

HOSTED BY



SAPIENZA
UNIVERSITÀ DI ROMA

Supporters



BOELLA & SORRISI
DAL 1939 CIOCCOLATIERI PIEMONESI



WEDNESDAY - SEPTEMBER 13, 2017
14:00 – 18:00

16:00 – 19:00

Campus Conference Pre-Registration (Registration desk)

17:00 – 18:00

Research Networking Opportunities and Activities (Room 4)
Presentation Prof. Rudi Kaufmann

18:00 - 18:45

Preparation Meeting for Session Chairs and Discussants (Room 4)
Presentation: Dr. Evangelos Tsoukatos, Prof. Yaakov Weber, Prof. Demetris Vrontis



BOELLA & SORRISI
DAL 1939 CIOCCOLATIERI PIEMONESI



SEPTEMBER 14, 2017
08:00 – 17:00 ON CAMPUS REGISTRATION

Campus registration at registration desk.

SESSION 1: 09:00 – 10:30

SESSION 1 - Track 32: Organizational Behavior: The Individual and Group Role in the Workplace (ROOM 11)

SESSION CHAIR: HANDE, O.

DISCUSSANT: BISCOTTI, A.

1. *The Effect of Digital Variables on Perceived Employability in an Ethnic Minority and Hegemonic Group, Lissitsa, S.*
2. *A Moderated Mediation Model for The Roles of Team Learning in Promoting Team Innovation Implementation and Performance, Rashkovits, S., Livne, Y.*
3. *Exposure to bullying and job burnout: the protective role of job resources, Livne, Y., Goussinsky, R.*
4. *Management Objectives in M&A Decisions: A Departure from Rationality? Arnold N, Sanchez-Bengoa, D.*

SESSION 1 – Track 27: Marketing: New Developments in Marketing Research (ROOM 12)

SESSION CHAIR: KAUFMANN, R.

DISCUSSANT: SANCHEZ BENGEOA, D.

1. *Linking Consumer Behavior, Viral Marketing and Cinematography: A Practical Application for NGOs, Melanthiou, Y., Papasolomou, I., Avgeropoulou, I.*
2. *E-commerce Studies Review: Implications and Future Agenda for Firms and Consumers, De Vanna, F., Matarazzo, M.*
3. *Family Business' Responses to Consumer Demands considering all the Supply Chain of the Food Market, Pellicelli, A.C., Bollani, L.*

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SESSION 1 - Track 24: International Business: Multinational Aspects of International Business (ROOM 13)

SESSION CHAIR: SHOHAM, A.

DISCUSSANT: OSARENKHOE, A.

1. *What Is Smart Leadership in Luxembourg, Schinzel U.*
2. *Venture Capitalist's intervention and the internationalization of International New Ventures (INVs) – Portuguese Case Study, Ribeiro, P., Meneses, R.*
3. *Emerging Market Multinationals from Latin America: Analyzing the Internationalization Patterns and M&As Corporate Strategies of Mexico's Largest Companies, Jarque, E.*
4. *Screening and Scoring Process in M&A Deals of Serial Acquirers. Evidence from the Russian and International Markets, Vashakmadze T, Sergeeva, A., Krechun, M.*

SESSION 1 - Track 27: Marketing: Sports Marketing (ROOM 6a)

SESSION CHAIR: ADIGUZEL FERAY

DISCUSSANT: ITANI OMAR

1. *Determinants of Sport Commitment and Purchase Intention of Runners: an Empirical Examination, Koronios, K., Kriemadis, A., Gkatsis G., Manousaridou, G*
2. *Love and Respect in Soccer Industry, Loureiro, S.*
3. *Consumer Perceptions of Social Media around Varsity Cup Rugby: A Traditional South African University, Serra, P.*
4. *Global Banning of a Diffused Controversial Practice: Deinstitutionalization in the Soccer Industry, Gurses, K., Giones, F., Mehtakumar, K.*

SESSION 1 - Track 33: Public and Nonprofit: Managing Public and Nonprofit Organizations (ROOM A)

SESSION CHAIR: FESTA, G.

DISCUSSANT: FERRARIS A.

1. *For Love and Money! Employees, Volunteers and Economic Performances in USA Nonprofit Art Organizations, Besana A*
2. *Governance of Nonprofit Institutions: A Managerial Issue? Civitillo R*
3. *The Adoption of Accrual Accounting in the Public Sector: A Case within Italian Universities, Rupo, D., Loprevite, S., Sidoti,*

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SESSION 1 - Track 19: Health Care Management: New Challenges for Health Care Management (ROOM 14)

SESSION CHAIR: PJERO (BEQIRAJ), E.

DISCUSSANT: BICIUNIENE, I.

1. *How Quality of Life Indicators Can Define Care Processes Performance*, Salvatore F. P., Crema M., Contò F., Fiore M.
2. *The Influence of Personal and Organizational Factors on Entrepreneurship Intention: an Application in the Healthcare Sector*, Marques, C.
3. *Profile of Women Entrepreneurs in Healthcare Sector: an Exploratory Study*, Marques, C, Mestre M., Nascimento, M.
4. *The long-term effects of CVDs on economic development: the case of Bangalore*, Chinnaswamy A.K., Garcia-Perez A., Marshall I.M., Naguib R.

SESSION 1 - Track 20: Tourism and Hospitality: Tourism Firms in a Challenging Environment (MASTER ROOM)

SESSION CHAIR: ROWLAND, C.

DISCUSSANT: STOKES, P.

1. *An Examination of Residents' Support for Tourism Development: A Case Study in the City of Yogyakarta*, Roostika, R.
2. *Fear of Terrorism and the Cosmopolitan Value System Reflected in the Tourists' Perception of Country Image and Travel Decision*, Vereb, V., Nobre, H., Farhangmehr, M.
3. *Reducing Costs Or Increasing Marketing: Strategic Suggestions for Tourism Firms in Crisis Situations*, Bremser, K., Del Mar Alonso-Almeida, M., Llach, J.
4. *Destination Marketing in The United Kingdom and Organizational Ambidexterity: Exploitative Dilemmas and Explorative Prospects?*, Scott, P.

SESSION 1 - Track 8: Corporate Social Responsibility: Social Responsibility in Profit and Non- Profit Organizations (ROOM 6c)

SESSION CHAIR: BELYAEVA, Z.

DISCUSSANT: ROSSI, M.

1. *Corporate Social Responsibility and Corporate Governance for Non-Profit Organizations an Either / Or Choice?* Eller, H.
2. *The Social Responsibility in Banking: Review and Research Perspectives*, Bellomo, M.
3. *Restoring Legitimacy in the Aftermath of Corporate Scandals: A Multiple Case-Study Analysis on CSR Initiatives*, Florio, C.
4. *Political Corporate Social Responsibility in the Turkish Business Context*, Elif, C.

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SESSION 1 - Track 27: Marketing: Retail- and Service Marketing (TESI ROOM)

SESSION CHAIR: BALOMENOU, C.

