

**13<sup>TH</sup> ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS**

**9-10 September 2020 – Virtual**

**“Business Theory and Practice Across Industries and Markets”**

**HOSTED AND SUPPORTED BY**



UNIVERSITY of NICOSIA



**13<sup>TH</sup> ANNUAL CONFERENCE OF THE EUROMED ACADEMY OF BUSINESS**  
**9-10 September 2020 – Virtual**  
**“Business Theory and Practice Across Industries and Markets”**

**Conference Programme**

**This programme comprises only sessions that were not delivered on Wednesday 09/09/2020, due to technical reasons**

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**Programme at a glance**

**(All times below are GMT+2 - CET)**

**This programme comprises only sessions that were not delivered on Wednesday 09/09/2020, due to technical reasons**

**WEDNESDAY – SEPTEMBER 16, 2020**

10:00 – 11:30	SESSION 01
12:30 – 14:00	SESSION 02
15:00 – 16:30	Research Networking Opportunities Activities Workshop
15:00 – 16:30	Journal of Business Research Special Issue Paper Development Workshop

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SESSION 01: 10:00 – 11:30 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 01 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 3**

SESSION CHAIR: **CHIOTERIS, S.**

DISCUSSANT: **AGGELOPOULOS, S.**

1. *THE IMPACT OF PERSONAL CHARACTERISTICS ON THE CONSUMER CHOICE BETWEEN DONATION TO CHARITY AND PURCHASE OF CAUSE-RELATED PRODUCT*, Adomaviciute, K., Kirse, S., Purmalyte, I.  
**Presenter(s)**: Kirse, S. (30\_08) (Lithuania – GMT + 3)
2. *THE IMPACT OF GRATITUDE ON THE EMPLOYEE INTENTION TO STAY: THE MEDIATING ROLE OF AFFECTIVE COMMITMENT*, Kirse, S., Adomaviciute, K., Dikcius, V., Norkunaite, R.  
**Presenter(s)**: Kirse, S. (30\_09) (Lithuania – GMT + 3)
3. *ENCOURAGING THE RETURN TO MUSEUMS THROUGH THE THROUGH ENRICHING OF THE EXPERIENCE AND THE FEELING OF PRIDE*, Blanco, T., Loureiro, S.M.C.  
**Presenter(s)**: Loureiro, S.M.C. (30\_32) (Portugal – GMT +1)

**SESSION 01 – Track 23: The Power of Human Resources in Business and Society 1**

SESSION CHAIR: **TSOUKATOS, E.**

DISCUSSANT: **ERRICHELLO, L.**

1. *CVLESS - A NEW APPROACH FOR RECRUITMENT AND SELECTION BASED ON LOW FIDELITY SIMULATION*, Rimmer, A., Malichi, I.  
**Presenter(s)**: Rimmer, A. (23\_02) (Israel – GMT +3)
2. *JAPANESE HUMAN RESOURCES MANAGEMENT: IS WESTERN-STYLE PERFORMANCE MANAGEMENT WORKING?* Drummond, D., Hempel, P.  
**Presenter(s)**: Drummond, D. (23\_06) (Cyprus – GMT +3)
3. *A NEW PERSPECTIVE ON LEADERSHIP, TRUST AND INTERNAL NUMERICAL FLEXIBILITY*, Tirrel, H., Kaufmann, H.R., Winnen, L.  
**Presenter(s)**: Tirrel, H. (23\_08) (Germany – GMT +2)

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SESSION 01: 10:00 – 11:30 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 01 – Track 13: Issues on Economics and Finance 1**

SESSION CHAIR: **THRASSOU, A.**

DISCUSSANT: **HONCHARENKO, I.**

1. *GREEK FIRMS' CAPITAL STRUCTURE AND THE CRISIS*, Dimitropoulos, P., Koronios, K.  
**Presenter(s):** Koronios, K. (18\_04) (Greece – GMT +3)
2. *THE RECOVERY FUND: THE EU'S NEW QUASI FISCAL CAPACITY AND THE SOCIAL NETWORK PERCEPTION*, Cardì, M., Graziano, E.A.  
**Presenter(s):** Cardì, M., Graziano, E.A. (02\_02) (Italy – GMT +2)
3. *PREDICTING INTRADAY STOCK PRICES IN POST-COMMUNIST EUROPEAN MARKETS USING ARTIFICIAL INTELLIGENCE*, Anghel, D.G.  
**Presenter(s):** Anghel, D.G. (14\_01) (Romania – GMT +3)
4. *ESG, COMPETITIVE ADVANTAGE AND FINANCIAL PERFORMANCES: A PRELIMINARY RESEARCH*, ROSSI, M., MINICOZZI, G., PASCARELLA, G., CAPASSO, A.  
**Presenter(s):** Rossi, M. (02\_06) (Italy – GMT +2)

