

INNOVATIVE AND MEANINGFUL KNOWLEDGE: TOWARDS A SUSTAINABLE BUSINESS



A great story of management

JUNE 4-6 / 2024

20TH ACADEMY OF INNOVATION,
ENTREPRENEURSHIP, AND
KNOWLEDGE CONFERENCE



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INDEX

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Greetings
PAGE **3**

Maps
PAGE **7**

Program
6th June
PAGE **19**

About ACIEK
PAGE **4**

Program
PAGE **8**

Next ACIEK
PAGE **25**

Organizing
& Scientific
Committee
PAGE **5**

Program
4th June
PAGE **9**

Call for Papers
& Special
Awards
PAGE **26**

Participating
Countries
PAGE **6**

Program
5th June
PAGE **11**



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GREETINGS FROM THE AUTHORITIES

Eric Lamarque

Dean IAE Paris-Sorbonne

University Paris 1 Panthéon Sorbonne



Dear fellow scholars and researchers, bienvenue à Paris, Paris 1 Pantheon Sorbonne University in our Business school. We have been awaiting this day since June 2021 when, for pandemic reasons, Aciek in Paris was... On Line. It was impossible to consider that the job had been done and ACIEK was rescheduled in Paris in 2024, during the Olympic year. An incredible feeling emerges from this specific moment thinking that Pierre de Coubertin founded the International Olympic Committee in 1894 at La Sorbonne! More than ever, all eyes are on our city. Since its foundation in 1253, Sorbonne has turned towards the world and its motto reminds us its ambition to be "here and everywhere on the earth". So, we are therefore delighted to host an international conference such as ACIEK. The theme of this year "INNOVATIVE AND MEANINGFUL KNOWLEDGE: TOWARDS A SUSTAINABLE BUSINESS" invites us to see how management and entrepreneurship research contributes to the sustainability debate by reaching out virtually and in person. We wish you all a warm welcome.

Such an event is fully in the spirit of our university and ideas that supported the foundation of Sorbonne, share knowledge, contribution to social and societal well-being, giving food for thought, influence the decision of managers and entrepreneurs. These are ongoing challenges for researchers and colleagues around the world and we are happy to welcome them where Robert de Sorbon decided, more than seven centuries ago, to give everyone the opportunity to access higher education.

We are convinced that your contribution will generate many comments, initiate new collaborations, will be strengthened by academic debate and will contribute to explain and highlight the path of innovation and help us to evaluate the social impact of our research. Innovation, social impact, sustainability are at the heart of the scientific project of Sorbonne and of the new alliance, Una Europa, in which we participate with other prestigious universities. We thank all the editors who have joined us and help us to strengthen this impact through high-level journals, supporting the visibility and impact of the ACIEK conference.

Enjoy your stay in Paris.

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ABOUT ACIEK

20TH 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.



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Ydriss Ziane, IAE de Paris, Sorbonne Business School