DISCUSSANT: WALTER, N.

1. *Can Brand entertainment strengthen a brand?, Caratù, M., Sfodera, F.*
2. *Customer Oriented Strategy and Business Performance: Evidence from the Tourism and Hospitality Industry, Kriemadis, T., Rizos, J., Koronios, K., Papaioannou, A.*
3. *Determinants of Youth's Trust in the Retail Banking Sector in Turbulent Times, Azevedo, A.*
4. *An Assessment of Customer Retention with Self-Service Technology: A Comparative Study between Internet Banking and Mobile Banking in Saudi Arabia, Alsiehem, A., Battor, M., Pantano, E., Dennis, C.*

END OF SESSION ONE

10:30 – 11:00 **Coffee break**

11:00 - 13:00 **CONFERENCE INAUGURATION (Room 5)**

WELCOMINGS

Prof. Stefano Fontana, *Conference Chair and University of Rome Sapienza*

Prof. Demetris Vrontis and Prof. Yaakov Weber, *Presidents of EMRBI*

Prof. Eugenio Gaudio, *Chancellor of University of Rome Sapienza*

Prof. Giuseppe Ciccarone, *Dean of Faculty of Economics University of Rome Sapienza*

Prof. Daniele Vattermoli, *Director of Department of Law and Business University of Rome Sapienza*

Prof. Alberto Pastore, *University of Rome Sapienza*

Prof. Mauro Rota, *University of Rome Sapienza*

KEYNOTE SPEAKER

Prof. Elias Carayannis, *George Washington University*

13:00 – 14:00 **Lunch Break**

14:00 - 16:00 **Meet the Editors Session (Room 5)**

16:00 – 16:30 **Coffee break**

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SESSION 2: 16:30 – 18:00

SESSION 2 - Track 27: Marketing: Consumer Relationship Marketing (ROOM 6c)

SESSION CHAIR: BALOMENOU, C.

DISCUSSANT: BALOMENOU, C.

1. *Derogation Effect of Using Successful Versus Attractive Spokesperson in Advertising: A Comparative Study between the Netherlands and Brazil, Adiguzel, F.*
2. *Brand Equity: A Probabilistic Approach on Brand Preference, Martins, M., Santos, L., Brandao, A.*
3. *Undervalued and Disorganized? Classifying and Appraising of Contemporary Out-of-Home Advertising in South Africa, Roux T, De Jager, J.*
4. *Retailers' Inventory Strategy on Purchasing-Consumption Cycle of Consumers, Fujimoto, H.*

SESSION 2 - Track 9: Cross Cultural Management: Intercultural Interactions (ROOM A)

SESSION CHAIR: KAUFMANN, R.

DISCUSSANT: SANCHEZ BENGEOA, D.

1. *Local Liabilities and Interaction between Native and Immigrant Firms, Milanesi, M.*
2. *Employee Learning in Intercultural Interactions -Grounded Theory, Rozkwitalska, M.*
3. *The Impact of Studying in a Socioeconomically Different Society Compared to the Home Country on Work Related Values: Evidence from Cypriot Workers who were Educated in the UK, Epaminonda, E.*
4. *Economic Animosity, Nationalism and Country Image: "US vs. Others" in Times of Crisis, De Nisco, A., Papadopoulos, N., Napolitano, M.R., Mainolfi, G.*

SESSION 2 - Track 16: Finance: Financial Considerations and Dilemmas (ONIDA ROOM)

SESSION CHAIR: VILLARI, B.C.

DISCUSSANT: GEORGAKOULIAS, A.

1. *Hedge Funds Performance Tracking for Cyprus, U.K. and Ireland, Mihai Yiannaki, S.*
2. *Shareholder Dilemma: What Stake to Offer to Financial Investors? Proposals Based on Financial Principles, Martirosyan, E.*
3. *Ownership Structure and Financial Performance of Companies in The French Stock Market Index CAC 40: Is The French Government A Performing Shareholder?, Goehlich, V., Fournier, G.*
4. *The Cost of Capital in the Bond Market when the Firms Allegedly Restated Earnings, Matozza, F., Biscotti, A.M., Mafrolla, E.*

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SESSION 2 – Track 27: Marketing: Knowledge Management, Innovation & Strategy (ROOM 13)

SESSION CHAIR: ROSSI M.

DISCUSSANT: MATRICANO, D.

1. *The Impact of Internal and External Organizational Orientations on Firm Performance, Dahan, G., Shoham, A., Asseraf, Y.*
2. *Applying Seci Model to Transfer Organizational Memory through Corporate Museums, Matricano, D.*
3. *Marketing Doctrine as A Precursor to New Product Development and International Performance: Towards A Testable Theoretical Model, Boulos, J.*
4. *Influence of Updating Environmental Knowledge through Learning Processes to Improve Performance in a Tourist Market, Martínez-Martínez, A., Cegarra-Navarro, J.G, García-Pérez, A.*

SESSION 2 - Track 21: Human Resource Management: Validation of Scales in HRM (ROOM 11)

SESSION CHAIR: RASHKOVITS, S.

DISCUSSANT: SAMARDZIJA, J.

1. *Development and Validation of a Scale for Team Task Roles, Team Task Types and Task Interdependencies, Karve, S., Pandey, A., Malankar, S.R.*
2. *Effect of Cultural Intelligence and Professional Commitment on Well-Being of Expatriates and Host Country Nationals, Duyar, V.D.*
3. *Examining the Impact of Employee Social Media Usage on Employee Word of Mouth in Tertiary Education in Cyprus: The Role of Bonding Social Ties, Sakka, G.*
4. *Working in Virtual Teams: The role of Team Connectedness, Knowledge Sharing and Team Diversity, Schreiber, E., Van Dijk, D., Drory, A.*

SESSION 2 - Track 27: Marketing: Marketing Mix (ROOM 6a)

SESSION CHAIR: GIOVANIS, A.

DISCUSSANT: MAKRYGIANNAKIS, G.

1. *Customer Relationship Management Technology Use of Salespeople, Itani O Consumer-Brand Engagement through Website Stimuli, Loureiro, S.*
2. *How Trust and Cooperation Have an Impact on International Business: A Case Study, Alves, G.*
3. *Escape Experiences in Lighthouse Tourism: A Photo Elicitation Perspective, Azevedo, A.*
4. *How Founders View the Development of Customer- and Brand-Oriented Capabilities of Their Young Firm, Buttenberg, K.*

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SESSION 2 - Track 27: Marketing: Digital Marketing (TESI ROOM)

SESSION CHAIR: ATHANASOPOULOU, P.

DISCUSSANT: KORONIOS, K.