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

SESSION CHAIR: **CHRISTOFI, M.**

DISCUSSANT: **KARAGOUNI, G.**

1. *CONCEPTS OF BIOECONOMY. ENVIRONMENTAL, ECONOMIC AND TECHNOLOGICAL APPROACHES*, Trigkas, M., Karagouni, G., Nikolaidis, K., Papadopoulos, I.  
**Presenter(s):** Trigkas, M., Karagouni, G. (28\_06) (Greece – GMT +3)
2. *FOREIGN EXPERIENCE IN WASTE MANAGEMENT*, Agapkin, A.M., Murtuzaliev, S., Murtuzaliev, S.S.  
**Presenter(s):** Murtuzaliev, S. (15\_01) (Russia – GMT +3)
3. *A THEORETICAL APPROACH TO COST OF CAPITAL EVALUATION FROM A KNOWLEDGE MANAGEMENT PERSPECTIVE*, Koloszár, L., Rossi, M., Festa, G., Papa, A., Graziano, D.  
**Presenter(s):** Rossi, M., Festa, G. (28\_06) (Italy – GMT +2)

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SESSION 01: 10:00 – 11:30 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 01 - Track 22: Sustaining today's Tourism Growth 1**

SESSION CHAIR: **IAIA, L.**

DISCUSSANT: **ANDREA, V.**

1. *DISLOYALTY OF UPSCALE HOTELS IN SEOUL: E-OPINION MINING*, Toanoglou, M., Chemli, S.  
**Presenter(s)**: Toanoglou, M., Chemli, S. (22\_09) (Daejeon SK – GMT + 9) (Local Time 5:00 pm)
2. *MEDIA REPRESENTATION OF TOURISM ON CROATIAN NEWS WEBSITES*, Kalajžić, V., Ražnjević - Zdrilić, M., Grzunov, J.  
**Presenter(s)**: Kalajžić, V. (22\_07) (Croatia – GMT +2)
3. *EMPLOYEES' INTENTIONS TO IMPLEMENT GREEN PRACTICES IN HOTELS: THE INTERACTION OF GREEN ORGANIZATIONAL CLIMATE WITH ENVIRONMENTAL ATTITUDES AND BEHAVIOURS*, Errichiello, L., Drago, C.  
**Presenter(s)**: Errichiello, L., Drago, C. (22\_10) (Italy – GMT +2)
4. *THE IMPACT OF THE CORONAVIRUS ON THE TOURISM INDUSTRY IN THE EPICENTERS - BRIEF CHRONOLOGY*, Chemli, S., Toanoglou, M.  
**Presenter(s)**: Chemli, S., Toanoglou, M. (22\_09) (Daejeon SK – GMT + 9) (Local Time 5:00 pm)

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SESSION 01: 10:00 – 11:30 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 01 – Track 08: Business and Society 1**

SESSION CHAIR: **GALATI, A.**

DISCUSSANT: **MION, G.**

1. *IMPRESSIONS ON THE IMAGES OF THE ANNUAL REPORTS: A GOFFMANNIAN AND BARTHESIAN ANALYSIS OF CSR REPORTING IN PETROBRAS*, Almeida, J., Caria, A., Oliveira, L.  
**Presenter(s):** Caria, A., Oliveira, L. (08\_06) (Portugal – GMT +1)
2. *THE PROCESSES OF CHANGE IN THE MANAGEMENT OF THE BRAZILIAN FEDERAL UNIVERSITY HOSPITALS*, Siqueira Lordello, H., Caria, A., Oliveira, L.  
**Presenter(s):** Caria, A., Oliveira, L. (40\_01) (Portugal – GMT +1)
3. *ANNUAL REPORTS AND CORPORATE CULTURE COMMUNICATION*, Gomes, P.; Oliveira, L.; Caria, A.  
**Presenter(s):** Oliveira, L.; Caria, A. (25\_04) (Portugal – GMT +1)
4. *RELATIONSHIP BETWEEN EWOM IN SOCIAL MEDIA AND CUSTOMERS' PURCHASE INTENTIONS IN EGYPT AND LITHUANIA*, Pauliene, R., Vaiginienė, E., Abbas, K.  
**Presenter(s):** Pauliene, R. (30\_25) (Lithuania – GMT +3)

