



**Università
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di Palermo**



15th ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS
“Sustainable Business Concepts and Practices”
September 21st -23rd, 2022, Palermo, Italy

HOSTED AND SUPPORTED BY





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Conference Programme



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Programme at a glance (1)

WEDNESDAY - SEPTEMBER 21, 2022

15:00 – 18:30	Conference Pre-Registration
16:00 – 17:00	Preparation Meeting for Session Chairs and Discussants & Industrial Marketing Management Workshop
17:00 – 18:00	Research Networking Opportunities and Activities

THURSDAY – SEPTEMBER 22, 2022

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 – 13:00	Conference Inauguration Welcoming addresses by: Prof. Demetris Vrontis and Prof. Yaakov Weber , Co-Presidents, EuroMed Academy of Business Prof. Massimo Midiri , Rector, University of Palermo Prof. Tiziano Caruso , Director, Dept. Agricultural, Food and Forest Sciences, University of Palermo Prof. Roberto La Galla , Mayor of Palermo Ass. Prof. Antonino Galati , Agricultural Economics and Valuation, University of Palermo Awards Ceremony Keynote speech to be delivered by: Mr Manfredi BARBERA owner of the Premiati Oleifici Barbera (https://oliobarbera.it/amministrazione/it/)
13:00 – 14:00	Lunch break
14:00 – 16:00	Meet the Editors Session Prof. Demetris Vrontis, Prof. Yaakov Weber, Prof. Stefano Bresciani, Prof. Peter Stokes, Prof. Vijay Pereira, Prof. Alkis Thrassou, Prof. Rudi Kaufmann, Prof. Alberto Ferraris, Dr. Evangelos Tsoukatos, Dr. Michael Christofi Replacing plastic in food packaging as sustainable innovation in the organic food sector – Online Session
16:00 – 17:30	SESSION 02
20:00 -	Gala Dinner - Villa Zito – BAR, Via della Libertà 52, Palermo



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Programme at a glance (2)

FRIDAY - SEPTEMBER 23, 2022

08:30 – 13:00	On-site registration desk and information desk
08:30 – 10:00	SESSION 03 Blockchain Technology as a digital enabler for a sustainable competitive advantage: the WE-BEST project Workshop
10:00 – 10:30	Coffee break
10:30 – 12:00	SESSION 04 & Journal of International Management Workshop (Section 1)
13:00 – 14:00	Lunch break
14:00 – 15:30	SESSION 05 & Journal of International Management Workshop (Section 2)
15:30 -17:00	SESSION 06



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WEDNESDAY – SEPTEMBER 21, 2022

15:00 – 18:30

15:00 – 18:30 CONFERENCE PRE-REGISTRATION

16:00 – 17:00 PREPARATION MEETING FOR SESSION CHAIRS AND DISCUSSANTS &
INDUSTRIAL MARKETING MANAGEMENT WORKSHOP

PREPARATION MEETING FOR SESSION CHAIRS AND DISCUSSANTS **Building 19, Entrances B&D-Room Aula 3**

Prof. Yaakov Weber

Dr Evangelos Tsoukatos

INDUSTRIAL MARKETING MANAGEMENT WORKSHOP

Industrial Marketing Management Workshop

Building 19, Entrances B&D-Room Ufficio A (follow this [link](#) to join)

SESSION CHAIRS: **PROF. DEMETRIS VRONTIS AND DR. RIAD SHAMS**

1. *FOUNDERS' BIRTH ORDER AND TRIPPLE BOTTOM LINE IN B2B SMES*, Arpita Agnihotri, Saurabh Bhattacharya
Presenter(s): Saurabh Bhattacharya (face to face)
2. *ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS-TO-BUSINESS MARKETING (B2B): TRIPLE BOTTOM LINE*, Norliana Jailani, Norhayati Wahib, Gianpaolo Vignali
Presenter(s): Norliana Jailani (face to face), Norhayati Wahib, (face to face)
3. *WHO DO I KNOW, AND HOW CAN I USE THEM? GENDER DIFFERENCES IN GOAL SETTING, EFFECTUATION, AND SELLING ORIENTATION*, Matthew Fox, Rhett Epler, Stephanie Oneto, Mark Leach
Presenter(s): Matthew Fox (face to face)
4. *DIGITAL TECHNOLOGIES IMPACT ON THE WELFARE IN THE GLOBAL ECONOMY*, Zhanna Belyaeva, Anna Loginovskikh
Presenter(s): Zhanna Belyaeva (on line)
5. *EXPLORING CSR IN B2B SMES: RESILIENCE IN TIMES OF COVID-19 PANDEMIC: A WORKING PAPER*, Solon Magrizos, Lloyd C. Harris
Presenter(s): Solon Magrizos (face to face)



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WEDNESDAY – SEPTEMBER 21, 2022
17:00 – 18:00 RESEARCH NETWORKING OPPORTUNITIES AND ACTIVITIES WORKSHOP
Building 19, Entrances B&D-Room Aula 3

Chair: Prof. Hans Rüdiger Kaufmann

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THURSDAY – SEPTEMBER 22, 2022

SESSION 01: 09:00 – 10:30

SESSION 01 Track 35: Organizational Theories: Behaviour in Complex Systems

Building 19, Entrances B&D-Room Multimediale A

SESSION CHAIR: **NOBRE, H.**

DISCUSSANT: **GAGLIARDI, A.R.**

1. *UNDERSTANDING BEHAVIOURAL STRATEGIES IN THE WORKPLACE: EXIT, VOICE, LOYALTY, NEGLECT AND SILENCE*, Ana Sabino, Francisco Cesário
Presenter(s): Francisco Cesário (35_01)
2. *TO SPEAK OR NOT TO SPEAK WITH MY BOSS? THE ROLE OF TRUST IN LEADERSHIP AND INFORMATIONAL JUSTICE ON EMPLOYEES' SILENCE AND VOICE*, Ana Sabino, Francisco Cesário
Presenter(s): Francisco Cesário (35_02)
3. *ISSUES CONCERNING THE RELATIONSHIP BETWEEN ECONOMIC AND LEGAL LAWS*, Victor-Andrei CĂRCĂLE
Presenter(s): Victor-Andrei CĂRCĂLE (25_04)

SESSION 01 Track 13: Issues on Economics and Finance 1

Building 19, Entrances B&D-Room Multimediale B

SESSION CHAIR: **FESTA, G.**

DISCUSSANT: **SCHEIN, A.**

1. *A COMPARISON OF THE ECONOMIC IMPACT OF COVID-19 ON FORTY ADVANCED ECONOMIES, 2020 AND 2021*, Andrew Schein
Presenter(s): Andrew Schein (13_02)
2. *ESG SCORES' DIVERSITY AS A GREENWASHING PERCEPTION*, Antonio Salvi, Francesco Martielli
Presenter(s): Francesco Martielli (18_05)
3. *A COMPARATIVE STUDY IN FINTECH ON ICOS PERFORMANCE*, Giorgos Trypidakis, Simona Mihai-Yiannaki
Presenter(s): Simona Mihai-Yiannaki (18_06)

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SESSION 01: 09:00 – 10:30

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

Building 19, Entrances B&D-Room Aula 2

SESSION CHAIR: **GIACHINO, C.**

DISCUSSANT: **KORONIOS, K.**

1. *EXPLORING THE FACTORS THAT AFFECT THE CREDIBILITY OF VIRTUAL INFLUENCERS*, Darya Badiei Khorsand, Liru Jiang; Gianpaolo Vignali, Daniella Ryding
Presenter(s): Darya Badiei Khorsand, Liru Jiang (30_02)
2. *SOCIAL MEDIA INFLUENCERS: BRAND FIT AND COMMUNICATION STRATEGY ROLES*, Tia Huttula, Heikki Karjaluoto
Presenter(s): Tia Huttula, Heikki Karjaluoto (30_06)
3. *GROWING INFLUENCER CREDIBILITY TO DRIVE ENDORSEMENT EFFECTIVENESS: A LITERATURE REVIEW*, Chuong Nguyen, Joel Mero
Presenter(s): Chuong Nguyen (30_08)
4. *BRAND SELFIES: THE MEDIATION OF BRAND SIGNATURE*, Raza Mohsin, Khalid Rimsha, Yioula Melanthiou
Presenter(s): Yioula Melanthiou (30_35)

SESSION 01 – Track 13: Issues on Economics and Finance 2

Building 19, Entrances B&D-Room Aula 3

SESSION CHAIR: **NEUBERT, M.**

DISCUSSANT: **TSOUKATOS, E.**

1. *ARTIFICIALLY INTELLIGENT INVESTORS*, Jose Vera, Antonella Avella, Michael Neubert
Presenter(s): Jose Vera, Antonella Avella, Michael Neubert (18_01)
2. *TOWARD A CASHLESS ECONOMY: PRELIMINARY RESULTS FROM ITALY*, Elvira Anna Graziano, Flaminia Musella, Gerardo Petroccione
Presenter(s): Gerardo Petroccione (19_05)
3. *DOES CLIMATE CHANGE INFLUENCE BIO-PRODUCTION?*, József Tóth, Gábor Király
Presenter(s): József Tóth (02_04)
4. *ECONOMIC INTEGRATION OF FSU IMMIGRANTS IN ISRAEL*, Nonna Kushnirovich
Presenter(s): Nonna Kushnirovich (25_01)

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SESSION 01: 09:00 – 10:30

SESSION 01 – Track 16: Entrepreneurship from a Different Perspective 1

Building 19, Entrances B&D-Room Aula 4

SESSION CHAIR: **TEMOURI, Y.**

DISCUSSANT: **DE CARLI, M.**

1. *THE EFFECT OF COVID-19 PANDEMIC ON SUSTAINABLE ENTREPRENEURSHIP INITIATIVES IN THE RESTAURANT SECTOR*, Inês Araújo, Luiz Gomes, Filipa Moreira, Duarte Valente, Orlando Lima Rua
Presenter(s): Orlando Lima Rua (16_03)
2. *KNOWLEDGE SHARING AND COVID-19 PANDEMIC; HOW DOES A GLOBAL CRISIS IMPACT THE ATTITUDE TOWARD KNOWLEDGE SHARING DRIVERS?* Mojtaba Rezaei
Presenter(s): Mojtaba Rezaei (17_03)
3. *A STRUCTURED LITERATURE REVIEW ON IMMIGRANT FEMALE ENTREPRENEURSHIP*, Raushan Aman
Presenter(s): Raushan Aman (16_09)
4. *TRANSFORMING FROM BUSINESS TO PERSONAL STRATEGY WITH SPECIAL ATTENTION TO MANAGERIAL RETIREMENT*, Jehiel Zif
Presenter(s): Jehiel Zif (51_03)

