

ACIEK

ACADEMY OF INNOVATION,
ENTREPRENEURSHIP, AND KNOWLEDGE



UNIVERSIDAD DE SEVILLA
UNIVERSIDAD DE SEVILLA

16TH ACADEMY OF INNOVATION,
ENTREPRENEURSHIP, AND
KNOWLEDGE CONFERENCE

Greening, Digitizing and Redefining Aims in an Uncertain and Finite World

JUNE 28-30 / 2022


















Greening, Digitizing and
Redefining Aims in an
Uncertain and Finite World

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Greetings from the Authorities



Naveen Donthu

ACIEK President

Editor-in-Chief, Journal of Business Research

On behalf of ACIEK and the Journal of Business Research welcome to the 2022 Conference which is being held in Seville. We hope this is a great start for ACIEK with many more successful ones to come. ACIEK 2022 includes approximately 272 papers from authors working worldwide. The papers are exceptional accomplishments that represent the best in the field of Innovation, Entrepreneurship, and Knowledge. There are conceptual, empirical, and commentary papers that should encourage you to think, ask questions, and initiate new research projects. Journal of Business Research is proud to partner with ACIEK.

I want to congratulate the conference co-chairs for putting together this great event again in person under very unusual circumstances created by COVID. I also want to thank the members of the organizing committee, session chairs, and reviewers. So folks, welcome to ACIEK 2022. Keep sending your best work to ACIEK and the *Journal of Business Research*! Please stay safe and healthy.



ACIEK President

Editor in Chief, Journal of Business Research

Distinguished University Professor

*Vachel Pennebaker Eminent Research
Professor and Chair of Marketing Department,
Georgia State University, USA.*

www.donthu.com

Fred Phillips

ACIEK Vice President

Professor, University of New Mexico

Dear ACIEK Colleagues, as I predicted last year, this year ACIEK will be a hybrid conference.

Fortunately, we can now return to face-to-face conferences, but we should not relax, we should still take precautions. We can once again talk about exciting trips abroad and the added value that ACIEK's face-to-face conferences offer in terms of socializing with colleagues. However, we should not forget what we have learned these past years, that we can also exchange formal knowledge on the virtual side of the 2022 ACIEK conference, learning what our fellow researchers have discovered and written about, and benefiting from the new platform ACIEK has created that enhances the virtual conference experience.

Time has brought us hybrid conferences that offer richer online experiences for members who opt for the stay-at-home economy, while in-person attendees enjoy the traditional conference experience augmented by online meetings with stay-at-home colleagues. This is resilient innovation, exactly the focus of our organization. We live it and we research it.

Even more important is your health, and that of your families, and your success in maintaining a positive attitude during these difficult pandemic times.

As teachers, we feel more connected electronically, but we also want to reconnect with our students and bring back education as we know it, face to face. It is the best way to learn.

Therefore, I think it is very important and worth appreciating the moment to be able to interact with our ACIEK colleagues this year and in the coming years, and to involve our students in the organization. Many thanks to President Naveen, the ACIEK board and the OKRE Observatory for making this possible once again, and to you, dear members, for continuing to participate.



ACIEK Vice President

Professor, University of New Mexico

*Visiting Professor, SUNY Stony Brook
and Tongji University*

*Visiting Scientist, Chinese Academy
of Sciences*

Kondratieff Laureate



UNIVERSIDAD DE SEVILLA

Manuel Rey Moreno

2022 ACIEK Chair

Full professor at the University of Seville

Dear editors and participants, welcome to Seville ACIEK 2022 International Conference.

Seville is the capital of Andalusia, the most populated region in Spain. This city and its metropolitan area have around one million and a half inhabitants.

Seville summarizes like no other place in Spain, the history of our country. Seville is the city of Giralda, Torre del Oro, Plaza de España and "Las Setas". Seville is the city of Velázquez, Murillo, Bécquer or Cernuda. Seville is the city of Flamenco, the April Fair, the Holy Week or SICAB.

Seville is all that I have just mentioned, but it is much more. Seville is also innovation, technology, knowledge and business.

The University of Seville, with more than 5 centuries of history (it was founded by Rodrigo Fernández de Santaella in 1505), has more than 70,000 students, which makes it the second largest in Spain.

Our University has more than 30 academic and research centers, among them the Faculty of Economic and Business Studies, the host of ACIEK Seville 2022.

From 28 to 30 June 2022, the city of Seville and the University of Seville will become, once again as so many times throughout their long history, the center of knowledge and research in the world. This time it will be thanks to ACIEK. We are very grateful for this opportunity.

I will conclude these words with a loving advice for our colleagues and visitors. Work, reflect and discuss hard in our classrooms, but do not forget to enjoy as much as you can this amazing city, in its streets, on its corners and with its people.



2022 ACIEK Chair

Full professor at the University of Seville

An aerial photograph of a city, likely Warsaw, featuring a large circular plaza with a fountain in the center. The image is overlaid with a large, semi-transparent blue circle that has a yellow-to-blue gradient. To the left of the circle is a green wireframe sphere. To the right is a yellow ring. The text is centered within the blue circle.

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Redefining Aims in an
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About ACIEK



UNIVERSIDAD DE SEVILLA

16TH ACADEMY OF INNOVATION, ENTREPRENEURSHIP, AND KNOWLEDGE CONFERENCE

ACIEK holds its Conferences in top international universities. The overall theme of the Conference is broken down into the same topic or different subtopics for each journal; this is decided by the editor-in-chief of each journal. The topics can thus be adapted to the research streams and editorial policies of each journal, with the total number of sessions or tracks varying according to the number of journals.

One of the outcomes of the Conference is to select papers that, depending on the specialty of each journal and the quality of the papers, may be published in the affiliated journals. Ethical guidelines are a core principle of the Academy of Innovation, Entrepreneurship, and Knowledge Conferences. Academic and professional integrity and excellence are central to the ACIEK Conferences. The Code of Conduct and Best Practice Guidelines are aligned with COPE (Committee on Publication Ethics). All affiliated journals fully comply with the principles of transparency and best scholarly practice.

The abstracts of all papers accepted to be presented at the Conference will automatically go to the Conference Proceedings, which will be published with an ISBN. The best papers will have the chance to be published in the affiliated journals.



ACIEK 2022

Organizing Committee

Calvo de Mora Schmidt, Arturo

Revilla Camacho, M. Ángeles

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Albort Morant, Gema

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Universidad Sevilla, Spain

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Universidad Jaume I, Spain

Sánchez Medina, Agustín,
Universidad Las Palmas Gran Canaria, Spain

Sosa Varela, Juan Carlos,
Universidad Ana G. Méndez, Puerto Rico

Valor Martínez, Carmen,
ICADE, Universidad Pontificia Comillas, Spain

Velicia Martín, Félix Antonio,
Universidad Sevilla, Spain

Villarejo Ramos, Ángel Francisco,
Universidad Sevilla, Spain

Welsh, Dianne,
University of North Carolina, USA



Participating Countries

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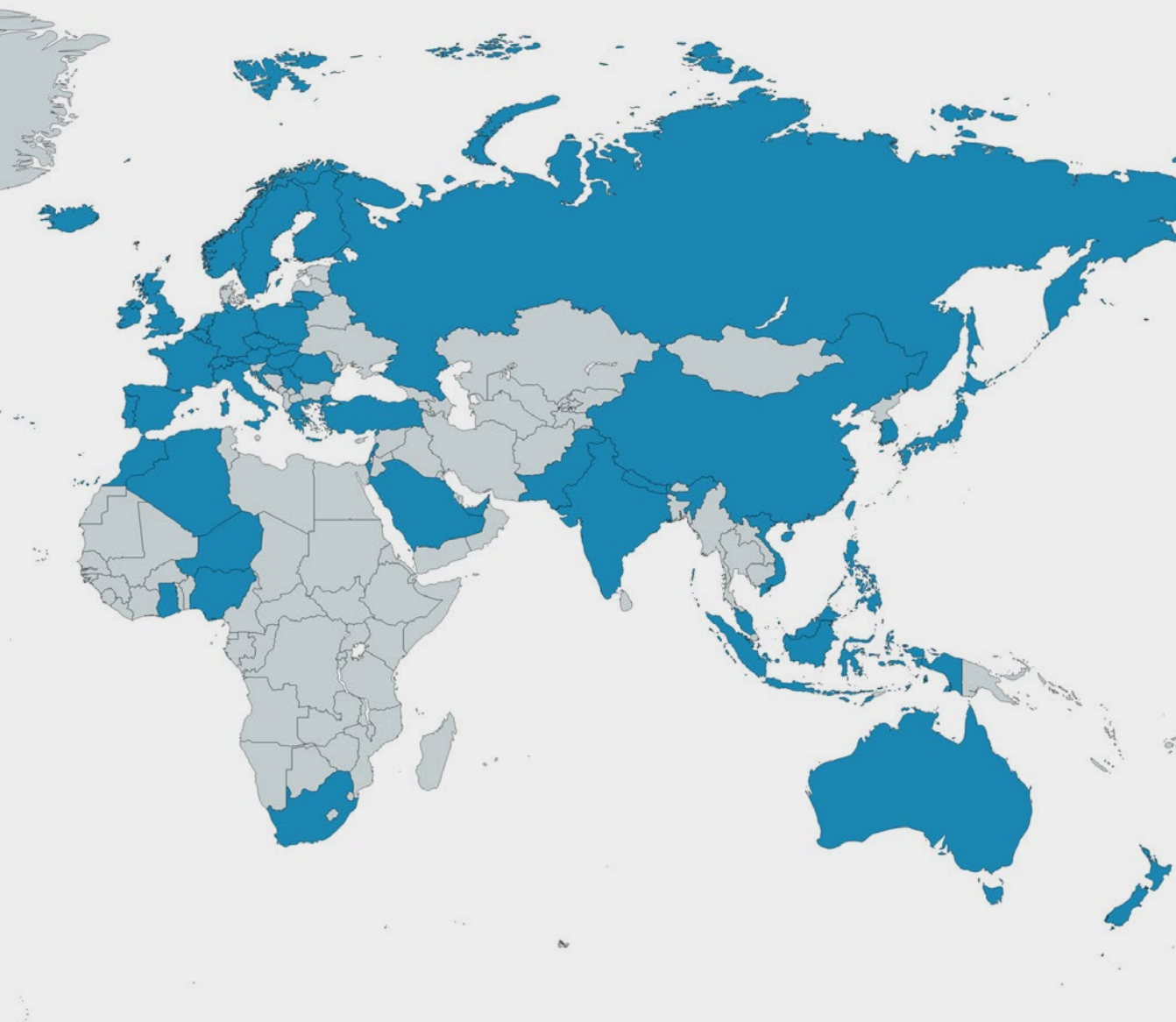
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Program

Parallel Sessions

ROOM 11	Floor 1
ROOM 12	Floor 1
ROOM 13	Floor 1
ROOM 14	Floor 1
ROOM 15	Floor 1
ROOM 21	Floor 2
ROOM 22	Floor 2
ROOM 24	Floor 2
ROOM 25	Floor 2

28th June

12:00-18:00	Registration
	Room: Salón de Grados CHAIR: Manuel Rey Moreno
14:30 - 15:00	WELCOME
15:00 - 16:00	University and Business Meeting. Francisco José Cossío Silva
16:00 - 16:20	Fred Phillips. Vicepresident
16:20 - 16:35	Brij Gupta. How to publish in IJSSCI
16:35 - 16:50	Marinko Škare. How to publish in ER
16:50 - 17:05	Stefano Bresciani and Alberto Ferraris. How to publish in BFJ
17:05 - 17:20	Steven D'Alessandro. How to publish in JCB
17:20 - 17:35	Giampaolo Viglia. How to publish in P&M
17:35 - 17:50	Daniel Palacios and Virginia Simon. How to publish in IEMJ
17:50 - 18:05	Paul Jones. How to publish in IJEER
18:05 - 18:20	Sascha Kraus. How to publish in RMS
18:20 - 18:35	Fred Phillips. How to publish in TFSC
18:35 - 18:50	Naveen Donthu. How to publish in JBR
18:50 - 19:10	Naveen Donthu. President
19:10 - 19:25	ACIEK 2023. ESIC Presentation
	Wine

29th June

9:00-10:30	Meet the editors ' debate: Fred Philips, Sascha Kraus, Daniel Palacios, Giampaolo Viglia, Alberto Ferraris, Brij Gupta, Marcin Staniewski, Enrique Bigné, William McDowell Room: Salón de Grados
10:30-10:50	COFFEE BREAK
10:50 - 13:50	Parallel Sessions (Rooms: 11, 12, 13, 14, 15, 21, 22, 24, 25)
13:50 - 15:10	LUNCH BREAK
15:10 - 19:10	Parallel Sessions (Rooms: 11, 12, 13, 14, 15, 21, 22, 24, 25)

30th June

9:00-10:30	Coffee with editors: Fred Philips (Room 12), Brij Gupta (Room 13), Alberto Ferraris, (Room 14), Giampaolo Viglia (Room 11), Marcin Staniewski (Room 22), Sascha Kraus (Room 24), Daniel Palacios (Room 25) William McDowell (Room 15), Enrique Bigné (Room 21)
10:30 - 13:50	Parallel Sessions (Rooms: 11, 12, 13, 14, 15, 21, 22, 24, 25)
13:50 - 15:00	LUNCH BREAK
15:00 - 16:30	Interest Groups (Rooms: 11, 12, 13, 14, 15, 21, 22, 24, 25)
20:00	Gala Dinner: ABADES TRIANA Restaurant, C. Betis, 69, 41010 Sevilla



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29th

JUNE / 2022

Program



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29 th June	ROOM 12	ROOM 13	ROOM 14	ROOM 11
9:00 — 10:30	ROOM SALÓN DE GRADOS: Meet the editors' debate: Fred Philips, Sascha Kraus, Paul Jones, Daniel Palacios, Giampaolo Viglia, Alberto Ferraris, Brij Gupta, Marcin Staniewski, Enrique Bigné, William McDowell			
10:30 — 10:50 COFFEE BREAK				
	CHAIR Antonio L. Leal Rodríguez	CHAIR Borja Sanz Altamira	CHAIR Cayetano Medina Molina	CHAIR Rodrigo Martín Rojas
10:50 — 11:10	ARE DIGITAL PLATFORMS A BRIDGE BETWEEN DEVELOPED AND EMERGING MARKETS? EVIDENCE FROM MULTIPLE CASE STUDIES - Riccardo Rialti, University of Milan, Italy - Anna Marrucci, University of Pisa, Italy - Faheem Uddin Syed, University of Pisa, Italy - Raffaele Donvito, University of Florence, Italy	BANK CONCENTRATION ON FIRM LEVERAGE AND PROFITABILITY - Jose Julian Cao Alvira, The City University of New York, United States	ARTIFICIAL INTELLIGENCE A PARADIGM SHIFT FOR HEALTHCARE INDUSTRY: THE MEDICAL STAFF'S ACCEPTANCE - Patricia Baudier, EM Normandie Business School, Métis Lab, France - Galina Kondrateva, EDC Paris Business School, France - Chantal Ammi, Institut-Mines Telecom Business School, France	E-COMMERCE CHANNEL MANAGEMENT ON THE MANUFACTURER'S SIDE: ONGOING DEBATES AND FUTURE RESEARCH PATHWAYS - Jacopo Ballerini, University of Turin, Italy - Dorra Yahiaoui, Kedge Business School, France - Alberto Ferraris, University of Turin, Italy
11:10 — 11:30	FIVE DIMENSIONS OF BUSINESS MODEL INNOVATION: A MULTI-CASE EXPLORATION OF INCUMBENT BUSINESS MODEL TRANSFORMATIONS - Ricardo Costa, Uppsala University, Sweden - Darek M. Haftor, Dep. of Informatics & Media, Sweden	ACCESSING SOCIETAL BENEFITS OF TRANSFORMATIVE CONSUMER RESEARCH - Tian Zeng, Université du Québec à Rimouski (UQAR), Canada	WHY DO GUESTS STAY AT AIRBNB VERSUS HOTELS? AN EMPIRICAL ANALYSIS OF NECESSARY OR SUFFICIENT CONDITIONS IN THE ANDALUSIAN REGION - Manuel J. Sánchez Franco, University of Sevilla, Spain - Maria Elena Aramendia Muneta, Universidad Publica de Navarra, Spain	THE INFLUENCE OF TWITCH AND SUSTAINABILITY ON THE STOCK RETURNS OF VIDEO GAME COMPANIES: BEFORE AND AFTER COVID-19 - Juan Piñeiro Chousa, Universidade de Santiago de Compostela, Spain - M. Ángeles López Cabarcos, Universidade de Santiago de Compostela, Spain - Ada Pérez Pico, Universidade de Santiago de Compostela, Spain - Jérôme Caby, Sorbonne Business School - Université Paris 1 Panthéon-Sorbonne, France