1. *Online Buying Intentions of Wine Consumers: The Role of Knowledge and Social Media*, Pucci, T.; Casprini, E., Nosi, C., Zanni, L.
2. *A Web of Emotions – The Effect of Online Brand Experience on Brand Loyalty*, Walter, N.
3. *Social Media, Gender and Brand Loyalty towards Luxury Fashion Brands: Economic Crisis in South East Europe*, Gubatova, Z., Kapoulas, A., Ranis, C.
4. *SMEs, Social Media and Internationalization: An Explorative Research*, Bartoloni, S., Pascucci, F.
5. *Building brand loyalty through Social Media in economic crisis: a gender and Gen Y perspective of luxury fashion consumers in South East Europe*, Gubatova, Z., Kapoulas, A., Cheng, R.

SESSION 2 - Track 35: Small and Medium Enterprises: Managing SME's Across Sectors (ROOM 14)

SESSION CHAIR: BRITZELMAIER, B.

DISCUSSANT: TSOUKATOS, E.

1. *New Perspectives in Managing Risks in SMEs.*, Crovini, C.
2. *Spontaneous Vs. Induced Clusters: Networks and Competitive Advantage*, Oz, O.
3. *Towards A Life-Cycle Model of Inter-Firm Networks: Physiological and Pathological Path of Evolution*, Cantele S, Vernizzi S
4. *Big data in SME - Findings of an empirical Study*, Sterk, M., Graue, C., Britzelmaier, B.
5. *When Things Go Wrong: Untangling the Origins of Inter-Firm Network Termination*, Vernizzi, S., Cantele, S.

SESSION 2 - Track 25: International Management (FANFANI ROOM)

SESSION CHAIR: FRANCONI, B.

DISCUSSANT: KARVE, S.

1. *How Lean Global Start-Ups Select their Pricing Strategies, Practices and Models*, Neubert, M
2. *Positive and Negative Aspects of Manager Political Behavior in Public Sector Organizations*, Vinarski Perertz, H, Kidron A
3. *Emerging-Market Firms' Cross-Border Acquisition Completion: Institutional Image and Strategies*, He X, Born Global Family Firms, Francioni, B., Masili, G.
4. *Competitive Advantage in Airline Management*, Pellicelli, A.C.

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SESSION 2 - Track 29: Innovation Management: University/industry research, innovation system (ROOM 12)

SESSION CHAIR: FERRARIS, A.

DISCUSSANT: ARDITO, L.

1. *National Innovation System in Smaller Nations; the Case of Montenegro, Karadzic, V., Manijeh R.*
2. *The Impact of Public Research on Industry Innovation: A Technology-Level Perspective in the Green Energy Field, Lorenzo, A., Messeni, E., Petruzzellia, A., Albino, V.*
3. *Predicting the present and future of aquaponics with Google Trends, Dos Santos, M.*
4. *A GPS Analysis to Investigate Influence of Agricultural Research Systems on GHGs Emissions, Spada, A., Fiore, M., Contò, F.*

END OF SESSION TWO

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08:00 – 17:00 ON CAMPUS REGISTRATION

On campus registration at registration desk.

SESSION 3: 08:30 – 10:00

SESSION 3 - Track 18: Food and Agriculture Management: Success Factors in Food Industry (ROOM 6c)

SESSION CHAIR: SANCHEZ BENGOA, L.

DISCUSSANT: PAPA, A.

1. *Identifying Success Factors in Food Exports: an Application of the Best-Worst Scaling Method, Karipidis, P., Chrysochou P., Karypidou, I.*
2. *Consumer Motives in Times of Economic Recession: Adoption of the Means End Theory, Tzimas, D., Karipidis, P., Kontogeorgos, A.*
3. *Innovative Skills Management for the Agricultural Entrepreneur, Lachapelle, N.*
4. *Examining the Economic Factors that Influence the Technical Efficiency in Goat Farms in Greece, Tsiouni. M., Aggelopoulos, S., Papanagiotou, E., Chioteris, C.*

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SESSION 3 - Track 32: Organizational Behavior: New Aspects in OB Research (ROOM 12)

SESSION CHAIR: LIVNE, Y.L.

DISCUSSANT: BUČIŪNIENĖ, I.

1. *Team Psychological Safety Predicting Team Creativity: A Conditional Indirect Effect Model*, Rego, A.
2. *Kindness, Fred versus Nic; Machiavellian Leadership in the 21st Century*, Rowland, C.
3. *Who Benefits More from Transformational Leadership? The Case of Teachers' Burnout under Normal versus Extreme Work Demands*, Rashkovits, S., Livne, Y.
4. *Role of Digital Communications in Social Super Markets in Croatia*, Knezevic, Bl., Skrobot, P., Delic, M.

SESSION 3 - Track 33: Public and Nonprofit: Reevaluate Resources of Public and Nonprofit (MASTER ROOM)

SESSION CHAIR: BESANA, A.

DISCUSSANT: CIVITILLO, R.

1. *Projectification of the Non-Governmental Sector in Poland*, Jaloča, B.
2. *Evolution of Funding and Financing in Public Higher Education: Challenges for Portugal and Other European Countries*, Guedes, R., Costa, A., Ribeiro, H., Alves, S., Veloso, C.
3. *From Employee Satisfaction to Customer Trust: A Moderated Mediation Model in the Italian Chambers of Commerce*, Romanazzi, S.
4. *Development of Social Enterprise: Distribution of Profit or Non-Distribution Constraint?* Cosentino, A., Magistro, A.

SESSION 3 - Track 8: Corporate Social Responsibility: Social Responsibility – Content Analysis (ONIDA ROOM)

SESSION CHAIR: SCHINZEL, U.

DISCUSSANT: KARIPIDIS, P.

1. *Political Corporate Social Responsibility in the Turkish Business Context*, Cemek, E.
2. *Mandatory Disclosure of Non-Financial Information: A Structured Literature Review*, Sergiacomi, S.
3. *A choice of Socially Responsible instruments: SME Study in 6 countries*, Belyaeva, Z., Lopatkova, Y., Kislyak, N., Rudawska, E.

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SESSION 3 - Track 29: Innovation Management: Collaborative innovation, network and crowdfunding (ROOM 11)

SESSION CHAIR: MIGLIETTA, N.

DISCUSSANT: BATTISTI, E.

1. *Technological Collaboration with International and Domestic Competitors and Innovation Performance*, Rodríguez, A., Nieto, M.J., Lluís, S.
2. *Innovation network dynamics in the aerospace cluster in Tuscany*, Capone, F., Zampi, V.
3. *Crowdfunding. The role of equity crowdfunding in food industries innovation*, Cillo, V., Cardinali, S., Dell'Anno, D., Bertoldi, B.

SESSION 3 - Track 38: Technology Management: New Aspects in Technology Management (ROOM B)

SESSION CHAIR: REYHANI, M.

DISCUSSANT: YAHIAOUI, D.

1. *Valuating Renewable Energy Investments within Transactions: A Comparative Review among Practitioners*, Hürlimann, C.
2. *Taylorism and Amazon: Scientific Management at The World's Most Successful Retail Company*, Schein, A.
3. *Technology Transfer as Driver of Smart Growth: A Quadruple / Quintuple Innovation Framework Approach*, Caputo, F.
4. *Cyber Risk Management in Credit Cooperative Banks: A Case Study*, Giovando, G., Ossola, G., Crovini, C.

