiewicz, J. "Relationship Marketing Performance Of Financial Institutions On European Markets"
FRIDAY 18TH SEPTEMBER

SESSION 5 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (6): POLO ZANOTTO AULA T1
SESSION CHAIR: POPPLER, P. DISCUSSANT: STARK, E.
1. Bendaraviciene, R. "Measurement Of Organizational Attractiveness For Employer Branding In Higher Education"
2. Yuksel, M. "Talent Management Or Reputation Management Through Employer Branding"
3. Huliselan, J.J., Gunadi, W. Tulus, M.M., "Organizational Identification, Employee-Customer Identification, Customer Orientation And Their Implication On Job Engagement At Hypermart Retail Store"

SESSION 5 - PUBLIC MANAGEMENT (6): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: CAPRARA, A. DISCUSSANT: LIVNE, Y.
1. Gabryelczyk, R., Rakowska, E. "Modeling And Measuring Business Processes To Enhance Public Administration Performance"
2. Silva, A., Coelho, A.E.N., Ferreira da Silva, A. "Perceptions Of Hospital Leadership Concerning The Resource To Benchmarking Method As A Management Tool"
3. Maniatis, A. "Sea and See Piracy"

SESSION 5 - STRATEGIC MANAGEMENT (4): PALAZZO di ECONOMIA AULA C
SESSION CHAIR: CARNEY, M. DISCUSSANT: TREQUATTRINI, R.
2. Matarazzo, M., Resciniti, R., Biele, A. "The Influence Of Cultural Distance On Cross-Border Acquisitions Of Italian Firms"
3. Ahammad, M.F., Leone, V., Shlomo, Y.T., Arslan, A. "Uncertainty And Equity Ownership In Cross-Border Acquisitions: Evidence From Cross-Border Acquisitions By UK Firms"

SESSION 5 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (6): POLO ZANOTTO AULA 1.3
SESSION CHAIR: BOERI, M. DISCUSSANT: KARIPIDIS, P.
1. Magliocca, P., Conte, A., Lamonaca, E. "Horizontal Collaborations In Agri-Food Supply Chain: Producers’ Marketing Choices Within The Fair Trade Chains"
3. Pellegrini, G., Silvestri, R., Camposeo, S. "The Role Of PO In The Promotion Of Economic And Environmental Sustainability: The Case Study Of Aproli Bari"

SESSION 5 - “TOWARDS AN EMRBI RIC - PUBLIC AND NON PROFIT MANAGEMENT”: CHIOSTRO di STORIA AULA MAFFEI
SESSION CHAIR: OSBORNE, S. DISCUSSANT: RUSSO, S.
FRIDAY 18TH SEPTEMBER

1030-1100 COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL)

1100-1230 SCHOLARLY ACTIVITIES AND PUBLISHING IN JOURNALS (POLO ZANOTTO AULA T2)
Coordinators: Prof Demetris Vrontis and Prof. Yaakov Weber
Panellists: Prof. Peter Stokes, Prof. Kaufmann, H.R., Dr Shlomo Tarba

1230-1400 LUNCH (RESTAURANT N0.5)

1400-1530 LEADERS MEETING (POLO ZANOTTO AULA T2)

1400-1530 SESSION 6

SESSION 6 - CORPORATE SOCIAL RESPONSIBILITY (5): PALAZZO di LINGUE AULA T6
SESSION CHAIR: LAI, A.
DISCUSSANT: AKREMI, A.
2. Chatzoudes, D., Chatzoglou, P. "Corporate Social Responsibility (CSR) During Crisis: An Empirical Research"

SESSION 6 - ENTREPRENEURSHIP AND INNOVATION (10): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: GRAZIANO, E.A.
DISCUSSANT: NARDECCHIA, A.
1. Erne, R.T., Biermann, B. "Can Innovations Be Sustainable?"
3. Bresciani, S., Giacosa, E., Broccardo, L., Truant, E. "Innovation In Family Firms: An Italian Survey"

SESSION 6 - ENTREPRENEURSHIP AND INNOVATION (11): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: SANTANDER, P.
DISCUSSANT: ANNUNZIATA, E.,
1. Bitzenis, A., Vlachos, V., Kontakos, P. "Tax Compliance Games Methods And Evidence From Behavioural Dynamics In Greece"
2. Pereira, R. "Dynamic Entrepreneurship: A Quantifiable Framework"
3. Salvioni, C. "Information Technology In Support Of Alternative Food Networks"
SESSION 6 - FINANCE (5): POLO ZANOTTO AULA 1.2
SESSION CHAIR: HRONOVA, S.  
DISCUSSANT: CAMPEDELLI, B.  
1. Kushnirovich, N. "Financial Assets Allocation And Risk Tolerance Of Immigrant Investors"  
2. Trigkas, M., Andreopoulos, Z., Papadopoulos, I., Kitsouli, A. "A Methodological Approach For Evaluating State Aids Towards SMEs For R&D And Environmental Projects"  
3. 