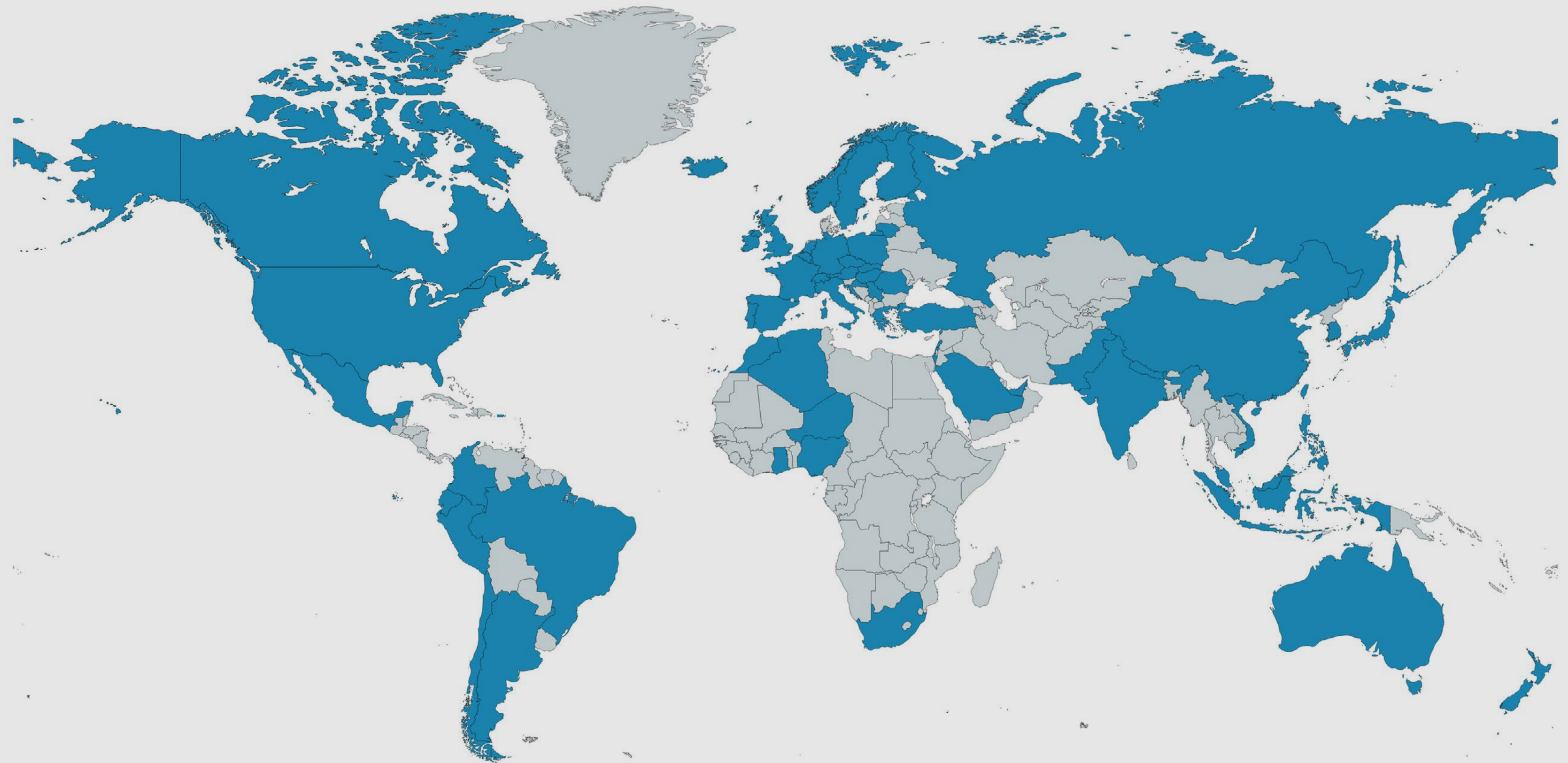
Sondès Zouaghi, Université de Rouen

PARTICIPATING COUNTRIES



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MAPS

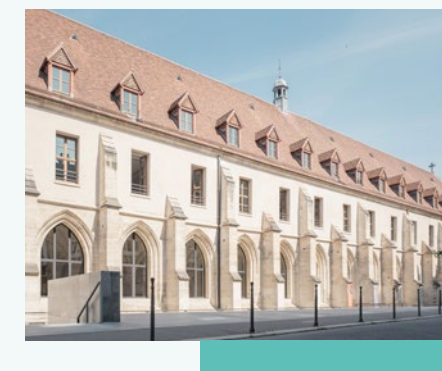
WELCOME

1 Panthéon-Sorbonne University,
12 Pl. du Panthéon, 75005 Paris,
Francia



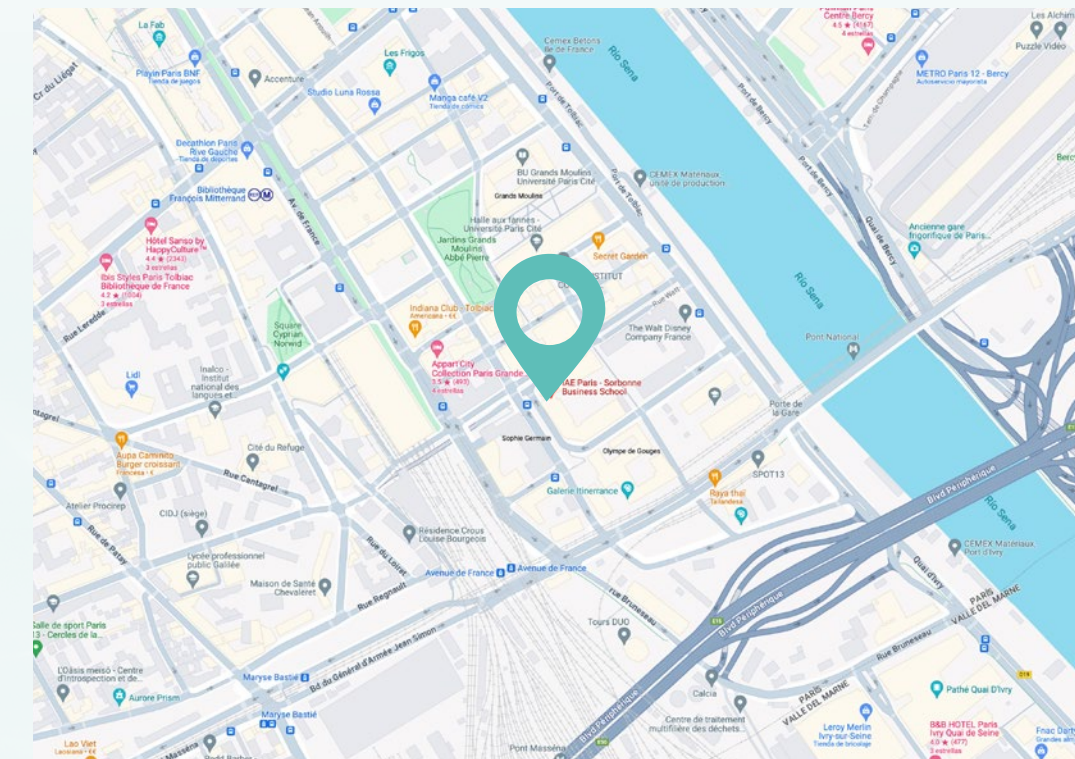
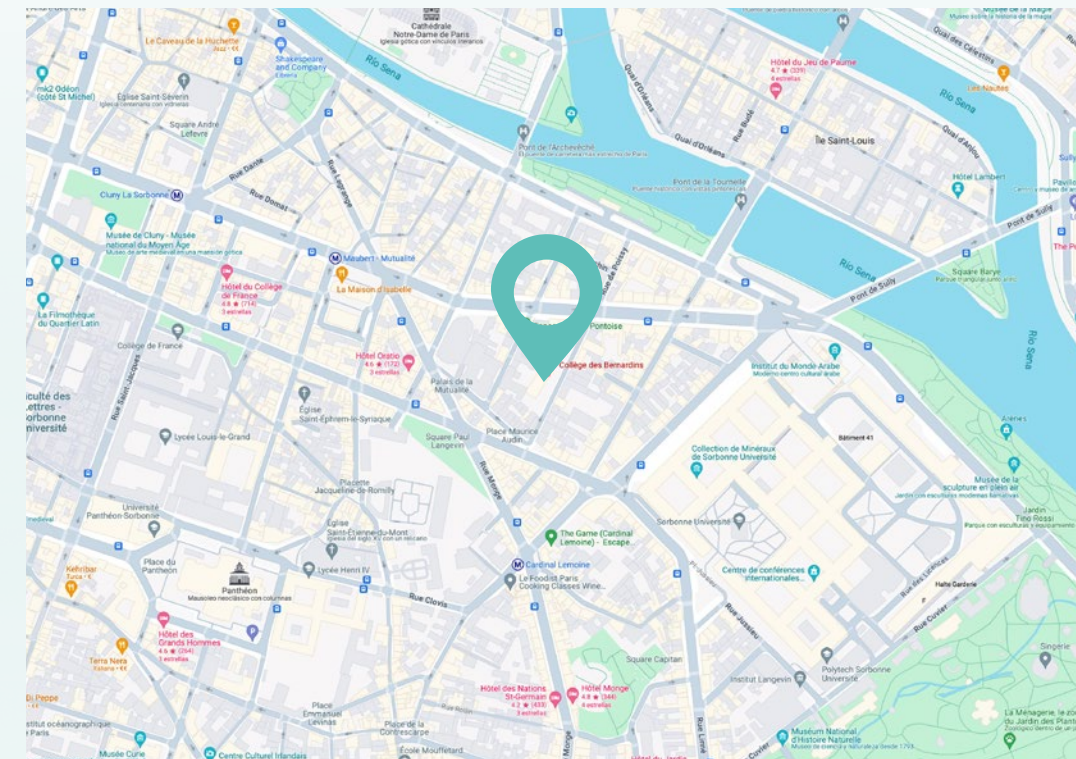
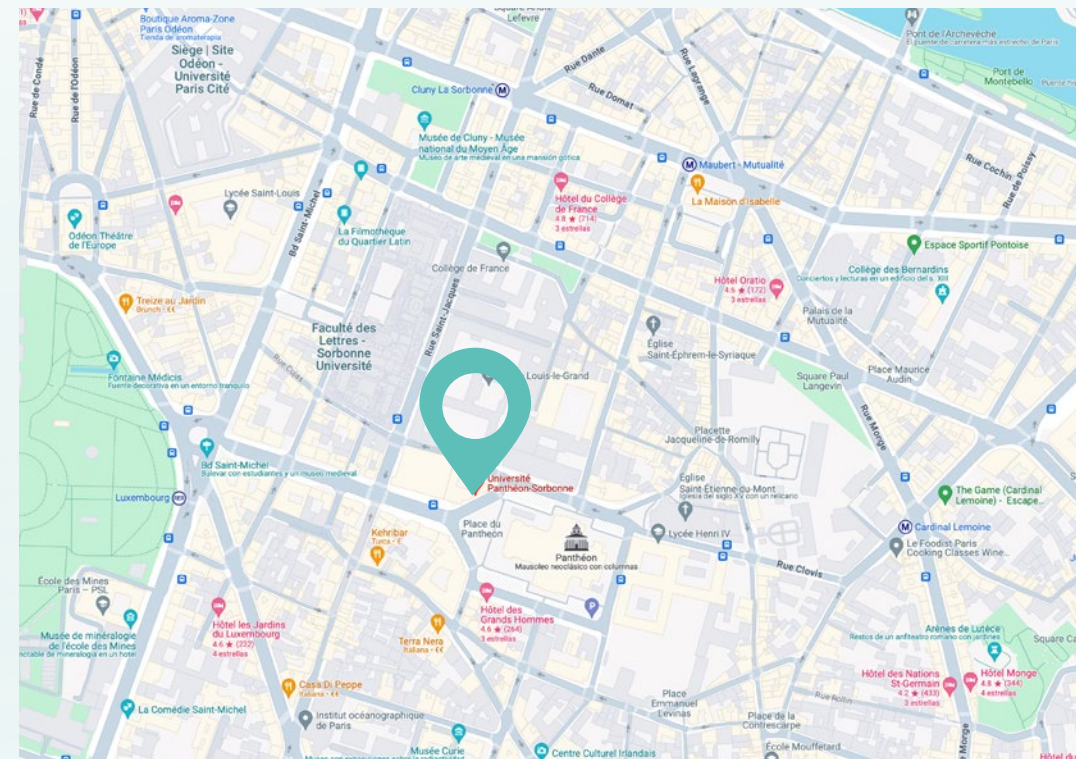
GALA DINNER

Collège des Bernardins,
20 Rue de Poissy, 75005 Paris,
Francia



UNIVERSITY IAE PARIS SORBONNE BUSINESS SCHOOL

8 bis Rue de la Croix Jarry, 75013
Paris, Francia





PROGRAM



4th JUNE

PARIS 1 PANTHÉON-SORBONNE UNIVERSITY

(Only authors that have been registered in person and presented the accreditation of the conference at entrance will have access to the PANTHÉON-SORBONNE UNIVERSITY. Due to the emblematic place where it will be carried out, minors under 18 are not allowed)

CHAIR: JÉRÔME CABY

14:00 - 14:10	WELCOME IAE Business School Sorbonne
14:10 - 14:20	Cyrine Ben Hafaïedh - How to publish in RE
14:20 - 14:30	Pedro Cuesta Valiño and Pablo Gutiérrez Rodríguez- How to publish in IJIMA
14:30 - 14:40	Aleksandr Kljucnikov - How to publish in JTS
14:40 - 14:50	Marcin W. Staniewski - How to publish in CE
14:50 - 15:00	Anjala Krishen - How to publish in JMA
15:00 - 15:10	Dianne Welsh - How to publish in CJAS
15:10 - 15:20	Stefano Bresciani and Alberto Ferraris - How to publish in BFJ
15:20 - 15:30	Dalia Streimikiene - How to publish in TIBE
15:30 - 15:40	Daniel Palacios and Virginia Simón - How to publish in IEMJ
15:40 - 15:50	Vincenzo Corvello - How to publish in EJIM
15:50 - 16:00	Beata Gavurova - How to publish in JC
16:00 - 16:10	Brandon Randolph - How to publish in MD
16:10 - 16:20	Juan Piñeiro Chousa - How to publish in JIK
16:20 - 16:30	Tugrul U Daim - How to publish in IEETEM
16:30 - 16:40	Yogesh Dwivedi - How to publish in IJIM
16:40 - 16:50	Giampaolo Viglia - How to publish in P&M
16:50 - 17:00	Sascha Kraus - How to publish in RMS
17:00 - 17:10	Paul Jones - How to publish in IJEBR
17:10 - 17:20	ACIEK forthcoming editions: 2025 University of Alcalá
17:20 - 18:00	Debate session with Editors: Pedro Cuesta, Pablo Gutiérrez, Dianne Welsh, Cyrine Ben Hafaïedh, Marcin W. Staniewski, Juan Piñeiro, Daniel Palacios, Virginia Simón, Yogesh Dwivedi, Giampaolo Viglia
18:05 - 18:45	Anjala Krishen, Aleksandr Kljucnikov, Stefano Bresciani, Alberto Ferraris, Vincenzo Corvello, Brandon Randolph, Sascha Kraus, Paul Jones

5th JUNE

IAE PARIS - SORBONNE BUSINESS SCHOOL

9:20-17:00	Parallel Sessions (Rooms: A1, A2, A3, A4, D1, D2, D3)
Complimentary/free coffee for all participants during the conference	
13:00 - 15:00	LUNCH

6th JUNE

IAE PARIS - SORBONNE BUSINESS SCHOOL

9:20-14:00	Parallel Sessions (Rooms: A1, A2, A3, A4, D1, D2, D3)
Complimentary/free coffee for all participants during the conference	
13:00 - 14:00	LUNCH
14:30 - 16:00	ROUND TABLES WITH EDITORS (Rooms: D1, D2, D3, D4)
19:30	GALA DINNER (Collège des Bernardins, 20 Rue de Poissy, 75005 Paris, Francia) Only authors that have been registered in person and presented the accreditation of the conference at entrance will have access to the gala dinner. Due to the emblematic place where it will be carried out, minors under 18 are not allowed.

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4th

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PARIS 1 PANTHÉON-SORBONNE UNIVERSITY

