

**SATURDAY 21<sup>ST</sup> SEPTEMBER**

**1400-1600**

**RESEARCH PROJECT WORKSHOP (HOTEL PALACIO)**

Coordinator: Prof. Hans Ruediger Kauffmann

**1600-1800**

**AUTHORS’ NETWORKING AND COLLABORATION WORKSHOP (HOTEL PALACIO)**

Coordinator: Dr. Evangelos Tsoukatos

**SUNDAY 22<sup>ND</sup> SEPTEMBER**

**0900-1300**

**LISBON SIGHTSEEING (complimentary to all participants) (DEPARTURE FROM HOTEL PALACIO)**

**1700-1900**

**PRE CONFERENCE REGISTRATION (CONGRESS CENTRE)**

**1800-1900**

**SESSION CHAIRS AND DISCUSSANTS MEETING (CONGRESS CENTRE)**

Presentation: Prof. Yaakov Weber

**MONDAY 23<sup>RD</sup> SEPTEMBER**

**0730**

**REGISTRATION (CONGRESS CENTRE)**

**0830-1000**

**CONFERENCE INAUGURATION AND KEY NOTE SPEECHES (AUDITORIUM)**

Welcoming by Prof. Ambrosio (Conference Chair), Prof. Vrontis and Prof. Weber (EMRBI, Presidents)  
Fernando Moreira – ESHTE’s President  
Carlos Carreiras – Mayor of Cascais/Estoril  
Adolfo Mesquita Nunes - Tourism State Secretary  
Carlos Martins – President/Administrator of Santa Maria Hospital (largest hospital in Portugal)

**1000-1030**

**COFFEE BREAK (CONGRESS CENTRE)**

**1030-1130**

**PUBLISHING IN JOURNALS (AUDITORIUM)**

Presentation: Prof. Demetris Vrontis

**MEET THE JOURNAL EDITORS (AUDITORIUM)**

Chair: Prof. Demetris Vrontis

**MONDAY 23<sup>RD</sup> SEPTEMBER**  
**1130-1300 SESSION 1**

**ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (1)**

SESSION CHAIR: KRIEMADIS, A.

DISCUSSANT: SÁNCHEZ-HERNÁNDEZ, I.

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

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

SESSION CHAIR: ZHANG, G.

DISCUSSANT: THIRLWALL, A

1. *Thirlwall, A. “Organisational Sequestering Of Workplace Bullying: Adding Insult to Injury”*
2. *Yeromenko, G. “With Clean Hands!” Cooperation of Pharmaceutical Companies and Doctor Partners”*
3. *Swetlik, R., Bengoa, D. “Exploring Organization’s Change Capability”*
4. *Yassour-Borochowitz, D. “Some Customers Think the Service Includes Me” – Sexual Harassment by Customers towards Women Service Providers”*

**ROOM 3: MARKETING (1)**

SESSION CHAIR: ZURAWICKI, L.

DISCUSSANT: LOUREIRO, S.

1. *Cunha, N., Loureiro, S., Rego, A. “Relationship Quality Drives and Outcomes: A Systematic Literature Review Approach”*
2. *Pereira, M. “E-Commerce and Mobile Commerce for Fashion Business”*
3. *Kontu, H., Vecchi, A. “The Adoption, Application and Impact of Social Media in Fashion Marketing”*
4. *Zurawicki, L. “Web Technology and Buyers’ Profiles”*

**ROOM 4: STRATEGIC MANAGEMENT (1)**

SESSION CHAIR: ROSSI, M.

DISCUSSANT: MARTIROSYAN, E.

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

**MONDAY 23<sup>RD</sup> SEPTEMBER**

**1100-1300 SESSION 1**

**ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (1)**

SESSION CHAIR: BECKER, K.

DISCUSSANT: TENGE, M.

1. *Tenge, M. “Increasing Economic Need Satisfaction on the Public Social Software Platform Facebook: Insights from the Airport Industry”*
2. *Minulescu, M. “Exploring the Implication of Jungian Notion of Organizational Psyche: Facebook as a Living Organism”*
3. *Bucko, J., Vejacka, M. “Integration of Faster Platform into Education Process of Economic Information Systems”*
4. *Silva, D., Nobre, H., Becker, K. “Can a Social Network Marketing Strategy Benefit Small and Medium Enterprises?”*

**ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (1)**

SESSION CHAIR: DAVIDOVICH, L.