SESSION 01 – Track 26: Modern International Business, Management and Social Outlooks

Building 19, Entrances B&D-Room Seminari A

SESSION CHAIR: **YIAPANAS, G.**

DISCUSSANT: **RIZZO, G.**

1. *LINKS BETWEEN BUSINESS PROCESS MANAGEMENT CAPABILITIES ROBOTIC PROCESS AUTOMATION AND ORGANISATION PERFORMANCE: A THEORETICAL MODEL*, Inga Stravinskienė, Dalius Serafinas, Darius Ruželė
Presenter(s): Inga Stravinskienė (33_01)
2. *EXPLORING THE EFFECTS OF COVID-19 PANDEMIC ON SHOPPING CENTERS*, Athanasia Kouroupi, Glykeria Karagouni
Presenter(s): Athanasia Kouroupi, Glykeria Karagouni (26_03)
3. *EFFECTIVENESS OF CERTIFICATIONS AS A TOOL FOR INTERNATIONALIZATION OF COMPANIES IN THE WOOD-FURNITURE SECTOR*, Laura Bravi, Fabio Musso
Presenter(s): Fabio Musso (27_02)
4. *TOP WORLD'S LARGEST CONTAINER SHIPS AND SUSTAINABLE SUPPLY CHAIN MANAGEMENT : IS SHIPPING INDUSTRY READY TO CELEBRATE THE RELEASE OF "EVER ACE"?*, Fernando Cruz Gonçalves, Valentina Chkoniya
Presenter(s): Fernando Cruz Gonçalves, Valentina Chkoniya (45_05)
5. *APPLICATION OF ARTIFICIAL INTELLIGENCE IN STRATEGIC MARKETING DECISION-MAKING PROCESSES*, Maria Viktoria Mauz, Gilberto Mendez-Cordero, Massimiliano De Carli, Neubert Michael
Presenter(s): Maria Viktoria Mauz, Gilberto Mendez-Cordero, Massimiliano De Carli, Neubert Michael (32_01) (Switzerland-GMT+1)

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SESSION 01 – Track 16: Entrepreneurship from a Different Perspective 2

Building 19, Entrances B&D-Room Seminari B

SESSION CHAIR: **SIEMIENIAKO, D.**

DISCUSSANT: **CROCCO, E.**

1. *SUSTAINABILITY INNOVATION AND FIRMS COMPETITIVENESS: THE SMALL ENTERPRISE AND THE GIANT DIGESTER*, Francesca Culasso, Elisa Giacosa, Daniele Giordino, Edoardo Crocco
Presenter(s): Francesca Culasso, Elisa Giacosa, Daniele Giordino, Edoardo Crocco (42_02)
2. *THE ENTREPRENEURSHIP READINESS MAP*, Alessandro Augurio, Laura Castaldi, Valentina Iscaro, Francesca Rivetti
Presenter(s): Alessandro Augurio (16_05)
3. *FAMILY FIRMS INNOVATION AND OWNERSHIP STRUCTURE: EVIDENCE FROM IPOS*, Mario Ossorio
Presenter(s): Mario Ossorio (17_04)
4. *COVID-19 AND THE STRATEGIC RESPONSES TO CRISES: A CONCEPTUAL MODEL*, Lara Penco, Enrico Ivaldi, Andrea Ciacci
Presenter(s): Lara Penco (16_11)

SESSION 01 – Track 08: Business and Society 1

Building 19, Entrances B&D-Room Aula 1

SESSION CHAIR: **BARBOSA, I.**

DISCUSSANT: **GRAÇA, M.**

1. *DEVELOPING A THEORETICAL FRAMEWORK TO MANAGE ENVIRONMENTAL SUSTAINABILITY*, Giuseppina Iacoviello, Giulio Brizzi
Presenter(s): Giuseppina Iacoviello, Giulio Brizzi (08_01)
2. *CLLD IMPLEMENTATION FOR SUSTAINABLE DEVELOPMENT. A SOCIAL NETWORK ANALYSIS ON AN ITALIAN LOCAL ACTION GROUP*, Mario Tani, Andrea Mazzitelli, Gianpaolo Basile
Presenter(s): Gianpaolo Basile (01_03)
3. *RESPONSIBLE LEADERSHIP AND AIRBNB*, Ursula Schinzel
Presenter(s): Ursula Schinzel (08_04)
4. *CSR RELATED INVESTMENTS IN FAMILY FIRMS: THE CORPORATE COMMUNICATION PERSPECTIVE*, Enrico Battisti, Niccolò Nirino, Michael Christofi
Presenter(s): Michael Christofi (08_05)
5. *THE EFFECTS OF BUSINESS MODEL IN VALUE CREATION AND VALUE CAPTURING ACTIVITIES FROM AN ACCOUNTING PERSPECTIVE*, Silvia Solimene, Stefano Fontana, Daniela Coluccia
Presenter(s): Silvia Solimene, Stefano Fontana, Daniela Coluccia, (01_14)

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SESSION 01: 09:00

SESSION 01 – Track 25: Interdisciplinary Research **(Online session 1)**

Building 19, Entrances B&D-Room Ufficio A (follow this [link](#) to join)

SESSION CHAIRS: **MIGLIORE, G.** (papers 1-6) and **SIGGIA, D.** (papers 7-12) DISCUSSANTS: **CHIOTERIS, S.** (papers 1-6) and **MARRUGO-SALAS, L.** (papers 7-12)

1. *DYNAMIC CAPABILITIES FOR SUSTAINABLE INNOVATION PERFORMANCE: EVIDENCE FROM ITALIAN MANUFACTURING FIRMS*, Giovanna Afeltra, Eliana Minelli
Presenter(s): Giovanna Afeltra (37_02) (Italy-GMT+2)
2. *AN EXPLORATORY ANALYSIS OF THE FACTORS INFLUENCING RISK-BASED AUDITING*, Stratos Moschidis, Evrikleia Chatzipetrou, George Drogalas, Konstantina Kletsas
Presenter(s): Stratos Moschidis, George Drogalas (01_07) (Greece-GMT+3)
3. *LIVED EXPERIENCE OF ONLINE HATE SPEECH AGAINST MIGRANTS IN SOCIAL MEDIA AND ITS EFFECTS ON THEIR WELLBEING*, Kasuni Weerasinghe, Fatima Junaid
Presenter(s): Kasuni Weerasinghe (43_08) (New Zealand-GMT+12)
4. *EXPERIENCE OF ACCREDITATION IN PRIMARY HEALTH CARE ORGANIZATIONS: STRENGTHS AND WEAKNESSES*, Viljaras Reigas, Ligita Šimanskienė
Presenter(s): Viljaras Reigas (21_04) (Lithuania-GMT+3)
5. *USER ENGAGEMENT AND SUBJECTIVE WELL-BEING IN MOBILE HEALTH APPLICATIONS*, Grigorios Asimakopoulos, Stavros Asimakopoulos
Presenter(s): Grigorios Asimakopoulos (11_01) (Greece-GMT+3)
6. *ENTRY TIMING, INSTITUTIONAL EXPERIENCE AND PERFORMANCE*, Grigorios Asimakopoulos, Evita Paraskevopoulou
Presenter(s): Grigorios Asimakopoulos (01_01) (Greece-GMT+3)
7. *WHAT AFFECTS CONSUMERSS' BEHAVIOR OF GREEN COSMETICS? A SYSTEMATIC LITERATURE REVIEW*, Riccardo Testa, Giuseppina Rizzo, Giorgio Schifani, Giuseppina Migliore
Presenter(s): Riccardo Testa, Giuseppina Rizzo, Giuseppina Migliore (51_07) (Italy-GMT+2)
8. *A GENDER ANALYSIS OF ITALIAN FOOTBALL: A MANAGERIAL, ECONOMICS AND SOCIAL APPROACH*, Nicola Davola, Rita Mura
Presenter(s): Nicola Davola (03_02) (Italy-GMT+2)
9. *BUSINESS IMPACT ANALYSIS AND PRODUCT RECALL RISKS MITIGATION STRATEGIES IN BLOCKCHAIN ENVIRONMENT*, Andreea-Alina Cornea
Presenter(s): Andreea-Alina Cornea (46_10) (Italy-GMT+2)
10. *BUSINESS ECOSYSTEMS, DYNAMIC CAPABILITIES, AND THE CHALLENGES OF DE-GLOBALIZATION: A FOCUS ON MULTINATIONAL ENTERPRISES MANAGEMENT PERSPECTIVE*, Federico Caricasulo, Ciro Troise
Presenter(s): Federico Caricasulo (27_01) (Italy-GMT+2)
11. *A REVIEW OF THE DIGITAL CONTENT OF THE COSMETICS SECTOR: EVOLUTION, TRENDS AND COVID-19*, Lina Marrugo-Salas
Presenter(s): Lina Marrugo-Salas (30_33) (Italy-GMT+2)
12. *FRAMEWORK FOR ADAPTING AN AGILE WAY OF WORKING*, Luca Giraldi, Sofia Coacci, Daniele Binci
Presenter(s): Luca Giraldi (37_03) (Italy – GMT+2)

END OF SESSION 01

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CONFERENCE INAUGURATION: 11:00 – 13:00

Building 13, Aula Magna Vincenzo Li Donni

Welcoming addresses by:

Prof. Demetris Vrontis and **Prof. Yaakov Weber**, Co-Presidents, EuroMed Academy of Business

Prof. Massimo Midiri, Rector, University of Palermo

Prof. Tiziano Caruso, Director, Dept. Agricultural, Food and Forest Sciences, University of Palermo

Prof. Roberto La Galla, Mayor of Palermo

Ass. Prof. Antonino Galati, Agricultural Economics and Valuation, University of Palermo

Awards Ceremony

KEYNOTE SPEECH: 12:00 – 13:00

Mr Manfredi BARBERA owner of the Premiati Oleifici Barbera (<https://oliobarbera.it/amministrazione/it/>),



Manfredi Barbera, head of the Manfredi Barbera & Figli Spa, is undoubtedly one of the Italian olive oil industry's most important ambassadors. The family company has a long history and tradition which start in 1888 when Lorenzo Barbera and his brother Vincenzo established their farm just outside Palermo, mainly dedicated to the cultivation of olives and citrus fruits. The Society of Sicilian Oil Producers, dedicated to high quality oil production and able to quickly tap into foreign markets, was founded a few years later in close partnership with the Florio family. Manfredi Barbera Proud of his family's exciting history, he is a scrupulous and creative ambassador for the best of Sicilian agricultural and manufacturing tradition. Manfredi is a Sicilian who belongs to the world, and counted among the leading experts in the olive oil sector. His passion, intuition, hard work and knowledge are the main ingredients of his talent, which has allowed him to secure the worldwide success of our products. Manfredi Barbera held and he served various prestigious positions over the years. President of the Olive oil division of Assindustria, Member of the Board of Directors of the National Association of Olive Oil tester (ONAOO), Board Member of Directors of the National federation of Olive oil Trade, President of the Consortium olive production Chain Sicily, Director of the Manfredi Barbera USA Group, Deputy Vice President of National Association of Olive Oil tester (ONAOO).