ROOM 22

ROOM 24

ROOM 25

ROOM 15

ROOM 21

COFFEE BREAK

CHAIR

**Pedro Palos
Sánchez**

**RESEARCH ON THE
IMPACT OF MANAGERS'
OVERCONFIDENCE
UPON FIRM'S
ENTREPRENEURSHIP:
EVIDENCE FROM CHINESE
LISTED FIRMS**

- Wentao Gu, Zhejiang
Gongshang University, China

**THE RESEARCH AND
DEVELOPMENT IMPACT
TO ENTREPRENEURSHIP,
INNOVATION,
DIGITIZATION AND DIGITAL
TRANSFORMATION (EIDAD)**

- Antonio de Lucas,
Universidad de Alcalá, Spain
- Sorin Gavrilă, Universidad
de Alcalá, Spain

CHAIR

**Ana Irimia
Diéguez**

**ANTECEDENTS OF
CROWDSOURCING
IN SCIENCE: SCALE
DEVELOPMENT AND
INITIAL TESTING**

- Regina Lenart Gansiniec,
Jagiellonian University, Poland

**WHAT ABOUT OPEN
INNOVATION BEYOND
SYMMETRIC MODELS?
OPEN INNOVATION
AND PERFORMANCE
IN SMES THROUGH A
CONFIGURATIONAL
ANALYSIS**

- Jose Luis Hervás Oliver,
Universidad politécnica de
Valencia; ESIC University,
Spain
- Francisca Sempere Ripoll,
Universidad politécnica de
Valencia, Spain

CHAIR

Murad Ali

**THE VALUE CREATED BY
THE REMOVAL OF CUT
LINES: EVALUATING THE
IMPACT OF FINISHING OF
INDUSTRIAL DESIGNS ON
PURCHASE INTENTION**

- Takumi Kato, Saitama
University, Japan

**CORPORATE
ENTREPRENEURSHIP
AS A NECESSITY OF
FUNCTIONING IN
CONTEMPORARY BUSINESS
ENVIRONMENT**

- Ljiljana Kontic, MB
University, Serbia
- Violeta Domanović,
Faculty of Economics,
University of Kragujevac,
Serbia
- Djordje Vidicki,
Government of Vojvodina,
Serbia

CHAIR

**Carlos Sanchís
Pedregosa**

**INTENTION TO USE
E-COMMERCE VS PHYSICAL
SHOPPING. DIFFERENCE
BETWEEN SPANISH AND
PORTUGUESE CONSUMERS
IN THE POST-COVID ERA**

- Elena Higuera Castillo,
Universidad de Granada,
Spain
- Francisco J. Liébana
Cabanillas, University of
Granada, Spain
- Ángel F. Villarejo Ramos,
University of Sevilla, Spain

**MANUFACTURING DURING
LOCKDOWN IN AN
EMERGING ECONOMY: A
STUDY OF RESILIENCE**

- Earle Du Plooy, University
of Verona, Italy
- Thiru Moodley, University
of Cape Town, South Africa
- Hamieda Parker, University
of Cape Town, South Africa

CHAIR

**José Guadix
Martín**

**THE IMPACT OF DIGITAL
TRANSFORMATION ON
TALENT MANAGEMENT**

- José Manuel Montero
Guerra, Universidad
Complutense de Madrid,
Spain
- Ignacio Danvila del Valle,
Universidad Complutense de
Madrid, Spain

**LESS SPEED MORE HASTE:
CRISIS RESPONSE SPEED,
INFORMATION STRATEGY,
AND CONSUMER BRAND
RELATIONSHIPS IN THE
CONTEXT OF THE COVID-19
PANDEMIC**

- Abbie Iveson, The
University of Manchester,
United Kingdom
- Magnus Hultman, Brock
University, Canada
- Vasileios Davvetas, Leeds
University Business School,
United Kingdom

11:30

11:50

HOW MYOPIC ARE MANAGERS? DEVELOPMENT AND VALIDATION OF A MULTIDIMENSIONAL STRATEGIC MYOPIA SCALE

- Wojciech Czakon, Jagiellonian University, Poland
 - Sascha Kraus, Free University of Bozen-Bolzano, Italy
 - Patrycja Klimas, Wrocław University of Economics and Business, Poland
 - Arkadiusz Kawa, Łukasiewicz Research Network – Poznań Institute of Technology, Poland

THE INTERPLAY BETWEEN FIRM'S CAPABILITIES AND OWNERSHIP IN EXPLAINING ENVIRONMENTAL PERFORMANCE

- Beatriz Forés, Universitat Jaume I, Spain
 - César Camisón, University of Valencia, Spain
 - José María Fernández Yáñez, Universitat Jaume I, Spain

BREAKING OR WORKING HARD UNDER PRESSURE? HOW EMPLOYEE FINANCIAL PRESSURE MODERATES THE EFFECT OF PAY FOR PERFORMANCE INCENTIVES ON PERFORMANCE

- Pavel Král, Prague University of Economics and Business, Czech Republic
 - Adam Trčka, Vysoká škola Ekonomická v Praze, Czech Republic

EVALUATING EU-REGION LEVEL INNOVATION READINESS: A LONGITUDINAL ANALYSIS USING PRINCIPAL COMPONENT ANALYSIS AND A CONSTELLATION GRAPH INDEX APPROACH

- Malcolm Beynon, Cardiff University, United Kingdom
 - Paul Jones, Swansea University, United Kingdom
 - David Pickernell, University of Portsmouth, United Kingdom

11:50

12:10

CAPTURING ORGANIZATIONS' ENVIRONMENTAL INTERPRETATION THROUGH TEXT: METHODOLOGY FOR THE DEVELOPMENT AND VALIDATION OF WORD LISTS FOR USE WITH COMPUTER-AIDED TEXT ANALYSIS OF CORPORATE DOCUMENTS

- Guillaume Pain, Université Laval, Canada
 - Raymond Paquin, Concordia University, Canada
 - Suzanne Tilleman, University of Montana, United States

THE BEAUTY OF ORGANIZATIONS IN AN UNCERTAIN WORLD

- Raquel Sastre, Universidad de Buenos Aires, Argentina

MEASURING PUBLIC OPINION OF EDUCATION APPS USING TWITTER

- Francisco Javier Rondán Cataluña, University of Seville, Spain
 - Begoña Peral Peral, Universidad de Sevilla, Spain

NEGATIVE WORD OF MOUTH (NWOM) IN COMPARTMENTAL EPIDEMIOLOGICAL MODELS IN A CONTEXT OF BANKING DIGITAL TRANSFORMATION

- Mariano Méndez Suárez, ESIC University, Spain

12:10

12:30

IDENTIFICATION OF LEADING FACTORS SUPPORTING DECISIONS IN PREVENTIVE QUALITY MANAGEMENT

- Agnieszka Misztal, Poznan University of Technology, Poland
 - Milena Drzewiecka Dahlke, Poznan University of Technology, Poland
 - Roma Marczevska Kuźma, Poznan University of Technology, Poland
 - Józef Gruszka, Poznan University of Technology, Poland

INNOVATION FINANCE ECOSYSTEMS FOR ENTREPRENEURIAL FIRMS: A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS

- F. Haider Alvi, Athabasca University Faculty of Business, Canada

COMMUNIST PARTY COMMITTEE POLITICAL CONTROL AND COST ASYMMETRY

- Yuwen Cai, University of Luxembourg, Luxembourg
 - Hajikhanov Nijat, University of Luxembourg, Luxembourg
 - Thomas Kaspereit, University of Luxembourg, Luxembourg
 - Müßig Anke, University of Luxembourg, Luxembourg

HOW DO WE CHOOSE WHOM TO SUPPORT? DIFFERENT APPROACHES TO SELECTION CRITERIA IN BUSINESS PRE-INCUBATION

- Marcin Bielicki, Poznan University of Economics and Business, Poland

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>MARKET DISTORTION AND FACTOR MISALLOCATION IN MANUFACTURING ENTERPRISES: EVIDENCE FROM CHINA</p> <ul style="list-style-type: none"> - Shangfeng Zhang, Zhejiang Gongshang University, China 	<p>ENTERPRISE DIGITAL TRANSFORMATION AND GREEN INNOVATION: THE MODERATE EFFECT OF ENVIRONMENTAL ORIENTATION</p> <ul style="list-style-type: none"> - Qiuqin He, Hangzhou Normal University, China - Samuel Ribeiro, University of Valencia, Spain - Dolores Botella, Universitat Politècnica de València, Spain 	<p>CONFLICT MANAGEMENT STRATEGIES AND THE DIGITALIZATION OF FAMILY FIRMS: THE MODERATING ROLE OF GENERATIONAL OWNERSHIP DISPERSION</p> <ul style="list-style-type: none"> - Tobias Bürgel, University of Siegen, Germany - Martin Hiebl, University of Johannes Kepler, University of Linz, Austria 	<p>LINKING SALES PERFORMANCE TO ENTREPRENEURIAL STRATEGY MAKING, CORPORATE ENTREPRENEURSHIP PREPAREDNESS AND ENTREPRENEURIAL SALES ACTIONS: IMPROVING B2B SALES PERFORMANCE</p> <ul style="list-style-type: none"> - John Edwards, Charles Sturt University, Australia - Morgan Miles, Charles Sturt University, Australia - Steve D'Alessandro, University of Tasmania, Australia - Mark Frost, Charles Sturt University, NSW. Australia, Australia 	<p>PREDICTION OF COMPLIANCE WITH PREVENTIVE MEASURES AMONG TEACHERS IN THE CONTEXT OF THE COVID-19 PANDEMIC</p> <ul style="list-style-type: none"> - Elena Laroche, Université Laval, Canada - Pierre Sebastien Fournier, Université Laval, Canada
<p>ARTIFICIAL INTELLIGENCE DEVELOPMENT AND LABOR INCOME SHARE</p> <ul style="list-style-type: none"> - Zhu Chun, Zhejiang Gongshang University, China 	<p>MORE IS NOT ALWAYS BETTER: RECONCILING THE DILEMMA OF R&D COLLABORATION IN HIGH-TECH INDUSTRIES IN TRANSITION ECONOMIES</p> <ul style="list-style-type: none"> - Xuemei Xie, Tonji University, China - Yonghui Wu, Shanghai University, China 	<p>BUSINESS PLAN COMPETITIONS AND NASCENT ENTREPRENEURS: A SYSTEMATIC LITERATURE REVIEW AND RESEARCH AGENDA</p> <ul style="list-style-type: none"> - Edoardo Crocco, Università degli Studi di Torino, Italy - Francesca Culasso, Università degli Studi di Torino, Italy - Elisa Giacosa, Università degli Studi di Torino, Italy 	<p>SUSTAINABILITY AND EFFICIENCY IN THE LUXURY BUSINESS TO REDUCE CARBON FOOTPRINT</p> <ul style="list-style-type: none"> - Belén Lopez, ESIC University, Spain - Celia Rangel, UCM, Spain - Manuel Fernandez, IE University, Spain 	<p>ENVIRONMENTAL BEHAVIORAL PERCEPTIONS ON ALTERNATIVE ECONOMIC FUTURES</p> <ul style="list-style-type: none"> - Anna Maria Kanzola, National and Kapodistrian University of Athens, Greece - Konstantina Papaioannou, National and Kapodistrian University of Athens, Greece - Panagiotis E. Petrakis, National and Kapodistrian University of Athens, Greece
<p>CAUSAL COMPLEXITY ANALYSIS FOR FINTECH ADOPTION AT THE COUNTRY LEVEL</p> <ul style="list-style-type: none"> - Kun Huang Huarng, National Taipei University of Business, Taiwan 	<p>WINNERS AND LOSERS OF WORKING-FROM-HOME - THE IMPACT OF PERCEIVED PERSON-ENVIRONMENT FIT TOWARDS CONTINUANCE INTENTION</p> <ul style="list-style-type: none"> - Yu Qian Zhu, National Taiwan University of Science and Technology, Taiwan - Ha My Le Quy, Taiwan University of Science and Technology, Taiwan 	<p>WORK ENGAGEMENT AND EMPLOYEE SATISFACTION IN THE PRACTICE OF SUSTAINABLE HUMAN RESOURCE MANAGEMENT – BASED ON THE STUDY OF POLISH EMPLOYEES</p> <ul style="list-style-type: none"> - Barbara Sypniewska, University of Economics and Human Sciences, Poland - Małgorzata Baran, Collegium Civitas, Poland - Monika Kłos, Adam Mickiewicz University in Poznan, Poland 	<p>ANALYZING THE REAL SIZE OF THE TOURISM INDUSTRY ON THE BASIS OF AN ASSESSMENT OF WATER CONSUMPTION PATTERNS</p> <ul style="list-style-type: none"> - Daniel M. González Pérez, Universidad de Granada, Spain - José María Martín Martín, University of Granada, Spain - José Manuel Guaita Martínez, Universitat Politècnica de València, Spain - Andrés Morales Pachón, Universidad Internacional de La Rioja, Spain 	<p>THE IMPROVEMENT OF ENVIRONMENTAL PROTECTION INTERVIEW ON GREEN INNOVATION EFFICIENCY-SPATIAL EVIDENCE FROM INDUSTRIAL ENTERPRISES</p> <ul style="list-style-type: none"> - Juying Zeng, Zhejiang University City College, China - Cristina Blanco, University of Alcalá, Spain - Javier Sendra, ESIC Business & Marketing School, Spain

29th
June

ROOM 12

ROOM 13

ROOM 14

ROOM 11

12:30

12:50

IMPACT OF SOCIAL METRICS IN DECENTRALIZED FINANCE

- Juan Chousa, Universidade de Santiago de Compostela, Spain
- Aleksandar Sevic, Trinity College Dublin, University of Dublin, Ireland
- Isaac González, Universidade de Santiago de Compostela, Spain

RETHINKING THE ROLE OF ENTREPRENEURSHIP TEACHERS : CONTRIBUTION OF ECOLOGICAL SCIENCES

- Christian Makaya, University of Paris-Nanterre, France

ONLINE REPUTATION OF AGRI-FOOD COMPANIES AND DETERMINING FACTORS: AN EMPIRICAL APPROACH

- Domingo Fernández, University of Jaen, Spain
- Adoración Mozas Moral, University of Jaén, Spain
- Enrique Bernal Jurado, University of Jaén, Spain
- Raquel Puentes, University of Jaén, Spain

TECHNOLOGICAL ORIENTATION AND ORGANIZATIONAL RESILIENCE TO COVID-19: A MEDIATING ROLE OF STRATEGY'S DIGITAL MATURITY

- Alessandro Zardini, University of Verona, Italy
- Canio Forlano, Department of Management, University of Turin, Italy
- Ludovico Bullini Orlandi, University of Bologna, Italy
- Cecilia Rossignoli, University of Verona, Italy

12:50

13:10

NEW WORK DESIGN FOR KNOWLEDGE CREATION AND SUSTAINABILITY: AN EMPIRICAL STUDY OF COWORKING SPACES

- Ricarda B. Bouncken, University of Bayreuth, Germany
- Mahmood Aslam, Bayreuth University, Germany
- Till M. Gantert, University of Bayreuth, Germany
- Andreas Kallmuenzer, Excelsia Business School, France

BUSINESS MODELS BASED ON SHARING FASHION AND ACCESSORIES: QUALITATIVE-EMPIRICAL INSIGHTS INTO A NEW TYPE OF SHARING ECONOMY BUSINESS MODELS

- Sven M. Laudien, Media Akademie - Hochschule Stuttgart (mAHS), Germany

ABSORPTIVE CAPACITY IN FAMILY FIRMS: A SYSTEMATIC LITERATURE REVIEW

- Laura Pütz, University of Siegen, Germany
- Arndt Werner, University Siegen, Germany

LONGEVITY TRENDS IN ENTREPRENEURIAL ACTIVITY. AN ANALYSIS OF THE CHARACTERISTICS OF SENIOR ENTREPRENEURSHIP IN SPAIN

- Francisco del Olmo, University of Alcalá, Spain
- Fernando Crecente, University of Alcalá, Spain
- María Sarabia, University of Alcalá, Spain
- Maria Teresa del Val, University of Alcalá, IAES, Spain

13:10-

13:30

CELEBRITIES AND SOCIAL MEDIA INFLUENCERS: WHO BETTER PROMOTES BRAND?

