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

About ACIEK
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

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Calvo de Mora Schmidt, Arturo
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University of Bolzano, Italy

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Mozas Moral, Adoración
Universidad Jaén, Spain

Muñoz Leiva, Francisco
Universidad Granada, Spain

Navarro García, Antonio
Universidad Sevilla, Spain

Onieva Giménez, Luis
Universidad Sevilla, Spain

Ramírez Correa, Patricio
Universidad Católica del norte, Chile

Rodríguez Rad, Carlos Javier
Universidad Sevilla, Spain

Rondán Cataluña, Francisco Javier
Universidad Sevilla, Spain

Sánchez Franco, Manuel
Universidad Sevilla, Spain

Sánchez García, Javier
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

16th Academy of Innovation, Entrepreneurship, and Knowledge Conference

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

#### Parallel Sessions

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### 28th June

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<td>12:00-18:00</td>
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| **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 IJEBR                                                              |
| 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

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| 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

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| 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 |
29th JUNE / 2022 Program
Greening, Digitizing and Redefining Aims in an Uncertain and Finite World
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<td>ROOM 12</td>
<td>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</td>
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<td>11:30</td>
<td>ROOM 13</td>
<td>COFFEE BREAK</td>
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<td>10:50</td>
<td>ROOM 14</td>
<td>ARE DIGITAL PLATFORMS A BRIDGE BETWEEN DEVELOPED AND EMERGING MARKETS? EVIDENCE FROM MULTIPLE CASE STUDIES&lt;br&gt;- Riccardo Rialti, University of Milan, Italy&lt;br&gt;- Anna Marrucci, University of Pisa, Italy&lt;br&gt;- Faheem Uddin Syed, University of Pisa, Italy&lt;br&gt;- Raffaele Donvito, University of Florence, Italy</td>
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<td>11:10</td>
<td>ROOM 11</td>
<td>BANK CONCENTRATION ON FIRM LEVERAGE AND PROFITABILITY&lt;br&gt;- Jose Julian Cao Alvira, The City University of New York, United States</td>
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<td>11:10</td>
<td>ROOM 12</td>
<td>ARTIFICIAL INTELLIGENCE A PARADIGM SHIFT FOR HEALTHCARE INDUSTRY: THE MEDICAL STAFF’S ACCEPTANCE&lt;br&gt;- Patricia Baudier, EM Normandie Business School, Métis Lab, France&lt;br&gt;- Galina Kondrateva, EDC Paris Business School, France&lt;br&gt;- Chantal Ammi, Institut-Mines Telecom Business School, France</td>
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<td>11:10</td>
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<td>E-COMMERCE CHANNEL MANAGEMENT ON THE MANUFACTURER’S SIDE: ONGOING DEBATES AND FUTURE RESEARCH PATHWAYS&lt;br&gt;- Jacopo Ballerini, University of Turin, Italy&lt;br&gt;- Dorra Yahiaoui, Kedge Business School, France&lt;br&gt;- Alberto Ferraris, University of Turin, Italy</td>
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<td>11:10</td>
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<td>FIVE DIMENSIONS OF BUSINESS MODEL INNOVATION: A MULTI-CASE EXPLORATION OF INCUMBENT BUSINESS MODEL TRANSFORMATIONS&lt;br&gt;- Ricardo Costa, Uppsala University, Sweden&lt;br&gt;- Darek M. Haftor, Dep. of Informatics &amp; Media, Sweden</td>
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<td>11:10</td>
<td>ROOM 11</td>
<td>ACCESSING SOCIETAL BENEFITS OF TRANSFORMATIVE CONSUMER RESEARCH&lt;br&gt;- Tian Zeng, Université du Québec à Rimouski (UQAR), Canada</td>
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<td>11:10</td>
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<td>WHY DO GUESTS STAY AT AIRBNB VERSUS HOTELS? AN EMPIRICAL ANALYSIS OF NECESSARY OR SUFFICIENT CONDITIONS IN THE ANDALUSIAN REGION&lt;br&gt;- Manuel J. Sánchez Franco, University of Sevilla, Spain&lt;br&gt;- Maria Elena Aramendia Muneta, Universidad Publica de Navarra, Spain</td>
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<td>11:10</td>
<td>ROOM 13</td>
<td>THE INFLUENCE OF TWITCH AND SUSTAINABILITY ON THE STOCK RETURNS OF VIDEO GAME COMPANIES: BEFORE AND AFTER COVID-19&lt;br&gt;- Juan Piñeiro Chousa, Universidad de Santiago de Compostela, Spain&lt;br&gt;- M. Ángeles López Cabarcos, Universidad de Santiago de Compostela, Spain&lt;br&gt;- Ada Pérez Pico, Universidad de Santiago de Compostela, Spain&lt;br&gt;- Jérôme Caby, Sorbonne Business School - Université Paris 1 Panthéon-Sorbonne, France</td>
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<td><strong>CHAIR</strong> Pedro Palos Sánchez</td>
<td><strong>CHAIR</strong> Ana Irimia Diéguez</td>
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<td>RESEARCH ON THE IMPACT OF MANAGERS’ OVERCONFIDENCE UPON FIRM’S ENTREPRENEURSHIP: EVIDENCE FROM CHINESE LISTED FIRMS - Wentao Gu, Zhejiang Gongshang University, China</td>
<td>ANTECEDENTS OF CROWDSOURCING IN SCIENCE: SCALE DEVELOPMENT AND INITIAL TESTING - Regina Lenart Gansiniec, Jagiellonian University, Poland</td>
<td>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</td>
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<td>THE RESEARCH AND DEVELOPMENT IMPACT TO ENTREPRENEURSHIP, INNOVATION, DIGITIZATION AND DIGITAL TRANSFORMATION (EIDAD) - Antonio de Lucas, Universidad de Alcalá, Spain - Sorin Gavrila, Universidad de Alcalá, Spain</td>
<td>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</td>
<td>CORPORATE ENTREPRENEURSHIP AS A NECESSITY OF FUNCTIONING IN CONTEMPORARY BUSINESS ENVIRONMENT - Ljiljana Kontić, MB University, Serbia - Violeta Domanović, Faculty of Economics, University of Kragujevac, Serbia - Djordje Vidicki, Government of Vojvodina, Serbia</td>
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| 12   | 11:30 | 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 |
|      | 11:50 | THE INTERPLAY BETWEEN FIRM’S CAPABILITIES AND OWNERSHIP IN EXPLAINING ENVIRONMENTAL PERFORMANCE | - Beatriz Forés, Universitat Jaume I, Spain  
- César Camisón, Universidad de Valencia, Spain  
- José María Fernández Yáñez, Universitat Jaume I, Spain |
| 13   | 11:50 | 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  
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|      | 12:10 | MEASURING PUBLIC OPINION OF EDUCATION APPS USING TWITTER                       | - Francisco Javier Rondán Cataluña, University of Seville, Spain  
- Begoña Peral Peral, Universidad de Sevilla, Spain |
| 14   | 11:50 | THE BEAUTY OF ORGANIZATIONS IN AN UNCERTAIN WORLD                              | - Raquel Sastre, Universidad de Buenos Aires, Argentina |
|      | 12:10 | INNOVATION FINANCE ECOSYSTEMS FOR ENTREPRENEURIAL FIRMS: A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS | - F. Haider Alvi, Athabasca University Faculty of Business, Canada |
| 11   | 11:50 | 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 |
|      | 12:10 | NEGATIVE WORD OF MOUTH (NWOM) IN COMPARTMENTAL EPIDEMIOLOGICAL MODELS IN A CONTEXT OF BANKING DIGITAL TRANSFORMATION | - Mariano Méndez Suárez, ESIC University, Spain |