“Our family olive oil – Good, Clean and Fair”

LUNCH: 13:00 – 14:00



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MEET THE EDITORS: 14:00 – 16:00

Building 19, Entrances B&D-Room Aula 3

Prof. Demetris Vrontis
Prof. Yaakov Weber
Prof. Stefano Bresciani
Prof. Peter Stokes
Prof. Vijay Pereira
Prof. Alkis Thrassou
Prof. Rudi Kaufmann
Prof. Alberto Ferraris
Dr. Evangelos Tsoukatos
Dr. Michael Christofi

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SPECIAL SESSION: 14:00 – 15:30

Replacing plastic in food packaging as sustainable innovation in the organic food sector – **Online Session**

Building 19, Entrances B&D-Room Ufficio A (follow this [link](#) to join)

SESSION CHAIR: **DEL GIUDICE, T.**

DISCUSSANT: **RIZZO, G.**

1. *BIO-BASED PACKAGING IN THE ORGANIC FOOD SECTOR: A Q METHODOLOGY STUDY*, Serena Mandolesi, Simona Naspetti, Busra Kilic, Francesco Solfanelli, Emilia Cubero Dudinskaya, Raffaele Zanolì
Presenter(s): Serena Mandolesi (51_13)
2. *INFLUENCE OF CELLULOSE-BASED SUSTAINABLE PACKAGING ON QUALITY OF BABY SPINACH DURING SHELF LIFE*, Elena Torrieri, Sarai Agustin-Salazar, Barbara Immirzi, Maria Laura Di Lorenzo
Presenter(s): Maria Laura Di Lorenzo (51_09)
3. *GREEN NUDGES EFFECTS ON FARMERS' ADOPTION OF SUSTAINABLE INNOVATIONS*, Giuseppina MIGLIORE, Giuseppina RIZZO, Giorgio SCHIFANI, Riccardo VECCHIO
Presenter(s): Giuseppina MIGLIORE, Giuseppina RIZZO (51_11)
4. *WHAT POLICY INTERVENTIONS ARE ABLE TO BOOST ECOLOGICAL TRANSITION IN THE AGRICULTURAL SECTOR? A SYSTEMATIC LITERATURE REVIEW*, Giuseppina RIZZO, Riccardo TESTA, Giorgio SCHIFANI, Giuseppina MIGLIORE
Presenter(s): Giuseppina RIZZO (02_02)
5. *EXPLAINING CONSUMERS' PREFERENCES FOR BIO-BASED PACKAGING*, Alessia Lombardi, Giovanbattista Ombardi, Francesco Califano Caracciolo, Luigi Cembalo, Teresa Del Giudice
Presenter(s): Teresa Del Giudice (51_12)

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SESSION 02: 16:00 – 17:30

SESSION 02 - Track 23: The Power of Human Resources in Business and Society 1

Building 19, Entrances B&D-Room Multimediale A

SESSION CHAIR: **SCHINZEL, U.**

DISCUSSANT: **KOUROUPI, A.**

1. *INTRODUCING A NEW TECHNOLOGICAL SCALE FOR VIRTUAL LEADERSHIP*, Henning Tirrel, Hans Rüdiger Kaufmann, Lothar Winnen
Presenter(s): Henning Tirrel, Hans Rüdiger Kaufmann (23_01)
2. *HR ROLES AND HR VALUE: INSIGHTS FROM NON-HR EMPLOYEES*, Francisco Cesário, Ana Sabino
Presenter(s): Francisco Cesário, Ana Sabino (23_03)
3. *MANAGING FACTORS THAT REDUCE EMPLOYER RESILIENCE UNDER UNCERTAINTIES*, Virginija Ramašauskienė
Presenter(s): Virginija Ramašauskienė (23_05)
4. *JOB SATISFACTION, JOB BURNOUT AND TURNOVER INTENTIONS: LITERATURE REVIEW. DIRECTIONS FOR FURTHER RESEARCHES AMONG GREEK PUBLIC SECTOR EMPLOYEES*, Anna Krompa, Alina Hyz
Presenter(s): Anna Krompa, Alina Hyz (01_11)

SESSION 02 – Track 44: Strategic Management: Competing in the Global Arena 1

Building 19, Entrances B&D-Room Multimediale B

SESSION CHAIR: **YIAPANAS, G.**

DISCUSSANT: **BRIZZI, G.**

1. *ARE RELATIONSHIPS POSSIBLE WITH BEHEMOTH?*, Maciej Mitrega
Presenter(s): Maciej Mitrega (31_01)
2. *TECHNOLOGICAL ACQUISITIONS: A SYSTEMATIC LITERATURE REVIEW*, Silvia Gordano
Presenter(s): Silvia Gordano (31_02)
3. *VALUE CREATION AT THE INTERSECTION OF DIGITAL TRANSFORMATION TECHNOLOGIES AND SUSTAINABILITY IN EXTENDED GLOBAL NETWORKS*, Aihie Osarenkhoe, Katarina Arbin, Daniella Fjellström
Presenter(s): Aihie Osarenkhoe, Daniella Fjellström
4. *ORGANIZATIONAL, INDIVIDUAL AND TECHNOLOGICAL INFLUENCES ON MNCS' KNOWLEDGE TRANSFER*, Daniella Fjellström, Aihie Osarenkhoe, Melissa Maria Ines Goisa and Mohammed K. A. Tayeh
Presenter(s): Daniella Fjellström, Aihie Osarenkhoe

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SESSION 02: 16:00 – 17:30

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 3

Building 19, Entrances B&D-Room Aula 2

SESSION CHAIR: **DINANA, H.**

DISCUSSANT: **BADIEI KHORSAND, D.**

1. *HOW PRICE SENSITIVITY INFLUENCES GREEN CONSUMER PURCHASE INTENTION?*, Ardak N. Turginbayeva, Aijaz A Shaikh
Presenter(s): Ardak N. Turginbayeva, Aijaz A Shaikh (30_01)
2. *“YOU ARE WHAT YOU EAT”: ANALYSING THE IMPACT OF DISTINCT DIETARIAN IDENTITIES ON CONSUMER TRUST AND PURCHASE INTENTION*, Ana Paula Hungara, Helena Nobre
Presenter(s): Ana Paula Hungara, Helena Nobre (30_04)
3. *PURCHASE INTENTION FOR LUXURY FASHION BRANDS: THE IMPACT OF CELEBRITY ENDORSEMENT ON GENERATION Z CONSUMERS DURING COVID-19 PANDEMIC*, Norliana Jailani, Gianpaolo Vignali, Wahib Norhayati
Presenter(s): Norliana Jailani, Wahib Norhayati (30_31)
4. *KEEP CALM AND BUY A LITTLE EXTRA - EXPLORING PANIC BUYING AS A DEVIANT BEHAVIOUR*, Chrysostomos Apostolidis, Jane Brown, Bidit Dey, David M. Brown
Presenter(s): Chrysostomos Apostolidis (30_28)

SESSION 02 – Track 01: Issues on Accounting Auditing and Finance

Building 19, Entrances B&D-Room Aula 3

SESSION CHAIR: **NEUBERT, M.**

DISCUSSANT: **KRAMER, M.**

1. *THE IMPACT OF ARTIFICIAL INTELLIGENCE INTENSITY IN ACCOUNTING INFORMATION SYSTEMS’ QUALITY AND FINANCIAL INFORMATION QUALITY*, Albertina Monteiro, Catarina Cepêda, Joana Vale, Orlando Rua
Presenter(s): Orlando Rua (01_09)
2. *ACCOUNTING STUDENT PERCEPTIONS OF NATURAL DISASTER PREPAREDNESS IN BANDUNG CITY*, Fettry Sylvia Fettry, Muliawati Muliawati, Rachmawati Rima
Presenter(s): Fettry Sylvia Fettry, (01_16)
3. *OUR COMMON FUTURE: CLIMATE CHANGE, CLIMATE RELATED FINANCIAL DISCLOSURES, TRANSITION RISK, PHYSICAL RISK AND SCENARIO ANALYSIS IN BANK SECTOR*, Dario Aversa
Presenter(s): Dario Aversa, (15_02)

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SESSION 02: 16:00 – 17:30

SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 4

Building 19, Entrances B&D-Room Aula 4

SESSION CHAIR: **MELANTHIU, Y.**

DISCUSSANT: **MANCUSO, T.**

1. *TELL ME WHAT YOU EAT, AND I TELL YOU WHAT YOU ARE”: INVESTIGATING THE IMPACT OF ENTOMOPHAGY ANTECEDENTS ON WILLINGNESS TO EAT INSECT-BASED PRODUCTS*, Augusto Bargoni, Chiara Giachino, Gabriele Santoro
Presenter(s): Augusto Bargoni; Chiara Giachino, Gabriele Santoro (30_10)
2. *THE INFLUENCE OF MASSTIGE BRANDS ON CONSUMER’S BRAND RELATIONSHIP: A SOUTH EUROPEAN PERSPECTIVE*, Ana Sousa, Paula Rodrigues
Presenter(s): Ana Sousa, Paula Rodrigues (30_14)
3. *POTENTIAL CONNECTIONS BETWEEN INNOVATION AND BRANDING IN HEALTHCARE – A CASE STUDY*, Giuseppe Festa, Simone Feoli, Olga Rauhut Kompaniets, Matteo Rossi
Presenter(s): Giuseppe Festa, Matteo Rossi (21_09)