- Flávio Tiago, University of the Azores, Portugal
- Teresa Borges Tiago, University of the Azores, Portugal
- Joanna Krywalski, ISEG, Portugal

ID:93 - HOW TO ERASE GENDER DIFFERENCES IN ENTREPRENEURIAL SUCCESS? LOOK AT THE ECOSYSTEM

- Dianne Welsh, University of North Carolina at Greensboro, United States
- Eugene Kaciak, Brock University, Canada
- Muriel Fadaïro, Univ. Savoie Mont Blanc, France
- Vijayta Doshi, Indian Institute of Management Udaipur, India
- Cintya Lanchimba, Escuela Politécnica Nacional, Ecuador

DOES TALENT MANAGEMENT MATTER?: THE TALENT MANAGEMENT PATHWAY

- Paula Andrea Nieto Aleman, ESIC Business & Marketing School, Spain
- Klaus Ulrich, ESIC Business & Marketing School, Spain
- María Guijarro Garcia, ESIC Business & Marketing School, Spain
- Esther Pagán Castaño, ESIC Business & Marketing School, Spain

ENGAGEMENT AND COCREATION WITHIN A MULTISTAKEHOLDER SERVICE ECOSYSTEM

- Giampaolo Viglia, University of Portsmouth, United Kingdom
- Rebecca Pera, University of Torino, Italy
- Shynar Dyussebayeva, University of Portsmouth, United Kingdom
- Linda Hollebeek, Vilnius University, France

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>THE RELEVANCE OF CROWDFUNDING IN THE ENTREPRENEURIAL FRAMEWORK FROM A SPECIALIZED MEDIA PERSPECTIVE</p> <ul style="list-style-type: none"> - Desamparados Cervantes, ESIC Business & Marketing School, Spain - Myriam Martí Sánchez, ESIC University, Spain - Marcos Pascual Soler, ESIC Universidad, Spain 	<p>CORPORATE SOCIAL RESPONSIBILITY, EXTERNAL ORIENTATION, AND ENVIRONMENTAL PERFORMANCE</p> <ul style="list-style-type: none"> - Bo Xiang Hsu, National University of Kaohsiung, Taiwan - Yi Min Chen, National University of Kaohsiung, Taiwan 	<p>FACTORS DETERMINING THE SUCCESS OF EHEALTH INNOVATION PROJECTS</p> <ul style="list-style-type: none"> - Antonio Hidalgo, Universidad Politécnica de Madrid, Spain - Isaac Lemus Aguilar, Universidad Politécnica de Madrid, Spain - Nerea Pérez, Universidad Politécnica de Madrid, Spain 	<p>WOMEN LEADERS AND FEMALE SAME-SEX GROUPS: THE SAME 2030 AGENDA OBJECTIVES IN DIFFERENT ROADS</p> <ul style="list-style-type: none"> - Isabel María García Sánchez, Universidad de Salamanca, Spain - Cristina Aibar Guzmán, Universidad de Santiago de Compostela, Spain - Miriam Núñez Torrado, University of Seville, Spain - Beatriz Aibar Guzmán, Universidad de Santiago de Compostela, Spain 	<p>IMPACT OF GREENING ON PERFORMANCE IN HOSPITALITY INDUSTRY: MODERATING EFFECT OF FLEXIBILITY AND INTERORGANIZATIONAL COOPERATION</p> <ul style="list-style-type: none"> - Rafal Kusa, AGH University of Science and Technology, Poland - Joanna Duda, AGH University of Science and Technology, Faculty of Management, Poland - Marcin Suder, AGH University of Science and Technology, Poland
<p>HEALTH-CARE VIRTUAL COMMUNITY MODEL: A CASE STUDY</p> <ul style="list-style-type: none"> - Cheng Fang Lee, Feng Chia University, Taiwan 	<p>OPTIMAL ALLOCATION OF ENERGY SOURCES IN HYDROGEN PRODUCTION FOR SUSTAINABLE DEPLOYMENT OF ELECTRIC VEHICLES</p> <ul style="list-style-type: none"> - Francisco Rubio, Universitat Politècnica de València, Spain - Carlos Llopis Albert, Universitat Politècnica de València, Spain - Antonio José Besa González, Universitat Politècnica de València, Spain 	<p>EXPLORING CONSUMER BEHAVIOR AND ATTITUDES TOWARDS HEALTHY FOOD IN SLOVAKIA</p> <ul style="list-style-type: none"> - Kristína Predanócyová, Slovak University of Agriculture in Nitra, Slovakia - Peter Šedík, Slovak University of Agriculture in Nitra, Slovakia - Elena Horská, Slovak University of Agriculture in Nitra, Slovakia 	<p>PROMOTING ENTREPRENEURIAL INTENTIONS: THE INFLUENCE OF ENTREPRENEURSHIP ARCHETYPES AND EDUCATION</p> <ul style="list-style-type: none"> - José António Porfírio, Universidade Aberta, Portugal - José Augusto Felício, ISEG-Lisbon School of Economics and Management, Portugal - Tiago Carrilho Mendes, Universidade Aberta, Portugal - Jacinto Jardim, Universidade Aberta, Portugal 	<p>INNOVATION IN TIMES OF CRISIS: THE RELEVANCE OF DIGITALIZATION AND EARLY INTERNATIONALIZATION STRATEGIES</p> <ul style="list-style-type: none"> - Nuno Crespo, ISEG - Lisbon School of Economics & Management, University of Lisboa, Portugal - Cátia Crespo, Polytechnic of Leiria, Portugal - Graça Silva, ISEG - Lisbon School of Economics & Management, Portugal - Maura Nicola, ISEG - University of Lisbon, Brazil
<p>CAUSAL COMPLEXITY AND ANALYSIS FOR GII'S INTERNAL STRUCTURE</p> <ul style="list-style-type: none"> - Tiffany Hui Kuang Yu, Feng Chia University, Taiwan 	<p>MESS OR MATCH? HOW ACADEMIA PERSPECTIVES MEET THE PRACTITIONER PERSPECTIVES IN THE TERM OF DIGITAL TRANSFORMATION</p> <ul style="list-style-type: none"> - Chi Tran Phuong, Ton Duc Thang University, Vietnam - Ron Pernia, University of the Philippines, Vietnam - Nhan Nguyen Thanh, Ton Duc Thang University, Vietnam 	<p>CONSUMER PRIVACY CONCERNS IN ENTREPRENEURIAL CONTEXTS: EVIDENCE FROM AN ONLINE EXPERIMENT</p> <ul style="list-style-type: none"> - Cheng Xu, Xianjiaotong-liverpool University, China - Wanfang Xiong, The Chinese university of HongKong, Shenzhen, China 	<p>GRAVITATING EXOGENOUS SHOCKS TO THE NEXT NORMAL THROUGH ENTREPRENEURIAL COOPETIVE INTERACTIONS: A PLS-SEM AND FSQCA APPROACH</p> <ul style="list-style-type: none"> - George Bogdan Dragan, Dunarea de Jos University, Romania - Wissal Ben Arfi, EDC Paris Business School, France - Victor Tiberius, Universität Potsdam, Germany - Aymen Ammari, INSEEC, France 	<p>THE DETERMINANTS OF INTERNAL AUDIT QUALITY</p> <ul style="list-style-type: none"> - António Samagaio, ISEG - School of Economics and Management, Universidade de Lisboa, Portugal - Teresa Felício, ISEG - School of Economics and Management, Universidade de Lisboa, Portugal

29 th June	ROOM 12	ROOM 13	ROOM 14	ROOM 11
<p>13:30 — 13:50</p>	<p>THE ZERO-LEVERAGE POLICY. WHAT DOES EXPLAIN THIS PHENOMENON IN BRICS COUNTRIES? - Paolo Saona, Saint Louis University, Spain - Pablo San Martín, Universidad Católica de la Santísima Concepción, Chile</p>	<p>INDUSTRY 4.0 AS ENABLER OF OPEN INNOVATION: AN EMPIRICAL INVESTIGATION - Serena Strazzullo, Università di Napoli Federico II, Italy - Benito Mignacca, University of Cassino and Southern Lazio, Italy - Michele Grimaldi, University of Cassino and Southern Lazio, Italy - Marco Greco, University of Cassino and Southern Lazio, Italy - Livio Cricelli, University of Naples Federico III, Italy</p>	<p>MEASURING THE CULTURAL VALUES THAT PREDOMINATE IN ORGANIZATIONS: A DYNAMIC MULTILEVEL APPROACH BASED ON THE HYBRIDIZATION OF GENETIC ALGORITHMS AND LINEAR MIXED MODELS - Horacio Molina Sánchez, Universidad Loyola Andalucía, Spain - Francisco Fernandez, Universidad Loyola Andalucía, Spain - Mar Ortiz Gómez, Universidad Loyola Andalucía, Spain</p>	<p>HEY SIRI, GOOGLE! CAN YOU HELP ME? A QUALITATIVE CASE STUDY OF SMARTPHONES AI FUNCTIONS IN SMES - Jyoti Choudrie, University of Hertfordshire, United Kingdom of Great Britain and Northern Ireland - Nuga Manandhar, United Kingdom of Great Britain and Northern Ireland - Carolina Castro, United Kingdom of Great Britain and Northern Ireland - Chikelue Chike Obuekwe, University of Hertfordshire, United Kingdom of Great Britain and Northern Ireland</p>
<p>13:50 — 15:10</p> <p style="text-align: center;">LUNCH BREAK</p>				
	<p>CHAIR Borja Sanz Altamira</p>	<p>CHAIR Noemí Pérez Macías</p>	<p>CHAIR Mar Ortiz Gomez</p>	<p>CHAIR María Elena Aramendía Muneta</p>
<p>15:10 — 15:30</p>	<p>USE OF SMARTPHONE APPS FOR MOBILE COMMUNICATION AND SOCIAL DIGITAL PRESSURE: A LONGITUDINAL PANEL STUDY - Juan Herrero Olaizola, Universidad de Oviedo, Spain - Francisco J. Rodríguez, Universidad de Oviedo, Spain - Alberto Urueña Lopez, Universidad Politécnica de Madrid, Spain</p>	<p>STUDENT ACCEPTANCE OF E-LEARNING DURING THE COVID-19 OUTBREAK AT ENGINEERING UNIVERSITIES IN MADRID - Pedro Garrido, Universidad Politecnica de Madrid, Spain - Teresa Sanchez-Chaparro, Universidad Politécnica de Madrid, Spain - María Jesús Sánchez, Universidad Politécnica de Madrid, Spain</p>	<p>INVESTIGATING THE ROLE OF KNOWLEDGE MANAGEMENT IN THE DEVELOPMENT OF ASSET MANAGEMENT PRACTICE IN SELECTED PUBLIC SECTOR ORGANISATIONS IN NIGERIA - Christine Makama, University of Wales Trinity Saint David, United Kingdom - Dennis Pepple, Leicester University, United Kingdom - John Paul Okeke, University of Wales Trinity Saint David, United Kingdom</p>	<p>STAKEHOLDER-INCLUSIVE MULTI-CRITERIA DEVELOPMENT OF SMART CITIES: Q-RUNG ORTHOPAIR FUZZY TOPSIS BASED ON THE FRANK AGGREGATION MECHANISM - Shouzhen Zeng, Ningbo University & Zhejiang Gongshang University, China - Yingjie Hu, Ningbo University, China</p>

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>AN ASSESSMENT FRAMEWORK FOR THE PURCHASING OF 3D CAD SOFTWARE IN MANUFACTURING INDUSTRIES</p> <ul style="list-style-type: none"> - Yi Hsin Lin, National Taichung University of Science and Technology, Taiwan - Min Tsung Cheng, JetSoft Technology Co., Ltd., Taiwan - Feng Jyh Lin, Feng Chia University, Taiwan 	<p>OPENNESS TO INDUSTRY 4.0 AND OPENNESS TO SUSTAINABILITY: AN EMPIRICAL ANALYSIS ON MANUFACTURING SMES</p> <ul style="list-style-type: none"> - Monica Cugno, Univerisità degli Studi di Torino, Italy - Rebecca Castagnoli, Università degli Studi di Torino, Italy - Giacomo Büchi, Università degli Studi di Torino, Italy - Marco Pini, Centro Studi delle Camere di Commercio Guglielmo Tagliacarne, Italy 	<p>THE INCURSION OF ENGLISH AS A MARKETING STRATEGY IN THE SPANISH FASHION BRANDS ON INSTAGRAM</p> <ul style="list-style-type: none"> - Ana Ortega Larrea, ESIC University, Spain - Joana Longo, ESIC University, Spain - Paula Suárez, ESIC University, Spain 	<p>HOW DO NEGATIVE COMMENTS IN CAUSE-RELATED POSTS INFLUENCE EMOTIONAL REACTIONS TOWARDS BRANDS. A NEUROSCIENTIFIC STUDY</p> <ul style="list-style-type: none"> - Enrique Bigne, Universitat de Valencia, Spain - Carla Ruiz Mafe, University of Valencia, Spain - Alberto Badenes Rocha, University of Valencia, Spain 	<p>A PANDEMIC MOMENTUM INDEX TO MANAGE THE COVID-19 SPREAD</p> <ul style="list-style-type: none"> - Enrique Orihuel, Cátedra Christeyns para el desarrollo de una economía sostenible-UCV, Spain - Juan Sapena, Catholic University of Valencia, Spain - Ramón Bertó, Cátedra Christeyns para el desarrollo de una economía sostenible-UCV, Spain - Josep M. Navarro, Catholic University of Valencia, Spain, Spain - Cátedra Christeyns para el desarrollo de una economía sostenible-UCV