**29th June**

**11:30-12:30**

**Room 12**

**11:30 - 12:30**

**Room 13**

**11:30 - 12:30**

**Room 14**

**11:30 - 12:30**

**Room 11**

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| **MARKET DISTORTION AND FACTOR MISALLOCATION IN MANUFACTURING ENTERPRISES: EVIDENCE FROM CHINA**  
- Shangfeng Zhang, Zhejiang Gongshang University, China | **ENTERPRISE DIGITAL TRANSFORMATION AND GREEN INNOVATION: THE MODERATE EFFECT OF ENVIRONMENTAL ORIENTATION**  
- Qiuqin He, Hangzhou Normal University, China  
- Samuel Ribeiro, University of Valencia, Spain  
- Dolores Botella, Universitat Politècnica de València, Spain | **CONFLICT MANAGEMENT STRATEGIES AND THE DIGITALIZATION OF FAMILY FIRMS: THE MODERATING ROLE OF GENERATIONAL OWNERSHIP DISPERSION**  
- Tobias Bürgel, University of Siegen, Germany  
- Martin Hiebl, University of Johannes Kepler, University of Linz, Austria | **LINKING SALES PERFORMANCE TO ENTREPRENEURIAL STRATEGY MAKING, CORPORATE ENTREPRENEURSHIP PREPAREDNESS AND ENTREPRENEURIAL SALES ACTIONS: IMPROVING B2B SALES PERFORMANCE**  
- 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 | **PREDICTION OF COMPLIANCE WITH PREVENTIVE MEASURES AMONG TEACHERS IN THE CONTEXT OF THE COVID-19 PANDEMIC**  
- Elena Laroche, Université Laval, Canada  
- Pierre Sebastien Fournier, Université Laval, Canada |
| **ARTIFICIAL INTELLIGENCE DEVELOPMENT AND LABOR INCOME SHARE**  
- Zhu Chun, Zhejiang Gongshang University, China | **MORE IS NOT ALWAYS BETTER: RECONCILING THE DILEMMA OF R&D COLLABORATION IN HIGH-TECH INDUSTRIES IN TRANSITION ECONOMIES**  
- Xuemei Xie, Tonji University, China  
- Yonghui Wu, Shanghai University, China | **BUSINESS PLAN COMPETITIONS AND NASCENT ENTREPRENEURS: A SYSTEMATIC LITERATURE REVIEW AND RESEARCH AGENDA**  
- Edoardo Crocco, Università degli Studi di Torino, Italy  
- Francesca Culasso, Università degli Studi di Torino, Italy  
- Elisa Giacosa, Università degli Studi di Torino, Italy | **SUSTAINABILITY AND EFFICIENCY IN THE LUXURY BUSINESS TO REDUCE CARBON FOOTPRINT**  
- Belén Lopez, ESIC University, Spain  
- Celia Rangel, UCM, Spain  
- Manuel Fernandez, IE University, Spain | **ENVIRONMENTAL BEHAVIORAL PERCEPTIONS ON ALTERNATIVE ECONOMIC FUTURES**  
- 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 |
| **CAUSAL COMPLEXITY ANALYSIS FOR FINTECH ADOPTION AT THE COUNTRY LEVEL**  
- Kun Huang Huarng, National Taipei University of Business, Taiwan | **WINNERS AND LOSERS OF WORKING-FROM-HOME - THE IMPACT OF PERCEIVED PERSON-ENVIRONMENT FIT TOWARDS CONTINUANCE INTENTION**  
- Yu Qian Zhu, National Taiwan University of Science and Technology, Taiwan  
- Hai My Le Quy, University of Science and Technology, Taiwan | **WORK ENGAGEMENT AND EMPLOYEE SATISFACTION IN THE PRACTICE OF SUSTAINABLE HUMAN RESOURCE MANAGEMENT – BASED ON THE STUDY OF POLISH EMPLOYEES**  
- Barbara Sypniewska, University of Economics and Human Sciences, Poland  
- Małgorzata Baran, Collegium Civitas, Poland  
- Monika Klos, Adam Mickiewicz University in Poznan, Poland | **ANALYZING THE REAL SIZE OF THE TOURISM INDUSTRY ON THE BASIS OF AN ASSESSMENT OF WATER CONSUMPTION PATTERNS**  
- Daniel M. González Pérez, Universidad de Granada, Spain  
- José María Martín Martín, University of Granada, Spain  
- José Manuel Guaíta Martínez, Universitat Politècnica de València, Spain  
- Andrés Morales Pachón, Universidad Internacional de La Rioja, Spain | **THE IMPROVEMENT OF ENVIRONMENTAL PROTECTION INTERVIEW ON GREEN INNOVATION EFFICIENCY-SPATIAL EVIDENCE FROM INDUSTRIAL ENTERPRISES**  
- Juying Zeng, Zhejiang University City College, China  
- Cristina Blanco, University of Alcalá, Spain  
- Javier Sendra, ESIC Business & Marketing School, Spain |