SESSION 02 – Track 28: Knowledge Management and Intellectual Capital 1

Building 19, Entrances B&D-Room Seminari A

SESSION CHAIR: **CHKONIYA, V.**

DISCUSSANT: **KARAGOUNI, G.**

1. *KNOWLEDGE MANAGEMENT AND DECISION SUPPORT SYSTEMS: A BIBLIOMETRIC ANALYSIS*, Vanessa Amorim, Bruno de Sousa Lopes, Orlando Lima Rua
Presenter(s): Orlando Lima Rua (28_01)
2. *THE MEDIATION EFFECT OF SOFT SKILLS IN THE RELATIONSHIP BETWEEN KNOWLEDGE AND INNOVATION: A CONCEPTUAL FRAMEWORK*, Francisca Peito, Melissa Ferreira, Tatiana Vilela, Orlando Lima Rua
Presenter(s): Orlando Lima Rua (28_02)
3. *COPING WITH NEW BUSINESS PROCESSES IN THE DIGITAL ECONOMY OF THE FILM INDUSTRY*, Elvy Maria Manurung
Presenter(s): Elvy Maria Manurung (11_10)

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SESSION 02 – Track 23: The Power of Human Resources in Business and Society 2

Building 19, Entrances B&D-Room Seminari B

SESSION CHAIR: **CESÁRIO, F.**

DISCUSSANT: **FOX, M.**

1. *GREEN HUMAN RESOURCE MANAGEMENT: A SYSTEMATIC LITERATURE REVIEW*, Ana Labella-Fernández, Belén Payán-Sánchez, Mar M. Serrano-Arcos
Presenter(s): Mar M. Serrano-Arcos (23_07)
2. *A NEW WEAPON FOR MOVING BEYOND THE WAR FOR TALENT: USING HR ANALYTICS TO SUPPORT TALENT MANAGEMENT ACTIVITIES*, Christian Di Prima, Alberto Ferraris, Guido Giovando, Matteo Massucco
Presenter(s): Christian Di Prima, Alberto Ferraris (23_10)
3. *MICRO-COACHING CHATBOT EFFECTS ON EMPLOYEE WELL-BEING AND INTERNAL BRAND*, Leyla Yacine, Heikki Karjaluoto
Presenter(s): Leyla Yacine, Heikki Karjaluoto (25_02)
4. *IS THERE ANY WORK-LIFE BALANCE FOR FEMALE EMPLOYEES WORKING FROM HOME IN THE ERA OF COVID-19 PANDEMIC? THE ROLE OF REGULATORY FOCUS AS A MEDIATOR*, Evangelia Siachou, Iosif Famelis
Presenter(s): Evangelia Siachou (12_08)

SESSION 02 – Track 43: Social Issues in Management

Building 19, Entrances B&D-Room Aula 1

SESSION CHAIR: **GAGLIARDI, A.R.**

DISCUSSANT: **DRIESKA, N.**

1. *IMPLEMENTING CHANGES AFTER THE COVID-19 PANDEMIC: INCLUDING NEW KPIS IN NEW PROCESSES AND ADAPTED CONTROLLING TOOLS*, Bettina C.K. Binder
Presenter(s): Bettina C.K. Binder (12_04)
2. *SUSTAINABILITY AND ORGANIZATIONAL AMBIDEXTERITY: A CRITICAL DISCUSSION*, Manuel Graça, Isabel Correia
Presenter(s): Manuel Graça, Isabel Correia (38_01)
3. *LATIN AMERICAN FEMALE ACADEMIC PERCEPTIONS ABOUT THE COVID PANDEMIC'S IMPACT ON GENDER EQUITY AND WITHIN-COUNTRY INEQUALITY*, Julianna Paola Ramirez Lozano, Leslie Bridshaw Araya, María Paulina Brito Ochoa
Presenter(s): Julianna Paola Ramirez Lozano (12_02)
4. *DIGITALIZATION: THE NEED TO STRESS THE LINK WITH SUSTAINABILITY AND PERFORMANCE*, Laura Broccardo, Elisa Truant, Léo-Paul Dana
Presenter(s): Elisa Truant (11_07)

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SESSION 02: 16:00– 17:30

SESSION 02 – Track 25: Interdisciplinary Research (Online session 2)

Building 19, Entrances B&D-Room Ufficio A (follow this [link](#) to join)

SESSION CHAIR: **RIZZO, G.**

DISCUSSANT: **MAUZ, V.M.**

1. *TRUSTS, TRUSTEES AND FAMILY FIRM GOVERNANCE*, Andrea Pulcini, Damiano Montani, Daniele Gervasio
Presenter(s): Andrea Pulcini (17_02) (Italy-GMT+2)
2. *INNOVATIVE RELATIONAL NETWORKS PHENOMENA IN SUPPLY CHAIN*, Maria Rosaria Marcone
Presenter(s): Maria Rosaria Marcone (32_09) (Italy-GMT+2)
3. *INVESTIGATING THE ROLE OF CAREER ADAPTABILITY AS A MEDIATOR BETWEEN JOB APATHY AND CAREER SATISFACTION*, Angeliki Tsameti, Kyriakos Tsamantouridis, Victoria-Maria Bellou
Presenter(s): Angeliki Tsameti (23_06) (Greece-GMT+3)
4. *A LITERATURE REVIEW OF TAX AUDIT EFFECTIVENESS FACTORS, THE CASE OF GREEK TAXATION AGENCIES*, George Drogalas, Alkiviadis Karagiorgos, Petros Lois, Agapi Koumpidou
Presenter(s): Alkiviadis Karagiorgos, George Drogalas (01_08) (Greece-GMT+3)
5. *THE INFLUENCE OF COMPETITION NETWORKS ON EXPORT PRICE ELASTICITY*, Luis Miguel Bolivar, Gabriel Rodriguez-Puello
Presenter(s): Luis Miguel Bolivar (26_02) (Colombia-GMT-5)
6. *A NEW (Q, R) MODEL INVOLVING RFID IN THE CASE OF FOOD RETAIL INVENTORY MANAGEMENT*, Yazgı, G. Tütüncü, Martin Lavediaux
Presenter(s): Yazgı, G. Tütüncü (45_03) (Turkey – GMT+3)
7. *HUMAN RESOURCE MANAGEMENT PRACTICES/MECHANISM AND ORGANISATIONAL PERFORMANCE RELATIONSHIP LINKAGE EXPLORATION: AN EMPIRICAL INVESTIGATION IN THE COUNTRY OF THE U.A.E.*, Valeria Gkoura, Hans Ruediger Kaufmann, Daphne Halkias
Presenter(s): Valeria Gkoura (23_07) (Greece – GMT+3)

END OF SESSION 02

20:00 - GALA DINNER - VILLA ZITO – BAR, VIA DELLA LIBERTÀ 52, PALERMO

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SESSION 03: 08:30 – 10:00

Blockchain Technology as a digital enabler for a sustainable competitive advantage: the WE-BEST project Workshop

Building 19, Entrances B&D- Room Aula 1

SESSION CHAIRS: **FIORE, M. & GALATI, A.**

DISCUSSANT: **PARESCHI, R.**

1. *HOW BCT GENERATES TRUST-BASED COMPETITIVE ADVANTAGE: THE ROLE OF HUMAN FACTOR A A MODERATOR*, Silvestri, R., Adamashvili, N., Alaimo, L. S., Fiore, M., Galati, A.
Presenter(s): Fiore, M., Galati, A.
2. *FINANCIALIZATION THE ECONOMY AND ITS BALANCE: AN EMPHASIS ON SMART VILLAGE*, Justyna Franc-Dabrowska, Nina Drejerska
Presenter(s): Justyna Franc-Dabrowska, Nina Drejerska
3. *BCT BASED APPLICATION FOR FUTURE SUSTAINABLE FOOD SUPPLY CHAINS: A SYSTEMATIC LITERATURE REVIEW*, Fiore M., Finco, A., Crescimanno, M., Adamashvili N., Bentivoglio D., Chiaraluca G., Staffolani G., Contò, F., Galati, A.
Presenter(s): Chiaraluca G.
4. *HOW BLOCKCHAIN CAN IMPROVE THE RESILIENCE OF AGRICULTURAL SUPPLY CHAINS*, Kramer M.P. and Hanf, J.H.
Presenter(s): Kramer M.P.
5. *BLOCKCHAIN FOR INTER-ORGANIZATIONAL ALGORITHMIC MANAGEMENT*, Pareschi R.
Presenter(s): Pareschi R.