LUNCH BREAK

CHAIR Patricio Ramírez Correa	CHAIR Javier Rondán Cataluña	CHAIR Juan Pedro Cabrera	CHAIR Antonio L. Leal Rodríguez	CHAIR Carlos Sanchís Pedregosa
<p>EFFECTIVE RISK MANAGEMENT AS A STRATEGIC MANAGEMENT TOOL TO MITIGATE THE IMPACT OF COVID-19: AN ANALYSIS OF INDONESIAN LISTED CORPORATIONS</p> <ul style="list-style-type: none"> - Bienmali Kombate, Hunan University, China 	<p>STAKEHOLDER PRESSURE AND INNOVATION CAPACITY OF SMES IN THE COVID-19 PANDEMIC: A MEDIATING AND MULTIGROUP ANALYSIS</p> <ul style="list-style-type: none"> - Mercedes Rubio Andrés, Complutense University of Madrid, Spain - M^a del Mar Ramos González, CEU San Pablo University, Spain - Miguel Ángel Sastre Castillo, Complutense University of Madrid, Spain 	<p>COMPARATIVE FINANCIAL CRISIS BEFORE AND AFTERCVID-19: BEHAVIORAL BIASES</p> <ul style="list-style-type: none"> - Fernando García Monleón, ESIC University, Spain - María Julia Bordonado Bermejo, ESIC University, Spain - Elena Gonzalez Rodrigo, ESIC University, Spain 	<p>CONNECTING HUMAN AND INFORMATION RESOURCES IN THE GENERATION OF COMPETITIVE ADVANTAGE</p> <ul style="list-style-type: none"> - Sergio Camisón Haba, University of Valencia, Spain - Jose Antonio Clemente Almendros, Universidad Internacional de La Rioja, Spain - Tomás Gonzalez Cruz, University of Valencia, Spain 	<p>CANADIAN GENERATION Y'S BEHAVIOURAL USAGE OF SMALL BUSINESSES' RETAIL WEBSITES: GENDER DIFFERENCE</p> <ul style="list-style-type: none"> - Allen Lim, Thomson Rivers University, Canada - Chai Lee Goi, Curtin University, Malaysia - Peter Dell, Curtin University, Australia - Mei Teh Goi, Open University, Malaysia

29 th June	ROOM 12	ROOM 13	ROOM 14	ROOM 11
<p>15:30</p> <hr/> <p>15:50</p>	<p>INVESTIGATING THE IMPACT OF RELIGIOSITY ON ENTREPRENEURIAL INTENTIONS</p> <ul style="list-style-type: none"> - Nancy McIntyre, West Virginia University, United States - Emmanuel Quaye, Wits Business School, South Africa - Thomas Dorson, University of the Witwatersrand, South Africa 	<p>INDUSTRY-UNIVERSITY COLLABORATION: EVIDENCE FROM THE COLLABORATION BETWEEN BUSINESS SCHOOL STUDENTS AND EARLY-STAGE STARTUPS</p> <ul style="list-style-type: none"> - Denis Solan, Technion, Israel - Avraham Shtub, Technion, Israel 	<p>DRIVING BUSINESS MODEL INNOVATION THROUGH FIRM-INTERNAL ANTECEDENTS: AN AUTOMOTIVE MANUFACTURING PERSPECTIVE</p> <ul style="list-style-type: none"> - Benedict Seiferlein, HHL Leipzig Graduate School of Management, Germany - Dominik K. Kanbach, HHL Leipzig Graduate School of Management, Germany - Claudia Lehmann, HHL Leipzig Graduate School of Management, Germany 	<p>THE GENDERED EFFECTS OF EFFECTUATION</p> <ul style="list-style-type: none"> - Birton Cowden, Kennesaw State University, United States - Masoud Karami, University of Otago, New Zealand - Jintong Tang, Saint Louis University, United States - Wenping Ye, Jinan University, China - Samuel Adomako, University of Birmingham, Edgbaston, United Kingdom
<p>15:50</p> <hr/> <p>16:10</p>	<p>BORN TO BE SUSTAINABLE: HOW TO COMBINE STRATEGIC DISRUPTION, OPEN PRODUCT INNOVATION, AND PROCESS DIGITIZATION TO CREATE A SUSTAINABLE BUSINESS</p> <ul style="list-style-type: none"> - Oihab Allal Chérif, NEOMA Business School, France 	<p>THE USE OF MICROMOBILITY IN DIFFERENT CONTEXTS. AN EXPLANATION THROUGH THE MULTILEVEL PRESPECTIVE AND QCA</p> <ul style="list-style-type: none"> - Cayetano Medina Molina, Centro Universitario San Isidoro & Universidad Isabel I, Spain - Noemí Pérez Macias, Universidad Pontificia Comillas ICADE-ICAI, Spain - José Luís Fernández, Universidad Pontificia Comillas, Spain 	<p>EVERYTHING BEGINS WITH AN IDEA. AN ASSESSMENT OF PHD STUDENTS' IDEA GENERATION</p> <ul style="list-style-type: none"> - Marie Gruber, Vrije Universiteit Brussel, Belgium - Thomas Crispeels, Vrije Universiteit Brussel, Belgium - Pablo D'Este, INGENIO-CSIC, Universitat Politècnica de Valencia, Spain 	<p>THE ROLE OF ENTREPRENEURIAL ECOSYSTEMS IN THE INTERNATIONALIZATION OF FIRMS</p> <ul style="list-style-type: none"> - João Ferreira, Universidade da Beira Interior, Portugal - Cristina Fernandes, University Of Beira Interior- Covilha, Portugal - Pedro Veiga, Universidade da Beira Interior, Portugal
<p>16:10</p> <hr/> <p>16:30</p>	<p>GREEN... BUT AT WHAT COST? A CONCEPTUALIZATION AND SCALE DEVELOPMENT OF PERCEIVED GREEN COSTS</p> <ul style="list-style-type: none"> - Ghina ElHaffar, Université du Québec à Montréal, Canada - Fabien Durif, Université du Québec à Montréal, Canada - Laurette Dubé, McGill University, Montréal, Canada 	<p>SELECTED CONTEXTUAL FACTORS AND ENTREPRENEURIAL INTENTIONS OF STUDENTS ON THE EXAMPLE OF POLAND</p> <ul style="list-style-type: none"> - Urszula Kobylinska, Bialystok University of Technology, Poland - Urszula Ryciuk, Bialystok University of Technology, Poland 	<p>OPEN INNOVATION: STATUS QUO AND QUO VADIS</p> <ul style="list-style-type: none"> - Alberto Bertello, University of Torino, Italy - Paola De Bernardi, University of Turin, Italy - Francesca Ricciardi, University of Turin, Italy 	<p>OPEN AND DISTANCE LEARNING (ODL) : TRADITIONAL OR FRUGAL INNOVATION?</p> <ul style="list-style-type: none"> - Marcelo Okano, CEETEPS and FT-UNICAMP, Brazil - Henry de Castro Lobo dos Santos, FT-UNICAMP, Brazil - Edson Luiz Ursini, FT-UNICAMP, Brazil - Marcelo Eloy Fernandes, CEETEPS, Brazil - Lamara Ferreira, CEETEPS, Brazil

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>MISSION STATEMENTS AND FINANCIAL AND SUSTAINABILITY PERFORMANCE: AN EXPLORATORY STUDY OF BENEFIT CORPORATIONS CERTIFIED AS B CORPS</p> <ul style="list-style-type: none"> - Giorgio Mion, University of Verona, Italy - Cristian R. Loza Adai, CBS International Business School, Germany - Veronica De Crescenzo, University of Verona, Italy - Angelo Bonfanti, University of Verona, Italy 	<p>INTERTWINING BETWEEN INNOVATION AND BUSINESS NETWORKS FOR SUSTAINABLE AGRICULTURAL SYSTEMS: A CASE STUDY OF CARBON-NEUTRAL BEEF</p> <ul style="list-style-type: none"> - Joao Mota, ISEG - Lisbon School of Economics and Management, Portugal - Jose Novais Santos, ISEG - School of Economics and Management, Portugal - Raissa Alencar, ISEG - School of Economics and Management, Portugal 	<p>COLOR AT THE POINT OF SALE: PSYCHOLOGICAL AND COMMUNICATIVE IMPLICATIONS</p> <ul style="list-style-type: none"> - Maria Eugenia Martinez Sanchez, ESIC Business & Marketing School, Spain - Ruben Nicolas Sans, ESIC Business & Marketing School, Spain - Jordi Villoro Armengol, ESIC Business&Marketing School, Spain - Javier Bustos Diaz, ESIC Business and Marketing School, Spain 	<p>EFFECTS OF SOCIAL RESPONSIBILITY ON LEGITIMACY AND REVISIT INTENTION: THE MODERATE ROLE OF ANXIETY</p> <ul style="list-style-type: none"> - Alicia Blanco González, Rey Juan Carlos University, Spain - Gabriel Cachón Rodríguez, Rey Juan Carlos University, Spain - Felipe Hernández Perlines, Universidad de Castilla-La Mancha, Spain - Camilo Prado Román, Rey Juan Carlos University, Spain 	<p>MARKETING STRATEGY IN CIRCULAR ECONOMY: TOWARDS A NEW THEORY?</p> <ul style="list-style-type: none"> - Rana Mostaghel, Malardalen University, Sweden - Ana Lisboa, Polytechnic Institute of Leiria, Portugal
<p>THE SUBTLE ROLE OF GOVERNMENTS IN THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE: EVIDENCE FROM THE OECD</p> <ul style="list-style-type: none"> - Jean Loup Richet, Sorbonne Business School, France - Vincent Dutot, IPAG Business School, France - Tra Tran, IPAG Business School, France - Simon Porcher, IAE de Paris, Sorbonne Business School, France 	<p>DO SUBMISSION DEVICES INFLUENCE ONLINE REVIEW RATINGS DIFFERENTLY ACROSS DIFFERENT TYPES OF PLATFORMS? A BIG DATA ANALYSIS</p> <ul style="list-style-type: none"> - Marcello Mariani, Henley Business School - University of Reading, United Kingdom - Matteo Borghi, Henley Business School - University of Reading, United Kingdom - Benjamin Laker, Henley Business School - University of Reading, United Kingdom 	<p>THE MODERATING EFFECT OF THE DIGITAL TRANSFORMATION ON AGRI-FOOD FIRMS</p> <ul style="list-style-type: none"> - María del Mar Benavides Espinosa, Universitat de Valencia, Spain - Clara Gieure, Catholic University of Valencia, Spain 	<p>SUSTAINABLE BUSINESS MODEL FOR CLIMATE FINANCE. KEY DRIVERS FOR THE COMMERCIAL BANKING SECTOR</p> <ul style="list-style-type: none"> - Mercedes Grijalvo, Universidad Politécnica de Madrid, Spain - Carmen García Wang, Universidad Politécnica de Madrid, Spain 	<p>FROM NETWORKING ORIENTATION TO GREEN REPUTATIONAL IMAGE: A SEQUENTIAL JOURNEY THROUGH RELATIONSHIP LEARNING CAPABILITY AND GREEN SUPPLY CHAIN MANAGEMENT PRACTICES</p> <ul style="list-style-type: none"> - Antonio Leal Millán, Universidad de Sevilla, Spain - José Guadix Martín, Universidad de Sevilla, Spain - Fernando Criado, Universidad de Sevilla, Spain
<p>ORGANISATIONAL DEBRIEFING FOR TEAM AND ORGANISATIONAL LEARNING</p> <ul style="list-style-type: none"> - Melany Hebles, Universidad Católica de la Santísima Concepción, Chile - Concepción Yaniz, University of Deusto, Spain - Lourdes Villardón, University of Deusto, Spain 	<p>ARE WE MAKING PROGRESS ON DECARBONIZATION? A PANEL HETEROGENEOUS STUDY OF LONG-RUN RELATIONSHIP IN SELECTED ECONOMIES</p> <ul style="list-style-type: none"> - Marinko Skare, Juraj Dobrila University of Pula, Croatia - Malgorzata Porada Rochon, University of Szczecin, Poland 	<p>EMPIRICAL EVIDENCE ON TOURIST SATISFACTION AND LOYALTY IN THE CASE OF BUCHAREST – A SEM-PLS APPROACH</p> <ul style="list-style-type: none"> - Mihaela Carmen Muntean, "Dunarea de Jos" University of Galati, Romania - Iulian Adrian Sorcaru, "Dunarea de Jos" University of Galati, Romania - Ludmila Daniela Manea, "Dunarea de Jos" University of Galati, Romania 	<p>TRANSITION FROM SERVICITIZATION TO DIGITAL SERVICITIZATION: EXAMINING REQUIRED DYNAMIC CAPABILITIES TO FACILITATE THE TRANSITION</p> <ul style="list-style-type: none"> - Koteshwar Chirumalla, Mälardalen University, Sweden - Luna Leoni, University of Rome "Tor Vergata", Italy - Pejvak Oghazi, Sodertoms University, Sweden 	<p>EFQM EXCELLENCE MODEL, KNOWLEDGE MANAGEMENT PROCESS AND RESULTS: AN EXPLANATORY AND PREDICTIVE STUDY</p> <ul style="list-style-type: none"> - Jose Bocoya Maline, Universidad de Cádiz, Spain - Manuel Rey Moreno, University of Seville, Spain - Arturo Calvo Mora, University of Seville, Spain

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ASSESSING ENERGY-EFFICIENT OPERATIONS FOR SUSTAINABLE FOOD COLD CHAINS LOGISTICS - CIRCULAR ECONOMY APPROACH

- Dong Li, University of Liverpool, United Kingdom
- Dongping Song, University of Liverpool, United Kingdom
- Shuo Dang, University of Liverpool, United Kingdom
- Yang Li, Mutus Tech Ltd., United Kingdom

THE IMPACT OF DIGITALIZATION ON ENTREPRENEURIAL ACTIVITY AND SUSTAINABLE COMPETITIVENESS: A PANEL DATA ANALYSIS

- Amal Dabbous, Saint Joseph University of Beirut, Lebanon
- Karine Aoun Barakat, INSEEC Grande Ecole, France

SMALL AND MEDIUM-SIZED ENTERPRISES RESILIENT TO COVID-19 PANDEMIC: THE ROLE OF MANAGEMENT CONTROL AND INTEGRATED INFORMATION SYSTEMS

- Paolo Roffia, University of Verona, Italy
- Marina Dabić, University of Zagreb, Hungary

IMPACT OF DIGITAL MATURITY AND DYNAMIC CAPABILITIES ON THE PERFORMANCE OF SMES IN CAMEROON

- Jean Robert Kala Kamdjoug, ESSCA School of Management, France

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THE IMPACT OF INTERNATIONAL EXPERIENCE ON FIRM ECONOMIC PERFORMANCE, THE DOUBLE MEDIATING EFFECT OF GREEN KNOWLEDGE ACQUISITION & ECO-INNOVATION

- Bartolomé Marco Lajara, University of Alicante, Spain
- Mercedes Ubeda Garcia, University of Alicante, Spain
- Patrocinio Zaragoza Saez, University of Alicante, Spain
- Encarnación Manresa Marhuenda, University of Alicante, Spain

A SYSTEMATIC REVIEW ON BUSINESS INCUBATION BUSINESS MODELS AND PERFORMANCE MANAGEMENT WITH A SPECIAL EMPHASIS ON CHINA

- Yubei Hu, University of Warwick, United Kingdom
- Ali Ahmad, University of Warwick, United Kingdom
- Dawei Lu, University of Warwick, United Kingdom

PROMOTING MANAGEMENT SKILLS AFTER THE COVID-19 PANDEMIC IN YOUNG PROFESSIONALS

- Rafael Castaño Sánchez, Universidad de Alcalá, Spain
- Alba Yela Aránega, Universidad de Alcalá, Spain

GREEN INNOVATION FOR COMPETITIVENESS: IMPACT ON GDP GROWTH IN THE EUROPEAN UNION

- Ruta Baneliene, Vilnius Gediminas Technical university, Lithuania
- Rolandas Strazdas, Vilnius Gediminas Technical university, Lithuania