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<td>12:30</td>
<td>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</td>
<td>RETHINKING THE ROLE OF ENTREPRENEURSHIP TEACHERS: CONTRIBUTION OF ECOLOGICAL SCIENCES - Christian Makaya, University of Paris-Nanterre, France</td>
<td>ONLINE REPUTATION OF AGRI-FOOD COMPANIES AND DETERMINING FACTORS: AN EMPIRICAL APPROACH - Domingo Fernández, University of Jaen, Spain - Adoración Mozás Moral, University of Jaén, Spain - Enrique Bernal Jurado, University of Jaén, Spain - Raquel Puentes, University of Jaén, Spain</td>
<td>TECHNOLOGICAL ORIENTATION AND ORGANIZATIONAL RESILIENCE TO COVID-19: A MEDIATING ROLE OF STRATEGY’S DIGITAL MATURITY - Alessandro Zardini, University of Verona, Italy - Canio Forlìano, Department of Management, University of Turin, Italy - Ludovico Bullini Orlandi, University of Bologna, Italy - Cecilia Rossignoli, University of Verona, Italy</td>
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<td>12:50</td>
<td>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, Excelia Business School, France</td>
<td>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</td>
<td>ABSORPTIVE CAPACITY IN FAMILY FIRMS: A SYSTEMATIC LITERATURE REVIEW - Laura Pütz, University of Siegen, Germany - Arndt Werner, University of Siegen, Germany</td>
<td>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 - María Teresa del Val, University of Alcalá, IAES, Spain</td>
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<td>13:10</td>
<td>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</td>
<td>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 Fadairo, Univ. Savoie Mont Blanc, France - Vijayta Doshi, Indian Institute of Management Udaipur, India - Cintya Lanchimba, Escuela Politécnica Nacional, Ecuador</td>
<td>DOES TALENT MANAGEMENT MATTER?: THE TALENT MANAGEMENT PATHWAY - Paula Andrea Nieto Aleman, ESIC Business &amp; Marketing School, Spain - Klaus Ulrich, ESIC Business &amp; Marketing School, Spain - María Guijarro García, ESIC Business &amp; Marketing School, Spain - Esther Pagán Castaño, ESIC Business &amp; Marketing School, Spain</td>
<td>ENGAGEMENT AND COCREATION WITHIN A MULTISTAKEHOLDER SERVICE ECOSYSTEM - Giampaolo Viglia, University of Portsmouth, United Kingdom - Rebecca Pera, University of Torino, Italy - Shynar Dyussembayeva, University of Portsmouth, United Kingdom - Linda Hollebeek, Vilnius University, France</td>
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| **THE RELEVANCE OF CROWDFUNDING IN THE ENTREPRENEURIAL FRAMEWORK FROM A SPECIALIZED MEDIA PERSPECTIVE**  
- Desamparados Cervantes, ESIC Business & Marketing School, Spain  
- Myriam Martí Sánchez, ESIC University, Spain  
- Marcos Pascual Soler, ESIC Universidad, Spain | **CORPORATE SOCIAL RESPONSIBILITY, EXTERNAL ORIENTATION, AND ENVIRONMENTAL PERFORMANCE**  
- Bo Xiang Hsu, National University of Kaohsiung, Taiwan  
- Yi Min Chen, National University of Kaohsiung, Taiwan | **FACTORS DETERMINING THE SUCCESS OF EHEALTH INNOVATION PROJECTS**  
- Antonio Hidalgo, Universidad Politécnica de Madrid, Spain  
- Isaac Lemus Aguilar, Universidad Politécnica de Madrid, Spain  
- Nerea Pérez, Universidad Politécnica de Madrid, Spain | **WOMEN LEADERS AND FEMALE SAME-SEX GROUPS: THE SAME 2030 AGENDA OBJECTIVES IN DIFFERENT ROADS**  
- Isabel María García Sánchez, Universidad de Salamanca, Spain  
- Cristina Aíbar Guzmán, Universidad de Santiago de Compostela, Spain  
- Beatriz Aíbar Guzmán, Universidad de Santiago de Compostela, Spain | **IMPACT OF GREENING ON PERFORMANCE IN HOSPITALITY INDUSTRY: MODERATING EFFECT OF FLEXIBILITY AND INTERORGANIZATIONAL COOPERATION**  
- 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 |
| **HEALTH-CARE VIRTUAL COMMUNITY MODEL: A CASE STUDY**  
- Cheng Fang Lee, Feng Chia University, Taiwan | **OPTIMAL ALLOCATION OF ENERGY SOURCES IN HYDROGEN PRODUCTION FOR SUSTAINABLE DEPLOYMENT OF ELECTRIC VEHICLES**  
- Francisco Rubio, Universitat Politécnica de València, Spain  
- Carlos Llopis Albert, Universitat Politécnica de València, Spain  
- Antonio José Besa Gonzálvez, Universitat Politécnica de València, Spain | **EXPLORING CONSUMER BEHAVIOR AND ATTITUDES TOWARDS HEALTHY FOOD IN SLOVAKIA**  
- 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 | **PROMOTING ENTREPRENEURIAL INTENTIONS: THE INFLUENCE OF ENTREPRENEURSHIP ARCHETYPES AND EDUCATION**  
- José António Porfirio, 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 | **INNOVATION IN TIMES OF CRISIS: THE RELEVANCE OF DIGITALIZATION AND EARLY INTERNATIONALIZATION STRATEGIES**  
- Nuno Crespo, ISEG - Lisbon School of Economics & Management, University of Lisbon, Portugal  
- Cátia Crespo, Polytechnic of Leiria, Portugal  
- Graça Silva, ISEG - Lisbon School of Economics & Management, Portugal  
- Maura Nicola, ISEG - University of Lisbon, Brazil |
| **CAUSAL COMPLEXITY AND ANALYSIS FOR GII’S INTERNAL STRUCTURE**  
- Tiffany Hui Kuang Yu, Feng Chia University, Taiwan | **MESS OR MATCH? HOW ACADEMIA PERSPECTIVES MEET THE PRACTITIONER PERSPECTIVES IN THE TERM OF DIGITAL TRANSFORMATION**  
- Chi Tran Phuong, Ton Duc Thang University, Vietnam  
- Ron Pernia, University of the Philippines, Vietnam  
- Nhan Nguyen Thanh, Ton Duc Thang University, Vietnam | **CONSUMER PRIVACY CONCERNS IN ENTREPRENEURIAL CONTEXTS: EVIDENCE FROM AN ONLINE EXPERIMENT**  
- Cheng Xu, Xianjiaotong-liverpool University, China  
- Wanfang Xiong, The Chinese university of HongKong, Shenzhen, China | **GRAVITATING EXOGENOUS SHOCKS TO THE NEXT NORMAL THROUGH ENTREPRENEURIAL COOPERATIVE INTERACTIONS: A PLS-SEM AND FSQCA APPROACH**  
- 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 | **THE DETERMINANTS OF INTERNAL AUDIT QUALITY**  
- António Samagiao, ISEG - School of Economics and Management, Universidade de Lisboa, Portugal  
- Teresa Felício, ISEG - School of Economics and Management, Universidade de Lisboa, Portugal |
### ROOM 12

**13:30 - 13:50**

**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

**13:50 - 15:00**

**LUNCH BREAK**

**15:10 - 15:30**

**USE OF SMARTPHONE APPS FOR MOBILE COMMUNICATION AND SOCIAL DIGITAL PRESSURE: A LONGITUDINAL PANEL STUDY**

- Juan Herrero Olaizola, Universidad de Oviedo, Spain
- Francisco J. Rodriguez, Universidad de Oviedo, Spain
- Alberto Uruena Lopez, Universidad Politécnica de Madrid, Spain

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### ROOM 13

**INDUSTRY 4.0 AS ENABLERS OF OPEN INNOVATION: AN EMPIRICAL INVESTIGATION**

- Serena Strazzullo, Università di Napoli Federico II, Italy
- Benito Mignacco, 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

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### ROOM 14

**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 Fernández, Universidad Loyola Andalucía, Spain
- Mar Ortiz Gómez, Universidad Loyola Andalucía, Spain

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### ROOM 11

**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

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### ROOM 15

**STUDENT ACCEPTANCE OF E-LEARNING DURING THE COVID-19 OUTBREAK AT ENGINEERING UNIVERSITIES IN MADRID**

- Pedro Garrido, Universidad Politécnica de Madrid, Spain
- Teresa Sanchez-Chaparro, Universidad Politécnica de Madrid, Spain
- María Jesús Sánchez, Universidad Politécnica de Madrid, Spain

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### ROOM 16

**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

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### ROOM 17

**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
ROOM 22

AN ASSESSMENT FRAMEWORK FOR THE PURCHASING OF 3D CAD SOFTWARE IN MANUFACTURING INDUSTRIES

- 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

ROOM 24

OPENNESS TO INDUSTRY 4.0 AND OPENNESS TO SUSTAINABILITY: AN EMPIRICAL ANALYSIS ON MANUFACTURING SMES

- Monica Cugno, Università 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

ROOM 25

THE INCURSION OF ENGLISH AS A MARKETING STRATEGY IN THE SPANISH FASHION BRANDS ON INSTAGRAM

- Ana Ortega Larrea, ESIC University, Spain
- Joana Longo, ESIC University, Spain
- Paula Suárez, ESIC University, Spain

ROOM 15

HOW DO NEGATIVE COMMENTS IN CAUSE-RELATED POSTS INFLUENCE EMOTIONAL REACTIONS TOWARDS BRANDS. A NEUROSCIENTIFIC STUDY

- Enrique Bigne, Universitat de Valencia, Spain
- Carla Ruiz Mafe, University of Valencia, Spain
- Alberto Badenes Rocha, University of Valencia, Spain

ROOM 21

A PANDEMIC MOMENTUM INDEX TO MANAGE THE COVID-19 SPREAD

- 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

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Juan Pedro Cabrera

CHAIR

Antonio L. Leal Rodríguez

CHAIR

Carlos Sanchís Pedregosa

EFFECTIVE RISK MANAGEMENT AS A STRATEGIC MANAGEMENT TOOL TO MITIGATE THE IMPACT OF COVID-19: AN ANALYSIS OF INDONESIAN LISTED CORPORATIONS

- Bienmali Kombate, Hunan University, China

STAKEHOLDER PRESSURE AND INNOVATION CAPACITY OF SMES IN THE COVID-19 PANDEMIC: A MEDIATING AND MULTIGROUP ANALYSIS

- Mercedes Rubio Andrés, Complutense University of Madrid, Spain
- Mª del Mar Ramos González, CEU San Pablo University, Spain
- Miguel Ángel Sastre Castillo, Complutense University of Madrid, Spain

COMPARATIVE FINANCIAL CRISIS BEFORE AND AFTERCOVID-19: BEHAVIORAL BIASES

- Fernando García Monleón, ESIC University, Spain
- Maria Julia Bordonado Bermejo, ESIC University, Spain
- Elena Gonzalez Rodrigo, ESIC University, Spain

CONNECTING HUMAN AND INFORMATION RESOURCES IN THE GENERATION OF COMPETITIVE ADVANTAGE

- Sergio Camisón Haba, University of Valencia, Spain
- Jose Antonio Clemente Almendros, Universidad Internacional de La Rioja, Spain
- Tomás Gonzalez Cruz, University of Valencia, Spain