SESSION 3 - Track 27: Marketing: Branding Attitudes (TESI ROOM)

SESSION CHAIR: CHEBBI H.

DISCUSSANT: CHIOTERIS, C.

1. *Redeployment of Brand Assets Following M&A by Emerging Market Firms*, Rahman, M.
2. *Antecedents of Brand Equity of Nordic Universities and Moderating Effects*, Coudounaris, D.
3. *The Effects of Downward Line Extensions on Consumer Brand Attitude: The Case of the European Premium Automotive Market*, Pedrosa, G., Nobre, H.
4. *How Customer Experience Attributes Influence Customer Satisfaction and Online Bank Credibility*, Loureiro, S.

SESSION 3 - Track 27: Marketing: Branding (NAVARINI ROOM)

SESSION CHAIR: GIOVANIS, A.

DISCUSSANT: ATHANASOPOULOU, P.

1. *Perceived Value of Brands: The Effects of Brand Attractiveness and Brand Trustworthiness*, Akturan, U.
2. *Framing the Temporal Dimensions of a Brand*, Confente, I., Brunetti, F., Kaufmann, H.R.
3. *The Influence of Sound as Slot Machine Attribute on the Slot Machine Selection Process of Casino Gamers*, Wannenburg, E.
4. *Managing Organizational and Brand Identity in Family Firm: Preliminary Evidences from an Italian Case*, Casprini, E., Ticci, C., Zanni, L.

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SESSION 3 - Track 11: Diversity and Gender in Organizations: Is Anything Changing in Status of Women at Workplace? (ROOM 6a)

SESSION CHAIR: LISSITSA, S.

DISCUSSANT: RIVETTI, F

1. *The More Things Change, the More They Stay the Same, Schipani, C.*
2. *Can A High Women Quota in Supervisory Boards Influence Enterprise Success? Binder, B.*
3. *Does the Presence of Women in Supervisory Boards Influence Firm Performance? Binder, B.*
4. *Womonomics: Is The Workforce Ready?, Averianova, I.*

SESSION 3 - Track 14: Entrepreneurship: Does Entrepreneurship and State Go Together? (ROOM 13)

SESSION CHAIR: PHILIPSON, S.

DISCUSSANT: ADASHOVA, T.

1. *For The Study of Development Governmental Strategy to Support the Entrepreneurial Education in Georgia, Lekashvili, E.*
2. *Effectiveness of Governmental Support Provided to Monotowns in Cis Countries, Kreydenko, T.*
3. *Social Enterprises as Drivers of Local Development: A Framework, Massaro, M., Andreottola, F.*
4. *Mandatory Entrepreneurs' Characteristics to New Ventures' Internationalization, Meneses, R., Moutinho, N.*

SESSION 3 - Track 21: Human Resource Management: What Affects Your Employees? (ROOM 14)

SESSION CHAIR: SOLIMENE, S.

DISCUSSANT: VRONTIS, D.

1. *Effects of Pay Dispersion between Executives and Employees of the Firm on Firm Performance: Evidences from Turkey, Ataay, A.*
2. *Supervisor Commitment versus Organizational Commitment, Kidron, A.*
3. *Identification of leadership Competencies in the International Environment, Mazánek, L., Pekárek, J., Vraniak, L., Konečná, Z.*
4. *The Right to Recreation with Emphasis on Heritage and Tourism, Maniatis, A.*
5. *The Right to Containing Climate Change, Maniatis, A.*

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SESSION 3 - Track 27: Marketing: Marketing General (ROOM A)

SESSION CHAIR: GALATI, A.

DISCUSSANT: THRASSOU, A.

1. *Interlinking Emotional Intelligence and Customer Relationship Marketing in the Lebanese Retail Banking Sector*, Al Khoury, G.
2. *Religiosity and Organic Food Consumption. Towards A Deeper Understanding*, Raggiotto, F., Mason, M.C., Moretti, A., Cardinali, S.
4. *Marketing and PR Activities of the Leading World Universities: Modern Tools and Development Trends*, Chernysheva, A., Kalygina, V., Zobov, A

END OF SESSION THREE

10:00 – 10:30

Coffee break

SESSION 4: 10:30 – 12:00

Special Session - “The Power of Narration (Story) for Learning and for Life: Bridging Past and Future” (ROOM 5)

SESSION CHAIR: SAWYER, C.

DISCUSSANTS: BOMBELLI C, JIRKOVSKA, B., WALLACE, A.

The session is centered on diverse uses of narration (story) for insight and understanding, drawn from research into learning and communication theory. Each panelist recognizes the power of narration to bring attention to the complexities O’Toole and Bennis identified in their Harvard Business Review article “reflecting the complex challenges business leaders face.” They use narration-based approaches to help ensure “learning approaches infused with multidisciplinary, practical, and ethical questions and analyses”. Imagination (a term O’Toole and Bennis highlight) and right brain-centered designs are foundational to the ideas presenters will bring to the conference.

SESSION 4 - Track 40: General Track: Expanding the Research Data (TESI ROOM)

SESSION CHAIR: REGO, A.

DISCUSSANT: KAY, A.

1. *The quality of mission statements in the Tourism Industry: an Empirical Assessment*, Penco, L., Profumo, G., Scarsi, R.
2. *Analyzing the Trump and Brexit Voters*, Dos Santos, M., Lampreia, P., Diz, H.
3. *Entrepreneurship as a Contextual Phenomenon*, Czarczyńska, A.
4. *The Impact of the subsidiary’s intrapreneurial capacity on the evolution of MNC’s strategic orientation in the Euro-Mediterranean region*, Chebbi, H., Yahiaoui, D.

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SESSION 4 – Mixed Session: Contemporary Research Challenges (ROOM 6c)

SESSION CHAIR: VINARSKI, H.

DISCUSSANT: CIVITILLO, R.

1. *Re-Affirming the Need for Systems Thinking in Social Sciences: A Viable Systems View of Smart City*, Saviano, M., Caputo, F.
2. *The Role of Big Data in Value Co-Creation for the Knowledge Economy*, Caputo, F., Evangelista, F., Perko, I., Russo, G.
3. *Family vs No Family Business in Wine Identity Communication*, Iaia, L., Fait, M., Scorrano, P., Cavallo, F., Maizza, A.
4. *Intellectual Capital and Enabling Factors for Startups in a Business Ecosystem Perspective*, Abbate, T., Accordino, P., La Rocca, E.T., Rupo, D.

SESSION 4 - Mixed Session: Corporate Governance: The Formula for Success (MASTER ROOM)

SESSION CHAIR: ROWLAND, C.

DISCUSSANT: CHILLO, V.