SESSION 6 - INTERNATIONAL BUSINESS AND MANAGEMENT (5): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: AYOB, A.H.  
DISCUSSANT: MATARAZZO, M.  
1. Russo, I., Gaudenzi, B., Confente, I., Borghesi, A. "Order Placement And Distribution: Their Impact On Satisfaction And Word Of Mouth"  
2. Sirisena, A. "Understanding The International Market Selection Decisions Of The Social Enterprise"  
3. Voulgaris, F., Lemonakis, C., Vassakis, K., Garefalakis, A. "Key Characteristics For Manufacturing SMEs' Exporting Activity: The Greek Case"  

SESSION 6 - MARKETING (9): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: LOUREIRO, S.  
DISCUSSANT: UGOLINI, M.  
1. Ferreira, A., Nobre, H. "Gamification: A New Paradigm Of Value Creation In Mass Market"  
3. Athanasopoulou, P., Giovanis, A. "The Role Of Social Media In The Marketing Strategy Of Fitness Centres"  

SESSION 6 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (7): POLO ZANOTTO AULA T1
SESSION CHAIR: YUKSEL, M.  
DISCUSSANT: HÉILBRUNN, S.  
FRIDAY 18TH SEPTEMBER

SESSION 6 - ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT (8): POLO ZANOTTO AULA T3
SESSION CHAIR: KYRIAKIDOU, N. DISCUSSANT: BENDARAVICIENE, R.
1. Mavromati, M. "Knowledge Creation In Small And Medium Family Firms: Does Entrepreneur's Personality Matter?"
2. Stark, E., Stepanovich, P., Hopkins, P., Poppler, P. "requiring College Degrees For Low-Skilled Jobs: Understanding Employer Motivations"

SESSION 6 - PUBLIC MANAGEMENT (7): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: RUSSO, S. DISCUSSANT: VISSER, M.
1. Esposito, P. "Cultural Heritage And Museum Management: An International Comparison"
2. Marcon, G., Dorigo, L. "A Caring Interpretation Of Non-Profit And Third-Sector Organizations"
3.

SESSION 6 - STRATEGIC MANAGEMENT (5): PALAZZO di ECONOMIA AULA C
SESSION CHAIR: BREMSER, K. DISCUSSANT: VERTERAMO, S.
2. Czarczynska, A. "Crisis As An Incentive To Economic Transformation – From Competition To Interdependence Model"

SESSION 6 - TOURISM (4): POLO ZANOTTO AULA 1.4
SESSION CHAIR: CASSIA, F. DISCUSSANT: IAFFALDANO, N.
3. Ververi, M., Maniatis, A. "Tourism Norms"
FRIDAY 18\textsuperscript{TH} SEPTEMBER

SESSION 6 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (7): POLO ZANOTTO AULA 1.3
SESSION CHAIR: SMYCZEK, S. DISCUSSANT: GIOVANDO, G.
2. Grimmer, M., Viassone, M. "Measuring The Image Of Ethical Food"
3. Chrysochou, P., Winther, K. "Do Light Claims Lead To Obesity? An Investigation With Behavioural Data"

SESSION 6 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (8): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: PELLEGRINI, G DISCUSSANT: ANDRIANO, A.M
1. Conto, F., Facellongo, N., Djelveh, S., Perri, M. "POS To Enhance Farmers Position In Global Value Chains Case Study: Apulia Region And Ionian Island"
2. Zaza, C., Caruso, D., La Sala, P. "The Importance Of Transnational Cooperation Of POS: The Case Study Of Puglia Fruit Joint With Spanish Sanlucar"
3. Shauchuk, P., Siggia, D. "Marketing And Innovations In Chemical Agri-Industry Through The SWOT And PEST Analysis"

SESSION 6 - "SMEs IN AN ERA OF GLOBALIZATION" - PALGRAVE: CHIOSTRO di STORIA AULA MAFFEI
SESSION CHAIR: RANGARAJAN, S. DISCUSSANT: BIJAOU, I.
3. Bijaoui, I. "Open Incubators And Clusters In South Sudan: A Move To Achieve Economic Peace"

1530-1600 COFFEE BREAK (POLO ZANOTTO MAIN HALL AND PALAZZO DI ECONOMIA MAIN HALL) and FELLOWS’ AND MEMBERS’ MEETING (POLO ZANOTTO AULA T2)

1600-1730 SESSION 7

SESSION 7 - BUSINESS ANALYTICS (3): PALAZZO di ECONOMIA AULA MENEGAZZI
SESSION CHAIR: CEAIPRAZ, I.L. DISCUSSANT: BROCCARDO, L.
1. Rossignoli, C., Zardini, A., Mola, L., Ricciardi, F. "SaaS Adoption: Critical Factors For CRM Applications"
3. Ossola, G., Giovando, G., Crovini, C. "Banks’ Gross Loans Listed On The Italian Stock Exchange"
FRIDAY 18TH SEPTEMBER