CANADIAN GENERATION Y’S BEHAVIOURAL USAGE OF SMALL BUSINESSES’ RETAIL WEBSITES: GENDER DIFFERENCE

- Allen Lim, Thomson Rivers University, Canada
- Chai Lee Goi, Curtin University, Malaysia
- Peter Dell, Curtin University, Australia
- Mei Teh Goi, Open University, Malaysia
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<tr>
<td>15:30</td>
<td>INVESTIGATING THE IMPACT OF RELIGIOSITY ON ENTREPRENEURIAL INTENTIONS</td>
<td>INDUSTRY-UNIVERSITY COLLABORATION: EVIDENCE FROM THE COLLABORATION BETWEEN BUSINESS SCHOOL STUDENTS AND EARLY-STAGE STARTUPS</td>
<td>DRIVING BUSINESS MODEL INNOVATION THROUGH FIRM-INTERNAL ANTECEDENTS: AN AUTOMOTIVE MANUFACTURING PERSPECTIVE</td>
<td>THE GENDERED EFFECTS OF EFFECTUATION</td>
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<td>15:50</td>
<td>- Nancy McIntyre, West Virginia University, United States</td>
<td>- Denis Solan, Technion, Israel</td>
<td>- Benedict Seiferlein, HHL Leipzig Graduate School of Management, Germany</td>
<td>- Birton Cowden, Kennesaw State University, United States</td>
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<td>- Emmanuél Quaye, Wits Business School, South Africa</td>
<td>- Avraham Shlub, Technion, Israel</td>
<td>- Dominik K. Kanbach, HHL Leipzig Graduate School of Management, Germany</td>
<td>- Masoud Karami, University of Otago, New Zealand</td>
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<td>- Thomas Dorson, University of the Witwatersrand, South Africa</td>
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<td>- Claudia Lehmann, HHL Leipzig Graduate School of Management, Germany</td>
<td>- Jintong Tang, Saint Louis University, United States</td>
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<td>- Wenping Ye, Jinan University, China</td>
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<td>- Samuel Adomako, University of Birmingham, Edgbaston, United Kingdom</td>
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<td>15:50</td>
<td>BORN TO BE SUSTAINABLE: HOW TO COMBINE STRATEGIC DISRUPTION, OPEN PRODUCT INNOVATION, AND PROCESS DIGITIZATION TO CREATE A SUSTAINABLE BUSINESS</td>
<td>THE USE OF MICROMOBILITY IN DIFFERENT CONTEXTS. AN EXPLANATION THROUGH THE MULTILEVEL PRESPECTIVE AND QCA</td>
<td>EVERYTHING BEGINS WITH AN IDEA. AN ASSESSMENT OF PHD STUDENTS’ IDEA GENERATION</td>
<td>THE ROLE OF ENTREPRENEURIAL ECOSYSTEMS IN THE INTERNATIONALIZATION OF FIRMS</td>
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<td>16:10</td>
<td>- Oihab Allal Chérif, NEOMA Business School, France</td>
<td>- Cayetano Medina Molina, Centro Universitario San Isidoro &amp; Universidad Isabel I, Spain</td>
<td>- Marie Gruber, Vrije Universiteit Brussel, Belgium</td>
<td>- João Ferreira, Universidade da Beira Interior, Portugal</td>
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<td>- Noemí Pérez Macías, Universidad Pontificia Comillas ICADE-ICAI, Spain</td>
<td>- Thomas Crispell, Vrije Universiteit Brussel, Belgium</td>
<td>- Cristina Fernandeses, University of Beira Interior- Covilha, Portugal</td>
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<td>- José Luis Fernández, Universidad Pontificia Comillas, Spain</td>
<td>- Pablo D’Este, INGENIO-CSIC, Universitat Politècnica de Valencia, Spain</td>
<td>- Pedro Veiga, Universidade da Beira Interior, Portugal</td>
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<td>GREEN… BUT AT WHAT COST? A CONCEPTUALIZATION AND SCALE DEVELOPMENT OF PERCEIVED GREEN COSTS</td>
<td>SELECTED CONTEXTUAL FACTORS AND ENTREPRENEURIAL INTENTIONS OF STUDENTS ON THE EXAMPLE OF POLAND</td>
<td>OPEN INNOVATION: STATUS QUO AND QUO VADIS</td>
<td>OPEN AND DISTANCE LEARNING (ODL) : TRADITIONAL OR FRUGAL INNOVATION?</td>
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<td>16:30</td>
<td>- Ghina ElHaffar, Université du Québec à Montréal, Canada</td>
<td>- Urszula Kobyłinska, Białystok University of Technology, Poland</td>
<td>- Alberto Bertello, University of Torino, Italy</td>
<td>- Marcelo Okano, CEETEPS and FT-UNICAMP, Brazil</td>
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<td>- Fabien Durif, Université du Québec à Montréal, Canada</td>
<td>- Urszula Ryciuk, Białystok University of Technology, Poland</td>
<td>- Paola De Bernardi, University of Turin, Italy</td>
<td>- Henry de Castro Lobo dos Santos, FT-UNICAMP, Brazil</td>
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<td>- Laurette Dubé, McGill University, Montréal, Canada</td>
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<td>- Francesca Ricciardi, University of Turin, Italy</td>
<td>- Edson Luiz Ursini, FT-UNICAMP, Brazil</td>
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<td>- Marcelo Eloy Fernandes, CEETEPS, Brazil</td>
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<td>- Lamara Ferreira, CEETEPS, Brazil</td>
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**ROOM 22**

**MISSION STATEMENTS AND FINANCIAL AND SUSTAINABILITY PERFORMANCE: AN EXPLORATORY STUDY OF BENEFIT CORPORATIONS CERTIFIED AS B CORPS**
- Giorgio Mion, University of Verona, Italy
- Cristian R. Loza Adau, CBS International Business School, Germany
- Veronica De Crescenzo, University of Verona, Italy
- Angelo Bonfanti, University of Verona, Italy

**ROOM 24**

**INTERTWIXING BETWEEN INNOVATION AND BUSINESS NETWORKS FOR SUSTAINABLE AGRICULTURAL SYSTEMS: A CASE STUDY OF CARBON-NEUTRAL BEEF**
- 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

**ROOM 25**

**COLOR AT THE POINT OF SALE: PSYCHOLOGICAL AND COMMUNICATIVE IMPLICATIONS**
- 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

**ROOM 15**

**EFFECTS OF SOCIAL RESPONSIBILITY ON LEGITIMACY AND REVISIT INTENTION: THE MODERATE ROLE OF ANXIETY**
- 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

**ROOM 21**

**MARKETING STRATEGY IN CIRCULAR ECONOMY: TOWARDS A NEW THEORY?**
- Rana Mostaghel, Malardalen University, Sweden
- Ana Lisboa, Politecnico Institute of Leiria, Portugal

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**THE SUBTLE ROLE OF GOVERNMENTS IN THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE: EVIDENCE FROM THE OECD**
- Jean Loup Richet, Sorbonne Business School, France
- Vincent Dutot, IPAG Business School, France
- Tran, IPAG Business School, France
- Simon Porcher, IAE de Paris, Sorbonne Business School, France

**DO SUBMISSION DEVICES INFLUENCE ONLINE REVIEW RATINGS DIFFERENTLY ACROSS DIFFERENT TYPES OF PLATFORMS? A BIG DATA ANALYSIS**
- 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

**THE MODERATING EFFECT OF THE DIGITAL TRANSFORMATION ON AGRI-FOOD FIRMS**
- Maria del Mar Benavides Espinosa, Universitat de Valencia, Spain
- Clara Gieure, Catholic University of Valencia, Spain

**SUSTAINABLE BUSINESS MODEL FOR CLIMATE FINANCE: KEY DRIVERS FOR THE COMMERCIAL BANKING SECTOR**
- Mercedes Grijalvo, Universidad Politécnica de Madrid, Spain
- Carmen Garcia Wang, Universidad Politécnica de Madrid, Spain