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THE IMPORTANCE OF RELATIVE CUSTOMER-BASED LABEL EQUITY WHEN SIGNALING SUSTAINABILITY AND HEALTH WITH CERTIFICATIONS AND TAGS

- Valdimar Sigurdsson, Reykjavik University, Iceland
- Nils Magne Larsen, UiT The arctic university of Norway, Norway
- Michal Folwarczny, Reykjavik University, Iceland
- Asle Fagerstrøm, Kristiania University College, Norway
- R. G. Vishnu Menon, Massey University, New Zealand
- Freyja Thoroddsen Sigurdardottir, Reykjavik University, Iceland

ENTREPRENEUR'S FAMILY COMMUNICATION QUESTIONNAIRE - PSYCHOMETRIC PROPERTIES OF THE TOOL

- Marcin Staniewski, University of Economics and Human Sciences in Warsaw, Poland
- Katarzyna Awruk, University of Economics and Human Sciences in Warsaw, Poland
- Giuseppe Leonardi, University of Economics and Human Sciences in Warsaw, Poland

ACADEMIC ENTREPRENEURSHIP: A MULTIDISCIPLINARY APPROACH ON TEACHING AND LEARNING INNOVATION AND ENTREPRENEURSHIP IN A CANADIAN UNIVERSITY

- Evandro Bocatto, MacEwan University, Canada
- Samuel Mugo, MacEwan University, Canada
- Eloisa Perez de Toledo, MacEwan University, Canada

AN EMPIRICAL STUDY ON TRAIT AFFECT AND ONLINE SHOPPING CART ABANDONMENT: A MEDIATED MODEL

- Pedro Silva, University of Coimbra, Portugal
- Nuno Fortes, Polytechnic of Coimbra, Portugal
- Cristela Bairrada, University of Coimbra, Portugal
- Filipe Coelho, University of Coimbra, Portugal

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>A MULTICRITERIA INDEX BASED ON GIS-METHOD FOR COMPETITION ASSESMENT</p> <ul style="list-style-type: none"> - Sergio Martínez Puertas, Universidad de Almería, Spain - Manuel Sánchez Pérez, Universidad de Almería, Spain - María Illescas Manzano, Universidad de Almería, Spain 	<p>BUSINESS MODELS FOR MUNICIPAL WASTE MANAGEMENT: AN ECONOMIC COMPARISON BASED ON SOCIAL WELFARE AND ECONOMIES OF SCALE</p> <ul style="list-style-type: none"> - Giacomo Di Foggia, University of Milano-Bicocca, Italy - Massimo Beccarello, University of Milano-Bicocca, Italy 	<p>THE IMPACT OF CUSTOMER ENGAGEMENT ON CUSTOMER HAPPINESS</p> <ul style="list-style-type: none"> - Gina Pipoli, Universidad del Pacifico, Peru - Enver Tarazona, Universidad del Pacifico, Peru 	<p>THE ROLE OF SOCIAL ENTREPRENEURSHIP IN THE ATTAINMENT OF THE SUSTAINABLE DEVELOPMENT GOALS</p> <ul style="list-style-type: none"> - Jose Manuel Diaz Sarachaga, Universidad de Oviedo, Spain - Antonio Ariza Montes, Universidad Loyola Andalucía, Spain 	<p>SDG9 AND THE COMPETITIVENESS: EMPLOYING MIXED METHODS TO UNDERSTAND HOW COUNTRIES CAN USE SCIENCE TO COMPETE</p> <ul style="list-style-type: none"> - João Estevão, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - José Dias Lopes, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - Daniela Penela, Advance/CSG, ISEG, Universidade de Lisboa, Portugal
<p>ZERO-RATING AND PRIORITIZATION IN EUROPE DURING COVID-19 PANDEMIC: A RAWLSIAN PERSPECTIVE</p> <ul style="list-style-type: none"> - Klaudijo Klaser, Università degli Studi di Trento, Italy - Lucía Pinar García, University of Valencia, Spain 	<p>SUSTAINABILITY, FUZZY-SET AND THE HALL OF FAME: EVOLVING RESEARCH AGENDA</p> <ul style="list-style-type: none"> - Vanessa Roger Monzó, ESIC Business & Marketing School and ESIC University, Spain - Fernando Castelló Sirvent, ESIC Business & Marketing School, Spain - Eduard Farran Teixidó, ESIC Business & Marketing School, Spain 	<p>A SYSTEMATIC REVIEW OF DETERMINANTS OF CULTURED MEAT ADOPTION: IMPACTS AND GUIDING INSIGHTS</p> <ul style="list-style-type: none"> - Béré Benjamin Kouarfaté, Université du Québec à Montréal, Canada - Fabien Durif, Université du Québec à Montréal, Canada 	<p>CLARIFYING KNOWLEDGE WITHHOLDING: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA</p> <ul style="list-style-type: none"> - Tiago Gonçalves, ADVANCE/CSG - ISEG, Universidade de Lisboa, Portugal - Carla Curado, ISEG, Universidade de Lisboa, Portugal - Mírian Oliveira, PUCRS and Universidade de Lisboa, Brazil 	<p>A CONFIGURATIONAL ANALYSIS OF SIGNALING STRATEGIES IN REWARD-BASED CROWDFUNDING</p> <ul style="list-style-type: none"> - Pau Sendra Pons, University of Valencia, Spain - Dolores Garzón, University of Valencia, Spain - María Ángeles Revilla Camacho, Universidad de Sevilla, Spain
<p>“HIGH-TECH” FIRMS: DIVIDEND POLICY IN A CONTEXT OF SUSTAINABILITY AND TECHNOLOGICAL CHANGE</p> <ul style="list-style-type: none"> - Victor Barros, ISEG, University of Lisbon, Portugal - Pedro Verga Matos, ISEG - Universidade de Lisboa, Portugal - Joaquim Miranda Sarmento, ISEG - Lisbon School of Economics and Management, Portugal - Pedro Rino Vieira, Universidade de Lisboa, Portugal 	<p>TOWARDS AI ENABLED CIRCULAR BUSINESS MODEL INNOVATION: HOW AI ENABLES SUSTAINABILITY</p> <ul style="list-style-type: none"> - David R Sjodin, Lulea University of Technology, Sweden - Vinit Parida, Lulea University of Technology, Sweden - Marko Kohtamäki, Lulea University of Technology, Sweden 	<p>HOW DO FRONT-OF-PACKAGE LABELS INFLUENCE THE HEALTHY EVALUATION OF CONSUMERS?</p> <ul style="list-style-type: none"> - Matilde Schwalb Helguero, Universidad del Pacifico, Peru - Carla Pennano Villanueva, Universidad del Pacifico, Peru - Myriam Martínez Fiestas, Universidad de Granada, Spain - Freddy Linares, Universidad del Pacifico, Peru - Gustavo Rodriguez, Universidad del Pacifico, Peru 	<p>THE DIFFERENTIAL EFFECTS OF POTENTIAL AND REALIZED ABSORPTIVE CAPACITY ON IMITATION AND INNOVATION STRATEGIES, AND ITS IMPACT ON SUSTAINED COMPETITIVE ADVANTAGE</p> <ul style="list-style-type: none"> - Mohammad Algarni, King Abdulaziz University, Saudi Arabia - Murad Ali, Northumbria University, United Kingdom - Antonio L. Leal Rodríguez, Universidad de Sevilla, Spain - Gema Albort Morant, Universidad de Sevilla, Spain 	<p>THE USE OF SOCIAL ROBOTS IN TOURISM. A SOCIAL LISTENING STUDY</p> <ul style="list-style-type: none"> - Luis Jose Callarisa Fiol, Universitat Jaume I, Spain - Miguel Angel Moliner Tena, Universitat Jaume I, Spain - Rosa M. Rodríguez Artola, Universitat Jaume I, Spain - Javier Sánchez García, Universitat Jaume I, Spain

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<p>17:30 — 17:50</p>	<p>HOW DOES A DIGITAL TOOL AFFECT CONSUMER KNOWLEDGE ON SUSTAINABLE FOOD? EVIDENCE FROM A REAL CONDITION EXPERIMENT IN FRANCE</p> <ul style="list-style-type: none"> - Innocent Morgane, Université de Bretagne Occidentale, France - Lecompte Agne, Université Bretagne Sud, France - Roudaut Nolwenn, Université de Bretagne Sud, France 	<p>SOCIAL MEDIA USE, CORPORATE ENTREPRENEURSHIP AND ORGANIZATIONAL RESILIENCE: A RECIPE FOR SMES SUCCESS IN THE UNCERTAIN COVID19 SCENARIO</p> <ul style="list-style-type: none"> - Rodrigo Martin Rojas, University of Granada., Spain - Aurora Garrido Moreno, University of Málaga, Spain - Víctor Jesús Garcia Morales, Universidad de Granada, Spain 	<p>INFLUENCES OF DIVERSE LEARNING ENVIRONMENT AND CHANGE TOLERANCE ON STUDENTS' ENTREPRENEURIAL INTENTIONS / GENDER AS A MODERATOR</p> <ul style="list-style-type: none"> - Ghada Haddad, ESC PAU Business School, France - Gloria Haddad, University of Saint Joseph, Lebanon - Gautam Nagpal, ESC PAU Business School, France 	<p>RESILIENT SUSTAINABLE INVESTMENT IN DIGITAL EDUCATION TECHNOLOGY: A STAKEHOLDER CENTRIC DECISION SUPPORT MODEL UNDER UNCERTAINTY</p> <ul style="list-style-type: none"> - Morteza Yazdani, Universidad Autonoma de Madrid, Spain - Anett Erdmann, ESIC University; ESIC Business & Marketing School, Spain - Luis Toro, ESIC University, Spain
<p>17:50 — 18:10</p>	<p>IN CONSILIUM APPARATUS: ARTIFICIAL INTELLIGENCE, STAKEHOLDER RECIPROCITY, AND FIRM PERFORMANCE</p> <ul style="list-style-type: none"> - Steven Thompson, United States - Douglas Bosse, University of Richmond, United States - Peter Ekman, Mälardalen University, Sweden 	<p>THE COMPLEXITY OF ENTREPRENEURIAL ECOSYSTEM EVOLUTION AND NEW VENTURE POLICY: THE CASE OF U.S. COMMERCIAL SPACE ECOSYSTEM</p> <ul style="list-style-type: none"> - William Carter, University of Baltimore, United States - Amir Pezeshkan, University of Baltimore, United States 	<p>THE INFLUENCE OF INSTITUTIONAL AND IN-GROUP COLLECTIVISM PRACTICES ON NEXT-GENERATION ENGAGEMENT IN THE FAMILY BUSINESS</p> <ul style="list-style-type: none"> - Pedro Torres, University of Coimbra, Portugal - Mário Augusto, University of Coimbra, CeBER, Faculty of Economics, Portugal - Rui Quaresma, Universidade de Évora, Portugal 	<p>SOCIOCULTURAL FACTORS IN TIMES OF GLOBAL CRISIS: TWITTER DEMONSTRATIONS ABOUT CROWDFUNDING</p> <ul style="list-style-type: none"> - Maximiliano Perez Cepeda, Universidad Católica de Santiago de Guayaquil, Ecuador

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>SUSTAINABLE, TECHNOLOGICAL AND INNOVATIVE CHALLENGES POST COVID-19</p> <ul style="list-style-type: none"> - Gemma Mollevi, ESIC, Spain - Jesús Álvarez, ESIC, Spain 	<p>PRICING REINSURANCE AND DETERMINING OPTIMAL RETENTION BASED ON THE CRITERION OF MAXIMIZING SOCIAL EXPECTED UTILITY</p> <ul style="list-style-type: none"> - Hong Mao, Shanghai Second Polytechnic University, Shanghai, China - Krzysztof Ostaszewski, Illinois State University, United States 	<p>LOW INCOME LOGICS: INSTITUTIONS' VARYING IMPACT ON ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> - Adam Smith, Middle Tennessee State University, United States - Stephen E. Lanivich, University of Memphis, United States 	<p>THE INFLUENCE OF MOTIVATIONS TO SHARE KNOWLEDGE IN PREVENTING KNOWLEDGE SABOTAGE OCCURRENCES: AN EMPIRICALLY TESTED MOTIVATIONAL MODEL</p> <ul style="list-style-type: none"> - Francesco Antonio Perotti, University of Torino, Italy - Gabriele Santoro, University of Torino, Italy - Stefano Bresciani, University of Torino, Italy 	<p>INTEGRATING COGNITIVE TIME DISTORTION IN COST ACCOUNTING: A NEW METHOD TO MANAGE THE KEY ASSET OF THE DIGITAL ECONOMY</p> <ul style="list-style-type: none"> - Natallia Pashkevich, Södertörn University, Sweden - Fabian von Schéele, Uppsala University, Sweden - Darek Haftor, Uppsala University, Sweden
<p>DISCUSSION OF CROWDFUNDING POLICIES AMONG POLICYMAKERS</p> <ul style="list-style-type: none"> - José Miguel Berné Martínez, ESIC Business & Marketing School; ESIC University, Spain - Enrique Planells Artigot, ESIC Business & Marketing School, Spain 	<p>PSYCHOLOGICAL TIME OF THE GREEN ENTREPRENEURS: A MIXED-METHOD STUDY ON SMES</p> <ul style="list-style-type: none"> - Ekaterina Zabelina, Chelyabinsk State University, Russia - Jorge Cruz Cárdenas, Universidad Tecnológica Indoamérica, Ecuador - Olga Deyneka, Saint Petersburg State University, Russia - Aleksandr Maksimenko, NRU Higher School of Economics, Russia - Jorge Guadalupe Lanas, Universidad Indoamérica, Ecuador - Carlos Ramos Galarza, Universidad Católica de Ecuador, Ecuador 	<p>INSTITUTIONAL ENVIRONMENT AND INNOVATION IN STARTUPS: THE MODERATING ROLE OF BUSINESS INCUBATORS</p> <ul style="list-style-type: none"> - Natan De Souza Marques, University of Sao Paulo, Brazil - Roberto Sbragia, University of Sao Paulo, Brazil - Carlo Giglio, Mediterranean University of Reggio Calabria, Italy 	<p>IMPACT OF EFFECTUAL PROPENSITY ON ENTREPRENEURIAL INTENTION</p> <ul style="list-style-type: none"> - Alicia Martín Navarro, Universidad de Sevilla, Spain - Félix Velicia Martín, Universidad de Sevilla, Spain - José Aurelio Medina Garrido, Universidad de Cádiz, Spain - Pedro R. Palos Sánchez, Universidad de Sevilla, Spain 	<p>HOW DOES DIVIDEND PAYOUT RELATE TO EPU, OWNERSHIP CONCENTRATION AND FREE CASH FLOW IN AN EMERGING COUNTRY?</p> <ul style="list-style-type: none"> - Carlos Maquieira, CENTRUM Católica Graduate Business School (CCGBS) Pontificia Universidad Católica del Perú (PUCP), Chile - José Arias, Universidad Católica de la Santísima Concepción, Chile - Christian Espinosa, Universidad de Santiago de Chile, Chile

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INTEGRATING CORPORATE SOCIAL CHALLENGE, LEARNING AND INNOVATION IN BUSINESS EDUCATION

- **Katarzyna Bachnik**, Hult International Business School, United States
- **Tessa Misiaszek**, Hult International Business School, United States
- **Emma Day Duro**, Hult International Business School, United States

THE LONG-TERM PERSISTENCE AMONG NASCENT ENTREPRENEURS: AN FSQCA ANALYSIS

- **Laetitia Gabay**, ESSCA School of Management, France
- **Pascal Paillé**, NEOMA Business school, Rouen campus, France
- **Patrick Valeau**, Rennes 1, France