SESSION 03 – Track 30: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment 6

Building 19, Entrances B&D-Room Aula 2

SESSION CHAIR: **MENESES, R.**

DISCUSSANT: **BADIEI KHORSAND, D.**

1. *AN EXPLORATORY STUDY ABOUT CONSUMERS'S ATTITUDES TOWARD STEP-DOWN LINE EXTENSIONS IN THE AUTOMOTIVE SECTOR*, Gabriel Pedrosa, Helena Nobre, Ana Sousa
Presenter(s): Helena Nobre, Ana Sousa (30_21)
2. *SOCIAL MEDIA ATMOSPHERE ENHANCING LIVE STREAMING MARKETING PERFORMANCE: A MIXED METHOD STUDY*, Jing (Daisy) Lyu, Ioannis Krasonikolakis
Presenter(s): Jing (Daisy) Lyu, Ioannis Krasonikolakis (30_22)
3. *THE CONTRIBUTION OF SECOND-HAND LUXURY TO SUSTAINABLE CONSUMPTION: A SECOND-HAND FASHION MARKET STUDY*, Tânia Alves, Helena Nobre, Raquel Meneses
Presenter(s): Helena Nobre, Raquel Meneses (30_23)
4. *A NEW PARADIGM OF SENSORY MARKETING FOR THOSE IN NEED: EXPLORING NGOS' SUSTAINABILITY VIA INNOVATIVE MARKETING PRACTICES AND VIRALITY, DURING AND POST COVID-19 CRISIS*, Aikaterini Avgeropoulou, Yioula Melanthiou, Ioanna Pappasolomou
Presenter(s): Aikaterini Avgeropoulou, Yioula Melanthiou (30_25)



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SESSION 03 – Track 30: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment 6

Building 19, Entrances B&D-Room Aula 3

SESSION CHAIR: **MENESES, R.**

DISCUSSANT: **KORONIOS, K.**

1. *AN EXPLORATORY STUDY ABOUT CONSUMERS'S ATTITUDES TOWARD STEP-DOWN LINE EXTENSIONS IN THE AUTOMOTIVE SECTOR*, Gabriel Pedrosa, Helena Nobre, Ana Sousa
Presenter(s): Helena Nobre, Ana Sousa (30_21)
2. *SOCIAL MEDIA ATMOSPHERE ENHANCING LIVE STREAMING MARKETING PERFORMANCE: A MIXED METHOD STUDY*, Jing (Daisy) Lyu, Ioannis Krasonikolakis
Presenter(s): Jing (Daisy) Lyu, Ioannis Krasonikolakis (30_22)
3. *THE CONTRIBUTION OF SECOND-HAND LUXURY TO SUSTAINABLE CONSUMPTION: A SECOND-HAND FASHION MARKET STUDY*, Tânia Alves, Helena Nobre, Raquel Meneses
Presenter(s): Helena Nobre, Raquel Meneses (30_23)
4. *EXPLORING THE IMPACT OF COVID-19 ON SPONSORSHIP*, Konstantinos Koronios, Lazaros Ntasis, Panagiotis Dimitropoulos, Alkis Thrassou
Presenter(s): Konstantinos Koronios, Alkis Thrassou (30_30)

SESSION 03 - Track 22: Sustaining today's Tourism Growth 1

Building 19, Entrances B&D-Room Aula 4

SESSION CHAIR: **VUKOVIC, D.**

DISCUSSANT: **SIGNORI, P.**

1. *REVENUE MANAGEMENT CAPABILITY AND HOST PROFESSIONALIZATION DEGREE*, Ruggero Sainaghi, Graziano Abrate
Presenter(s): Ruggero Sainaghi (22_01)
2. *COMMUNICATION DURING THE COVID-19 PANDEMIC: A SYSTEMATIC LITERATURE REVIEW IN THE TOURISM AND HOSPITALITY SECTOR*, Ginevra Testa, Giorgia Profumo
Presenter(s): Ginevra Testa (22_02)
3. *ACTION RESEARCH IN SUSTAINABLE TOURISM: ORIENTATION OF DECISION-MAKERS AND DEVELOPMENT CONDITIONS*, Martina Tafuro, Paola Signori.
Presenter(s): Paola Signori (22_04)
4. *EXPLORING THE EXISTING RELATIONSHIP BETWEEN DIGITAL IMPLEMENTATION, COMMUNICATION SERVICES AND TOURISM INFLOW IN THE "SMART" (R)EVOLUTION IN CITIES*, Filippo Marchesani, Francesca Masciarelli
Presenter(s): Filippo Marchesani (22_03)



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SESSION 03: 08:30 – 10:00

SESSION 03 – Track 12: Diversity and Gender in Organizations 1

SESSION CHAIR: **SCHINZEL, U.**

1. *WOMEN ON CORPORATE BOARDS IN A PREDOMINANTLY MALE-DOMINATED SOCIETY: THE CASE OF PERU*, Beatrice Avolio, Carolina Pretell, Edy Valcazar.
Presenter(s): Carolina Pretell (12_01)
2. *THE NEGATIVE EFFECTS OF THE COVID-19 PANDEMIC ON WOMEN'S WORKING LIFE AND WHAT CAN COMPANIES DO ABOUT IT*, Bettina C.K. Binder
Presenter(s): Bettina C.K. Binder (12_03)
3. *DOES GENDER MATTER FOR ORGANIZATIONAL RESILIENCE? EXPLORING THE ROLE OF WOMEN IN ITALIAN FAMILY WINERIES*, Elena Casprini, Tommaso Pucci, Lorenzo Zanni
Presenter(s): Lorenzo Zanni (12_05)
4. *STRATEGIES FOR WOMEN IN BUSINESS*, Cindy Schipani, Terry Dworkin
Presenter(s): Cindy Schipani (12_07)

Building 19, Entrances B&D-Room Multimediale B

DISCUSSANT: **TIRREL, H.**

SESSION 03 – Track 20: Food and Agriculture Management 1

SESSION CHAIR: **MANIATIS, A.**

1. *BUILDING RESILIENT FOOD SYSTEMS. THE ROLE OF A DIGITAL PLATFORM TO DRIVE INSTITUTIONAL CHANGE*, Canio Forliano, Paola De Bernardi, Alberto Bertello
Presenter(s): Canio Forliano (11_06)
2. *ENHANCE KNOWLEDGE MANAGEMENT PRACTICES IN AGRI-FOOD SECTOR: SOME PRELIMINARY CONSIDERATIONS*, Walter Vesperi, Raffaella Coppolino, Raimondo Ingrassia
Presenter(s): Walter Vesperi (20_06)
3. *DEVELOPING A TOOL FOR CALCULATING THE CARBON FOOTPRINT IN THE DAIRY INDUSTRY*, Iordanis Eleftheriadis, Evgenia Anagnostopoulou, Georgios Karathodoros
Presenter(s): Iordanis Eleftheriadis, Evgenia Anagnostopoulou (20_08)

Building 19, Entrances B&D-Room Seminari A

DISCUSSANT: **ANAGNOSTOPOULOU, E.**



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SESSION 03 – Track 16: Entrepreneurship from a Different Perspective 3

SESSION CHAIR: **USAI, A.**

Building 19, Entrances B&D-Room Seminari B

DISCUSSANT: **AUGURIO, A.**

1. *GOOD FOR MISSION AND GOOD FOR BUSINESS: PATTERNS OF VALUE CREATION IN THE CASE OF HYBRID STARTUPS*, Ulpiana Kocollari, Stefano Montanari
Presenter(s): Ulpiana Kocollari, Stefano Montanari (16_08)
2. *THE ROLE OF BUSINESS CLUSTER ECOSYSTEMS AND PRODUCTIVITY IN ACHIEVING HIGH GROWTH ENTREPRENEURSHIP: EVIDENCE FROM GERMANY*, Yama Temouri, Vijay Pereira, Hussain Rammal, Ha-Phuong Luong
Presenter(s): Yama Temouri, Vijay Pereira (16_02)
3. *WOMENS' ENTREPRENEURSHIP IN INNOVATION AND TECHNOLOGY: MOTIVATION CHALLENGES AND IMPACT FACTORS*, Nathalie Lachapelle, Diane-Gabrielle Tremblay
Presenter(s): Nathalie Lachapelle (16_01)
4. *WE ARE ALL ENTREPRENEURS NOW: SALESPERSON EFFECTUATION IN RESPONSE TO COVID-19 DISRUPTION*, Rhett Epler, Matthew Fox, Mark Leach, Stephanie Oneto
Presenter(s): Matthew Fox (01_05)

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SESSION 03 – Track 25: Interdisciplinary Research (Online session 3) Building 19, Entrances B&D-Room Ufficio A (follow this [link](#) to join)

SESSION CHAIRS: **MIGLIORE, G.** (papers 1-6) and **SIGGIA, D.** (papers 7-13) DISCUSSANTS: **LOUREIRO, S.M.C** (papers 1-6) and **ORPHANIDOU, Y.** (papers 7-13)

1. **LEAN AND SAFETY MANAGEMENT OF CHRONIC CARE PATHWAYS: FIRST RESULTS FROM A RESEARCH PROJECT IN ITALY**, Caterina Pozzan, Anna Tiso Maria Crema, Chiara Verbanò
Presenter(s): Caterina Pozzan, Chiara Verbanò (21_06) (Italy – GMT+2)
2. **INVOLVING CITIZENS IN CITY GOVERNANCE: THE EXPERIENCE OF MOSCOW**, Alexander Kuntsman, Hans Rüdiger Kaufmann
Presenter(s): Alexander Kuntsman (11_02) (Germany – GMT+2)
3. **VALUE GENERATION MANAGING RISKS IN PROJECTS: A CASE STUDY IN THE PHARMACEUTICAL SECTOR**, Raffaele Testorelli, Chiara Verbanò
Presenter(s): Raffaele Testorelli, Chiara Verbanò (32_10) (Italy – GMT+2)
4. **INVESTIGATING ECOSUSTAINABLE MARKET STRATEGIES IN THE SPORTING INDUSTRY: THE ITALIAN CASE OF ‘ZONE EXPERIENCE’**, Giorgio Portaluri, Vicentini Francesca, Rita Mura
Presenter(s): Giorgio Portaluri (44_02) (Italy – GMT+2)
5. **PERFORMANCE ANALYSIS AND EVALUATION OF MERGERS AT LOCAL GOVERNMENT ORGANIZATIONS: A STRUCTURED REVIEW**, Michail Pazarskis, Stergios Galanis, Maria Gkatziou, Konstantinos Mitsopoulos
Presenter(s): Maria Gkatziou (31_04) (Greece – GMT+3)
6. **THE IMPACT OF BOARD OPERATION ON EMPLOYEE TURNOVER**, Yi-An Chen
Presenter(s): Yi-An Chen (08_07) (Taiwan-GMT+8)
7. **THE INTERACTION BETWEEN NEEDS AND TECHNOLOGY IN THE HEALTHCARE INDUSTRY: A NETNOGRAPHIC STUDY OF AN ONLINE HEALTH COMMUNITY**, Johana Hajdini, Lea Iaia, Francesca Masciarelli
Presenter(s): Johana Hajdini, Lea Iaia, Francesca Masciarelli (30_38) (Italy-GMT+2)
8. **AI POWERED SOCIAL COMMERCE TECHNOLOGY AND CUSTOMER EXPERIENCE: A SYSTEMATIC LITERATURE REVIEW**, Paul Olusoji Akinola, Ricardo Godinho Bilro, Sandra Maria Correia Loureiro
Presenter(s): , Paul Olusoji Akinola, Sandra Maria Correia Loureiro (51_01) (Portugal-GMT+1)
9. **COVID-19 AND FINANCIAL MARKETS : THE STORIES OF SEVERAL COUNTRIES**, Ahmed AYADI, Chaima KALLEL, Marjène GANA
Presenter(s): Ahmed AYADI, (18_02) (France-GMT+2)
10. **LABOUR SHORTAGE AND LACK OF SKILLS IN HOTELS: PRACTICAL RECOMMENDATIONS FOR SUSTAINABLE IMPROVEMENTS**, Leonidas Efthymiou, Ria Morphitou, Yianna Orphanidou, George Panayiotou, Danae Psilla, Svetlana Sapuric.
Presenter(s): Yianna Orphanidou (22_09) (Cyprus-GMT+3)
11. **WHAT REALLY MATTERS: INVESTIGATING THE CONSUMER PERCEPTION OF FIRMS'S CSR SIGNALS INTO A CORPORATE SOCIAL IRRESPONSABILITY CRISIS**, Federico Caricasulo, Stefano Bresciani, Pietro Cali
Presenter(s): Federico Caricasulo (08_08) (Italy-GMT+2)
12. **DIGITALIZATION IN THE EVENT INDUSTRY: A BIBLIOMETRIC ANALYSIS**, Anastasia Romanova
Presenter(s): Anastasia Romanova (22_10) (Russia-GMT+3)
13. **SMART INNOVATION AND SHARED VALUE CREATION IN WINE COOPERATIVES: A COMPARATIVE ANALYSIS**, Anna Uliano, Giuseppe Marotta, Marcello Stanco, Concetta Nazzaro
Presenter(s): Anna Uliano (20_04) (Italy-GMT+2)