**FROM NETWORKING ORIENTATION TO GREEN REPUTATIONAL IMAGE: A SEQUENTIAL JOURNEY THROUGH RELATIONSHIP LEARNING CAPABILITY AND GREEN SUPPLY CHAIN MANAGEMENT PRACTICES**
- Antonio Leal Millán, Universidad de Sevilla, Spain
- José Guadix Martín, Universidad de Sevilla, Spain
- Fernando Criado, Universidad de Sevilla, Spain

**ORGANISATIONAL DEBRIEFING FOR TEAM AND ORGANISATIONAL LEARNING**
- Melany Hebles, Universidad Católica de la Santísima Concepción, Chile
- Concepción Yaniz, University of Deusto, Spain
- Lourdes Villardon, University of Deusto, Spain

**ARE WE MAKING PROGRESS ON DECARBONIZATION? A PANEL HETEROGENEOUS STUDY OF LONG-RUN RELATIONSHIP IN SELECTED ECONOMIES**
- Marinko Skare, Juraj Dobrila University of Pula, Croatia
- Malgorzata Porada Rochon, University of Szczecin, Poland

**EMPIRICAL EVIDENCE ON TOURIST SATISFACTION AND LOYALTY IN THE CASE OF BUCHAREST – A SEM-PLS APPROACH**
- 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

**TRANSITION FROM SERVITIZATION TO DIGITAL SERVITIZATION: EXAMINING REQUIRED DYNAMIC CAPABILITIES TO FACILITATE THE TRANSITION**
- Koteshwar Chirumalla, Mälardalen University, Sweden
- Luna Leoni, University of Rome “Tor Vergata”, Italy
- Pejvak Oghazi, Sodertoms University, Sweden