DISCUSSANT: COHEN, S.

1. *Cohen, S., Karatzimas, S., Naoum, V. “Management Accounting Systems and SMEs: Exploring the Effects of the Financial Crisis in Greece”*
2. *Tusan, R., Banociova, A., Buleca, J. “Comparison of IFRS and Slovak Accounting Regulations in the Area of Accounting and Recognition of Noncurrent Assets”*
3. *Sorrentino, M. “The Introduction of Accrual Accounting In the Italian Public Sector: The ‘Exceptional’ Accounting Treatment for Finance Lease”*
4. *Salvatore, R. “Lessons from the Past: Lights and Shadows of Public-Private Partnership in the Italian Healthcare Sector”*

**ROOM 7: TOURISM (1)**

SESSION CHAIR: TIROSH, N.

DISCUSSANT: VAJČNEROVÁ, I.

1. *Vajcnerova, I., Ryglova, K. “Significance of Quality Dimensions In Tourism Services and Their Impact on Customer Decision-Making Process”*
2. *Camacho, E. “Profitable Index on Tourism Promotion on Madeira: A Financial Model”*
- 3.
4. *Tirosh, N. “Mutual Relationship of Wine Industry vs. Wine Tourism; The Israeli Perspective”*

**ROOM 8: ENTREPRENEURSHIP AND INNOVATION (1)**

SESSION CHAIR: FLORES, A.

DISCUSSANT: GONCALO, J.

1. *Gonçalo, J. “Narcissism and Creativity over Time: Toward a Dynamic Model of Group Creativity”*
2. *Delgado, M., Pereira, R., Dias, A. “Entrepreneurship, Venture Capital, and the Valuation of Firms in Maturity Stage”*
3. *Pravong, S. “Diaspora as a network of influence for business creation in country of origin: the case of Lao”*
4. *Flores, A. “The Innovation Based On Dynamic Capabilities”*

**1300-1430**

**LUNCH (CONGRESS CENTRE)**

**MONDAY 23<sup>RD</sup> SEPTEMBER**

**1430-1600 SESSION 2**

**ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (2)**

SESSION CHAIR: VOULGARIS, F

DISCUSSANT: TUTORE, I.

1. Calza, F., Cannavale, C., Tutore, I. *“Carbon Disclosure Score as a Proxy of Corporate Environmental Proactivity: A Cross-Cultural Analysis”*
2. De Biase, C., Forte, F. *“Unauthorised building and financial recovery of urban areas: evidences from Caserta Area”*
3. Czarczynska, A. *“An Integrated Approach to Value Based Innovation Environment Created by Cross Sector Stakeholders Interaction”*
4. Voulgaris, F., Lemonakis, C. *“Creating a Business Competitiveness Index: An application to Greek Manufacturing Firms”*

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

SESSION CHAIR: ROWLAND, C

DISCUSSANT: TREMBLAY, D.

1. Tremblay, D. *“Work-Family Balance in Childcare Centres: Is Support Related To Participatory Management?”*
2. Beaupré, D. *“Compensation-Based Skills Development Applied To Manufacturing Employees: A Case Study in Quebec”*
3. Yeromenko, G. *“Collaboration Competence Development: The Case of Bionic, Ltd”*
4. Rowland, C. *“Managing Team Performance: Disingenuous or Just Plain Stupid!”*

**ROOM 3: MARKETING (2)**

SESSION CHAIR: CHRYSOCHOU, P

DISCUSSANT: NOBRE, H.

1. Coelho, J., Nobre, H., Becker, K. *“The Impact of Facebook Presence on Brand Image”*
2. Poponi, S., Secondi, L., Aquilani, B. *“Craft Beer: A Consumer Preference and Switching Perspective”*
3. Serra, E., Machado, S., Gonzalez, J. *“Competitive Environment and the Adoption of Customer-Oriented Behaviour: An Empirical Study”*
4. Chrysochou, P., Festila, A. *“Social Discourses toward Healthy Eating: Evidence from Romania”*

**ROOM 4: STRATEGIC MANAGEMENT (2)**

SESSION CHAIR: KHODABANDEHLOO, A.