END OF SESSION 1

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SESSION 02: 12:30 – 14:00 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 02 – Track 25: Interdisciplinary Research 1**

SESSION CHAIR: **CHIOTERIS, S.**

DISCUSSANT: **MANIATIS, A.**

1. *EGYPTIAN MARITIME LAW*, Maniatis, A.  
**Presenter(s):** Maniatis, A. (54\_13) (Greece – GMT +3)
2. *A “BIBLIOMETRIX” REVIEW OF MANAGEMENT CONTROL*, Tassone, T., Rubino, F.E.  
**Presenter(s):** Tassone, T. (01\_13) (Italy – GMT +2)
3. *A DISTANT THREAT MADE LOCAL? THE CARRY-OVER EFFECT OF PERCEIVED THREAT FROM ASYLUM SEEKERS IN EUROPE TO ISRAELI LOCAL OUTGROUPS*, Lissitsa, S., Kushnirovich, N., Aharoni, M.  
**Presenter(s):** Kushnirovich, N. (25\_03) (Israel – GMT +3)
4. *SKIN AS A COMMUNICATION MEDIUM*, Ognjan, M., Franov, M., Ercegovac, P.  
**Presenter(s):** Ognjan, M., Franov, M., Ercegovac, P. (06\_19) (Croatia – GMT +2)

**SESSION 02 – Track 13: Issues on Economics and Finance 3**

SESSION CHAIR: **AGGELOPOULOS, S.**

DISCUSSANT: **KORONIOS, K.**

1. *CASH FLOW MANAGEMENT AS A CRITICAL FACTOR ON BUSINESS EFFICIENCY – STUDY ON PSI 20 COMPANIES*, Silva, E., Pereira, A., Vaz, Â., Ramos, E.  
**Presenter(s):** Pereira, A. (18\_02) (Portugal – GMT +1)
2. *MOBILE PAYMENT SYSTEMS: ADVANTAGES AND FUTURES*, Bălțoi, I.C.M.  
**Presenter(s):** Bălțoi, I.C.M. (11\_08) (Romania – GMT +3)
3. *THE INTERRELATION BETWEEN HOUSEHOLD INCOME AND EXPENDITURE IN THE CONTEXT OF ACHIEVING SUSTAINABLE DEVELOPMENT GOALS: FEATURES OF UKRAINE*, Berezina, O., Honcharenko, I., Petkova, L., Berezina, L.  
**Presenter(s):** Berezina, O., Honcharenko, I. (11\_08) (Cherkasy Ukraine – GMT +3)
4. *THE ILLITERACY PRIDE AND THE FINANCIAL PREJUDICE*, Rossi, M., Marcarelli, G., Martini, E., Smyczek, S.  
**Presenter(s):** Rossi, M. (02\_05) (Italy – GMT +2)



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SESSION 02: 12:30 – 14:00 (GMT+2 - CENTRAL EUROPEAN TIME)

**SESSION 02 – Track 25: Interdisciplinary Research 2**

SESSION CHAIR: **GALATI, A.**

DISCUSSANT: **PHILIPSON, S.**

1. *PERFORMANCE IN MBA EDUCATION: DOES STUDENTS PREVIOUS PERFORMANCE AND DEGREE MATTERS?*, Ramshanker, S., Muthuseshan, G., Ray, S.  
**Presenter(s):** Ramshanker, S. (29\_02) (India – GMT +5:30) (Local time 3:30 pm)
2. *USE OF REGRESSION ANALYSIS TO IDENTIFY FACTORS ASSOCIATED WITH GROSS REVENUE ON GOAT FARMS*, Tsiouni, M., Gourdouvelis, D., Aggelopoulos, S.  
**Presenter(s):** Tsiouni, M., Gourdouvelis, D., Aggelopoulos, S. (20\_06) (Greece – GMT +3)
3. *THE FACTORS AFFECTING PRODUCTION AND ECONOMIC EFFICIENCY OF SUCKLER COW FARMS IN THE REGION OF CENTRAL MACEDONIA, GREECE*, Gourdouvelis, D., Tsiouni, M., Aggelopoulos, S., Pavloudi, A.  
**Presenter(s):** Gourdouvelis, D., Tsiouni, M., Aggelopoulos, S., Pavloudi, A. (20\_07) (Greece – GMT +3)
4. *BENCHMARKING OF SUSTAINABILITY ASSESSMENT TOOLS: LIMITATIONS, GAPS AND POTENTIALITIES FOR THE AGRARIAN SECTOR*, Trigo, A., Marta-Costa, A., Fragoso, R.  
**Presenter(s):** Trigo, A. (25\_03) (Portugal – GMT +1)
5. *EX-ANTE AND EX-POST DIFFERENCES IN FIRM-LEVEL CHARACTERISTICS OF U.K. MERGERS AND ACQUISITIONS*, Kanungo, R., Gupta, S., Ozdemir, S., Czinkota, M.  
**Presenter(s):** Gupta, S. (44\_10) (UK – GMT +1)