**EFQM EXCELLENCE MODEL, KNOWLEDGE MANAGEMENT PROCESS AND RESULTS: AN EXPLANATORY AND PREDICTIVE STUDY**
- 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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<td>16:30-16:50</td>
<td><strong>ASSESSING ENERGY-EFFICIENT OPERATIONS FOR SUSTAINABLE FOOD COLD CHAINS LOGISTICS</strong>&lt;br&gt;- CIRCULAR ECONOMY APPROACH&lt;br&gt;- Dong Li, University of Liverpool, United Kingdom&lt;br&gt;- Dongping Song, University of Liverpool, United Kingdom&lt;br&gt;- Shuo Dang, University of Liverpool, United Kingdom&lt;br&gt;- Yang Li, Mutus Tech Ltd., United Kingdom</td>
<td><strong>THE IMPACT OF DIGITALIZATION ON ENTREPRENEURIAL ACTIVITY AND SUSTAINABLE COMPETITIVENESS: A PANEL DATA ANALYSIS</strong>&lt;br&gt;- Amal Dabbous, Saint Joseph University of Beirut, Lebanon&lt;br&gt;- Karine Aoun Barakat, INSEEC Grande Ecole, France</td>
<td><strong>SMALL AND MEDIUM-SIZED ENTERPRISES RESILIENT TO COVID-19 PANDEMIC: THE ROLE OF MANAGEMENT CONTROL AND INTEGRATED INFORMATION SYSTEMS</strong>&lt;br&gt;- Paolo Roffia, University of Verona, Italy&lt;br&gt;- Marina Dabić, University of Zagreb, Hungary</td>
<td><strong>IMPACT OF DIGITAL MATURITY AND DYNAMIC CAPABILITIES ON THE PERFORMANCE OF SMES IN CAMEROON</strong>&lt;br&gt;- Jean Robert Kala Kamdjoug, ESSCA School of Management, France</td>
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<td>16:50-17:10</td>
<td><strong>THE IMPACT OF INTERNATIONAL EXPERIENCE ON FIRM ECONOMIC PERFORMANCE, THE DOUBLE MEDIATING EFFECT OF GREEN KNOWLEDGE ACQUISITION &amp; ECO-INNOVATION</strong>&lt;br&gt;- Bartolomé Marco Lajara, University of Alicante, Spain&lt;br&gt;- Mercedes Ubeda Garcia, University of Alicante, Spain&lt;br&gt;- Patrocinio Zaragoza Saez, University of Alicante, Spain&lt;br&gt;- Encarnación Manresa Marhuenda, University of Alicante, Spain</td>
<td><strong>A SYSTEMATIC REVIEW ON BUSINESS INCUBATION BUSINESS MODELS AND PERFORMANCE MANAGEMENT WITH A SPECIAL EMPHASIS ON CHINA</strong>&lt;br&gt;- Yubei Hu, University of Warwick, United Kingdom&lt;br&gt;- Ali Ahmad, University of Warwick, United Kingdom&lt;br&gt;- Dawei Lu, University of Warwick, United Kingdom</td>
<td><strong>PROMOTING MANAGEMENT SKILLS AFTER THE COVID-19 PANDEMIC IN YOUNG PROFESSIONALS</strong>&lt;br&gt;- Rafael Castaño Sánchez, Universidad de Alcalá, Spain&lt;br&gt;- Alba Yela Aráñega, Universidad de Alcalá, Spain</td>
<td><strong>GREEN INNOVATION FOR COMPETITIVENESS: IMPACT ON GDP GROWTH IN THE EUROPEAN UNION</strong>&lt;br&gt;- Ruta Baneliene, Vilnius Gediminas Technical university, Lithuania&lt;br&gt;- Rolandas Strazdas, Vilnius Gediminas Technical university, Lithuania</td>
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<td>17:10-17:30</td>
<td><strong>THE IMPORTANCE OF RELATIVE CUSTOMER-BASED LABEL EQUITY WHEN SIGNALING SUSTAINABILITY AND HEALTH WITH CERTIFICATIONS AND TAGS</strong>&lt;br&gt;- Valdimar Sigurðsson, Reykjavik University, Iceland&lt;br&gt;- Nils Magne Larsen, UiT The Arctic university of Norway, Norway&lt;br&gt;- Michał Folwarczny, Reykjavik University, Iceland&lt;br&gt;- Asle Fagerstrøm, Kristiania University College, Norway&lt;br&gt;- R. G. Vishnu Menon, Massey University, New Zealand&lt;br&gt;- Freyja Thoroddsen Sigurdardottir, Reykjavik University, Iceland</td>
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<td><strong>ACADEMIC ENTREPRENEURSHIP: A MULTIDISCIPLINARY APPROACH ON TEACHING AND LEARNING INNOVATION AND ENTREPRENEURSHIP IN A CANADIAN UNIVERSITY</strong>&lt;br&gt;- Evandro Bocatto, MacEwan University, Canada&lt;br&gt;- Samuel Mugo, MacEwan University, Canada&lt;br&gt;- Eloísa Perez de Toledo, MacEwan University, Canada</td>
<td><strong>AN EMPIRICAL STUDY ON TRAIT AFFECT AND ONLINE SHOPPING CART ABANDONMENT: A MEDIATED MODEL</strong>&lt;br&gt;- Pedro Silva, University of Coimbra, Portugal&lt;br&gt;- Nuno Fortes, Polytechnic of Coimbra, Portugal&lt;br&gt;- Cristela Bairrada, University of Coimbra, Portugal&lt;br&gt;- Filipe Coelho, University of Coimbra, Portugal</td>
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| **A MULTICRITERIA INDEX BASED ON GIS-METHOD FOR COMPETITION ASSESSMENT**  
- Sergio Martinez Puertas, Universidad de Almería, Spain  
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- Giacomo Di Foggia, University of Milano-Bicocca, Italy  
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- José Manuel Diaz Sarachaga, Universidad de Oviedo, Spain  
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- Carla Curado, ISEG, Universidade de Lisboa, Portugal  
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- Pau Sendra Pons, University of Valencia, Spain  
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| **“HIGH-TECH” FIRMS: DIVIDEND POLICY IN A CONTEXT OF SUSTAINABILITY AND TECHNOLOGICAL CHANGE**  
- Victor Barros, ISEG, University of Lisbon, Portugal  
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- David R Sjödin, Luleå University of Technology, Sweden  
- Vinit Parida, Luleå University of Technology, Sweden  
- Marko Kohtamäki, Luleå University of Technology, Sweden | **HOW DO FRONT-OF-PACKAGE LABELS INFLUENCE THE HEALTHY EVALUATION OF CONSUMERS?**  
- Matilde Schwalb Helguero, Universidad del Pacífico, Peru  
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- Freddy Linares, Universidad del Pacífico, Peru  
- Gustavo Rodriguez, Universidad del Pacífico, Peru | **THE DIFFERENTIAL EFFECTS OF POTENTIAL AND REALIZED ABSORPTIVE CAPACITY ON IMITATION AND INNOVATION STRATEGIES, AND ITS IMPACT ON SUSTAINED COMPETITIVE ADVANTAGE**  
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- Luis Jose Callarisa Fiol, Universitat Jaume I, Spain  
- Miguel Angel Moliner Tena, Universitat Jaume I, Spain  
- Rosa M. Rodriguez Artola, Universitat Jaume I, Spain  
- Javier Sánchez Garcia, Universitat Jaume I, Spain |
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| 17:30      | HOW DOES A DIGITAL TOOL AFFECT CONSUMER KNOWLEDGE ON SUSTAINABLE FOOD? EVIDENCE FROM A REAL CONDITION EXPERIMENT IN FRANCE  
- Innocent Morgane, Université de Bretagne Occidentale, France  
- Lecompte Agne, Université Bretagne Sud, France  
- Roudaut Nolvenn, Université de Bretagne Sud, France  
- Rodrigo Martin Rojas, University of Granada, Spain  
- Aurora Garrido Moreno, University of Málaga, Spain  
- Victor Jesús García Morales, Universidad de Granada, Spain  
- Amir Pezeshkan, University of Baltimore, United States  
- Peter Ekman, Mälardalen University, Sweden  | SOCIAL MEDIA USE, CORPORATE ENTREPRENEURSHIP AND ORGANIZATIONAL RESILIENCE AND CHANGE TOLERANCE ON STUDENTS' ENTREPRENEURIAL INTENTIONS / GENDER AS A MODERATOR  
- Ghada Haddad, ESC PAU Business School, France  
- Gloria Haddad, University of Saint Joseph, Lebanon  
- Gautam Nagpal, ESC PAU Business School, France  | INFLUENCES OF DIVERSE LEARNING ENVIRONMENT AND CHANGE TOLERANCE ON STUDENTS' ENTREPRENEURIAL INTENTIONS / GENDER AS A MODERATOR  
- Ghada Haddad, ESC PAU Business School, France  
- Gloria Haddad, University of Saint Joseph, Lebanon  
- Gautam Nagpal, ESC PAU Business School, France  | RESILIENT SUSTAINABLE INVESTMENT IN DIGITAL EDUCATION TECHNOLOGY: A STAKEHOLDER CENTRIC DECISION SUPPORT MODEL UNDER UNCERTAINTY  
- Morteza Yazdani, Universidad Autonoma de Madrid, Spain  
- Anett Erdmann, ESIC University; ESIC Business & Marketing School, Spain  
- Luis Toro, ESIC University, Spain  |
| 17:50      | IN CONSILIUM APPARATUS: ARTIFICIAL INTELLIGENCE, STAKEHOLDER RECIPROCITY, AND FIRM PERFORMANCE  
- Steven Thompson, United States  
- Douglas Bosse, University of Richmond, United States  
- Peter Ekman, Mälardalen University, Sweden  | THE COMPLEXITY OF ENTREPRENEURIAL ECOSYSTEM EVOLUTION AND NEW VENTURE POLICY: THE CASE OF U.S. COMMERCIAL SPACE ECOSYSTEM  
- William Carter, University of Baltimore, United States  
- Amir Pezeshkan, University of Baltimore, United States  | THE INFLUENCE OF INSTITUTIONAL AND IN-GROUP COLLECTIVISM PRACTICES ON NEXT-GENERATION ENGAGEMENT IN THE FAMILY BUSINESS  
- Pedro Torres, University of Coimbra, Portugal  
- Márcio Augusto, University of Coimbra, CeBER, Faculty of Economics, Portugal  
- Rui Quaresma, Universidade de Évora, Portugal  | SOCIOCULTURAL FACTORS IN TIMES OF GLOBAL CRISIS: TWITTER DEMONSTRATIONS ABOUT CROWDFUNDING  
- Maximiliano Perez Cepeda, Universidad Católica de Santiago de Guayaquil, Ecuador  |
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<td><strong>SUSTAINABLE, TECHNOLOGICAL AND INNOVATIVE CHALLENGES POST COVID-19</strong>&lt;br&gt;  - Gemma Mollevi, ESIC, Spain&lt;br&gt;  - Jesús Álvarez, ESIC, Spain</td>