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	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
	CHAIRS: G. SCHMIDT AND S. SAUSSIER	CHAIRS: N.EL HANA AND P. GARAUDEL	CHAIRS: N. RAULET CROSET, C. PRAT AND C. DUGOIN CLEMENT	CHAIRS: M MERCANTI-GUERIN AND F. GAUTIER	CHAIRS: E. ALBERTINI AND Y. ZIANE	CHAIRS: D. CHABAUD, H. DE LA BRUSLERIE AND E. LAMARQUE	CHAIRS: G. MICHEL AND V. ZEITOUN
9:20 9:40	TOWARDS SUSTAINABLE BUSINESS IN THE AUTOMATION ERA: EXPLORING ITS TRANSFORMATIVE IMPACT FROM BUSINESS AND EMPLOYEE PERSPECTIVE - José Andrés Gómez Gandia, Universidad de Alcalá, Spain - Sorin Gavrilă Gavrilă, Universidad de Alcalá, Spain - Antonio de Lucas, Universidad de Alcalá, Spain	IMPACT OF CUSTOMER TENURE ON CUSTOMER STRATEGY - Esther Pagán Castaño, ESIC Business & Marketing School, Spain - Laura Moreno, Spain - María Guijarro Garcia, Esic Business & Marketing School, Spain - Javier Gallardo Garcia, ESIC, Spain	THE IMPACT OF THE INTERNET BUBBLE ON BROKER RECOMMENDATIONS - Jérôme Caby, Sorbonne Business School - Université Paris 1 Panthéon-Sorbonne, France - Prat Christophe, IAE Paris - Sorbonne Business School, France	RESEARCHING ENTREPRENEURSHIP USING BIG DATA: THE IMPLEMENTATION, BENEFITS, AND CHALLENGES - Adesuwa Omorede, Mälardalen University, Sweden	CSR IMPACT ON FASHION CONSUMER BEHAVIOR: UNRAVELING THE NEXUS BETWEEN PURCHASE INTENTIONS AND CONSUMER HAPPINESS - Pedro Cuesta Valiño, Universidad de Alcalá, Spain - Pablo Gutiérrez Rodríguez, Universidad de León, Spain - Ricardo Villarreal, University of San Francisco, United States - Blanca García Henche, Universidad de Alcalá, Spain	FROM PASSIVE LEADERSHIPS TO EMPLOYEES' WELL-BEING: IS RESILIENCE WORTHWHILE? - M. Ángeles López Cabarcos, Universidade de Santiago de Compostela, Spain - Analía López Carballeira, Universidad de Santiago de Compostela, Spain	NAVIGATING THE UNCERTAINTY PATH OF VIRTUAL INFLUENCERS: A GUIDANCE TOWARD AN ETHICAL ADOPTION - Cristian Rizzo, University of Turin, Italy - Gabriele Baima, Department of Management, University of Turin, Corso Unione Sovietica 218, BIS 10134, Turin, Italy, Italy - Kamila Janovská, Faculty of Materials Sciences and Technology of the Technical University of Ostrava, 17. listopadu 2172/15, 708 00 Ostrava, Poruba, Czech Republic, Czech Republic - Stefano Bresciani, University of Torino, Italy
9:40 10:00	REDEFINING SUCCESS IN CROWDFUNDING PROJECTS: EMPIRICAL EVIDENCE OF MINDFUL CONSUMPTION PROMOTION IN KICKSTARTER USING FUZZY SET QCA - Maria Eizaguirre, ESIC University, Spain - Ana M. Gómez Olmedo, ESIC University, Spain - Jose Antonio Vicente Pascual, ESIC University, Spain	FEMALES WANNA-BE ENTREPRENEURS NEED EMPATHIC HEROES - Carole Bonanni, Rennes School of Business, France - Sandrine Stervinou, Audencia Business School, France - Giampaolo Viglia, University of Portsmouth, United Kingdom of Great Britain and Northern Ireland	TWITCH RIVALS IMPACT ON VIDEOGAME MANAGEMENT STRATEGY - Juan Piñeiro Chousa, Universidade de Santiago de Compostela, Spain - Ada Pérez Pico, Universidade de Santiago de Compostela, Spain - Aleksandar Šević, TBS, Ireland	SAME SAME BUT DIFFERENT - AN EXPLORATION OF POST-ESTABLISHMENT DYNAMICS AMONG FEMALE ENTREPRENEURS - Lina Uebbing, Heinrich-Heine-Universität, Germany	BASEL III PILLAR 3: ON WHICH INDICATORS DOES GOVERNANCE HAVE TO FOCUS ON TO MANAGE RISK OF BANK FAILURE? - Zinaba Atmal, IAE Paris – Sorbonne Business School, France - Eric Lamarque, IAE Paris – Sorbonne Business School, France	THE FACTORY OF SOCIAL COMMITMENT : UNDERSTANDING COMPANY MANAGERS' MOTIVATION TO GET INVOLVED - Ludivine Query, France - Jose Ramon Saura, Rey Juan Carlos University, Spain - José Manuel Guaita Martínez, Universitat Politècnica de València, Spain	ACADEMIC PSYCHOLOGICAL CAPITAL: IMPLICATIONS FOR ORGANIZATIONAL CRISES - Dianne Welsh, University of North Carolina at Greensboro, United States - James Avey, Central Washington University, United States - Ketan H. Mhatre, 520 N University St Redlands, United States - William Tullary, University of North Carolina at Greensboro, United States
10:00 10:20	CONFIGURATIONAL THEORY IN BUSINESS AND MANAGEMENT RESEARCH: STATUS QUO AND GUIDELINES FOR THE APPLICATION OF QUALITATIVE COMPARATIVE ANALYSIS (QCA) - Nadia Di Paola, University of Naples Federico II, Italy - Simos Chari, Alliance Manchester Business School, University of Manchester, United Kingdom of Great Britain and Northern Ireland - Federico Iannacci, Business School, University of Sussex, United Kingdom of Great Britain and Northern Ireland - Sascha Kraus, Free University of Bozen-Bolzano, Italy	EXAMINING THE INFLUENCE OF ENTREPRENEURIAL ECOSYSTEMS PRESSURE ON THE ECONOMIC, SOCIAL, AND ENVIRONMENTAL ORIENTATION OF START-UPS - Serena Filippelli, University of Parma, Italy - Ciro Troise, University of Turin, Italy - Barbara Bigliardi, Italy - Vincenzo Corvello, University of Messina, Italy	BREAKING DOWN ENTREPRENEURIAL BARRIERS: EXPLORING THE NEXUS OF ENTREPRENEURIAL BEHAVIOR, INNOVATION, AND BANK CREDIT ACCESS THROUGH THE LENS OF THE THEORY OF PLANNED BEHAVIOR - Aleksandr Ključnikov, Pan-European university, Czech Republic - Mehmet Civelek, European Centre for Business Research, Pan-European University, Czech Republic - Václav Kupec, Department of Strategy, Faculty of Business Administration, Prague University of Economics and Business, Czech Republic - Natálie Bruder Badie, Department of Strategy, Faculty of Business Administration, Prague University of Economics and Business, Czech Republic	UNDERSTANDING FOOD WELL-BEING: CONCEPTUALIZATION AND MEASUREMENT - Tian Zeng, Université du Québec à Rimouski (UQAR), Canada	UNDERSTANDING SUSTAINABLE INNOVATION IN FAMILY FIRMS: A GOVERNANCE PERSPECTIVE - Rada Gutuleac, University of Turin, Italy - Chiara Giachino, Università di Torino, Italy - Šárka Vilamová, VSB-Technical university of Ostrava, Czech Republic - Alberto Ferraris, Università degli Studi di Torino, Italy	NATIONAL COMPETITIVENESS IN SUSTAINABILITY CONTEXT - Tiffany Hui Kuang Yu, Feng Chia University, Taiwan	KNOWLEDGE ON SOCIAL MEDIA'S INFLUENCE: GEN Z'S MENTAL HEALTH AND PRIVACY - José Ramón Saura, Rey Juan Carlos University, Spain - Vera Gelashvili, Rey Juan Carlos University, Spain - Juan Gabriel Martínez Navalón, Rey Juan Carlos University, Spain