DISCUSSANT:

1. Van der Wiele, T., Van Iwaarden, J., Eldridge, S., Williams, R. *“Sustaining Business Excellence In Uncertainty”*
2. Monteiro, R., Moutinho, R. *“Managing International Business Constraints Through Corporate Diplomacy: An Illustrative Case Study”*
3. X
4. Khodabandehloo, A. *“Networking For Development: A Case Study”*

**MONDAY 23<sup>RD</sup> SEPTEMBER**  
**1430-1600 SESSION 2**

**ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (2)**

SESSION CHAIR: SULTAN, N.

DISCUSSANT:

1. *Bialek-Jaworska, A., Yaneva, D., Drzlikowska, K. “Comparison of Polish and Bulgarian Preferences of Teaching Tools in the Accounting Field and their Determinants”*
2. *Macedo, I., Pinho, J., Liao, M. “Investigating the Impact of Internet Usage and Acceptance on Active Ageing among Older Adults”*
3. *Netov, N., Tisheva, D. “An Intuitionistic Fuzzy Approach for Automatic Evaluation and Comparison of Online Test Answers”*
4. *Sultan, N. “Cloud Computing and the Web: Their Potential Disruption of the Digital And Education Divide”*

**ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (2)**

SESSION CHAIR: SCHEIN, A.

DISCUSSANT: MIHAI-YANNAKI, S.

1. *Mihai, S. “Interest Rates vs. Income Tax in Wealth Creation or Wealth Destruction”*
2. *Naoum, V., “Sticky Behavior of Selling, General, and Administrative Costs and Earnings Management Practices: An International Comparative Perspective”*
3. *Gomes, D., Oliveira, L., Mota e Costa, P. “The Portuguese National Health Service and the Implemented Accounting Standards: The Problematic Of Consolidated Financial Statements”*
4. *Schein, A. “Are Public Private Partnerships Worthwhile?”*

**ROOM 7: TOURISM (2)**

SESSION CHAIR: SANTOS, J.

DISCUSSANT: FALCÃO, P.

1. *Falcao, P., Santos, D. “Touristic Destination Image: A Study On Lisbon’s Destination Image”*
2. *Ambrosio, V., Matos, G. “Literary Portraits of Lisbon: Image and Promotion of a Tourist Destination”*
3. *Mavris, C., Ambrosio, V. “The Management of Sustainable Tourism Development in Cyprus: Balancing the Economic, Environmental, Social and Cultural Impacts of Tourism”*
4. *Freitas Santos, J., Vareiro, L., Remoaldo, P., Cadima Ribeiro, J. “Evaluating the Guimarães 2012 European Capital of Culture (ECoC): A Tourist Perception Approach”*

**ROOM 8: ENTREPRENEURSHIP AND INNOVATION (2)**

SESSION CHAIR: SUHAIL, S.

DISCUSSANT: SCHNEOR, R

1. *Shneor, R. “On the Consistency and Linearity of Associations between National Cultural Dimensions and Entrepreneurial Intentions Rates”*
2. *Bresciani, S., Bertoldi, B., Giachino, C., Ferraris, A. “The Approach of Family Businesses in the Luxury Industry”*
3. *Bertoldi, B., Branca, S. “Establishing a Sustainable Growth for a SME”*
4. *Suhail, S. “Innovation and SME Growth: The Case of Palestine”*

**1600-1630**

**COFFEE BREAK (CONGRESS CENTRE)**

**1630-1930**

**SINTRA SIGHTSEEING (Complimentary to all participants) (DEPARTURE FROM CONGRESS CENTRE)**

**TUESDAY 24<sup>TH</sup> SEPTEMBER**

**0830-1000 SESSION 3**

**ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (3)**

SESSION CHAIR: SALTINI, T.

DISCUSSANT: MONTEIRO, A.

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

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

SESSION CHAIR: MARTIN-RIOS, C.

DISCUSSANT: STEFANIDIS, A.