SESSION 7 - CORPORATE SOCIAL RESPONSIBILITY (6): PALAZZO di LINGUE AULA T6
SESSION CHAIR: AGGELOPOULOS, S.  DISCUSSANT: GIOVANIS, A.
2. Nigro, C., Iannuzzi, E., Cortese, F., Petracca, M. "The Relationship Between Corporate Social Responsibility And Financial Performance: An Empirical Analysis On A Sample Of Italian Listed Firms"
3. Florio, C., Melloni, G. "Impression Management Strategies In The Letter To Shareholders"

SESSION 7 - CROSS CULTURAL MANAGEMENT (3): CHIOSTRO di STORIA AULA BETTI
SESSION CHAIR: ROZKWITALSKA, M.  DISCUSSANT: TSOUKATOS, E.
1. Goehlich, V., Wust, K. "Gender Role Perceptions Among Female Students Of Economics From China, Germany, Mexico, Russia And Turkey"

SESSION 7 - ENTREPRENEURSHIP AND INNOVATION (12): PALAZZO di ECONOMIA AULA A
SESSION CHAIR: GIACOSA,E  DISCUSSANT: LOMBARДI, R.
1. Lai, A., Panfilo, S., Stacchezzini, R. "Family Firms And Innovation: The Role Of Ventured Start-Ups"
2. Pisoni, A., Onetti, A. "The Growth Path Of Venture-Backed ICT Scaleups"
3. Culasso, F., Giacosa, E., Truant, E., Manzi, L.M. "Family Firms And Professionalisation: A Survey Of Italian Small-Medium Enterprises"

SESSION 7 - ENTREPRENEURSHIP AND INNOVATION (13): PALAZZO di ECONOMIA AULA B
SESSION CHAIR: DIZ, H.  DISCUSSANT: ERNE, R.T.
2. Dlugoborskyte, V., Petraite, M. "Internal Factors For The Formation Of R&D Intensive Entrepreneurial Born Global Firms"
3. Abu-Assab, S., Qureitem, J. "Women Entrepreneurs In Palestine: Motivations, Chances, And Risks"
FRIDAY 18TH SEPTEMBER

SESSION 7 - INTERNATIONAL BUSINESS AND MANAGEMENT (6): PALAZZO di ECONOMIA AULA E
SESSION CHAIR: GAUDENZI, B.  DISCUSSANT: RUSSO, G.
1. Ayob, A.H., Che Senik, Z. "The Impact Of Financial Risks And Resources On Export Intention: Evidence Among SMEs In An Emerging Economy"
2. Pestana, C., Meneses, R. "The Internetalisation Phenomenon As An Answer To The Liabilities Of The Uppsala Model And The Network Theory: Minimal Cork’s Case Study"
3. Calza, F., Cannavale, C., Laurenza, E. "Firms’ Entry Choices In Foreign Markets: Empirical Evidence From M.E.N.A. Countries"

SESSION 7 - MARKETING (10): PALAZZO di ECONOMIA AULA H
SESSION CHAIR: CICIC, M.  DISCUSSANT: CHRYSOCHOU, P.
1. Akremi, A., Smaoui, F. "Socially Responsible Consumption In Emerging Markets: Do Cultural Values And Religiosity Matter?"
2. Al-Abdin, A., Roy, T., Gao, Y. "Doing International Business Research In Emerging Countries: A Reflexive Approach To Re-Evaluate The Western Institutional Ethical Codes"

SESSION 7 - PUBLIC MANAGEMENT (8): PALAZZO di LINGUE AULA 2.6
SESSION CHAIR: MARCON, G.  DISCUSSANT: DEL GIUDICE, M.
1. Ambrosino, G., Romanazzi, S. "From Satisfaction To Trust: Towards The Inclusion Of Italian Chambers Of Commerce Customers"
2. Evangelatou, K., Maniatis, A. "PPP Law And Syncretism"

SESSION 7 - TOURISM (5): POLO ZANOTTO AULA 1.4
SESSION CHAIR: KHANNA, V.  DISCUSSANT: DELLA LUCIA, M.
2. Krce Miocic, B., Klarin, T., Vidic, G. "The Impact Of Tourism On Local Community"
3. Hogberg, K. "Managing Social Media Adoption: An Exploratory International Case Study Of Hotel Organizations"
FRIDAY 18TH SEPTEMBER

SESSION 7 - WINE, FOOD AND AGRIBUSINESS MANAGEMENT (9): POLO ZANOTTO AULA 1.3

SESSION CHAIR: ADOMAVICIUTE, D.  
DISCUSSANT BIANCHI, M.T.

1. Di Nauta, P., Merola, B. "A2A Relations And Interactions In Agri-Food Supply Chains. A Viable Systems Perspective"
2. Sultan, S., Qaimary, D. "The Role Of Universities In Enhancing The Competitiveness Of Agribusiness In Palestine: Applying Porter's Diamond Model"

SESSION 7 - JOINT STRATEGY/ORGANIZATIONAL BEHAVIOUR RICS ROUND TABLE SESSION: CHIOSTRO di STORIA AULA MAFFEI

SESSION CHAIR: STOKES, P.  
DISCUSSANT: WARD, T.

1930-2230  GALA DINNER AND AWARD CEREMONY (CASTELVECCHIO)