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>10:20 10:40</p>	<p>DIGITALIZATION INTENTION IN ENTREPRENEURS AND SMES: A STRUCTURAL EQUATION MODEL OF DIGITAL BEHAVIOR AND WORK-LIFE BALANCE</p> <ul style="list-style-type: none"> - Alba Yela Aránega, Universidad de Alcalá, Spain - Clara Gonzalo Montesinos, Doctora de la Universidad de Alcalá, Spain - Raul Castaño, Universidad de Alcalá de Henares, Spain - Rafael Castaño Sánchez, Uah, Spain 	<p>HOW TO ATTRACT THE ATTENTION OF BUSINESS ANGELS TO FINANCE ENTREPRENEURIAL PROJECTS? SUCCESSFUL WAYS TO RAISE FUNDS FOR STARTUPS</p> <ul style="list-style-type: none"> - Renata Lodar, ESIC Business & Marketing School, Spain - Klaus Ulrich, ESIC Business & Marketing School, Spain - Javier Hernandez, ESIC University, Spain - Natalia Helen Eastwood, ESIC Business & Marketing school, Spain 	<p>LOCAL INSTITUTIONS, DIGITAL REVOLUTION AND COMPETITIVITY: TRACING DIGITAL TRANSFORMATION IN EU CAPITAL CITIES</p> <ul style="list-style-type: none"> - Andrés Gómez, ESIC University, Spain - Fernando García Monleón, ESIC University, Spain - Oliver Carrero, ESIC University, Spain - José Manuel Mas Iglesias, ESIC University, Spain 	<p>SUSTAINABLE SUPPLY CHAIN IN A NEW TECHNOLOGICAL ERA: THE CASE OF THE ITALIAN AGRIFOOD SECTOR</p> <ul style="list-style-type: none"> - Maria Rosaria Marcone, Facoltà Economia, Università Politecnica delle Marche, Italy 	<p>CONSUMER ADOPTION OF SOCIAL COMMERCE IN THE CONTEXT OF BANGLADESH</p> <ul style="list-style-type: none"> - Prianka Sarker, Manchester metropolitan university, United Kingdom of Great Britain and Northern Ireland - Laurie Hughes, Edith Cowan University, Australia - Tegwen Malik, Swansea University, United Kingdom of Great Britain and Northern Ireland - Yogesh Dwivedi, Swansea University, United Kingdom of Great Britain and Northern Ireland 	<p>ENTREPRENEURIAL ACTIVITY IN THE INTERNATIONAL TRADE IN CULTURAL GOODS: A FUZZY CLUSTERING ANALYSIS</p> <ul style="list-style-type: none"> - Paul Jones Jones, Swansea University, United Kingdom of Great Britain and Northern Ireland - David Pickernell, Swansea University, United Kingdom of Great Britain and Northern Ireland - Malcolm Beynon, Cardiff University, United Kingdom of Great Britain and Northern Ireland 	<p>EXPLORING EFFICIENT MANAGEMENT STRATEGIES FOR ELEVATED CORPORATE VALUE</p> <ul style="list-style-type: none"> - Alicia Ramirez Orellana, University of Alcalá, Spain - Silvia Giralt, University of Alcalá, Spain - Cristina Blanco, University of Alcalá, Spain
<p>10:40 11:00</p>	<p>NEW AGENDA FOR A HUMAN-CENTRIC MANUFACTURING: A SYSTEMATIC LITERATURE REVIEW</p> <ul style="list-style-type: none"> - Rebecca Castagnoli, Università degli Studi di Torino, Italy - Monica Cugno, Univerisità degli Studi id Torino, Italy - Silvia Maroncelli, Università di Torino, Italy - Anna Cugno, Università di Torino, Italy 	<p>APPROACHES FOR FSQCA FORECASTING</p> <ul style="list-style-type: none"> - Kun Huang Huarng, National Taipei University of Business, Taiwan 	<p>DIGITALISATION AND SUSTAINABILITY: THEIR ROLE IN CORPORATE SOCIAL RESPONSIBILITY THROUGH INNOVATION</p> <ul style="list-style-type: none"> - Reyes González, University of Alicante, Spain - Jose Gasco, University of Alicante, Spain - Juan Llopis, University of Alicante, Spain 	<p>NAVIGATING THE NEXUS: PRIORITIZING AND CLASSIFYING FACTORS FOR ADOPTION OF CLEAN ENERGY IN INDIA USING AN INTEGRATED MULTI-CRITERIA DECISION MAKING APPROACH</p> <ul style="list-style-type: none"> - Rabindra Jena, Institute of Management Technology, India 	<p>DRIVERS OF CSR STRATEGIES: A REGIONAL AND RELATIONAL APPROACH</p> <ul style="list-style-type: none"> - Esther Poveda Pareja, University of Alicante, Spain - Bartolomé Marco Lajara Marco Lajara, University of Alicante, Spain - Mercedes Ubeda Garcia, University of Alicante, Spain - Patrocinio Zaragoza Saez, Universidad de Alicante, Spain - Encarnación Manresa Marhuenda, University of Alicante, Spain 	<p>NAVIGATING CHANGE: COLLABORATIVE PARTNERSHIP DYNAMICS IN SMART CITY INNOVATION: A SYSTEMATIC LITERATURE REVIEW</p> <ul style="list-style-type: none"> - Gabriella Esposito, University of Turin, Italy - Alberto Bertello, University of Torino, Italy - Luca Mora, The Business School Napier University, United Kingdom of Great Britain and Northern Ireland - David Tucek, Tomas Bata University in Zlín Czech Republic, Czech Republic 	<p>BUSINESS DESTINATION REPUTATION. THE MODERATING ROLE OF FAMILIARITY AND EMOTIONAL AND COGNITIVE EXPERIENCES</p> <ul style="list-style-type: none"> - Enrique Marinao Artigas, Universidad de Santiago de Chile, Chile - Karla Barajas Portas, Universidad Anáhuac México, México - Leslier Valenzuela Fernandez, Universidad de Chile, Chile
<p>11:00 11:20</p>	<p>RENEWABLE ENERGY TRANSITIONS IN NIGERIA - INDIVIDUAL HOUSEHOLD PERSPECTIVE</p> <ul style="list-style-type: none"> - Dennis Pepple, Leicester University, United Kingdom of Great Britain and Northern Ireland - Daminabo Pokubo, Nottingham Trent University, United Kingdom of Great Britain and Northern Ireland 	<p>OUT-OF-THE-BOX AI MARKETING MIX MODELS: A BETTER CHOICE THAN TRADITIONAL ECONOMETRICS?</p> <ul style="list-style-type: none"> - Macarena Estevez, Universidad Rey Juan Carlos, Spain - María Teresa Ballestar de las Heras, Universidad Rey Juan Carlos, Spain - Jorge Sainz, Universidad Rey Juan Carlos, Spain 	<p>INDUSTRY 5.0-ENABLED WASTE EFFICIENCY AND COLD CHAIN SUSTAINABILITY</p> <ul style="list-style-type: none"> - Hajar Fatorachian, Leeds Beckett University, United Kingdom of Great Britain and Northern Ireland - Kulwant Pawar, Nottingham University, United Kingdom of Great Britain and Northern Ireland 	<p>FAMILY'S RELIGIOUS AND SPIRITUAL VALUES AS DRIVERS OF SOCIAL RESPONSIBILITY IN SMALL FAMILY FIRMS</p> <ul style="list-style-type: none"> - Imran Ali, Northumbria University, United Kingdom of Great Britain and Northern Ireland - Murad Ali, Northumbria University, United Kingdom of Great Britain and Northern Ireland - Muhammad Zafar Yaqoub, Department of Business Administration, Faculty of Economics & Administration, King Abdulaziz University Jeddah, Saudi Arabia 	<p>FUELLING GROWTH: A QUALITATIVE STUDY ON THE BENEFITS AND CHALLENGES OF GROWTH HACKING FOR MICRO, SMALL AND MEDIUM ENTERPRISES</p> <ul style="list-style-type: none"> - Luca Simone Macca, Università degli studi di Torino, Italy - Gabriele Santoro, University of Turin, Italy - Fauzia Jabeen, College of Business, Abu Dhabi University, United Arab Emirates - Beata Gavurova, Faculty of Economics, Technical University in Košice, Czech Republic 	<p>BUSINESS INCUBATOR AS A DRIVER OF SUSTAINABLE ENTREPRENEURSHIP DEVELOPMENT: EVIDENCE FROM THE ITALIAN EXPERIENCE</p> <ul style="list-style-type: none"> - Angelo Bonfanti, University of Verona, Italy - Giorgio Mion, University of Verona, Italy - Vania Vigolo, University of Verona, Italy - Veronica De Crescenzo, University of Verona, Italy 	<p>VENTURE RELATEDNESS AND LEARNING PROFICIENCY AS DRIVERS OF VENTURE OPERATIONS AUTONOMY</p> <ul style="list-style-type: none"> - Ricarda Bouncken Bouncken, University of Bayreuth, Germany - Covin Jeff G, Department of Management and Marketing College of Business University of Wyoming Laramie, United States - Robert Garrett, University of Memphis, United States
<p>11:20 11:40</p>	<p>EXPLORING SUPPLY CHAIN RESILIENCE: INSIGHTS FROM COMPLEXITY THEORY</p> <ul style="list-style-type: none"> - Amal Dabbous, Saint Joseph University of Beirut, Lebanon - May Merhej Sayegh, Université Saint Joseph de Beyrouth, Lebanon - Karine Aoun Barakat, INSEEC Grande Ecole, France - Eleonora Veglianti, University Catholic of Lille, France 	<p>TELEWORK, JOB AUTONOMY AND WORK-LIFE EQUATION: A MODEL FOR UNDERSTANDING JOB EMBEDDEDNESS</p> <ul style="list-style-type: none"> - Rosa María Fuchs, Universidad del Pacífico, Peru - Renato López Jurado, Universidad del Pacífico, Peru 	<p>INNOVATIVE LEADERSHIP EVIDENCES IN THE NEW POST-COVID DIGITALIZED ERA: HOW TO DRIVE ORGANIZATIONAL PERFORMANCE AND EMPLOYEE'S MOTIVATION? A QUALITATIVE STUDY TO HIGHLIGHT THE NEED OF A COMPREHENSIVE PERSPECTIVE</p> <ul style="list-style-type: none"> - Dario Natale Palmucci, University of Turin, Italy - Guido Giovando, Department of Management, University of Turin, Italy - Zuzana Vincurova, Pan-European University Faculty of Economics and Entrepreneurship Slovakia, Slovakia 	<p>DIGITAL ERA: THE PATH FOR EMERGING ECONOMIES</p> <ul style="list-style-type: none"> - Roberta Dutra De Andrade, University of Beira Interior, Portugal - Raysa Geaquinto Rocha, University of Essex, Essex Business School, United Kingdom of Great Britain and Northern Ireland - Paulo Gonçalves Pinheiro, University of Beira Interior, Portugal - Luisa Cagica Carvalho, Polytechnic of Setubal, Portugal 	<p>SOCIAL MEDIA (IN)DISPENSABILITY IN CONSUMERS' LIVES?</p> <ul style="list-style-type: none"> - Flávio Tiago, University of the Azores / ADVANCE-CSG Centro de Investigação Avançada em Gestão, Portugal - Joanna Krywalski, ISEG, Portugal 	<p>REVITALIZING TRADITION: EXAMINING INNOVATION PROCESSES OF COOPERATIVES IN THE BAKING INDUSTRY - A CASE STUDY APPROACH</p> <ul style="list-style-type: none"> - Pieperhoff Martina, TU Dresden, Germany 	<p>ONBOARDING: A KEY TO EMPLOYEE RETENTION AND WORKPLACE WELL-BEING</p> <ul style="list-style-type: none"> - Pilar Mosquera, ISEG- Lisbon School of Economics & Management, Portugal - Maria Eduarda Soares, ISEG, Portugal