1. *Banai, M., Stefanidis, A., Schinzel, U., Shetach, A. “Negotiators' attitudes toward formal contracts: A seven-country analysis”*
2. *Bendaravicienė, R., Krikstolaitis, R., Bakanauskienė, I. “Generational Differences and Employer Branding Segmentation”*
3. *Buttenberg, K. “Challenges For Executive Recruitment In The Light Of the War for Talent in Germany”*
4. *Kurdes, N. “Metro Cash & Carry Ukraine: Changing HR Strategy in Line with Business Strategy”*

**ROOM 3: MARKETING (3)**

SESSION CHAIR: PRIPORAS, C.

DISCUSSANT: DATTA, S.

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

**ROOM 4: INTERDISCIPLINARY RESEARCH (1)**

SESSION CHAIR: FLORES, A.

DISCUSSANT: COSTEA, C.

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

**TUESDAY 24<sup>TH</sup> SEPTEMBER**

**0830-1000 SESSION 3**

**ROOM 5: DIGITAL INFORMATION AND KNOWLEDGE MANAGEMENT (3)**

SESSION CHAIR: VENIERIS, G

DISCUSSANT: BIAŁEK-JAWORSKA, A.

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

**ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (3)**

SESSION CHAIR: MANIATIS, A.

DISCUSSANT: GIACOSA, E.

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

**ROOM 7: INTERNATIONAL BUSINESS (1)**

SESSION CHAIR: VRONTIS, D.

DISCUSSANT: BENGOA, D.

1. *Zhou, J., Bengoa, D. “How can Trust influence the Market Entry in Chinese Shipbuilding Industry?”*
2. *Crema, M., Verbano, C. “Health Lean Management and Clinical Risk Management: A Systematic Literature Review”*
3. *Conto, F. “Exploring the Determinants of Marketing Innovative Behaviours in Wine SMEs: An Explorative Case Study in The Apulian Wine Business”*
4. *Afonso, V., Carvalho, L. “Factors Affecting Innovation in the Hotel Industry”*

**ROOM 8: ENTREPRENEURSHIP AND INNOVATION (3)**

SESSION CHAIR: CASTALDI, L.

DISCUSSANT: KARAGOUNI, G.

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



**TUESDAY 24<sup>TH</sup> SEPTEMBER**  
**1030-1200 SESSION 4**

**ROOM 1: COMPETITIVENESS, DEVELOPMENT AND SUSTAINABILITY (4)**

SESSION CHAIR: ZHANG, C.

DISCUSSANT: RAMADAN, M.

1. Ramadan, M., Levratto, N. “A Causal Model of the Internationalization of SMEs and Of the Transmediterranean: The Case of Moroccan SMES”
2. Monteiro, A., Veloso, C. “Measuring Service Quality, Customers Satisfaction and Behavioural Intentions in the Hotel Industry: A Study of the Hotels in North Portugal”
3. Ozmen, O., Demir, A., Ozel, S. “EFQM Excellence Model as a Basis for Self-Assessment: A Study of Electromechanical Sector in Turkey”
4. Chandrasekhar, N., Ostheimer, B. “Business Model for Do-It-Yourself Furniture Retailers: A Developing Economy Perspective”

**ROOM 2: ORGANIZATION BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (4)**

SESSION CHAIR: MARTIN-RIOS, C.

DISCUSSANT: NICOLAIDES, A.

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

**ROOM 3: MARKETING (4)**

SESSION CHAIR: GIOVANIS, A

DISCUSSANT: ATHANASOPOULOU, P.

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

**ROOM 4: INTERDISCIPLINARY RESEARCH (2)**

SESSION CHAIR: COSTEA, C

DISCUSSANT:

1. Gupta, U., Massa, N., Azzopardi, J. “Organisational Culture and the Value Prioritisation of a Firm’s Intellectual Capital: Towards a Conceptual Framework”
2. Bondrea, A., Costea, C. “State Of Art about the Traditional, Unidirectional Interrelation among Consumption Pattern and Societal and Corporate Development”
3. X
4. X

**TUESDAY 24<sup>TH</sup> SEPTEMBER**

**1030-1200 SESSION 4**

**ROOM 5: CROSS-CULTURAL MANAGEMENT (1)**

SESSION CHAIR: MORALES, R.