1. *Moral Reasoning and Corporate Planning*, Santosuosso, P.
2. *Recent Issues on Corporate Governance: The Effects of the Precautionary Recapitalisation*, Cardi, M.
3. *Impact of Corporate Governance Mechanism on Firm Performance: Evidence from an Emerging Market*, Ataay, A.
4. *Styles of Governance and Company Performance. New Interdisciplinary Model Applied to Best Performing Automotive Industry Giants*, Zanda, S.

SESSION 4 - Track 28: Mergers, Acquisitions and Strategic Alliances: Advantages and Disadvantages of M&As (PARRILO ROOM)

SESSION CHAIR: MATARAZZO, M.

DISCUSSANT: MATRICANO, D.

1. *Cross-Border Merger among Nordic Banks*, Hyder, A.
2. *Promoting Internet Usage: an Analysis of Nonusers*, Teerakapibal, S.
3. *Critical Success Factors of the Mergers and Acquisitions Performance: Interrelationship of Planning stage (Pre-merger) and Integration Process (Post-merger)*, Chew, G.
4. *The Success of Cross Border Acquisitions: Does Cultural Distance Matter for Consumers?*, Matarazzo, M.

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SESSION 4 - Track 13: Emerging Markets: Integration in Global Markets (ROOM A)

SESSION CHAIR: GIACOSA, E.

DISCUSSANT: FRANCONI, B.

1. *The Trade Effects of Economic Integration in Emerging Market of the Eurasian Economic Union*, Kovalev, V., Vyazovskaya, V., Maydanik, V.
2. *Assessment of the International Development Level of Kazakhstan National Pharmaceutical Complex*, Frolova, E., Zulparuza, A.
3. *Recent Developments in Hydrocarbon Energy Markets in the Eastern Mediterranean*, Vasilopoulou, P.
4. *Freedom and Prosperity: Comparative Analysis of Post – Communist Nations*, Mardanov, I.

SESSION 4 - Track 8: Corporate Social Responsibility: New Perspectives on Social Responsibility (ROOM 6a)

SESSION CHAIR: KARATAS-OZKAN, M.

DISCUSSANT: BELLOMO, M.

1. *Understanding “Creating Shared Value”, Daood, A., Menghwar, P.S.*
2. *A New Perspective in Business Evaluation: Measuring Social Impact Value. A Case Study on Italian Work Integration Cooperatives*, Cosentino, A.
3. *Restoring Legitimacy in the Aftermath of Corporate Scandals: A Multiple Case-Study Analysis on CSR Initiatives*, Florio, C.

SESSION 4 - Track 6: Communication: The Power of Communication (ROOM B)

SESSION CHAIR: THRASSOU A.

DISCUSSANT: ATAAY, A.

1. *Stakeholder’s Perceived Reputation of The Local Government of South Africa*, Maleho, L.
2. *Intensifying the Power of the Portuguese Language: Communicating on Science*, Alves, G.
3. *Communication Skills of Entry-Level Accountants in Greece*, Asonitou, S., Tourna, E., Koukouletsos, K., Touloumis, K.
4. *Moving from Poverty towards Wealth: The Strengths Limitations of Contemporaneous OOH Advertising Media in South Africa*, Roux, T.

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SESSION 4 - Track 29: Innovation Management: Competitiveness, entrepreneurship and business model innovation (ROOM 12)

SESSION CHAIR: BERTOLDI, B.

DISCUSSANT: FERRARIS, A.

1. *Montreal's Multimedia and ideogame Industry: The Sources of Its Competitiveness and Innovation Capacity, Tremblay, D.G.*
2. *Autonomy, Innovation Maturity and Intrapreneurship as Drivers of Innovation Management Processes: Evidence from the Water Sector, Annunziata, E., Pellegrini, C., Rizzi, F., Frey, M.*
3. *What comes first, the chicken or the egg: the underpinning technology or business model, Vinaik, R., Zubac, A.*
4. *Horizontal Organization and leadership: A Generative Approach for an Ethic Development in Complex Systems, Rizziato, E.*

SESSION 4 - Track 14: Entrepreneurship: Entrepreneurship Thinking (ROOM 13)

SESSION CHAIR: ABU ASSAB, S.

DISCUSSANT: MASSARO, M.

1. *Entrepreneurial Thinking and Acting in German Hotels – an Analysis From an Individual and Organizational Point of View, Männicke, J., Freyer, W.*
2. *Entrepreneurship Untapped: Testing Training for Start-Ups by PhD Stem Graduates, Mihai - Yiannaki, S., Konis, E., Hadjichristodoulou, C.*
3. *Family business efficacy and performance, AL Kayid, W.S., Jin Z, Ramakrishnan, S., Priporas, C.*

SESSION 4 - Track 18: Food and Agriculture Management: How to Manage the Food Industry? (ONIDA ROOM)

SESSION CHAIR: LACHAPELLE, N.

DISCUSSANT: BROCCARDO, L.

1. *Food Waste Reduction and Shelf Life Extension: The Case Study of Olive Patè, Chiara, F.; Pellegrini, G., Contò, F.*
2. *Farm Business Resources, Goals and Strategies: Implications for Accelerating the Certification, Tselempis, D., Karipidis, P., Pavludi, A.*
3. *The Olive Oil Prices Determinants From Production to Retail: A Study of The Olive Oil Sector in Portugal and Spain, Lousas, C., Ribeiro, H., Alves, S., Veloso, C.*
4. *SMEs Farming Sustainability: The Role of Agrifood Hubs, Malindretos, G.; Moschouris, S., Kinanlis, P.*

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SESSION 4 - Track 29: Innovation Management: Digital marketing, customers and value co-creation (ROOM 11)

SESSION CHAIR: DE NISCO, A.

DISCUSSANT: MONGE, F.

1. *A suggested new method of innovation: introducing the integrated quality function deployment for products & services, Samah, A.*
2. *The customer experience with self-service technologies in service encounters, Teixeira, A., Nobre, H., Simões, C.*
3. *Digitisation and branding evolution: an integrative conceptual framework, Vernuccio, M.*
4. *Involving customers in New Service Development: past, present and future, Athanasopoulou, P., Giovanis, A.N., Tsoukatos, E.*

SESSION 4 - Track 20: Tourism and Hospitality: The Business Race around Hospitality and Tourism (ROOM 14)

SESSION CHAIR: MANIATIS, A.

DISCUSSANT: RYGLOVA, K.

1. *Enhancing Tourism during 2007-2013 Programming Period in Romania: The Case of Brasov Growth Pole, Catana, A., Titan, E.*
2. *Tourist Experience and Virtual Reality: The Case of Nuragica Project, Izzo, F.*
3. *The Trend of Health Care Tourism: Literature Review, Pjero (Beqiraj), E., Kamberi, F., Mechili, E.A.*
4. *Visitor Emotional Experience at a Heritage Site: A Case Study – The Auschwitz-Birkenau Death Camp, Oren, G., Poria, Y., Reichel, A.*

SESSION 4 - Mixed Session: Who Runs Whom? Communication and Management (NAVARINI ROOM)

SESSION CHAIR: SCHIPANI, C.