END OF SESSION 03

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SESSION 04: 10:30 – 12:00

SESSION 04 – Track 30: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment 7

Building 19, Entrances B&D-Room Aula 2

SESSION CHAIR: **SANTORO, G.**

DISCUSSANT: **SHAIKH, A.**

1. *SHOULD I STAY OR SHOULD I GO: KEY DETERMINANTS FOR EFFICIENTLY RETAINING A SUBSCRIBED CUSTOMER WHO DECIDED TO LEAVE*, Denis Muratčehajić, Sandra Maria Correia Loureiro
Presenter(s): Denis Muratčehajić, Sandra Maria Correia Loureiro (30_03)
2. *REAL-LIFE BRANDS IN COMPUTER GAMES AS A PIECE OF ART OF MODDING COMMUNITY*, Magdalena Hofman-Kohlmeyer
Presenter(s): Magdalena Hofman-Kohlmeyer (30_07)
3. *AN EXPLORATORY STUDY ABOUT THE INFLUENCE OF MINDFULNESS FEELINGS TOWARD AN INDIVIDUAL'S OUTDOOR LIFESTYLE AND EMPOWERMENT*, Paula Rodrigues, Ana Sousa, Ana Pinto Borges
Presenter(s): Paula Rodrigues, Ana Sousa (30_13)
4. *VISITORS' PERCEPTIONS ABOUT UNESCO'S WORLD HERITAGE SITES*, Ana Sousa, Paula Rodrigues
Presenter(s): Paula Rodrigues (22_05)

SESSION 04 – Track 30: Understanding Attributes of Consumers' Behaviour in the Contemporary Global Environment 8

Building 19, Entrances B&D-Room Aula 3

SESSION CHAIR: **GIACHINO, C.**

DISCUSSANT: **DINANA, H.**

1. *THE IMPACT OF ANTICIPATED GUILT AND GUILT PRONENESS ON THE CONSUMER CHOICE BETWEEN DONATION TO CHARITY AND PURCHASE OF CAUSE-RELATED PRODUCT*, Karina Adomaviciute, Sigita Urbonavicius
Presenter(s): Karina Adomaviciute (30_05)
2. *UNDERSTANDING THE FACTORS THAT TRANSFORM LUXURY FROM INDULGENCE TO NEED*, Tatiana Daher, Yioula Melanathiou
Presenter(s): Yioula Melanathiou (30_32)
3. *WHEN IMPOSSIBLE BECOMES POSSIBLE: THE ATYPICAL CO-BRANDING STRATEGY OF SWATCH AND OMEGA*, Nikola Draskovic, Milivoj Markovic, Jasminka Samardzija
Presenter(s): Nikola Draskovic, Jasminka Samardzija (30_16)
4. *A STUDY ON THE EFFECT OF ONLINE AND OFFLINE TOUCHPOINTS ON CUSTOMER EXPERIENCE: THE CASE OF THE OMNICHANNEL STRATEGY IN EGYPT*, Mohamed Fattouh, Hesham Dinana
Presenter(s): Hesham Dinana (30_12)

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SESSION 04: 10:30 – 12:00

SESSION 04 – Track 11: Technology in Business, Economy and Society 2

SESSION CHAIR: **DI PRIMA, C.**

Building 19, Entrances B&D-Room Multimediale A

DISCUSSANT: **COBELLI, N.**

1. *THE DIGITAL ECONOMY IN PROGRESS: WITH OR WITHOUT BORDERS?*, Daniela Hudelcu, Raluca Onufreiciuc
Presenter(s): Daniela Hudelcu, Raluca Onufreiciuc (11_05)
2. *FROM THE RESEARCH FIELD TO THE ONLINE CLASSROOM: INCLUSIVE AND COLLABORATIVE ONLINE LEARNING* Hans Rüdiger Kaufmann, Shranjani Shukla, Dolores Sanchez Bengoa
Presenter(s): Dolores Sanchez Bengoa, Hans Rüdiger Kaufmann (29_13)
3. *LIVING LAB BENEFITS FOR EVIDENCE-BASED EDUCATION AND OPEN INNOVATION: THE ESHIP CASE STUDY*, Maria Manuela Martins Batista, Valentina Chkoniya, Fernando Cruz Gonçalves
Presenter(s): Maria Manuela Martins Batista, Valentina Chkoniya, Fernando Cruz Gonçalves (29_12)
4. *CAN ARTIFICIAL INTELLIGENCE MANAGE BEHAVIOURAL BIASES AMONG FINANCIAL PLANNERS?*, Zahid Hasan, Vidya S Athota, Vijay Pereira, Daicy Vaz
Presenter(s): Vijay Pereira (35_06)

SESSION 04 – Track 20: Food and Agriculture Management 2

SESSION CHAIR: **DE CARLI, M.**

Building 19, Entrances B&D-Room Aula 4

DISCUSSANT: **FORLIANO, C.**

1. *ORGANIC FOOD DECISION MAKING SEGMENTATION: PRELIMINARY FINDINGS*, Irene (Eirini) Kamenidou, Aikaterini Stavrianea, Spyridon Mamalis, Stergios Gkitsas, Stavros Pavlidis
Presenter(s): Aikaterini Stavrianea (30_27)
2. *ARTIFICIAL INTELLIGENCE FOR AGRI-FOOD. A LITERATURE REVIEW*, Meriam Trabelsi, Elena Casprini, N. Fiorini, Lorenzo Zanni
Presenter(s): N. Fiorini, Lorenzo Zanni (32_02)
3. *EDIBLE MUSHROOMS FIRMS: FIRST INSIGHTS FROM A EUROPEAN SURVEY*, Rachele De Cianni, Liam Pippinato, Giovanna Cristina Varese, Teresina Mancuso
Presenter(s): Rachele De Cianni, Teresina Mancuso (14_04)
4. *NUDGING INTERVENTIONS TO REDUCE RED AND PROCESSED MEAT CONSUMPTION IN ITALY*, Gerarda CASO, Giuseppina RIZZO, Giuseppina MIGLIORE, Riccardo VECCHIO
Presenter(s): Giuseppina RIZZO, Giuseppina MIGLIORE (02_01)

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SESSION 04: 10:30 – 12:00

SESSION 04 – Track 08: Business and Society 2

SESSION CHAIR: **FERRARIS, A.**

Building 19, Entrances B&D-Room Multimediale B

DISCUSSANT: **BALLERINI, J.**

1. *THE COMMON SPIRITUAL CAPITAL IN INDIA-JAPAN MANAGEMENT – QUESTIONABLE ASSUMPTIONS AND THEIR IMPLICATIONS FOR EUROPE AND BEYOND IN GLOBAL BUSINESS*, Ashok Ashta, Peter Stokes, Max Visser, Paul Hughes
Presenter(s): Ashok Ashta, Peter Stokes, Max Visser (09_01)
2. *CSR VERSUS GREENWASHING: CAN BUSINESSES FOOL GENERATION Z?*, Elizabeth Real de Oliveira, Isabel Barbosa
Presenter(s): Isabel Barbosa (08_02)
3. *DETERMINANTS OF CROWDFUNDING ACTIVITY AND THE ROLE OF CULTURE: A CROSS-NATIONAL ANALYSIS*, Susana Bernardino, Santos, J. Freitas
Presenter(s): Susana Bernardino (09_04)
4. *LOVE, LEADERSHIP AND UNCERTAINTY AVOIDANCE (UAI) IN LUXEMBOURG*, Ursula Schinzel
Presenter(s): Ursula Schinzel (26_01)

SESSION 04 - Journal of International Management Workshop (Section 1)

Room Ufficio A (follow this [link](#) to join)

SESSION CHAIRS: **DR. RIAD SHAMS, PROF. ALKIS THRASSOU and PROF. DEMETRIS VRONTIS**

1. *TERTIUS IUNGENS ORIENTATION OF FOUNDERS AND INTERNATIONAL NEW VENTURE OURCOMES: A MODERATED-MEDIATED MECHANISM*, Arpita Agnihotri, Saurabh Bhattacharya
Presenter(s): Saurabh Bhattacharya (face to face)
2. *INTERNATIONAL BUSINESS SUSTAINABILITY*, Panagiotis Dimitropoulos, Konstantinos Koronios, Alkis Thrassou
Presenter(s): Konstantinos Koronios, Alkis Thrassou (face to face)
3. *HOW STAKEHOLDER MANAGEMENT ENABLES SYSTEMIC CHANGE: THE CASE OF BLOCKCHAIN TECHNOLOGY IN THE AGRIFOOD SUPPLY CHAIN*, Michael Paul Kramer, Vladislav Valentinov, Jon H.Hanf, Habil
Presenter(s): Michael Paul Kramer (face to face)
4. *THE ROLE OF THE AFFINITY COUNTRY IN THE CONTEXT OF IMAGE CRISES*, María del Mar Serrano-Arcos, Raquel Sánchez-Fernández, Juan Carlos Pérez-Mesa
Presenter(s): María del Mar Serrano-Arcos (on line)