DISCUSSANT:

1. *Teodosio, J., Robalo, A. “Is the Globe Model Useful for Cross-Cultural Leadership Research?”*
2. *Alves, G., Correia de Barros, A., Raposo, M. “The Interralated Effects of Culture and Relationship Quality on the Relations between Portuguese Exporters and Angolan Distributors”*
3. X
4. *Rios-Morales, R., Schweizer, M., Gamberger, D., Ursprung, D. “The Impact of International Investment Agreements on Foreign Direct Investment: the Swiss Experience”*

**ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (4)**

SESSION CHAIR: DAVIDOVICH, L.

DISCUSSANT: AGGELOPOULOS, S.

1. *Aggelopoulos S., Tsiouni M., Pavludi A., Chioteris C. “Analyzing Basic Components of Production Cost in Greek Sheep and Goat Farms”*
2. *Giacosa, E., Mazzoleni, A. “A Model of Effective Recovery for Italian Companies to Overcome the Financial Crisis”*
3. *Silva, A., Oliveira, L., Gomes, D. “The Impact of the Financial Crisis and Austerity in a Local Hospital: The Case of Antibiotics Consumption and Its Costs”*
4. *Bialek-Jaworska, A., Dafina, Y., Katarzyna, D. “Difference in Valuation as at the Balance Sheet Date Used By the Newconnect Listed Companies”*

**ROOM 7: INTERNATIONAL BUSINESS (2)**

SESSION CHAIR: KAUFFMANN, R.

DISCUSSANT:

1. *Bresciani, S., Thrassou, A., Vrontis, D. “The Internationalization of R&D Activities to Asian Developing Countries”*
2. *Rios-Morales, R., Brennan, L., Schweizer, M. “The Impact of Chinese Foreign Direct Investment in Switzerland”*
3. *Ostheimer, B., Chandrasekhar, N. “Information Technology as an Enabler in Produce Wastage Avoidance”*
4. *Kaufmann, R., Strata, S., Domenighini, C., Novak, M., Kessler, K. “Losing Quality on the Way from the Meadow to the Consumer’s Plate”*

**ROOM 8: CASE STUDIES AND GENERAL TRACKS (1)**

SESSION CHAIR: TRIGKAS, M.

DISCUSSANT: VOUTINIOTI, A.

1. *Voutinioti, A. “Determinants of User Adoption of E-Government Services and the Role of Citizen Service Centres, In Greece”*
2. *Basiouny, A.M.E., Davies, B., Gear, T., Verschueren, B. R. “A Business Strategy Development Framework For SMEs”*
3. X
4. *Papadopoulos, I., Karagouni, G., Trigkas, M., Beltsiou, Z. “Green Wooden Furniture. Determination of Market Trends and Tendencies in Greece and Cyprus during Economic Crisis”*

**TUESDAY 24<sup>TH</sup> SEPTEMBER**  
**1330-1500 SESSION 5**

**1400-1530**

**LEADERS MEETING (Country Directors, Track/Session Chairs, RIC Chairs)**

**ROOM 1: CONFLICT, DIVERSITY AND COHESION (1)**

**SESSION CHAIR: TSOUKATOS, E.**

**DISCUSSANT: SNORRASON, J.**

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

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

**SESSION CHAIR:**

**DISCUSSANT:**

1. Sakka, G. “The Implementation of Formal and Informal HRM Practices By Middle-Managers in Centralised Public Sector: The Case of Cyprus”
2. X
3. X

**ROOM 3: MARKETING (5)**

**SESSION CHAIR: ESTRELA, R.**

**DISCUSSANT: SIRISENA, A.**

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

**ROOM 4: EDUCATION AND TRAINING (1)**

**SESSION CHAIR: PORATH, A.**

**DISCUSSANT: KHODABANDEHLOO, A.**

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

***“Confronting Contemporary Business Challenges through Management Innovation”***

**TUESDAY 24<sup>TH</sup> SEPTEMBER**

**1330-1500 SESSION 5**

**ROOM 5: CORPORATE GOVERNANCE (1)**

SESSION CHAIR: PARANQUE, B.