<td><strong>PRICING REINSURANCE AND DETERMINING OPTIMAL RETENTION BASED ON THE CRITERION OF MAXIMIZING SOCIAL EXPECTED UTILITY</strong>&lt;br&gt;  - Hong Mao, Shanghai Second Polytechnic University, Shanghai, China&lt;br&gt;  - Krysztof Ostaszewski, Illinois State University, United States</td>
<td><strong>LOW INCOME LOGICS: INSTITUTIONS’ VARYING IMPACT ON ENTREPRENEURSHIP</strong>&lt;br&gt;  - Adam Smith, Middle Tennessee State University, United States&lt;br&gt;  - Stephen E. Lanivich, University of Memphis, United States</td>
<td><strong>THE INFLUENCE OF MOTIVATIONS TO SHARE KNOWLEDGE IN PREVENTING KNOWLEDGE SABOTAGE OCCURRENCES: AN EMPIRICALLY TESTED MOTIVATIONAL MODEL</strong>&lt;br&gt;  - Francesco Antonio Perotti, University of Torino, Italy&lt;br&gt;  - Gabriele Santoro, University of Torino, Italy&lt;br&gt;  - Stefano Bresciani, University of Torino, Italy</td>
<td><strong>INTEGRATING COGNITIVE TIME DISTORTION IN COST ACCOUNTING: A NEW METHOD TO MANAGE THE KEY ASSET OF THE DIGITAL ECONOMY</strong>&lt;br&gt;  - Natallia Pashkevich, Södertörn University, Sweden&lt;br&gt;  - Fabian von Schéele, Uppsala University, Sweden&lt;br&gt;  - Darek Haftor, Uppsala University, Sweden</td>
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<td><strong>DISCUSSION OF CROWDFUNDING POLICIES AMONG POLICYMAKERS</strong>&lt;br&gt;  - José Miguel Berné Martínez, ESIC Business &amp; Marketing School; ESIC University, Spain&lt;br&gt;  - Enrique Planells Artigot, ESIC Business &amp; Marketing School, Spain</td>
<td><strong>PSYCHOLOGICAL TIME OF THE GREEN ENTREPRENEURS: A MIXED-METHOD STUDY ON SMES</strong>&lt;br&gt;  - Ekaterina Zabelina, Chelyabinsk State University, Russia&lt;br&gt;  - Jorge Cruz Cárdenas, Universidad Tecnológica Indoamérica, Ecuador&lt;br&gt;  - Olga Deyneca, Saint Petersburg State University, Russia&lt;br&gt;  - Aleksandr Maksimenko, NRU Higher School of Economics, Russia&lt;br&gt;  - Jorge Guadalupe Lanas, Universidad Indoeamérica, Ecuador&lt;br&gt;  - Carlos Ramos Galarza, Universidad Católica de Santiago de Chile, Chile</td>
<td><strong>INSTITUTIONAL ENVIRONMENT AND INNOVATION IN STARTUPS: THE MODERATING ROLE OF BUSINESS INCUBATORS</strong>&lt;br&gt;  - Natan De Souza Marques, University of Sao Paulo, Brazil&lt;br&gt;  - Roberto Sbragia, University of Sao Paulo, Brazil&lt;br&gt;  - Carlo Giglio, Mediterranean University of Reggio Calabria, Italy</td>
<td><strong>IMPACT OF EFFECTUAL PROPENSITY ON ENTREPRENEURIAL INTENTION</strong>&lt;br&gt;  - Alicia Martín Navarro, Universidad de Sevilla, Spain&lt;br&gt;  - Félix Vélia Martín, Universidad de Sevilla, Spain&lt;br&gt;  - José Aurelio Medina Garrido, Universidad de Cádiz, Spain&lt;br&gt;  - Pedro R. Palos Sánchez, Universidad de Sevilla, Spain</td>
<td><strong>HOW DOES DIVIDEND PAYOUT RELATE TO EPU, OWNERSHIP CONCENTRATION AND FREE CASH FLOW IN AN EMERGING COUNTRY?</strong>&lt;br&gt;  - Carlos Maquieira, CENTRUM Católica Graduate Business School (CCGBS)&lt;br&gt;  - José Arias, Universidad Católica de la Santísima Concepción, Chile&lt;br&gt;  - Christian Espinosa, Universidad de Santiago de Chile, Chile</td>
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| 18:10  | 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  
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- 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  
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<td><strong>AFFECTIVE COMMITMENT RECIPES FOR WINE CLUBS IN A VIRTUAL WORLD: IT GOES BEYOND THE WINE</strong>&lt;br&gt;- Anjala Krishen, University of Nevada, Las Vegas, United States&lt;br&gt;- Oriie Berezan, California State University Dominguez Hills, United States&lt;br&gt;- Shaurya Agarwal, University of Central Florida, United States&lt;br&gt;- Sheen Kachen, University of Illinois, Chicago, United States</td>
<td><strong>THE MISSING LINK BETWEEN ENTREPRENEURIAL TEAM COMPOSITION, STAGES OF DEVELOPMENT AND NEW VENTURE PERFORMANCE. AN EMPIRICAL STUDY IN ITALY</strong>&lt;br&gt;- Adele Parmentola, University of Naples Parthenope, Italy&lt;br&gt;- Michele Costagliola di Fiore, University Of Naples “Parthenope”, Italy</td>
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<td><strong>HOW TO ACCOMPLISH A HIGHLY CITED PAPER IN THE TOURISM, LEISURE AND HOSPITALITY FIELD?</strong>&lt;br&gt;- Luis Otero González, University of Santiago, Spain&lt;br&gt;- Onofre Martorell, Universitat de les Illes Balears, Spain&lt;br&gt;- Pablo Durán Santomil, Universidade de Santiago de Compostela, Spain&lt;br&gt;- Carlos Mulet Forteza, Universitat de les Illes Balears, Spain</td>
<td><strong>EXPLORING CAUSAL RECIPES OF START-UP ACCEPTANCE WITHIN BUSINESS INCUBATORS: A CROSS-COUNTRY STUDY THROUGH CORRELATION-BASED ANALYSIS, MACHINE LEARNING TECHNIQUES AND FSQCA</strong>&lt;br&gt;- Alexandru Capatina, Dunarea de Jos University of Galati, Romania&lt;br&gt;- Dragos Sebastian Cristea, University Dunarea de Jos of Galati, Romania&lt;br&gt;- Adrián Micu, University Dunarea de Jos from Galati, Romania&lt;br&gt;- Angela Eliza Micu, Ovidius University of Constanta, Romania&lt;br&gt;- Giuseppe Empoli, Università degli Studi di Foggia, Italy&lt;br&gt;- Federica Codignola, Università degli Studi di Milano-Bicocca, Italy</td>
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<td><strong>THE WORST IS NOT TO FAIL, BUT TO FAIL TO LEARN FROM FAILURE: A MULTI-METHOD EMPIRICAL VALIDATION OF LEARNING FROM INNOVATION FAILURE</strong>&lt;br&gt;- Khalil Rhaiem, HEC MONTREAL, Canada&lt;br&gt;- Halilem Norrin, Laval University, Canada</td>
<td><strong>THE ATTRIBUTES OF ORGANIZATIONAL CHANGE IN RELATION TO THE SCIENTIFIC STAFF OF PUBLIC REHABILITATION SERVICES IN GREECE</strong>&lt;br&gt;- Maria Pyrgeli, University of West Macedonia, Greece&lt;br&gt;- Aikaterini Sarri, University of West Macedonia, Greece&lt;br&gt;- Anastasios Panopoulos, University of West Macedonia, Greece&lt;br&gt;- Sofia Delipalla, University of West Macedonia, Greece</td>
<td><strong>THE IMPORTANCE OF GRIT AND ITS SIGNIFICANCE ON FEMALE ENTREPRENEURS</strong>&lt;br&gt;- Carmine Gibaldi, Harvard University &amp; St. John’s University, United States&lt;br&gt;- Aviva Aronovitch, Northeastern, Canada</td>
<td><strong>HOW TO ACHIEVE EXCELLENCE IN THE NEW SERVICE DEVELOPMENT PROCESS: THE ROLE OF INNOVATIVE CULTURE, MARKET ORIENTATION, AND MANAGEMENT SUPPORT</strong>&lt;br&gt;- Primitiva Pascual Fernandez, University of Oviedo, Spain&lt;br&gt;- Maria Leticia Santos Víjande, Cunef University, Spain&lt;br&gt;- Mar Gómez Rico, Universidad de Castilla La Mancha, Spain&lt;br&gt;- José Ángel López Sánchez, Universidad de Extremadura, Spain</td>
<td><strong>GROWTH OF TOTAL PRODUCTIVITY OF THE FACTORS, INNOVATION AND SPILLOVERS FROM ADVANCED BUSINESS SERVICES</strong>&lt;br&gt;- Vicent Almenar Llongo, Universidad Católica de Valencia, Spain&lt;br&gt;- Javier Muñoz de Prat, Universidad Europea, Spain&lt;br&gt;- Mónica Maldonado Devis, EDEM, Spain</td>
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<td><strong>TECHNOLOGICAL TRANSITION AND BUSINESS MODEL INNOVATION. PATH DEPENDENCY IN DIGITAL TRANSITION</strong>&lt;br&gt;- Thomas Brekke&lt;br&gt;- Sambit Lenka</td>
<td><strong>BREAST CANCER RISK PREDICTION ALGORITHMS’ ADOPTION BY CANADIAN PROVIDERS - AN IN-DEPTH QUALITATIVE COMPARATIVE ANALYSIS</strong>&lt;br&gt;- Jolyane Blouin Bougie, Université Laval, Canada&lt;br&gt;- Nabil Amara, Université Laval, Canada</td>
<td><strong>REGRESSION, MULTICOLLINEARITY AND MARKOWITZ</strong>&lt;br&gt;- Roberto Ortiz, Universidad Diego Portales, Chile&lt;br&gt;- Mauricio Contreras, Universidad Metropolitana de Ciencias de la Educación UMCE, Spain&lt;br&gt;- Cristhian Mellado, Universidad Católica de la Santísima Concepción, Chile</td>
<td><strong>BUSINESS DEVELOPMENT, GENDER CONTRACTS AND ISLANDNESS – DEVELOPING FOOD ARTISAN BUSINESSES IN THE ÅLAND ISLANDS</strong>&lt;br&gt;- Paulina Rytkönen, Södertörn University, Sweden</td>
<td><strong>CORPORATE DIVERSIFICATION IN AFRICA: THE CASE OF DANGOTE CEMENT</strong>&lt;br&gt;- Jorge Fernandez Vidal, University of Alicante, Spain&lt;br&gt;- Reyes Gonzalez, University of Alicante, Spain&lt;br&gt;- Jose Gasco, University of Alicante, Spain&lt;br&gt;- Juan Llopis, University of Alicante, Spain</td>
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Greening, Digitizing and Redefining Aims in an Uncertain and Finite World
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**Chair**