ENTREPRENEURSHIP IN FAMILY FIRMS: AN UPDATED BIBLIOMETRIC OVERVIEW

- **Muhammad Anwar**, University of Witten Herdecke, Germany
- **Thomas Clauß**, Witten/Herdecke University, Germany
- **Natanya Meyer**, University of Johannesburg, South Africa

HIGH-PERFORMANCE WORK SYSTEMS IN FAMILY FIRMS: A MIXED GAMBLE APPROACH

- **Juan David Peláez León**, Universidad del Valle, Colombia
- **Gregorio Sánchez Marín**, University of Alcalá, Spain

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DIGITAL INNOVATION IN ENTREPRENEURIAL FIRMS: A SYSTEMATIC LITERATURE REVIEW

- **Alberto Michele Felicetti**, University of Calabria, Italy
- **Vincenzo Corvello**, University of Calabria, Italy
- **Salvatore Ammirato**, University of Calabria, Italy

HIGH-GROWTH MIDDLE-SIZED FIRMS DURING THE PANDEMIC (RUSSIAN CASE)

- **Dmitri Pletnev**, Chelyabinsk State University, Russia
- **Ksenia Naumova**, Chelyabinsk State University, Russia

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THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON THE FINANCIAL PERFORMANCE OF FIRMS

- **Luis René Vásquez**, University of Valencia, Spain
- **Carlos Lassala**, University of Valencia, Spain

ROOM 22**AFFECTIVE COMMITMENT RECIPES FOR WINE CLUBS IN A VIRTUAL WORLD: IT GOES BEYOND THE WINE**

- Anjala Krishen, University of Nevada, Las Vegas, United States
 - Orië Berezan, California State University Dominguez Hills, United States
 - Shaurya Agarwal, University of Central Florida, United States
 - Sheen Kachen, University of Illinois, Chicago, United States

ROOM 24**THE MISSING LINK BETWEEN ENTREPRENEURIAL TEAM COMPOSITION, STAGES OF DEVELOPMENT AND NEW VENTURE PERFORMANCE. AN EMPIRICAL STUDY IN ITALY**

- Adele Parmentola, University of Naples Parthenope, Italy
 - Michele Costagliola di Fiore, University Of Naples "Parthenope", Italy

ROOM 25**IMPACT OF "MINDFULNESS" OR FULL AWARENESS MEDITATION IN LEARNING ABILITIES**

- Giovanni Lucero Romero, UISEK Business School - Universidad Internacional SEK, Ecuador
 - Leopoldo Arias Bolzmann, Pontificia Universidad Católica del Peru, Peru

ROOM 15**HOW TO ACCOMPLISH A HIGHLY CITED PAPER IN THE TOURISM, LEISURE AND HOSPITALITY FIELD?**

- Luis Otero González, University of Santiago, Spain
 - Onofre Martorell, Universitat de les Illes Balears, Spain
 - Pablo Durán Santomil, Universidade de Santiago de Compostela, Spain
 - Carlos Mulet Forteza, Universitat de les Illes Balears, Spain

ROOM 21**EXPLORING CAUSAL RECIPES OF START-UP ACCEPTANCE WITHIN BUSINESS INCUBATORS: A CROSS-COUNTRY STUDY THROUGH CORRELATION-BASED ANALYSIS, MACHINE LEARNING TECHNIQUES AND FSQCA**

- Alexandru Capatina, Dunarea de Jos University of Galati, Romania
 - Dragos Sebastian Cristea, University Dunarea de Jos of Galati, Romania
 - Adrian Micu, University Dunarea de Jos from Galati, Romania
 - Angela Eliza Micu, Ovidius University of Constanta, Romania
 - Giuseppe Empoli, Università degli Studi di Foggia, Italy
 - Federica Codignola, Università degli Studi di Milano-Bicocca, Italy

THE WORST IS NOT TO FAIL, BUT TO FAIL TO LEARN FROM FAILURE: A MULTI-METHOD EMPIRICAL VALIDATION OF LEARNING FROM INNOVATION FAILURE

- Khalil Rhaïem, HEC MONTRÉAL, Canada
 - Halilem Norrin, Laval University, Canada

THE ATTRIBUTES OF ORGANIZATIONAL CHANGE IN RELATION TO THE SCIENTIFIC STAFF OF PUBLIC REHABILITATION SERVICES IN GREECE

- Maria Pyrgeli, University of West Macedonia, Greece
 - Aikaterini Sarri, University of West Macedonia, Greece
 - Anastasios Panopoulos, University of West Macedonia, Greece
 - Sofia Delipalla, University of West Macedonia, Greece

THE IMPORTANCE OF GRIT AND ITS SIGNIFICANCE ON FEMALE ENTREPRENEURS

- Carmine Gibaldi, Harvard University & St. John's University, United States
 - Aviva Aronovitch, Northeastern, Canada

HOW TO ACHIEVE EXCELLENCE IN THE NEW SERVICE DEVELOPMENT PROCESS: THE ROLE OF INNOVATIVE CULTURE, MARKET ORIENTATION, AND MANAGEMENT SUPPORT

- Primitiva Pascual Fernandez, University of Oviedo, Spain
 - María Leticia Santos Vijande, Cunef University, Spain
 - Mar Gómez Rico, Universidad de Castilla La Mancha, Spain
 - José Ángel López Sánchez, Universidad de Extremadura, Spain

GROWTH OF TOTAL PRODUCTIVITY OF THE FACTORS, INNOVATION AND SPILLOVERS FROM ADVANCED BUSINESS SERVICES

- Vicent Almenar Llongo, Universidad Católica de Valencia, Spain
 - Javier Muñoz de Prat, Universidad Europea, Spain
 - Mónica Maldonado Devis, EDEM, Spain

TECHNOLOGICAL TRANSITION AND BUSINESS MODEL INNOVATION. PATH DEPENDENCY IN DIGITAL TRANSITION

- Thomas Brekke
 - Sambit Lenka

BREAST CANCER RISK PREDICTION ALGORITHMS' ADOPTION BY CANADIAN PROVIDERS - AN IN-DEPTH QUALITATIVE COMPARATIVE ANALYSIS

- Jolyane Blouin Bougie, Université Laval, Canada
 - Nabil Amara, Université Laval, Canada

REGRESSION, MULTICOLLINEARITY AND MARKOWITZ

- Roberto Ortiz, Universidad Diego Portales, Chile
 - Mauricio Contreras, Universidad Metropolitana de Ciencias de la Educación UMCE, Spain
 - Cristhian Mellado, Universidad Católica de la Santísima Concepción, Chile

BUSINESS DEVELOPMENT, GENDER CONTRACTS AND ISLANDNESS – DEVELOPING FOOD ARTISAN BUSINESSES IN THE ÅLAND ISLANDS

- Paulina Rytkönen, Södertörn University, Sweden

CORPORATE DIVERSIFICATION IN AFRICA: THE CASE OF DANGOTE CEMENT

- Jorge Fernandez Vidal, University of Alicante, Spain
 - Reyes Gonzalez, University of Alicante, Spain
 - Jose Gasco, University of Alicante, Spain
 - Juan Llopis, University of Alicante, Spain



UNIVERSIDAD DE SEVILLA

30th

JUNE / 2022

Program

The background is an aerial photograph of a city, likely Madrid, featuring a large maze in the foreground and various buildings and a cathedral in the distance. The image is overlaid with a semi-transparent blue and green filter. On the left side, there are large, overlapping abstract shapes in shades of blue and green. In the upper right quadrant, there is a bright yellow circle. In the lower left quadrant, there is a smaller yellow circle.

16TH ACADEMY OF INNOVATION,
ENTREPRENEURSHIP, AND
KNOWLEDGE CONFERENCE

**Greening, Digitizing
and Redefining
Aims in an Uncertain
and Finite World**

30 th June	ROOM 12	ROOM 13	ROOM 14	ROOM 11
9:00 — 10:30	COFFEE WITH FRED PHILLIPS	COFFEE WITH BRIJ GUPTA	COFFEE WITH ALBERTO FERRARIS	COFFEE WITH GIAMPAOLO VIGLIA
	CHAIR Laura Padilla Angulo	CHAIR Patricio E. Ramírez-Correa	CHAIR Francisco Javier Rondán Cataluña	CHAIR Cayetano Medina Molina
10:30 — 10:50	<p>THE IMPACT OF BASIC PSYCHOLOGICAL NEEDS' SATISFACTION ON EUROPEAN ENTREPRENEURS' WELLBEING AND HEALTH: THE MEDIATING ROLE OF OPPORTUNITY ENTREPRENEURIAL MOTIVATION AND JOB SATISFACTION</p> <ul style="list-style-type: none"> - Laura Padilla Angulo, Universidad Loyola Andalucía, Spain - Ana M. Lucia Casademunt, Universidad de Málaga, Spain - Diego Gómez Baya, Universidad de Huelva, Spain 	<p>IMPACT OF CORPORATE KNOWLEDGE GOVERNANCE ON EMPLOYEE INNOVATIVE PERFORMANCE: THE SEQUENTIAL MEDIATION OF KNOWLEDGE SHARING AND INDIVIDUAL ABSORPTIVE CAPACITY</p> <ul style="list-style-type: none"> - Imran Ali, Northumbria University, United Kingdom 	<p>AN AI ANALYSIS OF CLIMATE-CHANGE INFLUENCERS MARKETING ON TWITTER</p> <ul style="list-style-type: none"> - María Teresa Ballestar de las Heras, Universidad Rey Juan Carlos, Spain - Marta Martín Llaguno, Universidad de Alicante, Spain - Jorge Sainz, Universidad Rey Juan Carlos, Spain 	<p>ESTABLISHING A BRAND RESONANCE EVALUATION MODEL FOR FRANCHISE CONVENIENCE STORES BASED ON CONSUMER-BASED BRAND EQUITY</p> <ul style="list-style-type: none"> - Tsuen-Ho Hsu, National Kaohsiung Univeristy, Taiwan - Jia Wei Tang, National Penghu University of Science and Technology, Taiwan
10:50 — 11:10	<p>SOPHISTRY OR WISDOM IN WORDS: ARISTOTLE ON RHETORIC AND LEADERSHIP</p> <ul style="list-style-type: none"> - Marcel Meyer, University of Navarra, Spain - Matthias Hühn, Saint Vincent College, United States 	<p>GENDER DIVERSITY ON BOARDS: DETERMINANTS THAT UNDERLIE THE PROPOSALS OF FEMALE DIRECTORS</p> <ul style="list-style-type: none"> - María López, University of Santiago de Compostela, Spain - Marcos Vizcaino Gonzalez, University of A Coruña, Spain - María Luisa López Pérez, University of Santiago de Compostela, Spain 	<p>CONSUMER BEHAVIOR TOWARDS MOBILE FASHION RETAIL APPLICATIONS: ACCEPTANCE FACTORS OF THE ZARA APP AMONG SPANISH USERS DURING THE COVID-19 PERIOD</p> <ul style="list-style-type: none"> - Eloy Gil Cordero, Universidad de Sevilla, Spain - Pablo Ledesma Chaves, Universidad de Sevilla, Spain - Pedro Baena Luna, Universidad de Sevilla, Spain 	<p>THE EVOLUTION OF THE GLOBAL VENTURE CAPITAL ECOSYSTEM AND ITS RELATIONSHIP WITH UNICORNS: A DEFINITION, REVIEW, AND FUTURE DEVELOPMENT AGENDA</p> <ul style="list-style-type: none"> - Thommie Burström, Finland - Tom Lahti, Finland - Markus Wartiovaara, Finland

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
COFFEE WITH MARCIN STANIEWSKI	COFFEE WITH SASCHA KRAUS	COFFEE WITH DANIEL PALACIOS	COFFEE WITH WILLIAM MCDOWELL	COFFEE WITH ENRIQUE BIGNÉ
CHAIR Murad Ali	CHAIR María Elena Aramendía Muneta	CHAIR Pedro Palos Sánchez	CHAIR Emily Mary Grott	CHAIR Borja Sanz Altamira
<p>IMPACT OF DIGITAL IDENTITY AND BLOCKCHAIN SECURITY ON THE RISK HETEROGENEITY OF DIGITAL CURRENCY SYSTEMS</p> <ul style="list-style-type: none"> - Robin Hang Luo, Xihua University, China - Dawei Yan, Xihua university, China - Rui Wang, Xihua University, China 	<p>ENTREPRENEURIAL ALERTNESS – A REVIEW ON CONCEPTS, ANTECEDENTS, EFFECTS, AND RELATED VARIABLES</p> <ul style="list-style-type: none"> - Jona Kubenz, University of Potsdam, Germany - Artur Lapidus, University of Bayreuth, Germany 	<p>HIGH IMPACT GENERATION PATHWAYS OF SMES IN THE IT SECTOR. THE CASE OF CERTIFIED BENEFIT CORPORATIONS</p> <ul style="list-style-type: none"> - Alberto Ruozi López, Universidad Complutense de Madrid, Spain - Carmen Paradinas Márquez, ESIC University, Spain - Jose Antonio Vicente Pascual, ESIC University, Spain 	<p>VOICE FROM WITHIN. TO WHAT EXTENT CAN INTERNAL CROWDSOURCING DRIVE A CHANGE IN ORGANIZATIONAL CULTURE?</p> <ul style="list-style-type: none"> - Juan Ramón Campos Blázquez, ESIC Business & Marketing School, Spain - Luis Rubio Andrada, Universidad Autónoma de Madrid, Spain - María Soledad Celemin Pedroche, Universidad Autónoma de Madrid, Spain 	<p>SUSTAINABLE ENTREPRENEURSHIP IN THE EQUESTRIAN HORSE SECTOR THROUGH HORSE MANURE: A PLS-SEM APPROACH</p> <ul style="list-style-type: none"> - Oana Daniela Lupoae, "Dunărea de Jos" University of Galati, Romania - Riana Iren Radu, "Dunărea de Jos" University of Galati, Romania - Violeta Maria Isai, "Dunărea de Jos" University of Galati, Romania - Iuliana Oana Mihai, "Dunărea de Jos" University of Galati, Romania
<p>THE EVOLUTION IN THE DISCOURSE OF MEDIA ON THE IMPLEMENTATION OF NEW DIGITAL BUSINESS MODELS IN MEDIA COMPANIES</p> <ul style="list-style-type: none"> - Antonio Monsalve Alamá, ESIC Business and Marketing School, Spain - Arturo Ortigosa Blanch, ESIC University, Spain 	<p>PERSONAL GROWTH OR SERVANT LEADER? WHAT DO HOTEL EMPLOYEES NEED MOST TO BE AFFECTIVELY WELL IN THE TURBULENT COVID-19 TIMES?</p> <ul style="list-style-type: none"> - Pablo Ruiz Palomino, University of Castilla-La Mancha, Spain - Benito Yáñez Araque, University of Castilla-La Mancha, Spain - Pedro Estévez, Castilla La Mancha University, Spain - Santiago Gutiérrez Broncano, University of Castilla-La Mancha, Spain 	<p>CEO CHARACTERISTICS AND CORPORATE RISK-TAKING EVIDENCE FROM EMERGING MARKETS</p> <ul style="list-style-type: none"> - Carlos Cid, Universitat de Valencia, Spain - Felix Lopez Iturriaga, Universidad de Valladolid, Spain 	<p>BRICOLAGE AS AN EFFECTIVE TOOL FOR THE SURVIVAL OF OWNER-MANAGED SMES IN TIMES OF CRISIS</p> <ul style="list-style-type: none"> - Hugo Baier Fuentes, Universidad Católica de la Santísima Concepción, Chile - Nelson Andres Andrade Valbuena, Universidad Católica de la Santísima Concepcion, Chile - María Huertas Gonzalez Serrano, Universitat de València, Spain - Magaly Gaviria Marín, Universidad Católica de la Santísima Concepción, Chile 	<p>LEVERAGING SOCIAL ENTREPRENEURSHIP WITH THE PUBLIC ADMINISTRATION SUPPORT – EMPIRICAL EVIDENCE FROM ROMANIA</p> <ul style="list-style-type: none"> - George Schin, Dunarea de Jos University of Galati, Romania - Nicoleta Cristache, Dunarea de Jos University of Galati, Romania - Cosmin Matis, Babes Bolyai University, Romania