DISCUSSANT: NAZAR, M.

1. *Nazar, M., Nishat, M. “Desirable Code of Corporate Governance for Non-Listed Companies: An Experience from Pakistan”*
2. *Kachala, T. M., Berezina, O. Y. “Social Aspects of Corporate Governance”*
3. *Bertoldi, B. Branca, S., Giachino, C. “Comparing the Performance of Family Controlled Businesses and Non-Family Controlled Businesses During the Crisis”*
4. *Elena Casprini, E., D’antone, S., Paraque, B., Pucci, T., and Zanni, L. “The Relationship Between Corporate Governance and Business Model Choice in Family Firms: Is There a Missing Link in Family Business Studies?”*

**ROOM 6: ECONOMICS, FINANCE AND ACCOUNTING (5)**

SESSION CHAIR: BRUNETTI, F.

DISCUSSANT: OLIVEIRA, L.

1. *Costa, L., Menezes, C., Oliveira, L. “Accountability and Discourse: Identity Construction of ‘Águas De Portugal, S.A”*
2. *Saviano, M., Parida, R., Caputo, F., Datta, S. “Insights on Italian and Indian Health Care Systems from VSA Perspective”*
3. *Roumeliotis, M., Kyriakogkonas, P. “Exploring the Interrelations between Codes of Conduct and Financial Performance: Evidence from Greece”*
4. *Raudonen, S. “Role of Taxation Policy in Investments Allocation Decisions: Using a Gravity Approach for Exploring Bilateral FDI Into EU”*

**ROOM 7: INTERNATIONAL BUSINESS (3)**

SESSION CHAIR: GALATI, A.

DISCUSSANT: VIASSONE, M.

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

**ROOM 8: CASE STUDIES AND GENERAL TRACKS (2)**

SESSION CHAIR: BRITZELMAIER, B.

DISCUSSANT: FLORES, A.

1. *Rios-Morales, R., Brennan, L., Schweizer, M., Flores, A. “Foreign Direct Investment as a Means of Economic Development”*
2. *Gomes, P., Meneses, R. “From Offshore Outsourcing Provider to Own Brand Manufacturer: An Exploratory Approach Using Results from the Portuguese Footwear Industry”*
3. *Culasso, F., Broccardo, L., Manzi, L., Truant, E. “Management Accounting Change toward Risk Management”*
4. *Britzelmaier, B., Schlegel, D., Vardanyan, L. “Cost of Equity Capital in Private Companies”*

**ROOM 9: MARKETING (6)**

SESSION CHAIR: MELANTHIOU, Y.

DISCUSSANT: CHAILAN, C.

1. *Chailan, C. “The Role of Art in Luxury Management”*
2. *Serra, E., “The Impact of Consumer Loyalty on the Competitiveness and Sustainability of Private Labels”*
3. *Papasolomou, I., Melanthiou, Y. “Marketing Public Relations: The Cyprus Perspective”*

**TUESDAY 24<sup>TH</sup> SEPTEMBER**

**1500-1630 SESSION 6**

**ROOM 1: CONFLICT, DIVERSITY AND COHESION (2)**

SESSION CHAIR: SYNA, H.

DISCUSSANT: SPANO, I.

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

**ROOM 2: ECONOMICS, FINANCE AND ACCOUNTING (6)**

SESSION CHAIR: BRUNETTI, F.

DISCUSSANT: SENSINI, L.

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

**ROOM 3: MARKETING (7)**

SESSION CHAIR: STOKES, P.

DISCUSSANT: WILSON, I.

1. Wilson, I. “*The Internationalisation of Chinese Firms: Brand, Entry Mode, and Country of Origin Options*”
2. X
3. Goncalves, A. “*Consuming the City, Spaces of Consumption: Commodifying and Aestheticising Cardiff's Everyday Life*”
4. Moore, N., Stokes, P. “*The Managing and Staging of Football Matches In the English Professional Football Industry: An Event Lifecycle Approach*”

**ROOM 4: EDUCATION AND TRAINING (2)**

SESSION CHAIR: MIHAI-YANNAKI, S.