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>11:40 12:00</p>	<p>BUSINESS ADAPTATION TO THE PHYSICAL IMPACTS OF CLIMATE CHANGE: A SOCIO-ECOLOGICAL FRAMEWORK ASSESSMENT</p> <ul style="list-style-type: none"> - Roberto Ponce, Universidad del Desarrollo, Chile - María José Ibáñez, CENTRUM Católica Graduate Business School, Pontificia Universidad Católica del Perú, Lima, Peru - Felipe Vásquez Lavín, School of Business and Economics, Universidad del Desarrollo, Chile, Chile 	<p>IMPACT OF PANDEMIC SHOCK ON INDIVIDUAL'S PERFORMANCE DURING CRISIS: ANALYSIS OF PSYCHOLOGICAL STATE, ADJUSTIVE CAPABILITY, CULTURAL INTELLIGENCE, AND CULTURAL DIFFERENCE</p> <ul style="list-style-type: none"> - My Trinh Bui, Vietnam National University Hanoi International School, Vietnam - Jyh Fu Jeng, National Chengchi University, Taiwan 	<p>SUSTAINABILITY AND AI: DIVERGENT PATHS OR CONVERGING FORCES IN CRYPTOCURRENCY VOLATILITY AND RETURNS?</p> <ul style="list-style-type: none"> - José Almeida, ISEG Lisbon School of Economics & Management, Universidade de Lisboa; ADVANCE/CSG, Portugal - Cristina Gaio, Cristina Gaio, Portugal - Tiago Cruz Gonçalves, ISEG - Lisbon School of Economics & Management, Portugal 	<p>WHAT MAKES PEOPLE INVEST THROUGH ROBO ADVISORS AN EXAMPLE FROM CHINA</p> <ul style="list-style-type: none"> - Danish Ahmed, Pakistan - Xie Yuantao, University of International Business and Economics, 	<p>BUILDING RESILIENCE THROUGH INNOVATION: A HISTORICAL APPROACH TO THE CONTRACTING EXPERIENCE IN THE FRENCH WATER SECTOR</p> <ul style="list-style-type: none"> - Justine Le Floch, IAE Paris Sorbonne, France - Virginia Simón, Universitat de València, Spain - Carolina Senent, Universitat de València, Spain 	<p>ANALYSIS AND PREDICTION OF THE HORIZON 2020 R&D&I COLLABORATION NETWORK (EXTENDED ABSTRACT)</p> <ul style="list-style-type: none"> - Zolt Kosztyán, University of Pannonia, Hungary - Ferenc Király, University of Pannonia, Hungary - Attila Katona, University of Pannonia, Hungary - Tibor Csizmadia, Associate Professor, Hungary - Beáta Fehérvölgyi, Pannon Egyetem, Hungary 	<p>FROM INTERNATIONALIZATION TO INNOVATION IN THE HOTEL INDUSTRY: THE ROLE OF INTELLECTUAL CAPITAL AND DYNAMIC CAPABILITIES</p> <ul style="list-style-type: none"> - Laura Rienda, University of Alicante, Spain - Lorena Ruiz Fernández, University of Alicante, Spain - Rosario Andreu, University of Alicante, Spain
<p>12:00 12:20</p>	<p>EXPLORING THE OTHER SIDE OF MANAGERIAL DECISION-MAKING: EMOTIONS</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>SUICIDE RATE ANALYSIS AND EVIDENCE IN SOCIOCULTURAL AND SOCIOECONOMIC INDICATORS IN SPAIN</p> <ul style="list-style-type: none"> - María Vaquero Diego, Esic University / ESIC Business & Marketing School, Spain - Donal Nicholas Ryan, Esic University, Spain - Alexy Orozco Valencia, University of Sao Paulo, Spain 	<p>UNITED NETWORK AS A SERVICE (NAAS) AND MOBILITY AS A SERVICE (MAAS): ASSESSING AN ECOSYSTEM TOURING ORCHESTRATING APPROACH</p> <ul style="list-style-type: none"> - Nima Yahyapour, Södertörn University, Sweden - Pejvak Oghazi, Södertörn University, Sweden 	<p>INNOVATION IN FAMILY BUSINESSES: EXPLORING THE ROLES OF ENTREPRENEURIAL ORIENTATION AND ABSORPTIVE CAPACITY</p> <ul style="list-style-type: none"> - Felipe Hernández Perlines, Universidad de Castilla-La Mancha, Spain - Alicia Blanco González, REY JUAN CARLOS UNIVERSITY, Spain - Giorgia Miotto, Blanquerna School Of Communication and International Relations - Ramon LLull University, Italy 	<p>THE IMPACT OF GAMIFICATION ON ACADEMIC PERFORMANCE: THE MEDIATING EFFECT OF PERCEIVED ENJOYMENT</p> <ul style="list-style-type: none"> - Khodor Shatila, ICN Business School, France - Carla Martinez Climent, ESIC Business & Marketing School, Spain - Sandra Enri Peiro, ESIC Business & Marketing School, Spain - Pilar Perez Ruiz, ESIC Busines & Marketing School, Spain 	<p>FROM PROJECT TO ORGANIZATIONAL COLLECTIVE: AN ORGANIZATIONAL INNOVATION - THE CASE OF A HUMAN RESOURCES COLLECTIVE IN A CLUSTER OF PRIVATE HEALTHCARE ESTABLISHMENTS</p> <ul style="list-style-type: none"> - Darras Nathalie, ESTIA, France - Maialen Gelize, Ecole Supérieure des Technologies Industrielles Avancées, France 	<p>THE INTERPLAY BETWEEN LEADERSHIP, DIVERSITY, CREATIVITY AND INNOVATION: A MEDIATION MODEL OF TEAM PROCESSES</p> <ul style="list-style-type: none"> - Ricardo Figueiredo Belchior, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - Bernardo T. Chagas, ISEG - Lisbon School of Economics and Management, Portugal
<p>12:20 12:40</p>	<p>THE EFFECT OF GROWTH MODEL TRANSFORMATION ON LABOR REALLOCATION</p> <ul style="list-style-type: none"> - Shangfeng Zhang, Zhejiang Gongshang University, China - Mengyue Zhu, Zhejiang Gongshang University, China - Arturo Quintana, Universidad de la Costa, Spain 	<p>DELVING INTO THE CORRELATION BETWEEN ARTIFICIAL INTELLIGENCE AND NATIONAL COMPETITIVENESS, FOCUSING ON THE PERSPECTIVE OF KNOWLEDGE RESOURCES</p> <ul style="list-style-type: none"> - Li Chieh Chou, Science & Technology Policy Research and Information Center, NARLabs, Taiwan - Tzu Yu Lin, Science & Technology Policy Research and Information Center, National Applied Research Laboratories, Taiwan 	<p>GENERATIVE AI AND CROSS-BORDER E-COMMERCE</p> <ul style="list-style-type: none"> - Hang Lee, National Kaohsiung University of Science and Technology, Taiwan 	<p>CONTRIBUTIONS TO THE DESIGN OF REGIONAL TOURISM INNOVATION POLICIES. EVALUATION OF DETERMINANTS IN LATIN AMERICA</p> <ul style="list-style-type: none"> - João Estevão, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - José Dias Lopes, ISEG/ULisboa, Portugal 	<p>TECHNO-SOCIAL SYSTEMS AND CONSERVATION OF RESOURCES THEORY FOR WORKPLACE HAPPINESS: EVIDENCE OF LINEAR AND NON-LINEAR INFLUENCES IN HEALTHCARE</p> <ul style="list-style-type: none"> - Tiago Gonçalves, ADVANCE/CSG - ISEG, Universidade de Lisboa, Portugal - Lucía Muñoz Pascual, Universidad de Salamanca, Spain - Jesús Galende, Universidad de Salamanca, Spain - Mírian Oliveira, PUCRS and Universidade de Lisboa, Brazil - Carla Curado, ISEG, Universidade de Lisboa, Portugal 	<p>DETERMINANTS OF PRO-ENVIRONMENTAL INNOVATIVE BEHAVIOURS IN THE CONTEXT OF GENERATIONS</p> <ul style="list-style-type: none"> - Małgorzata Baran, Collegium Civitas, Poland - Barbara Sypniewska, University of Economics and Human Sciences, Poland 	<p>PROMOTING SUSTAINABLE CONSUMPTION: THE DIVIDE BETWEEN CORPORATE BUYERS AND END CONSUMERS' PERCEPTION OF CIRCULAR PRODUCTS</p> <ul style="list-style-type: none"> - Jacopo Ballerini, Università di Torino, Italy - Francesco Antonio Perotti, University of Turin, Italy - Martin Cepel, Pan-European University, Czech Republic - Bernardo Bertoldi, Università di Torino, Italy
<p>12:40 13:00</p>	<p>ENTREPRENEURSHIP AND INTRAPRENEURSHIP: MAPPING GLOBAL BEHAVIOR</p> <ul style="list-style-type: none"> - María Sarabia, University of Alcalá, Spain - Fernando Crecente, University of Alcalá, Spain - Cesar Pradillo, Universidad de Alcalá, Spain 	<p>DIGITAL TRANSFORMATION AS A CATALYST FOR INSTITUTIONAL AGILITY: EXPLORING ITS IMPACT ON PUBLIC SERVICE DELIVERY AND BENEFICIARIES' ENGAGEMENT</p> <ul style="list-style-type: none"> - Sofia David, "Dunarea de Jos" University of Galati, Romania - Florina Oana Virlanuta, "Dunarea de Jos" University of Galati, Romania - Silviu Bacalum, Universitatea Dunarea de Jos, Romania - Nicoleta Bărbuță-Mișu, "Dunărea de Jos" University of Galati, Romania - Iuliana Oana Mihai, "Dunărea de Jos" University of Galati, Romania 	<p>ACADEMIC KNOWLEDGE ALCHEMY: UNCOVERING THE PILLARS THAT FORGE THE REPUTATION OF UNIVERSITIES</p> <ul style="list-style-type: none"> - Dimitrie Stoica, "Dunarea de Jos" University of Galati, Romania - Claudia Cristina Patriche, Universitatea "Dunărea de Jos" din Galați, Romania - George Schin, Dunarea de Jos University of Galati, Romania - Sava Valentin, Dunarea de Jos, Romania 	<p>SEEDING YOUNG ENTREPRENEURS: THE ROLE OF BUSINESS INCUBATORS</p> <ul style="list-style-type: none"> - Ana Rosado, Complutense, Spain - Adolfo Hernández, Universidad Complutense de Madrid, Spain - Francisco Blanco, URJC, Spain - Maria Teresa Freire Rubio, ESIC, business&marketing School, Spain 	<p>CLIMATE RISKS, FINANCIAL PERFORMANCE AND LENDING GROWTH EVIDENCE FROM THE BANKING INDUSTRY</p> <ul style="list-style-type: none"> - Ydriss Ziane, IAE Paris – Sorbonne Business School, Université Paris Panthéon-Sorbonne, France - Jabado Chalabi Fatima, IAE Paris – Sorbonne Business School, Université Paris Panthéon-Sorbonne, France 	<p>THE INFLUENCE OF COACHING ON EMPLOYEES: A QUANTITATIVE ANALYSIS IN THE CONTEXT OF THE VUCA WORLD</p> <ul style="list-style-type: none"> - Mihaela Minciu, Bucharest University of Economic Studies, Romania - Razvan Catalin Dobrea, Bucharest University of Economic Studies, Romania - Irina Susanu, "Dunarea de Jos" University of Galati, Romania 	<p>TEN YEARS OF THE JOURNAL OF INNOVATION & KNOWLEDGE: A BIBLIOMETRIC ANALYSIS FROM A SERVICES PERSPECTIVE</p> <ul style="list-style-type: none"> - Sónia Avelar, University of the Azores, Portugal