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SESSION 04: 10:30 – 12:00

SESSION 04 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 2

Building 19, Entrances B&D-Room Aula 1

SESSION CHAIR: **SHAIKH, A.**

DISCUSSANT: **VESPERI, W.**

1. *HANDS IN THE COOKIE JAR: INVESTIGATING THE IMPACT OF GREENWASHING ON NEGATIVE ONLINE BRAND ENGAGEMENT*, Martina Fenoglio, Augusto Bargoni; Chiara Giachino, Bernardo Bertoldi
Presenter(s): Augusto Bargoni; Chiara Giachino (30_09)
2. *CUSTOMER ENGAGEMENT ENHANCEMENT ON INSTAGRAM: STRATEGIES FOR SMALL AND MEDIUM ENTERPRISES*, Risqo M.Wahid, Heikki Karjaluoto, Kimmo Taiminen
Presenter(s): Risqo M.Wahid, Heikki Karjaluoto (30_11)
3. *CONSUMER ENGAGEMENT AND NEW TECHNOLOGIES: A SYSTEMATIC LITERATURE REVIEW*, Luca Matteo Zagni, Gabriele Baima
Presenter(s): Luca Matteo Zagni, Gabriele Baima (30_15)
4. *MOBILE APPS FOR SUSTAINABILITY IN GROCERY SHOPPING: INCREASING ACCEPTANCE THROUGH GAMIFICATION*, Ludwig Weyl, Dennis Schlegel, Bernd Britzelmaier, Patrick Kraus
Presenter(s): Dennis Schlegel, Patrick Kraus (11_04)

END OF SESSION 04

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SESSION 05: 14:00 – 15:30

SESSION 05 – Track 06: The power of communication in the Contemporary Global Environment

Building 19, Entrances B&D-Room Multimediale A

SESSION CHAIR: **ONUFREICIUC, R.**

DISCUSSANT: **SCHINZEL, U.**

1. *DO MEMES IMPACT BRAND COOLNESS PERCEPTIONS? EXAMINING HEDONIC VERSUS UTILITARIAN PRODUCTS*, Aihoor Aleem, Sandra Maria Correia Loureiro, Marta Aguiar
Presenter(s): Aihoor Aleem, Sandra Maria Correia Loureiro (06_01)
2. *MESSAGE APPEALS DURING COVID-19: THE ADVANTAGE OF FARMERSS' ALTRUISTIC MESSAGE APPEAL IN GENERATING ENGAGEMENT WITH SOCIAL MEDIA POSTS*, Zimand-Sheiner Dorit, Kol Ofrit, Levy Shalom
Presenter(s): Zimand-Sheiner Dorit, Kol Ofrit, Levy Shalom (06_04)
3. *MEDIA EXPOSURE TO A DISTANT OUTGROUP AND LOCAL INTERGROUP RELATIONS*, Sabina Lissitsa, Nonna Kushnirovich
Presenter(s): Sabina Lissitsa, Nonna Kushnirovich (06_04)

SESSION 05 – Track 08: Business and Society 3

Building 19, Entrances B&D-Room Multimediale B

SESSION CHAIR: **BASILE, G.**

DISCUSSANT: **BARBOSA, I.**

1. *CSE – AN ALL-INCLUSIVE BUSINESS MODEL FOR GENERATIONS TO COME*, Bill O’Gorman, Carmel Somers, Margarida de Almeida Jardim, Lina Klemkaite, Dave Feenan, Anu Manickam
Presenter(s): Bill O’Gorman, Carmel Somers (08_06)
2. *INNOVATION CATALYTIC AGENT: THE MISSING LINK IN BALANCED SOCIOECONOMIC DEVELOPMENT IN REGIONS*, Bill O’Gorman, Willie Donnelly, Richard Hayes
Presenter(s): Bill O’Gorman (32_08)
3. *EMERGENCE OF SUSTAINABLE BUSINESS MODELS: A CASE OF ELECTRIC COMMERCIAL VEHICLE ECOSYSTEM*, Rashid Sadeghian Dehkordi, Petri Ahokangas, Natasha Evers, Mika Sorvisto
Presenter(s): Rashid Sadeghian Dehkordi (50_01)
4. *WORKING REMOTELY: INTERACTION AND RELATIONSHIPS BETWEEN EMPLOYER IMAGE, EMPLOYEE MOTYVATION AND RETENTION IN THE COMPANY*, Rasa Pauliene, Erika Vaiginiene, Kristina Rockute
Presenter(s): Rasa Pauliene (23_13)

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SESSION 05: 14:00 – 15:30

SESSION 05 – Track 21: Health Care Management

SESSION CHAIR: **O’GORMAN, B.**

Building 19, Entrances B&D-Room Aula 2

DISCUSSANT: **COBELLI, N.**

1. *WHAT MOVES THE MEDICAL TOURISTS? THE MAIN MOTIVATIONS AND FEARS. WHAT IS YET TO BE DISCOVERED*, Bárbara Zabumba, Raquel Meneses, Cristina Mouta
Presenter(s): Bárbara Zabumba (21_03)
2. *THE USE OF BEHAVIOUR CHANGE TECHNIQUES IN PROMOTING USER ENGAGEMENT OF MENTAL HEALTH APPS*, Tamsin Scott, Peter Scott
Presenter(s): Peter Scott (51_04)
3. *LEGITIMACY CHALLENGES IN THE HEALTHCARE ECOSYSTEM: DATA MANAGEMENT IN THE ERA OF GDPR*, Julia Zhang, Oxana Gisca, Timo Koivumäki, A Petri Hokangas
Presenter(s): Julia Zhang, Oxana Gisca (25_03)
4. *INNOVATION AND ICT ADOPTION MODELS IN THE HEALTH CARE INDUSTRY*, Nicola Cobelli, Andrea Chiarini
Presenter(s): Nicola Cobelli (21_05)

SESSION 05 – Track 29: Learning and Teaching 2

SESSION CHAIR: **HUNGARA, A.P.**

Building 19, Entrances B&D-Room Aula 3

DISCUSSANT: **SALVATORE, F.P.**

1. *THE INFLUENCE OF STATISTICS TEACHING METHODS ON THE DEVELOPMENT OF STUDENTS' COGNITIVE THINKING*, Richard Hindls, Stanislava Hronová, Luboš Marek
Presenter(s): Stanislava Hronová (29_09)
2. *THE IMPORTANCE OF INSTRUCTORS' STAKEHOLDER PERSPECTIVES TOWARDS CRITICAL SUCCESS FACTORS AND BARRIERS TO EFFECTIVE E-LEARNING COURSE DELIVERY IN HIGHER EDUCATION*, Theodoros Millidonis, Petros Lois
Presenter(s): Theodoros Millidonis (29_10)
3. *DETERMINANTS OF LIFELONG LEARNING PARTICIPATION*, Surat Teerakapibal
Presenter(s): Surat Teerakapibal (29_11)

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SESSION 05 – Track 08: Business and Society 4

SESSION CHAIR: **APOSTOLIDIS, C.**

Building 19, Entrances B&D-Room Seminari A

DISCUSSANT: **SIACHOU, E.**

1. *ANTICORRUPTION WITH EMPHASIS ON SPORTS LAW, Antonios Maniatis*
Presenter(s): Antonios Maniatis (03_03)
2. *PROMOTING SUSTAINABLE CONSUMPTION: FILLING THE GAP BETWEEN RETAILERS AND END CONSUMERSS' PERCEPTION OF CIRCULAR PRODUCTS, Francesco Antonio Perotti, Stefano Bresciani, Jacopo Ballerini*
Presenter(s): Francesco Antonio Perotti, Stefano Bresciani, Jacopo Ballerini (03_04)
3. *CORPORATE SOCIAL RESPONSIBILITY AND THE EFFECTS ON CONSUMER ENGAGEMENT IN BANKS' SOCIAL MEDIA COMMUNICATION STRATEGY, Luca Simone Macca, Gabriele Santoro, Jacopo Ballerini*
Presenter(s): Gabriele Santoro, Jacopo Ballerini (06_02)
4. *COVID-19 AND CLINICAL PATHWAYS MANAGEMENT – A CASE STUDY, Anna Roberta Gagliardi, Giuseppe Festa, Luigi Pacilli, Balakrishna Grandhi, Matteo Rossi*
Presenter(s): Anna Roberta Gagliardi, Giuseppe Festa, Luigi Pacilli, Balakrishna Grandhi, Matteo Rossi (21_10)

SESSION 05 – Track 40: Public and Nonprofit Organizations and Management1

SESSION CHAIR: **BERNARDINO, S.**

Building 19, Entrances B&D-Room Aula 1

DISCUSSANT: **LYU, D.**

1. *HOW VR CAN BOOST INSPIRATION AND INCREASE DONATIONS, Mariana B. Rodrigues, Sandra M.C. Loureiro, Flávia S. Lopes*
Presenter(s): Mariana B. Rodrigues, Sandra M.C. Loureiro (40_01)
2. *USING SOCIAL MEDIA AND SOCIAL ENTREPRENEURS'S NETWORK TO INCREASE RESOURCES: WHAT'S IT WORTH?, Santos J. Freitas, Susana Bernardino, Pedro Silva*
Presenter(s): Susana Bernardino (40_02)
3. *THE IMPACT OF GOVERNANCE RULES PRACTICES ON THE PERCEIVED QUALITY OF PUBLIC SERVICES: THE CONTINGENT ROLE OF TRUST IN GOVERNMENT, Mohammad M. Taamneh, Ayman Abu hija, Abdallah M. Taamneh*
Presenter(s): Mohammad M. Taamneh (40_03)