DISCUSSANT: PHILIPSON, S

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

**TUESDAY 24<sup>TH</sup> SEPTEMBER**  
**1500-1630 SESSION 6**

**ROOM 5: STRATEGIC MANAGEMENT (3)**

SESSION CHAIR:

DISCUSSANT:

1. *Turi, C., Castaldi, L. “Deliberate Learning Mechanisms and Alliance Management Capability: A Pilot Study”*
2. *Alves, J., Meneses, R. “Partner Selection In Co-opetition: A Three Step Model”*
3. X

**ROOM 6: TOURISM (3)**

SESSION CHAIR:

DISCUSSANT:

1. *Leitao, I. “Images from Literature and the Arts in constructing Gastronomic Cultural Tourism”*
2. *Smaoui, F., Benali, A. “The Ecotourism Experience An exploratory study in a Tunisian context”*
3. *Syna, H., Regev, S., Shahrabani, S. “Traveling To Risky Destination: The Mediating Effects of Risk Perceptions”*
4. X

**ROOM 7: CASE STUDIES AND GENERAL TRACKS (3)**

SESSION CHAIR: VECCHI, A.

DISCUSSANT: PIERRAKOS, G.

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

**ROOM 8: MARKETING (7)**

SESSION CHAIR: SIRKECI, I.

DISCUSSANT: DE JAGER, J.

1. *Serfontein, M., Drotsky, T., de Jager, J., “Service Quality in the Real Estate Industry in South Africa”*
2. *Lagrosen, S. “Marketing and Organizational Learning – Exploring the Connections”*
3. *Pires, A., Loureiro, S. “A Study on Antecedents and Impacts of Engagement and Participation in Brand Communities in Portugal”*
4. *Al Serhan, O., Sirkeci, I. “A Review of Boycotts and Brand Loyalty in International Marketing”*

**TUESDAY 24<sup>TH</sup> SEPTEMBER**  
**0830-1630 ON-SITE VIRTUAL PRESENTATION SESSION**

**ROOM 9**

SESSION CHAIR: COSTEA, C.

Bachiller, P., Lasa, F. “Spanish Savings Banks: An Analysis of Their Performance”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**1930 GALA DINNER AND AWARD CEREMONY (HOTEL PALACIO)**

**VIRTUAL SESSION**

- Amirkhanpour, M. “Mobile Marketing and SoLoMo Convergence: The New Trends in Marketing”
- Georgiou, T. "Wine Success Framework: An Empirical Assessment in the Family Wineries of Cyprus"
- Guelfi, S. “Variances Analysis of the Free Cash Flows to Firm and its Impact on the Financial Structure. Spare Parts Manufacturers in the Italian Automotive Independent after Market in the 2008-2011 Period”
- Liargovas, P., Repousis, S. “Mergers and Acquisitions Were Not A Solution to the Liquidity and Capital Requirements of Greek Banking Sector”
- Melanthiou, Y., Anastasiou, N. “Social Networking Sites: Workplace Impact”
- Melanthiou, Y., Constantinou, E. “Corporate Recruiting: E-Recruitment in Cyprus”
- Mouzoura, G. “Interactions between the Volatility of Financial Markets and Investors’ Behaviour”
- Panta, M., Vasiliadis, L. “Greek Banks’ International Behaviour in S.E.E. Countries: Business Commitment and Political Dimensions”
- Pavlou, F. “Human Resource Management: ‘Content’, ‘Processes’, or ‘Perceptions’?”
- Rossi, M., Vrontis, D., Thrassou, A. “Biotechnological Mergers and Acquisitions: An overview “
- Sabau, C. “Clusters – A Key Element of Regional Development in Romania”
- Tsoukatos, E., Giovanis, A. “Gender Role Stereotypes and Requisite Management Characteristics: Evidence from Greece”
- Vanparia, B., Tsoukatos, E. "Comparison of SERVQUAL, SERVPERF, BSQ and BANKQUAL Scale in Banking Sector"
- Yahiaoui, D., Chebbi, H. “The Hybridization of HRM Practices Within MNCs: Shifting From Receptive To Learning Subsidiaries”