DISCUSSANT: BINDER, B.

1. *Disclosure via Social Media and Market Reaction within the Stakeholder Theory, Solimene, S., Coluccia, D.*
2. *The Impact of Digital Networks on Managerial Decision Making: Practicalities and Paradoxes, Kay, A.*
3. *Antecedents of Organizational Field Regulatory Change: Linking Individual Profiles of Social Entrepreneurs with their Regulatory Needs and Priorities, Rimac, T., Gurses, K.*
4. *Cyprus and the U.K.: delivering nutritional advice services through digital technology, Kakouri, S. K., Scott, P. and Scott, T.*

END OF SESSION FOUR

12:00 – 13:00

Lunch Break

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SESSION 5: 13:00 – 14:30

SESSION 5 - Track 35: Small and Medium Enterprises: Management Directions in SMEs (ROOM 6a)

SESSION CHAIR: LEKASHVILI, E.

DISCUSSANT: ADASHOVA, T.

1. *Adoption of Risk Management in SMEs: A Systematic Literature Review, Ferreira De Araujo Lima. P., Crema, M.*
2. *Corporate Governance Indexes: A Practical Application on Italian SME's, Roffia, P.*
3. *Determinants of Credit to SMEs – Empirical Evidence From Supply Side Perspective in Mumbai Region, Raghu Kumari, P.S., Pankaj, T.*
4. *Networking SMEs for Knowledge Sharing: Preliminary Evidence from a Survey, Rossignoli, F.*

SESSION 5 - Track 12: Economics: Banking and Economics (ROOM B)

SESSION CHAIR: STACCHEZZINI, R.

DISCUSSANT: ROSSIGNOLI, R.

1. *The Role of Central Banks in Recent Financial Crisis. Causes and Consequences of the Crisis and Countermeasures Taken, Georgakoulias, A.*
2. *The Crucial Role of Lender of Last Resort as One of The Major Means of The Banking Safety Net, Especially in Crisis and Recession Periods, Balomenou, C.*
3. *Options for Diagnostics of Economic Evolution Turning Points, Hronova, S.*

SESSION 5 - Track 20: Hospitality and Tourism: Aspects of Hospitality and Tourism (ONIDA ROOM)

SESSION CHAIR: MAFROLLA, E.

DISCUSSANT: OREN, G.

1. *Perceiving Destination Quality on the Level of the Organization/Tourism Service Provider, Ryglova, K., Králíková, A., Stojarova, S.*
2. *Job Satisfaction in the Hospitality Industry. A Case Study from Greece, Vasilopoulou, P.*
3. *Local Community and Tourists – Perceptions about the Impacts of Tourism in the Historic Zone of Porto, Magalhães, C., Candeias, M.*

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SESSION 5 - Track 23: Interdisciplinary Research: The Future Is Here (ROOM 6c)

SESSION CHAIR: CILLO, V.

DISCUSSANT: THRASSOU A.

1. *Organization Studies Meet Film Studies: The Case of Istanbul's Film Clusters*, Ozlem, O.
2. *Social Media Impact on NPO Brand Equity: Conceptualizing the Trends and Prospects*, Belenioti, Z., Vassiliadis, C.
3. *SWOT Analysis: From Business Analysis to Social Diagnosis*, Ferreira, M.E, Candeias, T.
4. *Students' Perceptions on Smart City Initiatives: Evidence from Italy and Russia*, Ferraris, A., Belyaeva, Z.

SESSION 5 - Track 1: Accounting: Communication and Reporting in Accounting (ROOM 12)

SESSION CHAIR: CANTRELL, B.

DISCUSSANT: GIOVANDO, G.

1. *Integrated Reporting and Preparers' Accountability: A Matter of Context*, Stacchezzini, R., Melloni, G.
2. *How Integrated Reporting Meets the Investors and Other Stakeholders' Information Needs*, Rossignoli, F., Stacchezzini, R.
3. *Estimation of Managerial Discretion in Accruals Using Firm Life Cycle*, Cantrell, B., Dickinson, V.
4. *The detection of false financial statements using accounting ratios: an empirical investigation*, Pisciotta, R., Dicuonzo, G.
5. *Case Studies and Management Accounting Research Epistemological Considerations*, Makrygiannakis, G.

SESSION 5 - Track 14: Entrepreneurship: The Growth Path of Start-Ups (ROOM 14)

SESSION CHAIR: KREYDENKO, T.

DISCUSSANT: WEBER, Y.

1. *Is Public Support Bad for The Dissemination of Crowdfunding Among Innovative Start Up Firms?* Ghi, A., Beatrice, A.
2. *The Role of Business Models in the International Growth Path of Startups*, Pisoni, A., Riva, G.
3. *Does Fund Raising Trigger The Internationalization of Startups?*, Pisoni, A.
4. *David Bowie: Artist or Entrepreneur?*, Rivetti, F., Migliaccio, M.

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SESSION 5 - Track 19: Health Care Management: New Challenges in Health Care Management (ROOM 13)

SESSION CHAIR: SAMARDZIJA, E.

DISCUSSANT: KAYASAN O.

1. *Advancing the Private Healthcare Management System in Lebanon and the Middle East – Introducing New Medical Benefits by Third Party Administrators, Al Khoury, G., Al Khoury, W., Bakhazi, H.*
2. *Impact of Stress and Job Satisfaction on Mental Well Being of Healthcare Professionals, Aggarwal-Gupta, M., Poonam, V.*
3. *An Introduction to Bioethical Rights, Maniatis, A.*
4. *HRM – Patient Orientation and Teamwork Climate Linkage in Health Care Institutions: The Role of Calling and Prosocial Motivation, Biciuniene, I.*
5. *Towards the Adoption of Patient Generated Health Data: A Technology Readiness Investigation of Lagos State Nigeria, Maduka, C.I., Odetayo, M., Nkantah, D., Garcia-Perez, A., Cegarra-Navarro, J.G., Olayanju, L.O.*

SESSION 5 - Track 27: Marketing: New Ways of Marketing (TESI ROOM)

SESSION CHAIR: ADIGUZEL, F.

DISCUSSANT: AKTURAN, U.

1. *An Investigation of Waiters' Occupational Identity (WOI): A Literature Review and Conceptual Model, Jerez, M.*
2. *Exploratory Test of A New Football Club Aggression Scale, Shuv-Ami, A, Toder, A.*
3. *Confente Service Quality, Customer Satisfaction and Corporate Image as a Key Driver of Customer Loyalty in Traditional Trade, Veloso, C., Magueta, D., Fernandes, P., Ribeiro, H.*
4. *Consumer Fad Dynamic: The Gin Case, Meneses, R., Almeida, R.*

SESSION 5 - Track 29: Innovation Management: Innovation, Performance and Value measures (MASTER ROOM)

SESSION CHAIR: SANTORO, G.

DISCUSSANT: MIGLIETTA, N.