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SESSION 05: 14:00 – 15:30

SESSION 05 - Track 32: Innovation in Business and Society 2

SESSION CHAIR: **ZANNI, L.**

Building 19, Entrances B&D-Room Seminari B

DISCUSSANT: **HENK, A.**

1. *BLOCKCHAIN TECHNOLOGY ACCEPTANCE IN WASTE MANAGEMENT: A TAM2-BASED ITALIAN CASE STUDY*, Gloria Diana Marinsanti Rwakihembo, Francesca Faggioni, Marco Valerio Rossi
Presenter(s): Gloria Diana Marinsanti Rwakihembo (32_04)
2. *HACKATHONS AS A SUSTAINABLE MARITIME CONCEPT AND PRACTICE: THE CASE OF NAVS BLUE HACKATHON*, Maria Lekakou, Dimitris Gavalas, Georgios Remoundos, Ioannis Katsounis, Markella Gota
Presenter(s): Markella Gota (32_06)
3. *KNOWLEDGE TRANSFER IN MICRO-ENTERPRISES: THE EFFECT OF LEARNING TRAINING ON PERFORMANCE*, Julianna Ramírez Lozano, Kelly Rojas Valdez, Juan Carlos Sosa Varela
Presenter(s): Julianna Ramírez Lozano (14_01)
4. *GLOBAL CITES AND EMERGING MARKET MULTINATIONAL ENTERPRISES: THE SEARCH FOR GLOBAL CITIES-SPECIFIC ADVANTAGES, ESTABLISH AND OWNERSHIPS OF ENTRY MODELS*, Evodio Kaltenecker, Miguel A. Montana
Presenter(s): Miguel A. Montoya (14_03)

SESSION 05 - Journal of International Management Workshop (Section 2)

SESSION CHAIRS: **DR. RIAD SHAMS, PROF. ALKIS THRASSOU and PROF. DEMETRIS VRONTIS**

Room Ufficio A (follow this [link](#) to join)

1. *MODERN SLAVERY IN GLOBAL VALUE CHAINS: AN AGENCY THEORY PERSPECTIVE*, Krzysztof Kubacki, Natalia Szablewska, Dariusz Siemieniako, Linda Brennan
Presenter(s): Dariusz Siemieniako (face to face)
2. *COPING STRATEGIES FOR DISABILITIES ENTREPRENEURS DURING POST COVID-19*, Abidn Zila-Zainal, Jamaludin Azahari, Omar Muhammad
Presenter(s): Abidn Zila-Zainal, Jamaludin Azahari, Omar Muhammad
3. *TRENDS AND PREREQUISITES OF SUSTAINABLE DEVELOPMENT IN INTERNATIONAL BUSINESS: BIBLIOMETRIC ANALYSIS*, Zhanna Belyaeva, Yana Lopatkova
Presenter(s): Zhanna Belyaeva (on line)

END OF SESSION 05

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SESSION 06: 15:30 – 17:00

SESSION 06 – Track 44: Strategic Management: Competing in the Global Arena 2

Building 19, Entrances B&D-Room Multimediale A

SESSION CHAIR: **FESTA, G.**

DISCUSSANT: **PENCO, L.**

1. *DESIGN AND BUDGETING OF SUSTAINABLE PRODUCTS IN THE CONTEXT OF THE CIRCULAR ECONOMY IN THE CONSUMER GOODS INDUSTRY*, Sebastian Steindl, Bernd Britzelmaier
Presenter(s): Sebastian Steindl (44_04)
2. *A STAKEHOLDER FRAMEWORK OF THE FOOTBALL INDUSTRY*, George Yiapanas, Alkis Thrassou, Demetris Vrontis
Presenter(s): George Yiapanas, Alkis Thrassou, Demetris Vrontis (44_06)
3. *A CONFIRMATORY FACTOR ANALYSIS OF COMPETITIVE ENVIRONMENT OF CANNED FRUIT AND VEGETABLE INDUSTRY*, Nutthapon Jitprapai, Jantima Kheokao, Tassanee Krirkgulthorn, Piriya Phovijit
Presenter(s): Nutthapon Jitprapai (44_05)
4. *A FRIEND OR FRIENEMY? THE ROLE OF DIGITAL TOOLS FOR STRAINED GOVERNMENTAL SERVICE PROVIDERS UNDER PANDEMIC OUTBREAK*, Anastasiya Henk, Frode Nilssen
Presenter(s): Anastasiya Henk (44_03)

SESSION 06 – Track 26: Modern International Business, Management and Social Outlooks

Building 19, Entrances B&D-Room Multimediale B

SESSION CHAIR: **ZANNI, L.**

DISCUSSANT: **ASHTA, A.**

1. *BETWEEN SCYLLA AND CHARYBDIS? COVID-INDUCED ECONOMIC PRESSURES THREATENING THE MEDIA IN PORTUGAL*, Rui Alexandre Novais
Presenter(s): Rui Alexandre Novais (51_02)
2. *BUSINESS LEADERSHIP IN JAPAN'S ENVISIONED SOCIETY 5.0: IMPLICATIONS FOR EUROPEAN SUBSIDIARIES?*, Ashok Ashta
Presenter(s): Ashok Ashta (51_05)
3. *SUSTAINABILITY AND CIRCULAR ECONOMY. A LITERATURE REVIEW*, Iacopo Cavallini, Jessica Cinacchi
Presenter(s): Iacopo Cavallini (41_01)
4. *INTERNATIONALIZATION OF SMALL AND MEDIUM-SIZED FAMILY BUSINESSES: NEW INSIGHTS FOR THE FUTURE AGENDA*, Fiorella Pia Salvatore, Michele Milone, Francesco Campobasso
Presenter(s): Fiorella Pia Salvatore (17_05)

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SESSION 06 – Track 08: Business and Society 5

SESSION CHAIR: **ALEEM, A.**

Building 19, Entrances B&D-Room Aula 1

DISCUSSANT: **SIEMIENIAKO, D**

1. *THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITIES ON EMPLOYEES' GREEN BEHAVIOR: THE MODERATING ROLE OF ORGANIZATIONAL TRUST*, Ahmad Zubair, Paolo Esposito
Presenter(s): Ahmad Zubair, Paolo Esposito (08_09)
2. *PERSONAL DATA PROTECTION WITH EMPHASIS ON FACEBOOK*, Antonios Maniatis
Presenter(s): Antonios Maniatis (08_09)
3. *GOOD GOVERNANCE AND CITIZENS' TRUST IN DEVELOPING COUNTRIES: A RESEARCH NOTE FROM PAKISTAN*, Ahmad Zubair, Paolo Esposito
Presenter(s): Ahmad Zubair, Paolo Esposito (39_01)

SESSION 06 – Track 22: Sustaining today's Tourism Growth

SESSION CHAIR: **SIGNORI, P.**

Building 19, Entrances B&D-Room Aula 3

DISCUSSANT: **VUKOVIC, D.**

1. *VISITORS' PERCEPTIONS ABOUT UNESCO'S WORLD HERITAGE SITES*, Ana Sousa, Paula Rodrigues
Presenter(s): Paula Rodrigues (22_05)
2. *COLLECTING TRAVELLING EXPERIENCES: A NEW TRAVELLING MINDSET AND THE ROLE OF ICTS. AN EXTENDED AB*, Ioannis Kostopoulos, Solon Magrizos
Presenter(s): Solon Magrizos (22_06)
3. *TOURISM EMPLOYMENT AND ECONOMICS GROWTH: DYNAMIC PANEL THRESHOLD ANALYSIS*, Darko B. Vukovic, Moinak Maiti, Marko Petrovic
Presenter(s): Darko B. Vukovic (22_08)
4. *THE BRITANNIC AS A VISITABLE SHIPWRECK*, Antonios Maniatis, Kimon Papadimitriou
Presenter(s): Antonios Maniatis (49_01)

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SESSION 06 – Track 20: Food and Agriculture Management 3

Building 19, Entrances B&D-Room Aula 4

SESSION CHAIR: **CHRISTOFI, M.**

DISCUSSANT: **ZUBAIR, A.**

1. *TECHNICAL AND ECONOMIC ANALYSIS OF THE DAIRY COW INDUSTRY IN CENTRAL MACEDONIA, GREECE*, Mitsopoulos, I., Gourdouvelis, D., Pavludi, A., Petkou, D., Tsiouni, M, Aggelopoulos, S.
Presenter(s): Aggelopoulos, S. (20_10)
2. *WASTE MANAGEMENT OF GOAT FARMS AS A FINANCIAL DRIVER OF ENVIRONMENTAL SUSTAINABILITY IN GREECE*, Tsiouni, M., Gourdouvelis, D., Petkou, D., Aggelopoulos, S., Mitsopoulos, I.
Presenter(s): Aggelopoulos, S. (15_01)
3. *THE INFLUENCE OF GREENWASH ON GREEN PURCHASE INTENTIONS; THE MEDIATING ROLE OF GREEN BRAND LOYALTY*, Ahmad Zubair, Paolo Esposito
Presenter(s): Ahmad Zubair (20_07)

SESSION 06 – Track 08: Business and Society 6

Building 19, Entrances B&D-Seminari A

SESSION CHAIR: **CHIOTERIS.S.**

DISCUSSANT: **GAGLIARDI, A.R.**

1. *HOW HAS COVID-19 AFFECTED THE RESIDENTIAL REAL ESTATE MARKET: CASE OF LITHUANIA*, Gindrutė Kasnauskienė, Žilvinas Kubilius
Presenter(s): Gindrutė Kasnauskienė (13_05)
2. *THE FUTURE OF GLOBAL MOBILITY*, Marie-Therese Claes, Joyce Jenkins, Judit Vegh
Presenter(s): Marie-Therese Claes (27_03)
3. *HIGHER-ORDER DYNAMIC CAPABILITIES: THE LITERATURE REVIEW*, Alina Czapla
Presenter(s): Alina Czapla (37_01)
4. *INTERACTION OF ORGANIZATIONAL CULTURE, LEADERSHIP STYLES, EMPLOYEE JOB SATISFACTION AND COMMITMENT IN COVID-19 CONDITIONS*, Rasa Pauliene, Danuta Diskiene, Virginijus Tamasevicius, Dovile Blankute
Presenter(s): Rasa Pauliene (23_12)

END OF SESSION 06