11:10
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WHAT IS GOING ON IN ENTREPRENEURSHIP RESEARCH? A BIBLIOMETRIC AND SNA ANALYSIS OF RECENT LITERATURE, 2017-2021*
- **Francisco García Lillo**, University of Alicante, Spain
- **Pedro Seva Larrosa**, University of Alicante, Spain
- **Eduardo Sánchez García**, University of Alicante, Spain

SOCIAL STRATEGY OF IT ADOPTION: THE REGULATION PROCESS OF MANDATED ENTERPRISE SOCIAL MEDIA SYSTEMS
- **Lapo Mola**, SKEMA Business School Universite Cote Azur (GREDEG), France
- **Renata Kaminska**, SKEMA Business School, France
- **Nathalie Richebé**, Aix-Marseille University, France
- **Andrea Carugati**, Aarhus University, Denmark

ORGANIC LINE EXTENSIONS: DO THEY MAKE SENSE FOR BRANDS?
- **Maria Luisa Hernandez Olalla**, Universidad Pontificia Comillas, Spain
- **Carmen Valor**, Universidad Pontificia Comillas, Spain

REDEFINING INVESTORS' GOALS IN THE POST-NORMAL WORLD
- **Vladimir Milovidov**, MGIMO University, Russia

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THE IMPACT OF INNOVATION AND STRATEGIC AGGRESSIVENESS ON FIRM PERFORMANCE: DOES FIRM SIZE MATTER?
- **Laurence Weinzimmer**, Bradley University, United States
- **Candace Esken**, Bradley University, United States
- **Eric Michel**, Northern Illinois University, United States
- **William McDowell**, Bradley University, United States
- **Raj Mahto**, University of New Mexico, United States

ECOSYSTEM EMERGENCE IN EMERGING MARKETS: EVIDENCE FROM THE NIGERIAN DIGITAL FINANCIAL SERVICES ECOSYSTEM
- **Nkemdilim Iheanachor**, Lagos Business School, Pan-Atlantic University, Ajah, Lagos, Nigeria
- **Immanuel Umukoro**, Lagos Business School, Pan-Atlantic University, Nigeria

BUSINESS AND MANAGEMENT RESEARCH TRENDS OF SUSTAINABILITY ASSESSMENT IN FOOD SECTOR
- **Carolina Nicolas**, Universidad de Santiago de Chile
- **Valeska V. Geldres-Weiss**, Universidad de La Frontera, Chile

SUSTAINABLE CONSUMPTION OF SERVICES: WILLINGNESS-TO-PAY FOR SUSTAINABLE ALPINE SKIING EXPERIENCE
- **Iveta Malasevska**, Inland Norway University of Applied Sciences, Norway
- **Andreas Hinterhuber**, Ca Foscari University, Venice, Italy
- **Erik Haugom**, Inland Norway University of Applied Sciences, Norway
- **Gudbrand Lien**, Inland Norway University of Applied Sciences, Norway
- **Per Kristian Alnes**, Inland University Norway, Norway

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MEASURES FOR THE VIABLE AGRICULTURAL SUPPLY CHAINS: A MULTI-CRITERIA APPROACH
- **Tomas Balezentis**, Lithuanian Centre for Social Sciences, Lithuania
- **Agne Zickiene**, Lithuanian Centre for Social Sciences, Lithuania
- **Artiom Volkov**, Lithuanian Centre for Social Sciences, Lithuania
- **Dalia Streimikiene**, Lithuanian Centre for Social Sciences, Lithuania
- **Mangirdas Morkunas**, Lithuanian Centre for Social Sciences, Lithuania
- **Vida Dabkiene**, Lithuanian Centre for Social Sciences, Lithuania
- **Erika Ribasauskiene**, Lithuanian Centre for Social Sciences, Lithuania

PROMOTION OF ENTREPRENEURSHIP THROUGH BUSINESS INCUBATORS: REGIONAL ANALYSIS IN SPAIN
- **Ana Rosado**, Universidad Complutense de Madrid, Spain
- **Adolfo Hernández**, Universidad Complutense de Madrid, Spain
- **Francisco Blanco**, Universidad Rey Juan Carlos, Spain
- **Maria Teresa Freire Rubio**, ESIC Business&Marketing School, Spain

ALTERNATIVE MODES OF ENTRY IN FRANCHISING: THE CASE OF EL CORTE INGLÉS AND SFERA
- **Alexander Rosado Serrano**, Inter. American University of Puerto Rico, Puerto Rico
- **Antonio Navarro García**, Universidad de Sevilla, Spain

GREEN TECHNOLOGICAL INNOVATION: THE ROLE OF INSTITUTIONAL SUPPORT IN MITIGATING THE GREEN INNOVATION RISKS
- **Huda Khan**, University of Aberdeen, United Kingdom
- **Richard Lee**, University of South Australia, Australia

ROOM 22**AWARENESS OF NETWORK SECURITY AND CUSTOMER VALUE – THE COMPANY AND CUSTOMER PERSPECTIVE**

- Wiesława Caputa, WSB University in Poznań, Poland
 - Izabela Krawczyk Sokolowska, University of Technology in Częstochowa, Poland

ROOM 24**DIGITALIZING IN AN UNCERTAIN WORLD: EUROPE AND U.S. LEVEL OF DEVELOPMENT AND DIGITAL ECOSYSTEM PRESENCE**

- Jose Ponzoa, ESIC University, Spain
 - Andres Gómez, ESIC University, Spain
 - José Manuel Mas Iglesias, ESIC University, Spain

ROOM 25**QUALITY MANAGEMENT AS A FOUNDATION FOR CREATING INNOVATIVE ORGANIZATIONS IN SOUTHEAST ASIA**

- Yasushi Ueki, Institute of Developing Economies, Japan
 - Masatsugu Tsuji, Kobe International University, Japan

ROOM 15**STICKY TIES : QUEST FOR STRUCTURAL INTER-ORGANIZATIONAL CONFIGURATIONS IN ENTREPRENEURIAL ECOSYSTEMS**

- Grégory Guéneau, ADALIA Institute; School of Business and Management, Morocco
 - Didier Chabaud, IAE Paris, France
 - Marie Christine Chalus Sauvannet, France

ROOM 21**ENGAGEMENT IN ENTREPRENEURSHIP AFTER BUSINESS FAILURE. DO FORMAL INSTITUTIONS AND CULTURE MATTER?**

- Sebastian Uriarte, Universidad Adolfo Ibáñez, Chile
 - Jorge Espinoza Benavides, Universidad Católica de la Santísima Concepción, Chile
 - Domingo Ribeiro, University of Valencia, Spain

SEGMENTING WITH BIG DATA ANALYTICS AND PYTHON. A QUANTITATIVE ANALYSIS ON THE HOUSEHOLD SAVINGS

- Maria Teresa Cuomo, University of Salerno, Italy
 - Debora Tortora, University of Milano-Bicocca, Italy
 - Ivan Colosimo, University of Salerno, Italy
 - Lorenzo Ricciardi Celsi, ELIS Foundation, Italy
 - Rosario Portera, ELIS Foundation, Italy
 - Giuseppe Festa, University of Salerno, Italy
 - Michele La Rocca, University of Salerno, Italy

DUTY CALLS: PREDICTION OF FAILURE IN REORGANIZATION PROCESSES

- Isabel Abinzano, Universidad Publica de Navarra, Spain
 - Harold Bonilla, Universidad Publica de Navarra, Spain
 - Luis Muga, Universidad Publica de Navarra, Spain

SMART CONTRACTS DIFFUSION IN PHARMACEUTICAL BLOCKCHAIN TO COMBAT COUNTERFEIT DRUGS

- Arash Kordestani, Sodertorn University, Sweden

STUDENTS' PERCEPTION OF EDUCATORS DIGITAL COMPETENCE IN HIGHER EDUCATION

- María de las Mercedes de Obesso Arias, ESIC Universidad, Spain
 - Margarita Núñez, ESIC Business & Marketing School, Spain
 - Carlos Alberto Pérez Rivero, ESIC University, Spain

THE VIRTUOUS CYCLE OF ENTREPRENEURIAL IDENTITY AND EXPERIENCE – A LONGITUDINAL ANALYSIS

- Ricardo Figueiredo Belchior, Advance/CSG, ISEG, Universidade de Lisboa, Portugal
 - Hugo Castro Silva, Instituto Superior Técnico, Portugal

TECHNOLOGICAL COMPOSITION AND SPATIAL PATTERNS IN YANGTZE RIVER DELTA, CHINA: EVIDENCE FROM QUALIFIED PATENT DATA

- Lingyue Li, Tongji University, China
 - Xiaohu Zhang, University of Hong Kong, China

DOES IT PAY OFF TO OFFER FAMILY-FRIENDLY PRACTICES? EXPLORING THE MISSING LINKS TO PERFORMANCE

- Maria João Guedes, ADVANCE/ISEG, Univeristy of Lisbon, Portugal
 - Maria Eduarda Soares, ADVANCE/ISEG, Univeristy of Lisbon, Portugal
 - Pilar Mosquera, ADVANCE/ISEG, Univeristy of Lisbon, Portugal
 - João Borregana, ISEG, Portugal

ECONOMIC FREEDOM INFLUENCE ON ECONOMIC GROWTH AND UNEMPLOYMENT: AN ANALYSIS OF THE EUROZONE

- Roberto Cervelló Royo, Universitat Politècnica de València, Spain
 - Carlos Devece Carañana, Universitat Politècnica de València, Spain

THE RELATIONSHIP BETWEEN KNOWLEDGE MANAGEMENT STRATEGIES AND CORPORATE SOCIAL RESPONSABILITY: EFFECTS ON INNOVATION CAPABILITIES

- Maria Isabel Gonzalez Ramos, University of Castilla-La Mancha, Spain
 - Fátima Guadamillas, University of Castilla-La Mancha, Spain
 - Mario J. Donate, University of Castilla-La Mancha, Spain

SOCIAL MEDIA ENGAGEMENT AND REAL-TIME MARKETING: USING NET-EFFECTS AND SET-THEORETIC APPROACHES TO UNDERSTAND AUDIENCE AND CONTENT-RELATED EFFECTS

- Susana Santos, ISEG - Lisbon School of Economics & Management, Universidade de Lisboa, Portugal
 - Helena Martins Gonçalves, Universidade de Lisboa, ISEG, Portugal
 - Merícia Teles, ISEG - Lisbon School of Economics & Management, Portugal

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THE RELEVANCE OF PARTICIPATION BEHAVIOR, ORGANIZATIONAL COMMITMENT, AND ATTITUDINAL LOYALTY TO THE MANAGEMENT OF PROFESSIONAL ASSOCIATIONS
- Carlos Rodriguez Rad, Universidad de Sevilla, Spain
- María Elena Sánchez del Río Vázquez, Universidad de Sevilla, Spain

COVID-19 AND TELEMEDICINE: A NETNOGRAPHY APPROACH
- Jorge Arenas Gaitán, Universidad de Sevilla, Spain
- Patricio E. Ramírez Correa, Universidad Católica del Norte, Chile

INSURERS RISK MANAGEMENT PRACTICES: EMPIRICAL EVIDENCE FROM DEVELOPED AND EMERGING MARKETS
- Danish Ahmed, Shangai Jian Qiao University, China
- Xie Yuantao, University of International Business and Economics of Beijing, China

AN ANALYSIS OF EWOM EMOTIONALITY THROUGHOUT THE COVID-19 CRISIS
- Maximilian Gerrath, University of Leeds, United Kingdom
- Alexander Mafael, Stockholm School of Economics, Sweden
- Aulona Ulqinaku, University of Leeds, United Kingdom
- Alessandro Biraglia, University of Leeds, United Kingdom

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HOW PUBLIC FUNDING AFFECTS COMPLEXITY IN R&D PROJECTS. AN ANALYSIS OF TEAM PROJECTS PERCEPTIONS
- José M. Gonzalez Varona, University of Valladolid, Spain
- Natalia Martin Cruz, University of Valladolid, Spain
- Fernando Acebes, University of Valladolid, Spain
- Javier Pajares, University of Valladolid, Spain

THE USE OF ESG SCORES IN ACADEMIC LITERATURE. A META-ANALYSIS
- Alexandre Clement, ESG UQAM, Canada
- Elisabeth Robinot, ESG UQAM, Canada
- Leo Trespeuch, ESG UQTR, Canada

CHILEAN UNIVERSITIES AND UNIVERSAL GRATUITY: PROPOSAL OF A MODEL TO EVALUATE EFFECTS ON FINANCIAL VULNERABILITY
- Juan A Gallegos, Universidad Católica de la Santísima Concepción, Chile
- Jorge Moraga Palacios, Universidad de Concepción, Chile

THE SCALING CONCEPT: A REVIEW, DEFINITION, AND AGENDA FOR FUTURE RESEARCH OF SCALING PERFORMANCE
- Maximilian Palmié
- Anna Mader
- Joakim Wincent

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STAKEHOLDER LEGITIMACY IN FIRM GREENING AND FINANCIAL PERFORMANCE. WHAT ABOUT GREENWASHING TEMPTATIONS?
- Michael Lee, SKEMA Business School, United States
- Robyn Raschke, University of Nevada, Las Vegas, United States

DEVELOPING CITIZEN SCIENCE ECOSYSTEM FOR SOCIAL CHANGE: CRITICAL FACTORS FOR QUADRUPLE HELIX STAKEHOLDERS' ENGAGEMENT
- Aelita Skarzauskiene, Vilnius Gediminas Technical University, Lithuania
- Monika Mačiulienė, Vilnius Gediminas Technical University, Lithuania
- Artemis Psaltoglou, White Research, Greece
- Thomas Bakratsas, White Research SRL, Belgium
- Maya Van den Berg, DesignLab UTwente, Netherlands
- Sabine Wildevuur, DesignLab UTwente, Netherlands
- Efstratios Stylianidis, Aristotle University of Thessaloniki, Greece
- Ioannis Tavantzis, Greece

LOW-FREQUENCY DATA EMBEDDING FOR DFT-BASED IMAGE STEGANOGRAPHY
- Petar Branislav Jelušić, University of Zagreb, Croatia
- Ante Poljičak, University of Zagreb, Croatia
- Davor Donevski, University of Zagreb, Croatia
- Tomislav Čigula, University of Zagreb, Croatia

INSIGHTS ON NGO BRAND EQUITY. A DONOR-BASED BRAND EQUITY MODEL
- Maria Jesus Rios, Complutense University of Madrid, Spain
- Carmen Abril, Complutense University of Madrid, Spain