**Room 12**

**Chair**

Laura Padilla Angulo

**The Impact of Basic Psychological Needs’ Satisfaction on European Entrepreneurs’ Wellbeing and Health: The Mediating Role of Opportunity Entrepreneurial Motivation and Job Satisfaction**

- Laura Padilla Angulo, Universidad Loyola Andalucia, Spain
- Ana M. Lucia Casademunt, Universidad de Malaga, Spain
- Diego Gomez Baya, Universidad de Huelva, Spain

**Room 13**

**Chair**

Patricio E. Ramírez-Correa

**Impact of Corporate Knowledge Governance on Employee Innovative Performance: The Sequential Mediation of Knowledge Sharing and Individual Absorptive Capacity**

- Imran Ali, Northumbria University, United Kingdom

**Room 14**

**Chair**

Francisco Javier Rondán Cataluña

**An AI Analysis of Climate-Change Influencers Marketing on Twitter**

- 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

**Room 15**

**Chair**

Cayetano Medina Molina

**Establishing a Brand Resonance Evaluation Model for Franchise Convenience Stores Based on Consumer-Based Brand Equity**

- Tsuen-Ho Hsu, National Kaohsiung University, Taiwan
- Jia Wei Tang, National Penghu University of Science and Technology, Taiwan

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**Sophistry or Wisdom in Words: Aristotle on Rhetoric and Leadership**

- Marcel Meyer, University of Navarra, Spain
- Matthias Huhn, Saint Vincent College, United States

**Gender Diversity on Boards: Determinants that Underlie the Proposals of Female Directors**

- María López, University of Santiago de Compostela, Spain
- Marcos Vizcaino Gonzalez, University of A Coruña, Spain
- María Luisa López Pérez, Universidad de Santiago de Compostela, Spain

**Consumer Behavior Towards Mobile Fashion Retail Applications: Acceptance Factors of the Zara App Among Spanish Users during the COVID-19 Period**

- Eloy Gil Cordero, Universidad de Sevilla, Spain
- Pablo Ledesma Chaves, Universidad de Sevilla, Spain
- Pedro Baena Luna, Universidad de Sevilla, Spain

**The Evolution of the Global Venture Capital Ecosystem and Its Relationship with Unicorns: A Definition, Review, and Future Development Agenda**

- Thommie Burström, Finland
- Tom Lahti, Finland
- Markus Wartiovaara, Finland
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**IMPACT OF DIGITAL IDENTITY AND BLOCKCHAIN SECURITY ON THE RISK HETEROGENEITY OF DIGITAL CURRENCY SYSTEMS**
- Robin Hang Luo, Xihua University, China
- Dawei Yan, Xihua University, China
- Rui Wang, Xihua University, China

**ENTREPRENEURIAL ALERTNESS – A REVIEW ON CONCEPTS, ANTECEDENTS, EFFECTS, AND RELATED VARIABLES**
- Jona Kubenz, University of Potsdam, Germany
- Artur Lapidus, University of Bayreuth, Germany

**HIGH IMPACT GENERATION PATHWAYS OF SMES IN THE IT SECTOR. THE CASE OF CERTIFIED BENEFIT CORPORATIONS**
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- Carmen Paradinas Márquez, ESIC University, Spain
- Jose Antonio Vicente Pascual, ESIC University, Spain

**VOICE FROM WITHIN. TO WHAT EXTENT CAN INTERNAL CROWDSOURCING DRIVE A CHANGE IN ORGANIZATIONAL CULTURE?**
- Juan Ramón Campos Blázquez, ESIC Business & Marketing School, Spain
- Luis Rubio Andrade, Universidad Autónoma de Madrid, Spain
- María Soledad Celemín Pedroche, Universidad Autónoma de Madrid, Spain

**SUSTAINABLE ENTREPRENEURSHIP IN THE EQUESTRIAN SECTOR THROUGH HORSE MANURE: A PLS-SEM APPROACH**
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- Riana Iren Radu, "Dunărea de Jos" University of Galati, Romania
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- Hugo Baier Fuentes, Universidad Católica de la Santísima Concepción, Chile
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- Maria Huertas Gonzalez Serrano, Universitat de València, Spain
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- George Schin, Dunarea de Jos University of Galati, Romania
- Nicoleta Cristache, Dunarea de Jos University of Galati, Romania
- Cosmin Matis, Babes Bolyai University, Romania
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| 11:10 | 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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- 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  
- Nkemdili Iheanacho, Lagos Business School, Pan-Atlantic University, Ajah, Lagos, Nigeria  
- Emanuel 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  
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- Per Kristian Alnes, Inland University Norway, Norway |
| 11:50 | Measures for the Viable Agricultural Supply Chains: A Multi-Criteria Approach  
- Tomas Balezentis, Lithuanian Centre for Social Sciences, Lithuania  
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- Artiom Volkov, Lithuanian Centre for Social Sciences, Lithuania  
- Dalia Streimikiene, Lithuanian Centre for Social Sciences, Lithuania  
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- 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 |

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<td><strong>SEGMENTING WITH BIG DATA ANALYTICS AND PYTHON. A QUANTITATIVE ANALYSIS ON THE HOUSEHOLD SAVINGS</strong>&lt;br&gt;- Maria Teresa Cuomo, University of Salerno, Italy&lt;br&gt;- Debora Tortora, University of Milano-Bicocca, Italy&lt;br&gt;- Ivan Colosimo, University of Salerno, Italy&lt;br&gt;- Lorenzo Ricciardi Celsi, ELIS Foundation, Italy&lt;br&gt;- Rosario Portera, ELIS Foundation, Italy&lt;br&gt;- Giuseppe Festa, University of Salerno, Italy&lt;br&gt;- Michele La Rocca, University of Salerno, Italy</td>
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<td><strong>SMART CONTRACTS DIFFUSION IN PHARMACEUTICAL BLOCKCHAIN TO COMBAT COUNTERFEIT DRUGS</strong>&lt;br&gt;- Arash Kordestani, Sodertorn University, Sweden</td>
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- Carlos Rodriguez Rad, Universidad de Sevilla, Spain
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- José M. González Varona, University of Valladolid, Spain
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- Monika Mačiulienė, Vilnius Gediminas Technical University, Lithuania
- Artemis Psaltoglou, White Research, Greece
- Thomas Bakratsas, White Research SRL, Belgium
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- Tomislav Cigula, University of Zagreb, Croatia |
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- Thi Hong Anh Nguyen, Feng chia university, Vietnam

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- Chiara Rossato, University of Verona, Italy
- Elena Giaretta, University of Verona, Italy
- Alfonso Vargas Sánchez, University of Huelva, Italy

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- Chih Wen Wu, National Chung Hsing University, Taiwan

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- Marcelo Cardenas, Universidad Hemisferios, Spain
- Silvia Martin, California State University, United States

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- Badri Toppur, Rajalakshmi School of Business, India

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- M. Ángeles Rodríguez Serrano, Universidad de Sevilla, Spain

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- Winnie Picoto, ISEG - Lisbon School of Economics and Management, Portugal
- Inês Pinto, ISEG - Lisbon School of Economics and Management, Portugal
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- Josip Knezovic, University of Zagreb, Croatia  
- Daniel Hofman, University of Zagreb, Croatia | STRATEGIC ORIENTATION TOWARDS DIGITIZATION TO IMPROVE SUPERMARKET LOYALTY IN AN OMNICHANNEL CONTEXT  
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- Cristina Gaio, ISEG - Lisbon School of Economics & Management, Portugal | |
| 15:00    | LUNCH BREAK | 15:00    | 15:00    | 15:00    |
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| 16:30    | Technology and innovation management | Entrepreneurship | Corporate governance | Human resource management |
| 20:00    | GALA DINNER (ABADES TRIANA) |
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- 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

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- José Fernando López Muñoz, ESIC Business & Marketing School, Spain
- Josefina Novejarque Civera, ESIC Business & Marketing School, Spain
- Mabel Písá Bó, ESIC Business & Marketing School, Spain

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- Nadr El Hana, EDC Paris, France
- Maria Mercant-Guérin, IAE de Paris, France
- Ouidade Sabri, IAE Paris-Sorbonne, Sorbonne Business School, France

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