1. *Capital Structure and Performance: Evidence from Indonesia Stock Exchange, Miglietta, N.; Battisti, E.; Monge, F*
2. *Value of Listed Companies: Abnormal Earnings and Innovativeness, Philipson, S.*
3. *Overcoming “Imperfections” of Technological Change: the borderless nature of risk in Open Innovation Model, Scuotto, V., Usai, A., Murray, A. Fiano, F.*

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END OF SESSION FIVE

14:30 – 15:00 Coffee break

SESSION 6: 15:00 – 16:30

SESSION 6 - Track 2: Behavioral Economics and Finance: Are You Ready to Pay? (ROOM 12)

SESSION CHAIR: RIBEIRO H.

DISCUSSANT: HURLIMAN C.

1. *Remittance Behavior of Migrant Citizens, Kushnirovich, N.*
2. *Gender Asymmetry in Behavioral Responses of Transport Fee Payers, Mayburov, I.*
3. *Deliberated Intuition in Stock Price Forecasting, Endress, T., Gear, T.*
4. *Does Money Buy you Happiness?, Bozcuk, A.*

SESSION 6 - Track 40: General Track: New Alternatives in Industry (2) (ROOM 6a)

SESSION CHAIR: KUMARI, R.

DISCUSSANT: ABU ASSAB, S.

1. *On The Road to Meaning: A Thinking Journey to Spirituality in Professional Life, Kay, A*
2. *Cost Deployment Implementation: A Case Study, Venturini, S, Crovini, C*
3. *The Balance of Power in the World Manufacturing Industry, Rodionova, I*

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SESSION 6 - Track 27: Marketing: Marketing Mix (2) (ROOM 6c)

SESSION CHAIR: COUDOUNARIS, D.

DISCUSSANT: JEREZ, M.

1. *A Model on Antecedents of Digital Piracy Behavior, Coudounaris, D.*
2. *Pricing Strategies in the Lebanese Pharmaceutical Industry, El Nemar, S., Amani, M.*
3. *The Impact of Existential Guilt Appeal on Consumer Intention to Purchase Cause-Related Product or to Donate to Charity, Adomaviciute, K.*

SESSION 6 - Track 27: Marketing: Marketing Orientation (ROOM 11)

SESSION CHAIR: LOUREIRO, S.

DISCUSSANT: TSOUKATOS, E.

1. *A Comparative Cross Country Analysis of Bank Marketing Strategies during the Current Global Financial Crisis, Balomenou, C.*
2. *Impulsive Buying and Shopping Motivations in Emergent and Mature Markets, Adiguzel, F.*
3. *The Pivotal Role of Organizational Learning as a Link between Exporter's Orientations and Capabilities and between International Performances, Dahan, G., Shoham, A.*
4. *International Differences in Sport Event Sponsorship Effectiveness, Adigüzel, F., Kennett, C.*
5. *Market Doctrine (MD), Creativity, and New Product Performance in International Markets, Abboud, A., Shoham, A.*

SESSION 6 - Track 40: General Track: New Alternatives in Industry (ROOM 13)

SESSION CHAIR: DRUMMOND, D.

DISCUSSANT: VRONTIS, D.

1. *Exploring Alternative Views on Clutches of Ukuthwala in the Patriarchal Culture of South Africa: Balancing of Human Rights, Van Der Bank, C.*
2. *Availability of Car Rental as an Alternative of Car Ownership, Leontyeva, Y.*
3. *Community Based Business Model Proposition, Drummond, D.*
4. *Emergence of Complex New Arrangements: The State Responses to Global Business Diversity, Kayasan, O., Saghir Kayasan, N.*

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SESSION 6 - Track 40: General Track: Global Perspective in Management & Business Research (MASTER ROOM)

SESSION CHAIR: PAPA, A.

DISCUSSANT: ALEKSEEVNA, K.

1. *The Impact of Social Media Brand Communication on Brand Equity for Young Consumers: International High Street Fashion Branding in China*, Kan, Y., Melewar, T.C.
2. *University-Business Cooperation in Greece*, Angelopoulou, K, Tsoukatos, E.
3. *Social Media Technology Use and Managers' Perception. A Preliminary Study in the Italian Wine Industry*, Crescimanno, M., Galati, A., Tulone, A., Tinervia, S.
4. *The Solar PV Sector: Evolution and Growth of Innovation in the Sectoral System*, Xue, H., Niosi, J.

SESSION 6 - Track 26: Knowledge Management and Intellectual Capital (ROOM 14)

SESSION CHAIR: MELANTHIOU, Y.

DISCUSSANT: ROOSTIKA, R

1. *Sharing Knowledge to Increase Food Value Chain the Introduction of DSS by Supply Chain Leader Driving Farmer's Managerial Cultural Change.*, Vitale, G.
2. *Importance of Cultural Intelligence in Indian Management Education*, Naik, K., Bobade, A.
3. *The Choice of Creative Commons License*, Gambardella, M.

SESSION 6 – Mixed Session: A Call for Revolution in Management (TESI ROOM)

SESSION CHAIR: PAPASOLOMOU, I.

DISCUSSANT: MAFROLLA, E.

1. *Energy Management in Italian Municipal Public Administrations: an Organizational Cultural Perspective*, Annunziata, E., Rizzi, F.
2. *Marginal Revolution: Role of Intermediary in Integration of Street Vendors in Formal Economy*, Gurses, K., Rimac, T.
3. *Exploring Interval – Valued Scales: A Comparison of Scale Attributes between Interval Valued and Semantic Differential Scales*, Themistocleous, C., Pagiaslis, A., Smith, A.
4. *U.MAKE.ID – a sourcing platform project for the national and international markets*, Pina, L., Reis, B., Rafael, P., Pereira, M., Miguel, R.

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SESSION 6 – Mixed Session: The World of Change (ROOM A)

SESSION CHAIR: RIZZIATO, E.

DISCUSSANT: FESTA, G.

1. *Effect of Employee Thriving on Innovative Work Behavior, Lyndon, S.*
2. *The Value Relevance of Corporate Social Responsibility in the European Stock Markets: The Influence of Standard Ethics Rating, Dicuonzo, G., Dell’atti, V., Ricciardi, F.*
3. *Do Country-Specific Factors Affect The Value Relevance of Brand Value? An Empirical Analysis, Dicuonzo, G, Perrone, A., Dell’atti, V., Bagna, E.*
4. *Features and Business Opportunities of Piedmont Agritourism, Broccardo, L., Culasso, F., Giacosa, E., Truant, E.*

SESSION 6 – Track 8: Corporate Social Responsibility: Business News around the World (ROOM B)

SESSION CHAIR: CAPUTO, F.

DISCUSSANT: SERGIACOMI, S.

1. *Lean Internationalization of Born Global Firms, Neubert, M., Van Der Krogt, S.*
2. *Price-Setting Strategies for Product Innovations in the MedTech Industry, Cohen, B., Neubert, M.*
3. *Network Perspective on Establishment Process in Transition Economies, Osarenkhoe, A., Desalegn, A., Baffour Awuah, G.*

SESSION 6 – Mixed Session: Business around the World (FANFANI ROOM)

SESSION CHAIR: ZUBAC, A.