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>13:00 13:20</p>	<p>THE ADOPTION OF INNOVATIVE URBAN MOBILITY SOLUTIONS FROM THE SERVICE-DOMINANT LOGIC</p> <ul style="list-style-type: none"> - Cayetano Medina Molina, Centro Universitario San Isidoro & Universidad Isabel I, Spain - Manuel Rey Moreno, University of Seville, Spain - Noemí Perez Macías, Universidad Pontificia Comillas ICADE-ICAI, Spain 	<p>HOW DOES SOCIAL RESPONSIBILITY IMPACT ANXIETY, JOB STRESS AND EMPLOYEE ENGAGEMENT?</p> <ul style="list-style-type: none"> - Gabriel Cachón Rodríguez, Universidad Rey Juan Carlos, Spain - Cristina Del Castillo Feito, Rey Juan Carlos University, Spain - Susana Díaz Iglesias, Rey Juan Carlos University, Spain - Camilo Prado Román, Rey Juan Carlos University, Spain 	<p>CLOUD COMPUTING AND FIRM PERFORMANCE: A BIBLIOMETRIC ANALYSIS</p> <ul style="list-style-type: none"> - Vicente Guerola Navarro, Universitat Politècnica de València, Spain - Raul Oltra Badenes, Universitat Politècnica de València, Spain - Alba Guzmán Duque, Unidades Tecnológicas de Santander. Facultad de Ciencias Socioeconómicas y Empresariales, Colombia - Hermenegildo Gil Gómez, Universitat Politècnica de València, Spain 	<p>SATISFACTION AND PERFORMANCE EXPECTATIONS FOR THE ADOPTION OF THE METAVERSE IN TOURISM SMES</p> <ul style="list-style-type: none"> - Antonio Navarro García, Universidad de Sevilla, Spain - Pablo Ledesma Chaves, Universidad de Sevilla, Spain - Eloy Gil Cordero, Universidad de Sevilla, Spain - Belén Maldonado López, Universidad de Sevilla, Spain 	<p>NAVIGATING THE GREEN WAVE: UNDERSTANDING BEHAVIORAL ANTECEDENTS IN SUSTAINABLE CRYPTOCURRENCY INVESTMENTS</p> <ul style="list-style-type: none"> - George Bogdan Dragan, Dunarea de Jos University, Romania - Wissal Ben Arfi, Paris School of Business, France - Victor Tiberius, University of Potsdam, Germany - Aymen Ammari, INSEEC, France - Tatiana Khvatova, Emlyon Business School, France 	<p>IGNITING INDIGENOUS INNOVATION: GOING BEYOND HOMOGENISATION</p> <ul style="list-style-type: none"> - Kiri Dell, University of Auckland, New Zealand - Katharina Ruckstuhl, University of Otago, New Zealand - Chris Woods, University of Auckland, New Zealand 	<p>MEDIATING OR MODERATING? ROLE OF FLEXIBILITY IN RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION AND FIRM GROWTH UNDER DIFFERENT MARKET CONDITIONS</p> <ul style="list-style-type: none"> - Marcin Suder, AGH University of Krakow, Poland - Rafał Kusa, AGH University of Krakow, Poland - Joanna Duda, AGH University of Krakow, Poland - Małgorzata Okreglicka, Czestochowa University of Technology, Poland
<p>13:20 13:40</p>	<p>EXPLORING ACCESS-BASED SERVICES: A BIBLIOMETRIC EXAMINATION OF SCHOLARLY ARTICLES FROM 2018 TO 2023</p> <ul style="list-style-type: none"> - Marcelo Neves Gonçalves, Universidade Presbiteriana Mackenzie, Brazil - Leonardo Fernando Cruz Basso, Mackenzie Presbyterian University, Brazil 	<p>CHANGING THE SAILS TO SURVIVE THE STORM: STRATEGIES THAT FOSTER INTERNATIONAL BUSINESS MODEL INNOVATION DURING A CRISIS</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, Portugal - Beatriz Barros, ISEG, Portugal 	<p>PROPRIETARY COSTS AND COMPETITIVE HARM: THE INTERPLAY OF SEGMENT AND INTEGRATED REPORTING</p> <ul style="list-style-type: none"> - Ana Isabel Lopes, ISCTE - Instituto Universitário de Lisboa, Portugal - Daniela Penela, Academia Militar, Portugal 	<p>DIGITAL TECHNOLOGIES AND WAGE PREMIUMS IN CHINA: A FIRM LEVEL ANALYSIS</p> <ul style="list-style-type: none"> - Pan Yu, Zhejiang University, China - Sasa Ren, Zhejiang University of Finance and Economics Dongfang College, China 	<p>ANTECEDENTS OF ENTREPRENEURIAL INTENTION IN AN INTERNATIONAL BUSINESS ENVIRONMENT: A GENDER COMPARISON</p> <ul style="list-style-type: none"> - Maria Isabel González Ramos, University of Castilla-La Mancha, Spain - Fátima Guadamillas, University of Castilla-La Mancha, Spain - Beatriz Ortiz, University of Castilla-La Mancha, Spain - Mario J. Donate, University of Castilla-La Mancha, Spain 	<p>INSTITUTIONS, THE ENTREPRENEURIAL ORIENTATION AND INNOVATIVE CAPABILITIES OF COUNTRIES: THE MODERATING EFFECT OF TECHNOLOGICAL DEVELOPMENT</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>THE IMPACT OF VIRTUAL REALITY AND AUGMENTED REALITY SERVICE TECHNOLOGIES ON CONSUMER PURCHASE INTENTION FOR FASHION BRANDS</p> <ul style="list-style-type: none"> - Chih Wen Wu, National Chung Hsing University, Taiwan
<p>13:40 14:00</p>	<p>QUALITY 4.0 DIMENSIONS IN ORGANIZATIONS WITH EXCELLENCE RECOGNITIONS</p> <ul style="list-style-type: none"> - Arturo Calvo Mora, University of Seville, Spain - Helena Alves, 2Research Centre for Business Sciences, University of Beira Interior, Covilhã, Portugal, Portugal - Ángel F. Villarejo Ramos, University of Seville, Spain 	<p>DISENTANGLING THE FAMILY-BUSINESS NEXUS IN THE PROCESS OF SELLING FAMILY BUSINESS</p> <ul style="list-style-type: none"> - Věra Králová, Prague University of Economics and Business, Czech Republic - Pavel Král, Prague University of Economics and Business, Czech Republic - Lucie Klattová, Prague University of Economics and Business, Czech Republic 	<p>THE DIGITAL PEER INFLUENCE AND RISK NORMALIZATION IN THE ONLINE SOCIAL NETWORKS</p> <ul style="list-style-type: none"> - Andrzej Szymkowiak, Poznań University of Economics and Business, Poland - Urszula Garczarek-Bąk, Uniwersytet Ekonomiczny w Poznaniu, Poland - Konstantinos Madias, Poznan University of Economics and Business, Greece 	<p>DETERMINANTS AND DYNAMICS OF ENTREPRENEURIAL CAPITAL STRUCTURE, A CONCEPTUAL FRAMEWORK APPLIED TO NASCENT NECESSITY ENTREPRENEURS</p> <ul style="list-style-type: none"> - Tessier Christel, Université Jean Monnet, France 	<p>DETERMINANTS OF BANKRUPTCIES IN TECHNOLOGICAL STARTUPS: EXPLORING THE IMPACT OF FOUNDERS' CHARACTERISTICS ON STARTUP SUCCESS OR FAILURE</p> <ul style="list-style-type: none"> - Nirjhar Nigam, ICN Artem Business School, France - Cristiane Benetti, ICN Artem Business School, France - Sondes Mbarek, Institut Mines Télécom Business School, France 	<p>CREATIVITY AMBIDEXTERITY AND SUSTAINABLE BUSINESS: TAKING ADVANTAGE OF CREATIVE THINKING TECHNIQUES</p> <ul style="list-style-type: none"> - Michael Lee, SKEMA Business School, United States - Sheen Kachen, University of Illinois, Chicago, United States - Anjala Krishen, University of Nevada, Las Vegas, United States - Robyn Raschke, University of Nevada Las Vegas, United States 	<p>HOW DOES TECHNOLOGICAL NICHE AFFECT VALUE CO-CREATION? THE MODERATING ROLE OF OPEN INNOVATION ECOSYSTEM STRUCTURE</p> <ul style="list-style-type: none"> - Hongwei Wang, Tongji university, China - Xuemei Xie, China - José María Martín Martín, University of Granada, Spain
<p>14:00 14:20</p>	<p>CUSTOMER'S SELF-COMMENTS VERSUS OTHER'S COMMENTS ON THE CUSTOMER'S SUBSEQUENT REPURCHASE BEHAVIOR</p> <ul style="list-style-type: none"> - Fang Yi Lo, National Sun Yat Sen University, Taiwan - Rubén Furio, Spain - Raquel Diaz, Spain - Jose María Ferrer, Spain 	<p>THE CATALAN WINE SECTOR IN SOCIAL NETWORKS: A CASE STUDY</p> <ul style="list-style-type: none"> - Jordi Mundet Pons, ESIC Business and Marketing School, Spain - Javier Bustos Díaz, ESIC Business and Marketing School, Spain - Gemma Mollevi, ESIC, Spain 	<p>UNLOCKING ORGANIZATIONAL CHANGE: THE CATALYTIC ROLE OF SERVANT LEADERSHIP IN REDUCING CHANGE RESISTANCE THROUGH EMOTIONAL INTELLIGENCE ENHANCEMENT</p> <ul style="list-style-type: none"> - Pablo Ruiz Palomino, University of Castilla-La Mancha, Spain - Santiago Gutiérrez Broncano, University of Castilla-La Mancha, Spain - Pedro Jiménez, Castilla-La Mancha University, Spain - Benito Yáñez Araque, University of Castilla-La Mancha, Spain 	<p>MANAGING INTEGRATED DIGITAL SERVICE PLATFORMS: A CONCEPTUAL EXPLORATION OF THE URBAN CYCLING ECOSYSTEM AND FUTURE RESEARCH</p> <ul style="list-style-type: none"> - Ana Carvalho, University of Minho, Portugal - Elisabete Sá, University of Minho, Portugal - Joaquim Silva, University of Minho, Portugal 	<p>TIMING AND EXPERIENCE IN GLOBAL MARKETS: UNRAVELING THE IMPACT OF SERVICITIZATION ON NEW MANUFACTURING VENTURE SURVIVAL</p> <ul style="list-style-type: none"> - Weiyu Wang, Universidade de Lisboa, REM/UECE, Portugal - Maria João Guedes, Maria João Guedes, Portugal 	<p>SHIFT IN INNOVATION DRIVERS: BREAKTHROUGH BY ENGINEERS FROM E7, NOT G7</p> <ul style="list-style-type: none"> - Ayano Fujiwara, Japan University of Economics, Japan 	<p>ONLINE REPUTATION ASSESSMENT IN WINE COMPANIES</p> <ul style="list-style-type: none"> - Adoración Mozas Moral, Universidad de Jaén, Spain - Enrique Bernal Jurado, University of Jaén, Spain - Raquel Puentes, Universidad de Jaén, Spain