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**SESSION 02 – Track 30: Understanding Attributes of Consumers’ Behaviour in the Contemporary Global Environment 2**

SESSION CHAIR: **IAIA, L.**

DISCUSSANT: **NEUBERT, M.**

1. *CONSUMER CULTURE THEORY AND CONSUMPTION COMMUNITIES: A FIRST APPROACH TO VEGAN COMMUNITIES*, Hungara, A.P., Nobre, H.  
**Presenter(s):** Hungara, A.P. (30\_16) (Portugal – GMT +1)
2. *BIASES AND HEURISTICS IN CONSUMER BEHAVIOR: COMPARING GENERATION X AND MILLENNIAL CONSUMERS*, Bargoni, A., Bertoldi, B., Giachino, C., Santoro, G.  
**Presenter(s):** Bargoni, A. (30\_24) (Italy – GMT +2)
3. *AESTHETICS, CULTURE AND THE INSTAGRAM: PERCEPTIONS AND USERS’ TRENDS*, Stavrianea. A.  
**Presenter(s):** Stavrianea. A. (06\_02) (Greece – GMT +3)
4. *MARKETING TO THE GENERATIONS: HOW DIVERSE GENERATIONS RESPOND TO SPORT SPONSORSHIP*, Koronios, K., Ntasis, L., Dimitropoulos, P., Thrassou, A., Papaioannou, A., Papadopoulos, A.  
**Presenter(s):** Thrassou, A. (30\_13) (Greece – GMT +3)

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

SESSION CHAIR: **CHRISTOFI, M.**

DISCUSSANT: **RODRIGUES, P.**

1. *CONSUMER-BRAND RELATIONAL AUTHENTICITY AND ITS IMPLICATIONS ON BRAND LOVE / HATE*, Rodrigues, P., Real de Oliveira, E., Rodrigues, P., Guerreiro, M.  
**Presenter(s):** Rodrigues, P. (30\_05) (Portugal – GMT +1)
2. *LOVE AND HATE MEDIATING THE RELATIONSHIP BETWEEN BRAND PERSONALITY AND PURCHASE INTENTION*, Rodrigues, P., Real de Oliveira, E., Martins, C., Rodrigues, P.  
**Presenter(s):** Rodrigues, P. (30\_06) (Portugal – GMT +1)
3. *COLOUR AND SLOT MACHINE GAMES: AN ANALYSIS OF SOUTH AFRICAN CASINO GAMER’S*, Wannenburg, E.  
**Presenter(s):** Wannenburg, E. (30\_28) (Pretoria SA – GMT +2)
4. *EXPLORING DRIVERS OF PSYCHOLOGY WELL-BEING AT MUSIC FESTIVALS*, LOUREIRO, S.M..C., DUARTE E SILVA, S.  
**Presenter(s):** Loureiro, S.M..C. (22\_17) (Portugal – GMT +1)

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**SESSION 02 - Track 32: Innovation in Business and Society**