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>CROSS-CULTURAL ADJUSTMENT AND TRAINING ON INTERNATIONAL EXPATRIATES' PERFORMANCE</p> <ul style="list-style-type: none"> - Fang Yi Lo, Feng Chia University, Taiwan - Thi Hong Anh Nguyen, Feng chia university, Vietnam 	<p>'BORN SUSTAINABLE' INNOVATIVE BUSINESS MODELS: AN EXPLORATIVE STUDY ON A FASHION START-UP</p> <ul style="list-style-type: none"> - Paola Castellani, University of Verona, Italy - Chiara Rossato, University of Verona, Italy - Elena Giaretta, University of Verona, Italy - Alfonso Vargas Sánchez, University of Huelva, Italy 	<p>THE EMPIRICAL RESEARCH OF ARTIFICIAL INTELLIGENCE MARKETING STRATEGIES AND PERFORMANCE</p> <ul style="list-style-type: none"> - Chih Wen Wu, National Chung Hsing University, Taiwan 	<p>ADDICTION TO SOCIAL NETWORKING SITES: MOTIVATIONS, FLOW, AND SENSE OF BELONGING AT THE ROOT OF ADDICTION</p> <ul style="list-style-type: none"> - Sandra Miranda, ISEG - Lisbon School of Economics and Management, Portugal - Inês Trigo, ISEG Lisbon School of Economics and Management, Portugal - Margarida Duarte, ISEG - Lisbon School of Economics and Management, Portugal - Ricardo Rodrigues, ISEG - Lisbon School of Economics and Management, Portugal 	<p>PERCEPTION OF PRODUCT NATURALNESS IS A KEY DETERMINANT OF CONSUMERS PREFERENCES FOR HEMP-BASED PRODUCTS</p> <ul style="list-style-type: none"> - Franklin Velasco, Universidad San Francisco de Quito, Ecuador - Juan José Cardenas, Universidad San Francisco de Quito, Ecuador - Marcelo Cardenas, Universidad Hemisferios, Spain - Silvia Martin, California State University, United States
<p>PREDICTING CUSTOMER BEHAVIOR STATE TRANSITION ON O2O E-COMMERCE OF CONVENIENCE CHAIN STORES IN TAIWAN</p> <ul style="list-style-type: none"> - Tsung Yin Ou, National Kaohsiung University, Taiwan - Wen Lung Tsai, Asia Eastern University of Science and Technology, Taiwan 	<p>THE INTERRELATION BETWEEN THE STOCK MARKET AND MACROECONOMIC FACTORS IN SPAIN</p> <ul style="list-style-type: none"> - Maria Botey Fullat, ESIC University, Spain - Cristina Palacios, ESIC University, Spain - Pedro Arias Martín, Universidad Politécnica de Madrid, Spain 	<p>FACTORS OF INNOVATION MANAGEMENT TRANSFORMATION IN DIGITAL INNOVATION ECOSYSTEMS OF RUSSIAN COMPANIES</p> <ul style="list-style-type: none"> - Mikhail Khachatryan, Financial University under Russian Government, Russia - Evgeniia Klicheva, Plekhanov Russian University of Economics, Russia 	<p>EXPLORING THE LINKS BETWEEN DEMOCRACY AND DIGITAL TRANSFORMATION IN DEVELOPING LATIN AMERICA COUNTRIES: BUILDING A DEMOCRACY CONSOLIDATION THEORY</p> <ul style="list-style-type: none"> - Doina Stratu, Universitat Politècnica de València, Spain - Hermenegildo Gil Gómez, Universitat Politècnica de València, Spain - Raul Oltra, Universitat Politècnica de València, Spain - Vicente Guerola Navarro, Universitat Politècnica de València, Spain 	<p>CULTURAL SHOCK, ADAPTATION AND ORGANISATIONAL PERFORMANCE IN SPORT - A PSYCHOLOGICAL PERSPECTIVE</p> <ul style="list-style-type: none"> - Daniel Lovin, Dunarea de Jos University of Galati, Romania - Andreea Valentina Bușilă, Dunarea de Jos University of Galati, Romania - Valentin Sava, Dunarea de Jos University of Galati, Romania
<p>FORECASTING COMMERCIAL VEHICLE PRODUCTION USING QUANTITATIVE TECHNIQUES</p> <ul style="list-style-type: none"> - Badri Toppur, Rajalakshmi School of Business, India 	<p>MODERATORS OF THE EFFECT OF ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL ACTION</p> <ul style="list-style-type: none"> - María Ripollés, Universitat Jaume I, Spain - Andreu Blesa, Universitat Jaume I, Spain 	<p>IMPLEMENTING AND SCALING ARTIFICIAL INTELLIGENCE: REVIEW, FRAMEWORK AND FURTHER RESEARCH AGENDA</p> <ul style="list-style-type: none"> - Naomi Haefner - Oliver Gassman 	<p>INNOVATION AND PERFORMANCE IN SOCIAL ECONOMY FIRMS. THE MEDIATING EFFECT OF LEGITIMACY FOR CUSTOMERS</p> <ul style="list-style-type: none"> - Francisco Espasandin Bustelo, Universidad de Sevilla, Spain - José Ignacio Rufino Rus, Universidad de Sevilla, Spain - M. Ángeles Rodríguez Serrano, Universidad de Sevilla, Spain 	<p>TIME-TO-UNICORN AND DIGITALIZATION</p> <ul style="list-style-type: none"> - Ana Venâncio, ISEG - Lisbon School of Economics and Management, Universidade de Lisboa, Portugal - Winnie Picoto, ISEG - Lisbon School of Economics and Management, Portugal - Inês Pinto, ISEG - Lisbon School of Economics and Management, Portugal

30 th June	ROOM 12	ROOM 13	ROOM 14	ROOM 11
<p>13:10</p> <hr/> <p>13:30</p>	<p>CLIENT APPLICATION INTERFACE IN CAMPUS CARD SOLUTION</p> <ul style="list-style-type: none"> - Martin Žagar, RIT Croatia, Croatia - Josip Knezovic, University of Zagreb, Croatia - Daniel Hofman, University of Zagreb, Croatia 	<p>STRATEGIC ORIENTATION TOWARDS DIGITIZATION TO IMPROVE SUPERMARKET LOYALTY IN AN OMNICHANNEL CONTEXT</p> <ul style="list-style-type: none"> - Pedro Cuesta Valiño, Universidad de Alcalá, Spain - Pablo Gutiérrez Rodríguez, Universidad de León, Spain - Estela Núñez Barriopedro, Universidad de Alcalá, Spain - Blanca García Henche, Universidad de Alcalá, Spain 	<p>FACTORS THAT AFFECT SMART TEACHING USE BY HIGHER EDUCATION INSTRUCTORS</p> <ul style="list-style-type: none"> - Riyad Eid, United Arab Emirates University, United Arab Emirates - Hassan Selim, United Arab Emirates University, United Arab Emirates 	<p>DIGITALIZATION: THE NEED TO STRESS THE LINK WITH SUSTAINABILITY AND PERFORMANCE</p> <ul style="list-style-type: none"> - Laura Broccardo, Univeristy of Turin, Italy - Elisa Truant, University of Turin, Italy - Leo Paul Dana, University of Montpellier, France
<p>13:30</p> <hr/> <p>13:50</p>			<p>ORDINARY CREATIVITY AS A PROCESS: HOW CRISIS GENERATES AND SUSTAINS CREATIVE CYCLES</p> <ul style="list-style-type: none"> - Ana luisa Villanova, Nova School of Business and Economics - Universidade Nova de Lisboa, Portugal - Miguel Pina e Cunha, Nova School of Business and Economics - Universidade Nova de Lisboa, Portugal - Arne Calsen, BI Norwegian Business School, Norway 	<p>CORPORATE SUSTAINABILITY DISCLOSURE AND MEDIA VISIBILITY: MIXED METHOD EVIDENCE FROM THE TOURISM SECTOR</p> <ul style="list-style-type: none"> - Tiago Cruz Gonçalves, ISEG - Lisbon School of Economics & Management, Portugal - Cristina Gaio, ISEG - Lisbon School of Economics & Management, Portugal
<p>13:50</p> <hr/> <p>15:00</p> <p style="text-align: center;">LUNCH BREAK</p>				
<p>15:00</p> <hr/> <p>16:30</p>	<p>CHAIR Alberto Ferraris</p>	<p>CHAIR Daniel Palacios</p>	<p>CHAIR Ricardo Rodrigues</p>	<p>CHAIR Rafa Castaño & Gregorio Sánchez & Alba Yela</p>
	<p>Technology and innovation management</p>	<p>Entrepreneurship</p>	<p>Corporate governance</p>	<p>Human resource management</p>
<p>20:00 GALA DINNER (ABADES TRIANA)</p>				

ROOM 22	ROOM 24	ROOM 25	ROOM 15	ROOM 21
<p>A DIGITAL FAMILY AFFAIR: DO FAMILY FIRMS' CHARACTERISTICS ENHANCE WILLINGNESS TO PAY OF CONSUMERS?</p> <ul style="list-style-type: none"> - Augusto Bargoni, Università di Torino, Italy - Chiara Giachino, Università di Torino, Italy - Ciro Troise, Università di Torino, Italy - Gazi Mahabubul Alam, University Putra Malaysia, Malaysia - Roberto Quaglia, ESCP Europe, France 	<p>INNOVATIVE ENTREPRENEURIAL BEHAVIOR IN HIGH-INCOME EUROPEAN COUNTRIES</p> <ul style="list-style-type: none"> - José Fernando López Muñoz, ESIC Business & Marketing Shcool, Spain - Josefina Novejarque Civera, ESIC Business & Marketing Shcool, Spain - Mabel Pisá Bó, ESIC Business & Marketing Shcool, Spain 	<p>DIGITIZATION, ENTREPRENEURSHIP, AND COMPETITIVENESS. THE CASE OF EUROPEAN COUNTRIES</p> <ul style="list-style-type: none"> - Miguel Angel Galindo Martín, University of Castilla-La Mancha, Spain - María Soledad Castaño Martínez, University of Castilla La Mancha, Spain - María Teresa Méndez Picazo, University Complutense of Madrid, Spain 	<p>COOKIEPOCALYPSE: WHAT ARE THE MOST EFFECTIVE STRATEGIES FOR ADVERTISERS TO RESHAPE THE FUTURE OF ONLINE DISPLAY ADVERTISING?</p> <ul style="list-style-type: none"> - Nadr El Hana, EDC Paris, France - Maria Mercant -Guérin, IAE de Paris, France - Ouidade Sabri, IAE Paris-Sorbonne, Sorbonne Business School, France 	<p>IS THIS A FAMILY BUSINESS? EFFECTIVENESS OF IMPLEMENTING FAMILY BUSINESSES' BRANDING STRATEGIES ON A RADIO PLATFORM</p> <ul style="list-style-type: none"> - Manuel Alonso Dos Santos, Universidad Católica de la Santísima Concepción, Chile - Orlando Antonio Llanos Contreras, Universidad Católica de la Santísima Concepción, Chile - María José Ibáñez, Universidad del Desarrollo, Chile - Pablo Farias, Universidad de Chile, Chile
<p>CASHLESS PAYMENTS BEYOND ADOPTION: WHAT INFLUENCES THE DEPTH OF USE?</p> <ul style="list-style-type: none"> - Ekaterina Semerikova, Moscow School of Management SKOLKOVO, Russia 	<p>INNOVATIVE BUSINESS RESPONSE IN TIMES OF PANDEMIC: ROLES OF DIGITAL TECHNOLOGY ADAPTATION, PERCEIVED STATUS CERTAINTY, AND INNOVATION-BASED COLLABORATION</p> <ul style="list-style-type: none"> - My Trinh Bui, Vietnam National University Hanoi International School, Vietnam - Hong Minh Phi, Vietnam Academy of Social Sciences, Vietnam 	<p>UNDERSTANDING THE DYNAMICS OF CROWD MANAGEMENT BASED ON CONSTRAINS SPACE AND TIME: THE CASE OF HAJJ PILGRIMAGE</p> <ul style="list-style-type: none"> - Rola Mohammed, King Abdulaziz University, Saudi Arabia - Mohammad Asif Salam, King Abdulaziz University, Saudi Arabia 	<p>OVERTOURISM AND SUSTAINABILITY: A BIBLIOMETRIC STUDY (2018-2021)</p> <ul style="list-style-type: none"> - Cristina Santos Rojo, ESIC Business&Marketing School; ESIC University, Spain - Malar Llopis Amoros, ESIC Business & Marketing School; ESIC University, Spain - Juan Manuel García, ESIC Business & Marketing School, Spain 	<p>FRAMING, RISK PERCEPTION AND SOCIAL HEALTH CAMPAIGNS. AN ANALYSIS FROM NEUROSCIENCE</p> <ul style="list-style-type: none"> - Susana Fernandez Lores, ESIC University, Spain - Natividad Crespo Tejero, ESIC University, Spain - Ruth Fernández Hernández, ESIC University, Spain - Fernando Garcia Muiña, Rey Juan Carlos University, Spain
LUNCH BREAK				
<p>CHAIR Juan Piñeiro</p>	<p>CHAIR Pedro Cuesta & Pablo Gutiérrez</p>	<p>CHAIR Mariano Mendez</p>	<p>CHAIR María Sarabia & Fernando Crecente</p>	<p>CHAIR Fred Phillips</p>
<p>Sustainability and the green economy</p>	<p>Public and nonprofit organizations</p>	<p>Industrial marketing</p>	<p>Business ethics</p>	<p>TANDO</p>

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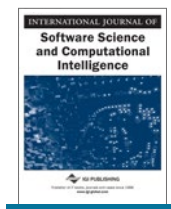
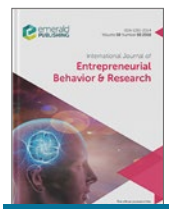
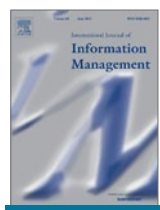
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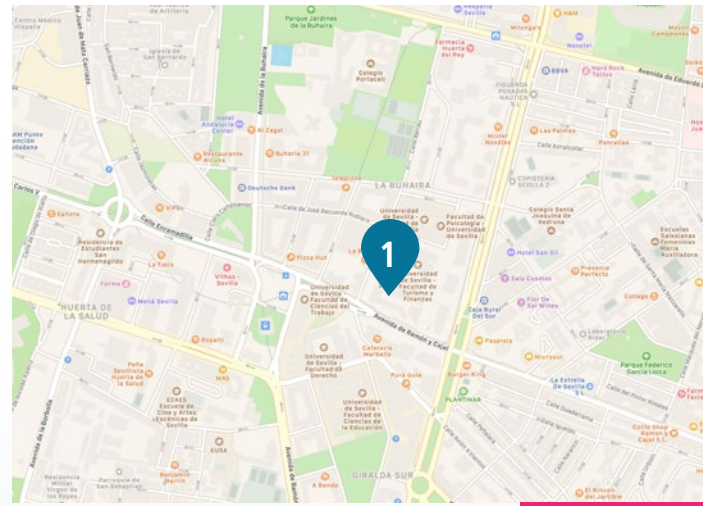
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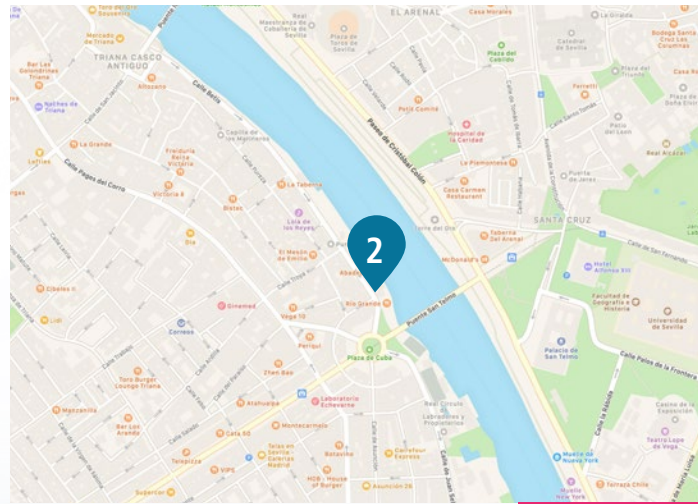
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