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>14:20 14:40</p>	<p>BUILDING AN ENTREPRENEURIAL ECOSYSTEM THROUGH OPEN INNOVATION FOSTERED BY PUBLIC POLICIES: THE BISCAY STARTUP BAY CASE</p> <ul style="list-style-type: none"> - Juan Ramón Campos Blázquez, Universidad Autónoma de Madrid, Spain - Sandra Martín García, Universidad Carlos III de Madrid, Spain - Mar Cárdenas Muñoz, ESIC, Spain 	<p>SELLING WINE ONLINE: PUTTING A LABEL ON IT COMES NATURALLY</p> <ul style="list-style-type: none"> - Valdimar Sigurdsson, Reykjavik University, Iceland - Nils Magne Larsen, UiT The arctic university of Norway, Norway - Michal Folwarczny, Reykjavik University, Iceland - Magalie Dubois, Burgundy Business School, France - Asle Fagerstrøm, Kristiania University College, Norway 	<p>FEMALE PERSPECTIVES TO UNDERSTAND AI ALGORITHMIC BIAS. A TWITTER SOCIAL OPINION MINING ANALYSIS</p> <ul style="list-style-type: none"> - Belén Fraile Rojas, ESIC University, Spain - Carmen Pablos Heredero, Universidad Rey Juan Carlos, Spain - Mariano Méndez Suárez, ESIC University, Spain 	<p>KNOWLEDGE SPILLOVER TOWARDS SUSTAINABLE REGIONAL COLLABORATIVE INNOVATION</p> <ul style="list-style-type: none"> - Carlos Lassala, University of Valencia, Spain - María Mar Benavides, University of Valencia, Spain - Jiehui Li, Zhejiang University of Finance & Economics, China 	<p>UNVEILING THE RELEVANCE OF REVIEW SUBJECTIVITY IN PREDICTING ONLINE MERCHANT RATINGS: THE MODERATING ROLES OF REVIEW LENGTH AND POLARITY SELF-SELECTION</p> <ul style="list-style-type: none"> - Ouidade Sabri, IAE Paris-Sorbonne, Sorbonne Business School, France 	<p>BLOCKCHAIN AND OTHER DETERMINANTS OF THE FINANCIAL ATTRACTIVENESS OF TOURISM ENTERPRISES AT THE REGIONAL LEVEL: A PROPOSAL FOR A SYNTHETIC FUNDRAISING INDICATOR</p> <ul style="list-style-type: none"> - Juan Francisco Prados Castillo, University of Granada, Spain - José Antonio Salinas Fernández, University of Granada, Spain - Amalia Cristina Casas Jurado, University of Granada, Spain 	<p>DECIPHERING THE METAVERSE: AN IN-DEPTH LITERATURE REVIEW AND FUTURE RESEARCH PROSPECTS</p> <ul style="list-style-type: none"> - Paloma Almodóvar, Universidad Complutense de Madrid, Spain
<p>14:40 15:00</p>	<p>THE RELATIONSHIP BETWEEN TIME PRESSURE, ETHICAL CULTURE AND AUDIT QUALITY</p> <ul style="list-style-type: none"> - António Samagaio, ISEG - School of Economics and Management, Universidade de Lisboa, Portugal - Paulo Francisco, Faculdade de Economia, Universidade do Algarve, Portugal - Teresa Felício, ISEG, Portugal - Pedro Verga Matos, ISEG - Universidade de Lisboa, Portugal 	<p>EFFECTS OF NUTRITIONAL RECOMMENDATION APPLICATIONS ON CONSUMER FOOD CHOICES IN TIMES OF GROWING DISTRUST</p> <ul style="list-style-type: none"> - Cornudet Camille, Université de Nanterre, France - Laporte Marie Eve, Université Paris-Saclay, RITM, Sceaux, France - Berger Remy Fabienne, University Paris Dauphine - PSL, DRM [ERMES], UMR CNRS 7088, Paris, France 	<p>METAVARSE PLAYGROUND: UNDERSTANDING THE ROLE OF EMOTIONS, SOCIAL INTERACTIONS, AND GAME REWARDS IN SHAPING CHILDREN'S CONSUMER BEHAVIOR</p> <ul style="list-style-type: none"> - Zineb Kamal, IAE Paris – Sorbonne Business School, France 	<p>GREEN WORK-LIFE SYNERGY? INNOVATING THROUGH THE PATH FROM GREEN HRM TO ORGANIZATIONAL ENVIRONMENTAL PERFORMANCE</p> <ul style="list-style-type: none"> - Helena Mateus Jerónimo, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - Fernanda Bethlem Tigre, Advance/CSG, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa, Portugal - Paulo Lopes Henriques, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - Margarida Constantino Lourenço, ISEG, Lisbon School of Economics and Management, Universidade de Lisboa, Portugal 	<p>ADOPTION OF AI BASED ORDER PICKING IN WAREHOUSE: BENEFITS, CHALLENGES AND CRITICAL SUCCESS FACTORS</p> <ul style="list-style-type: none"> - Fakhreddin Fakhrai Rad, Södertörn University, Sweden - Onur İzmir, Gümüşhane University, Turkey - Arash Kordestani, Sodertorn University, Sweden 	<p>DIGITAL ECOSYSTEMS AND ITS INFLUENCE ON BUSINESS RELATIONSHIPS</p> <ul style="list-style-type: none"> - Cristina Baptista, ISEG - Lisbon School of Economics and Management, Portugal - Danilo Nunes, Hexagon, Brazil 	<p>THE BREAKFAST AS A PRICING PROMOTIONAL STRATEGY: THE CASE OF THE HOSPITALITY INDUSTRY</p> <ul style="list-style-type: none"> - María Illescas Manzano, Universidad de Almería, Spain - Sergio Martínez Puertas, Spain - Manuel Sánchez Pérez, University of Almería, Spain - María Belén Marín Carrillo, University of Almería, Spain
<p>15:00 15:20</p>	<p>ARTIFICIAL INTELLIGENCE-BASED TECHNOLOGIES IN ENTREPRENEURIAL PRACTICE: A HYBRID LITERATURE REVIEW</p> <ul style="list-style-type: none"> - Sebastian Uriarte, Universidad Adolfo Ibáñez, Chile - Jorge Espinoza Benavides, Universidad Católica de la Santísima Concepción, Chile - Hugo Baier Fuentes, Universidad Católica de la Santísima Concepción, Chile - Williams Inzunza Mendoza, Universidad Católica de Universidad Católica de la Santísima Concepción, Chile 	<p>ISLAND ENTREPRENEURSHIP AND ENTREPRENEURIAL ECOSYSTEMS A ROADMAP FOR FUTURE RESEARCH</p> <ul style="list-style-type: none"> - Paulina Rytkönen Rytkönen, Södertörn University, Sweden, Sweden - Natalia Pashkevich, Södertörn University, Sweden 	<p>"MIRROR, MIRROR ON THE WALL": WHAT DRIVES SUSTAINABLE CONSUMER BEHAVIOR?</p> <ul style="list-style-type: none"> - Teresa Borges Tiago, University of the Azores, Portugal - António Almeida, University of Madeira, Portugal 	<p>UNPALATABLE SOLUTIONS: A META-ANALYSIS ON CONSUMER RESISTANCE TOWARDS INSECT-BASED FOOD PRODUCTS IS MODERATED BY UNCERTAINTY AVOIDANCE</p> <ul style="list-style-type: none"> - Franklin Velasco, Universidad San Francisco de Quito, Ecuador - Attila Pohlmann, Universidad San Francisco de Quito USFQ, Ecuador 	<p>AI ENABLED BUSINESS MODEL FOR FIRM'S COMPETITIVE ADVANTAGE: A THEORETICAL PROPOSAL</p> <ul style="list-style-type: none"> - Ricardo Costa, Uppsala, Spain - Darek M. Haftor, Dep. of Informatics & Media, Sweden 	<p>IMPACT OF FOUNDER CONTROLS ON DIGITAL TRANSFORMATION: EVIDENCE FROM LISTED FAMILY FIRMS IN CHINA</p> <ul style="list-style-type: none"> - Qiuqin He, Hangzhou Normal University, China - Tomás González Cruz, University of Valencia, Spain - Javier Muñoz de Prat, Universidad Europea de Valencia, Spain - Eduard Montesinos, Spain 	<p>A HOLISTIC APPROACH TO SUSTAINABILITY: SUSTAINABLE DEVELOPMENT GOALS (SDG) AND PERFORMANCE OF FORTUNE 500 EUROPE COMPANIES</p> <ul style="list-style-type: none"> - Ruta Baneliene, Vilnius Gediminas technical university, Lithuania - Rolandas Strazdas, Vilnius Gediminas technical university, Lithuania

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>15:20 15:40</p>	<p>LEVELING UP THE CORPORATE TRAINING: UNVEILING THE POWER OF GAMIFICATION IN ENHANCING KNOWLEDGE RETENTION, SHARING, AND JOB PERFORMANCE</p> <ul style="list-style-type: none"> - Alexandru Capatina, Dunarea de Jos University of Galati, Romania - David Juarez Varon, Polytechnic University of Valencia, Spain, Spain - Adrian Micu, University Dunarea de Jos from Galati, Romania - Angela Eliza Micu, Ovidius University of Constanta, Romania, Romania 	<p>DIGITALIZATION AS A GROWTH DRIVER FOR SOCIAL ENTERPRISES</p> <ul style="list-style-type: none"> - Annu Kotiranta, LUT Business School, Finland - Kaisu Puumalainen, LUT Business School, Finland - Helena Sjögren, LUT Business School, Finland - Leo Paul Dana, LUT Business School, ICD Business School Paris, France 	<p>EXPLORING MIGRANT ENTREPRENEURSHIP IN ULTRAPERIPHERAL REGIONS: AN INVESTIGATION ON OPPORTUNITY AND NECESSITY-DRIVEN ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> - José António Porfírio, Universidade Aberta, Portugal - J. Augusto Felício, ISEG - Lisbon School of Economics and Management, Portugal - Ricardo Rodrigues, ISEG - Lisbon School of Economics and Management, Portugal - Tiago Carrilho Mendes, Universidade Aberta, Portugal 	<p>TOWARDS EFFECTIVE ADOPTION OF ARTIFICIAL INTELLIGENCE IN TALENT ATTRACTION & RECRUITING: A MIXED METHOD STUDY</p> <ul style="list-style-type: none"> - Julia Stefanie Roppelt, HHL Leipzig Graduate School of Management, Germany - Andreas Schuster, HHL Leipzig Graduate School of Management, Germany - Nina Sophie Greimel, HHL Leipzig Graduate School of Management, Germany - Kakoli Sen, Woxsen University, India - Dominik K. Kanbach, Woxsen University, School of Business, Hyderabad, India, Germany 	<p>STEPPING OUT OF THE INNOVATION RACE TO EMBRACE OUTNOVATION: FOSTERING WELL-BEING AND RESPONSIBLE CONSUMPTION THROUGH SUSTAINABILITY, SIMPLICITY, AUTHENTICITY, AND NOSTALGIA</p> <ul style="list-style-type: none"> - Oihab Allal Chérif, NEOMA Business School, France - Jose Fernando Gallego, ESIC Business & Marketing School, Spain - Agustin Carrilero, ESIC, Spain - F Javier Sendra, ESIC, Spain 	<p>THE IMPACTS OF FINANCIAL RISK ON THE GREEN PERFORMANCE OF ENTERPRISES</p> <ul style="list-style-type: none"> - Wentao Gu, Zhejiang Gongshang University, China - Hairui Pan, Zhejiang Gongshang University, China 	<p>HOW TO IMPROVE CORPORATE SUSTAINABILITY? THE INTERPLAY BETWEEN CO2 EMISSIONS, ESG METRICS, AND ORGANIZATIONAL FACTORS</p> <ul style="list-style-type: none"> - Alexandre Clement, UQAM, Canadá - Elisabeth Robinot, UQTR, Canadá - Leo Trespeuch, UQAM, Canadá
<p>15:40 16:00</p>	<p>SUSTAINABLE GROWTH OF AGRI-FOOD SMES THROUGH SPEED, SOCIAL CAPITAL, AND HUMAN CAPITAL</p> <ul style="list-style-type: none"> - Elizabeth Mnyandu, University of Cape Town, South Africa - Hamieda Parker Parker, University of Cape Town, South Africa 	<p>CLIMATE CHANGE ADAPTATION: WHAT IS DRIVING INTO ACTION?</p> <ul style="list-style-type: none"> - Aelita Skarzauskiene, Vilnius Gediminas Technical University, Lithuania - Monika Mačiulienė, Vilnius Gediminas Technical University, Lithuania, Lithuania - Aiste Dirzyte, Vilnius Gediminas Technical University, Lithuania - Kristina Kovaitė, Vilnius Gediminas Technical University, Lithuania 	<p>THE INFLUENCE OF THE INSTITUTIONAL ENVIRONMENT ON AI ADOPTION IN UNIVERSITIES: IDENTIFYING VALUE DRIVERS AND NECESSARY CONDITIONS</p> <ul style="list-style-type: none"> - Anett Erdmann, ESIC University; ESIC Business & Marketing School, Spain - Luis Toro, ESIC University, Spain 	<p>TOWARDS A BETTER ACCESS TO HEALTHY AND SUSTAINABLE FOOD FOR HOUSEHOLD FOOD INSECURITY: A SYSTEMATIC REVIEW OF THE LITERATURE</p> <ul style="list-style-type: none"> - Guillaume Le Bouhart, Université du Québec à Montréal, Canada - Francine Rodier, Université du Québec à Montréal, Canada 	<p>EVOLUTION OF ECONOMIC SUSTAINABILITY TERMINOLOGY IN EU LEGISLATION: A DESCRIPTIVE AND QUANTITATIVE PERSPECTIVE</p> <ul style="list-style-type: none"> - Javier Jaspe, ESIC University, Spain - Ana Lucia Ortega Larrea, ESIC University, Spain - María Julia Bordonado Bermejo, ESIC University, Spain 	<p>EXPLAINING SOCIAL BUSINESS RATES AT THE COUNTRY LEVEL: A CONFIGURATIONAL APPROACH</p> <ul style="list-style-type: none"> - Adam Smith Smith, Middle Tennessee State University, United States - Amir Pezeshkan, University of Baltimore, United States 	<p>THE TRANSCENDING BUSINESS CASE FOR SUSTAINABLE SERVICES</p> <ul style="list-style-type: none"> - Peter Ekman, Mälardalen University, Sweden - Jimmie Røndell, Mälardalen University, Sweden - Cecilia Erixon, Mälardalen University, Sweden - Elena Anastasiadou, Mälardalen University, Sweden - Magnus Berglind, Mälardalen University, Sweden - Douglas Bosse, University of Richmond, United States - Peter Dahlin, Mälardalen University, Sweden - Matthias Holmstedt, Mälardalen University, Sweden - Steven Thompson Thompson, United States
<p>16:00 16:20</p>	<p>WHAT DRIVES CUSTOMER ACCEPTANCE OF AUGMENTED REALITY? THE MODERATING ROLE OF CONSUMER INNOVATIVENESS AND HEDONIC CONSUMPTION</p> <ul style="list-style-type: none"> - Trang Tran Thi Van, Faculty of Business Administration, Ton Duc Thang University, Ho Chi Minh, Viet Nam - Le Thuy Nguyen Nguyen, Faculty of Business Administration, Ton Duc Thang University, Ho Chi Minh, Viet Nam, Vietnam - Cong Duc Tran, Ton Duc Thang University, Vietnam - Baker John, Faculty of Business Administration, Ton Duc Thang University, Ho Chi Minh, Viet Nam, Vietnam 	<p>DIGITAL THINKING AS A NAVIGATOR OF THE PROGRESSIVE DIGITALIZATION PROCESS IN AN ENTERPRISE</p> <ul style="list-style-type: none"> - Wiesława Caputa, WSB MERITO UNIVERSITY IN POZNAŃ, Poland - Izabela Krawczyk Sokolowska, University of Technology in Częstochowa, Poland - Artur Pazzdior, Lublin University of Technology, Poland 	<p>ENHANCING WASTE SORTING BEHAVIOR THROUGH DIGITAL FEEDBACK SYSTEMS: WASTE MANAGEMENT FOR SUSTAINABLE URBAN COMMUNITIES</p> <ul style="list-style-type: none"> - Mirella Muhic, NHH Norwegian School of Economics, Sweden - Mikael Wiberg, Umeå University, Sweden 	<p>A NEW MODEL TO INCREASE COMPETITIVENESS AND MINIMISE RISK BY USING CORPORATE SOCIAL RESPONSIBILITY: THE CASE OF IBERDROLA AND THE ELECTRIC POWER INDUSTRY</p> <ul style="list-style-type: none"> - Jose Maria Martínez Gonzalo, ESIC University, Spain 	<p>EXTRACTION ROUTINGS EXPLORATION IN OPEN PIT MINES: BALANCING EFFICIENCY AND NATURAL RESOURCES PRESERVATION</p> <ul style="list-style-type: none"> - Bassma Azzamouri, Africa Business School. Mohammed VI Polytechnic University, Morocco 	<p>FROM LAB TO FARM: A SYSTEMATIC REVIEW OF LITERATURE</p> <ul style="list-style-type: none"> - Sarra Ben Farah, Laval University, Canadá - Nabil Amara Amara, Université Laval, Canada 	<p>HOW CAN DISRUPTIVE TECHNOLOGIES CREATE VALUE TO OFFER SAME-DAY DELIVERY? THE CONSUMER'S ACCEPTANCE OF AUTONOMOUS GROUND VEHICLES</p> <ul style="list-style-type: none"> - Mitra Arami, PARDIS / Northeastern University, United Kingdom of Great Britain and Northern Ireland - Patricia Baudier, France - Chantal Ammi, Institut-Mines Telecom Business School, France