SESSION CHAIR: **TSOUKATOS, E.**

DISCUSSANT: **KAUFMANN, H.R.**

1. *UNIVERSITIES AND KNOWLEDGE TRIANGLE MODE: THE EIT HEALTH EXPERIENCE*, CAPOBIANCO, N  
**Presenter(s):** Capobianco, N (32\_09) (Italy – GMT +2)
2. *DIGITAL TRANSFORMATION IN SMES: A SYSTEMATIC REVIEW AND FUTURE DIRECTIONS*, De Bernardi, P., Forliano, C., Bertello, A.  
**Presenter(s):** Forliano, C., Bertello, A. (32\_10) (Italy – GMT +2)
3. *THE INFLUENCE OF SOCIAL CAPITAL ON THE PERFORMANCE OF OPEN INNOVATION PLATFORMS*, Troise, C., Candelo, E., Sorrentino, M.  
**Presenter(s):** Troise, C., Candelo, E. (32\_12) (Italy – GMT +2)
4. *IMPACTS OF PRODUCT ADVANTAGE AND NEWNESS ON THE NPD/NPP RELATIONSHIP: AN EMPIRICAL MODEL*, Peyrovian, B., Rosenberger III, P.J and Cunneen, D.  
**Presenter(s):** Peyrovian, B., Rosenberger III, P.J and Cunneen, D. (32\_14) (Australia New South Wales - GMT +11) (Local Time 9:30 pm)

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**SESSION 02 – Track 08: Business and Society 2**

SESSION CHAIR: **FIORE, M.**

DISCUSSANT: **ESPOSITO, P.**

1. *DO EMPLOYEES VALUE CSR IN EMERGING ECONOMIES: IMPACT OF INTERNAL AND EXTERNAL CSR PRACTICES ON ORGANIZATIONAL COMMITMENT*, Ataay, A., Cemek, E.  
**Presenter(s):** Ataay, A. (08\_09) (Turkey – GMT +3)
2. *ROLE OF PERSONAL NETWORKS AND SOCIAL CAPITAL ON THE ACQUISITION OF RESOURCES FOR THE SOCIAL ORGANIZATIONS*, Bernardino, S., Freitas Santos, J.  
**Presenter(s):** Bernardino, S. (40\_02) (Portugal – GMT +1)
3. *CONCESSIONS AND SERVICE CONCESSION ARRANGEMENTS: A LITERATURE REVIEW*, Esposito, P., Colangelo, F.  
**Presenter(s):** Esposito, P. (54\_06) (Italy – GMT +2)
4. *PUBLIC PRIVATE PARTNERSHIPS: BUSINESS THEORY AND PRACTICE*, Esposito, P., Colangelo, F.  
**Presenter(s):** Esposito, P. (54\_06) (Italy – GMT +2)
5. *CORPORATE GOVERNANCE AND RISK MANAGEMENT: THE CASE OF THE PORTUGUESE BANKING INDUSTRY*, Mota, C., Pereira, A., Vaz, Â., Vaz, C.  
**Presenter(s):** Pereira, A. (19\_01) (Portugal – GMT +1)

END OF SESSION 02

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### RESEARCH NETWORKING OPPORTUNITIES AND ACTIVITIES WORKSHOP

Research Networking Opportunities and Activities

Chair: Prof. Hans Rüdiger Kaufmann

### JOURNAL OF BUSINESS RESEARCH SPECIAL ISSUE PAPER DEVELOPMENT WORKSHOP

*Chairs-Presenters:* Prof. Vijay Pereira and Prof Demetris Vrontis (JBR Associate Editors and Special Issue Guest Editors)

The purpose of the PDW is to introduce the topic and importance of theorization within research, specifically, in this case, the topic of Resource and Knowledge Based View (RBV and KBV) to both junior and senior scholars and provide them with developmental feedback on their current papers and research on the topic. While we hope that many of these papers will eventually be submitted to JBR Special Issue, the purpose of the PDW is broader: to improve the quality of papers in RBV and KBV research and to solicit fresh and new ideas from scholars successfully through theorization. The PDW is open to all conference participants. It will be structured to provide extensive feedback to authors whose research papers have been accepted by the workshop organizers and to educate conference participants on how to develop the theories of RBV and/or KBV.

1. *PRESENCE IN FOREIGN MARKETS, ETHNIC MINORITY OWNERSHIP AND FINANCIAL PERFORMANCE OF HIGH-TECH SME'S*, Ardito, L., D'Angelo, V., Messeni Petruzzelli, A., Peruffo, E., Capolupo, P.  
**Presenter(s):** D'Angelo, V. (52\_01) (Italy – GMT +2)
2. *VALUE CREATION IN COLLABORATIONS WITH PRIMARY AND SECONDARY STAKEHOLDERS: THE ROLE OF STAKEHOLDER INTERESTS AND POWER*, Ozdemir, S., Fernandez de Arroyabe, J.C., Sena, V., Gupta, S..  
**Presenter(s):** Ozdemir, S. (52\_02) (UK – GMT +1)