DISCUSSANT: MARTYROSIAN, E.

1. *The Cost of Equity of Too Big to Fail Banks (TBTF). A Comparative Study between CAPM, the Method Based on The Reciprocal of P/E Multiple and Actuarial Method, Fontana, S., Solimene, S., Rosati, S.*
2. *The Effects of CEO Narcissism and Corporate Brand Reputation on Firm Performance, Turner, K.*
3. *The Mediating Effect of Innovation on the Relationship between Intangible Resources and Export Performance, Rua O.*
4. *Propulsive Leadership Characteristics for Upgrading New Generation of Leaders in Transition Societies, Samardžija, J.*

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SESSION 6 – Mixed Session: From Heritage to Innovation in Wine Industry and Tourism (ONIDA ROOM)

SESSION CHAIR: KARIPIDIS, P.

DISCUSSANT: CILLO, V.

1. *Supply Chain Connections and the Triple Bottom Line in the Global Wine Industry*, Golicic, S., Signori, P., Flint, D.J.
2. *Successful Organizational Models in the Greek Wine Industry*, Crescimanno, M., Galati, A., Tinervia, S., Iliopoulos, C., Theodorakopoulou, I., Tulone, A,
3. *Vernaccia Di San Gimignano: A Business-Case Analysis to Re-Position an Italian Origin Labelled White Wine*, Mattiacci, A., Caratù, M., Fisichella, C.

END OF SESSION SIX

SESSION 7: 17:00 – 18:30

SESSION 7 – Track 27: Marketing: Marketing in Services (ROOM 12)

SESSION CHAIR: MENESES, R.

DISCUSSANT: ADOMAVICIUTE K.

1. *An Exploratory Study on Consumers Attitudes towards Ethical Fashion Consumption: Motivators and Barriers*, Öztürk, S., Engizek, N.
2. *Employer Branding as a Form of Sport Event Sponsorship: The Case of a Multinational Industrial Firm*, Karjaluoto, H., Paakkonen, L.
3. *Why We Consume Financial Self-Help? A Thick Explanation Using Consumer Tales*, Rahman, K.

SESSION 7 – Track 27: Marketing: Brand Love, Brand Hate & Senses (ROOM 14)

SESSION CHAIR: NOBRE, H.

DISCUSSANT: ALVES, G.

1. *Luxury Consumer-Brand Relationships – The Importance of Self in Brand Love*, Rodrigues, P., Brandao, A., Costa, E.
2. *An Examination of the Influence of Islamic Brand Love on Brand Loyalty, Word of Mouth and Purchase Intention: an Empirical Study in Saudi Arabia*, Waleed, Y., Meleware, T.C., Dennis, C., Foroudi, P.
3. *The Multisensory Experience of Taste. The Effects of Senses and Brand in Wine Consumption*, Romanazzi, S.
4. *Brand hate: a qualitative study on the extreme negative emotion toward the brand*, Gharbi, D., Smaoui, F.

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SESSION 7 – Mixed Session: Research on the Global Map (ROOM 13)

SESSION CHAIR: SCUOTTO, V.

DISCUSSANT: PENCO L.

1. *Relationship between Workforce Diversity and Effectiveness of Indian BPO Organization, Naik, K., Bobade, A.*
2. *Economic and Social Communication Networks: Structural Comparison, Zvereva, O., Kondratyev, A., Zverev, F.*
3. *Toward Developing a Practical Model for Successful Generational Transition in the Family Business, Flynn, J.A., Duesing, R.J.*
4. *Interrelations between Perceived Attributes and their Influence on Preference of User Interfaces, Eytam, E.*

SESSION 7 – Mixed Session: Research on the Global Map (2) (FANFANI ROOM)

SESSION CHAIR: VINARSKI PERETZ, H.

DISCUSSANT: EPAMINONDA, E.

1. *The Value Relevance of Corporate Social Responsibility in the European Stock Markets: The Influence of Standard Ethics Rating, Dicuonz, G., Dell'atti, V.*
2. *Legitimacy Theory and Sustainability Reporting. Evidence from Italy, Vitolla, F., Rubino, M.*
3. *Affordability of Car Rental Services as an Alternative to Car Ownership, Leontyeva, Y., Mayburov, I.*
4. *Entrepreneurship Education as a Process, Sepe, E., Castaldi, L., Iscaro, V., Turi, C.*

SESSION 7 – Mixed Session: The New Research World (MASTER ROOM)

SESSION CHAIR: SANTORO, G.

DISCUSSANT: MAKRYGIANNAKIS, G.

1. *The Effects of Pay Dispersion between Executives and Employees of an Organization on Firm Performance: Evidence from Turkey, Ataay, A.*
2. *Emerging Market Multinationals from Latin America: Analyzing the Internationalization Patterns and M&As Corporate Strategies of Mexico's Largest Companies, Jarque, E.*
3. *Towards A Route to Market Framework for Europe Wide Ambient Assisted Living Technology Solutions, Mcconalogue, E.*
4. *Praxis and Innovation in the Hospitality Industry: Insights from Cyprus, Zopiatis, A, Papadopoulos, C.*

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SESSION 7 – Track 27: Marketing: Brand Love, Brand Hate & Senses (2) (ROOM 6c)

SESSION CHAIR: WEBER, Y.

DISCUSSANT: JARQUE, E.

1. *Exploratory Test of a New Scale for Sport Fans Social and Personal Identities, Shuv-Ami, A., Toder, A.*
2. *Exploring the Effects of Brand Community Centric Model on Fandom and Brandom of Football Fans, Toder, A., Shuv-Ami, A.*
3. *Antecedents to Brand Hate among Generation Y: A consumer cross-cultural study, Rodrigues, C., Rodrigues, P.*

SESSION 7 – Mixed Session: Challenges in a Management Environment (TESI ROOM)

SESSION CHAIR: ARDITO, L.

DISCUSSANT: MATARAZZO, M.

1. *When Things Go Wrong: Untangling the Origins of Inter-Firm Network Termination, Vernizzi, S., Cantele, S.*
2. *Towards a Life-Cycle Model of Inter-Firm Networks: Physiological and Pathological Path of Evolution, Cantele, S., Vernizzi, S.*
3. *The Relationship between Leadership Competencies and Successful Organizational Change, Chatzoglou, P., Chatzoudes, D., Aggelidis, E.*
4. *Vermouth: the revenge of the king of aperitif wines in the new mixology era, Pellicelli, A.C.*

END OF SESSION SEVEN

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GALA DINNER

Venue: CASA DELL'AVIATORE

Time: 08:00 pm

Dressing code: Formal

Address: VIALE DELL'UNIVERSITÀ, 20 – 00185 ROMA

Website: <http://www.casaviatore.it>