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>16:20</p> <p>16:40</p>	<p>CLIMATE CHANGE ADAPTATION AND AMBIDEXTROUS SUSTAINABILITY IN THE AGE OF INDUSTRY 5.0 AND SOCIETY 5.0: A STUDY ON SUSTAINABLE TECHNOLOGICAL PROGRESS AND INNOVATION</p> <ul style="list-style-type: none"> - Elias G. Carayannis, Department of Information Systems and Technology, School of Business, The George Washington University, Washington, DC 20052 USA, United States - Kyriaki Kafka, Department of Economics, National and Kapodistrian University of Athens, Greece - Pantelis Kostis, National and Kapodistrian University of Athens, Greece - Theodora Valvi, Department of Economics, National and Kapodistrian University of Athens, Athens, PC 10559, Greece, United States 	<p>CONSUMER-TO-CONSUMER INFORMATION AND KNOWLEDGE SHARING IN THE DIGITAL WORLD: A SYSTEMATIC LITERATURE REVIEW</p> <ul style="list-style-type: none"> - Jorge Cruz Cárdenas, Universidad Tecnológica Indoamérica, Ecuador - Carlos Ramos Galarza, Universidad Indoamérica, Ecuador - Mónica Giménez Baldazo, Universidad de Alcalá, Spain - Andrés Palacio, Universidad Indoamérica, Ecuador 	<p>VALUE CO-CREATION OF PSS IN MULTIPLE SCLEROSIS: AN ECOSYSTEM PERSPECTIVE</p> <ul style="list-style-type: none"> - Mercedes Grijalvo, Universidad Politécnica de Madrid, Spain - Joaquín Ordieres Mere, Universidad Politécnica de Madrid, Spain - Yolanda Aladro Benito, Responsable of Multiple Sclerosis Unit at Hospital Universitario de Getafe, Spain 	<p>HONEST INCOMPETENCE: EXPLORING THE DARK SIDE OF SOCIAL ENTREPRENEURSHIP</p> <ul style="list-style-type: none"> - Jeff Muldoon, Emporia State University, United States - Matteo Cristofaro, University of Rome Tor Vergata, Italy - William McDowell, Texas State University, United States - Robert Konopaske, Texas State University, United States 	<p>AUTHENTICITY PERCEPTIONS OF INFORMATIONAL AND TRANSFORMATIONAL ADVERTISING: DECODING THE ROLE OF CONSTRUAL LEVEL MINDSET</p> <ul style="list-style-type: none"> - Christina Papadopoulou, University of Leeds, United Kingdom of Great Britain and Northern Ireland - Magnus Hultman, Brock University, Canada 	<p>NATIONAL RESILIENCE IN SHOCKS: A CONFIGURATIONAL ANALYSIS OF THE IMPACT OF COVID-19 ON THE EXPORTS OF EU COUNTRIES</p> <ul style="list-style-type: none"> - Cristina Santos Rojo, ESIC Business&Marketing School; ESIC UNIVERSITY, Spain - Juan Manuel García, ESIC & BUSINESS SCHOOL, Spain - Fernando Castelló Sirvent, Universitat Politècnica de València, Spain 	<p>THE ROLE OF CONSUMERS' PERCEIVED VALUE FROM PERSONALIZATION AND VIRTUAL CONVERSATIONAL AGENTS ON CROSS-CATEGORY USE IN A SMART HOME ECOSYSTEM – A MIXED METHOD APPROACH</p> <ul style="list-style-type: none"> - Marco Hubert, Aarhus University, Denmark - Shahab Kazemi, AU BSS, Aarhus University, Denmark - Mirja Hubert, Aarhus University, Denmark - Andrea Carugati, Aarhus Business School, Denmark - Marcello Mariani, Henley Business School - University of Reading, United Kingdom of Great Britain and Northern Ireland
<p>16:40</p> <p>17:00</p>						<p>THE INSTITUTIONAL CREATION WORK AMIDST CRISIS : THE CASE OF A REGIONAL TRAVEL AGENCY ASSOCIATION IN MOROCCO</p> <ul style="list-style-type: none"> - Elkarne Karima, IAE Paris Sorbonne Business School, Université Paris I Panthéon-Sorbonne, France 	<p>COMPETITIVENESS IN UNIVERSITY RESEARCH AND ITS IMPACT ON PROFESSORS' MENTAL HEALTH: AN EXPLORATORY ANALYSIS OF DEMANDS AND RESOURCES</p> <ul style="list-style-type: none"> - Sierra Rey Tienda, Loyola University of Andalusia, Spain - Antonio Ariza Montes, Universidad Loyola Andalucía, Spain - Antonio L. Leal Rodríguez, Universidad de Sevilla, Spain

**INNOVATIVE AND
MEANINGFUL
KNOWLEDGE:
TOWARDS A
SUSTAINABLE
BUSINESS**

20TH ACADEMY OF INNOVATION,
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JUNE / 2024
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	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
	CHAIR: OUIDADE SABRI	CHAIR: JL RICHET	CHAIR: E. GARBE	CHAIR: F. NOËL	CHAIR: M. VOISIN SOULEROT	CHAIR: D. CHABAUD	CHAIR: O. DE LA VILLARMOIS
9:20 9:40	<p>WOMEN AT WORK WITH THE HELP OF FAMILY: LEVERAGING FAMILY RESOURCES TO TACKLE WORK-FAMILY CONFLICT</p> <p>- Brownhilder Ngek Neneh, University of the Free State, South Africa</p>	<p>DIGITAL TRANSFORMATION AND EMERGENT TECHNOLOGIES IN THE EXPORTING AGRI-FOOD VALUE-CHAIN. THE CASE OF A WORLD LEADER IN BERRIES PRODUCTION AND MARKETING</p> <p>- Valeska V. Geldres Weiss, Universidad de La Frontera, Chile - Ania Cravero, Universidad de La Frontera, Chile - Alexis Colmenarez, Universidad de La Frontera, Chile - Rolando Rubilar Torrealba, Universidad de La Frontera, Chile - Vesnia Ortiz Cea, Universidad de La Frontera, Chile - Robero Revoco Sepulveda, Universidad de La Frontera, Chile - Marcelo Garrido Suazo, Universidad de La Frontera, Chile</p>	<p>E-COMMERCE LIVE STREAMERS AND IMPULSE BUYING: EXPLORING THE INFLUENCE OF FLOW AND TRUST IN A CROSS-NATIONAL STUDY</p> <p>- Susana Santos, ISEG - Lisbon School of Economics & Management, Universidade de Lisboa, Portugal - Helena Martins Gonçalves, Universidade de Lisboa, ISEG, Portugal - Sandra Miranda, ISEG - Lisbon School of Economics and Management, Portugal</p>	<p>INTER-FIRM COLLABORATION ENHANCING TWIN TRANSITION: EVIDENCE FROM THE ITALIAN FASHION INDUSTRY</p> <p>- Alessia Zoppelletto, Alessia Zoppelletto, Italy - Erica Santini, University of Trento, Italy - Cecilia Rossignoli, University of Verona, Italy - Francesca Ricciardi, University of Turin, Italy</p>	<p>MULTI-STAKEHOLDER MARKETING: MAPPING THE FIELD</p> <p>- Chiara Civera, University of Turin, Italy - Cecilia Casalegno, University of Turin, Italy, Italy - Brigida Morelli, Department of Management, University of Turin, Italy - Valentina Chiaudano, Università degli Studi di Torino, Italy</p>	<p>PERSPECTIVES OF VIRTUAL REALITY (VR) AS A TOOL TO PROMOTE ENVIRONMENTAL AWARENESS: A NARRATIVE REVIEW</p> <p>- Vicky Lauren Bekoum Essokolo, ESG UQAM (Université du Québec A Montréal), Canada - Elisabeth Robinot, UQTR, Canada</p>	<p>EXPLORING CONTINGENCY FACTORS BEHIND INTERNATIONAL JOINT VENTURES AMBIDEXTERITY</p> <p>- Cherbib Jihene, EDC Paris Business SCHOOL, France</p>
9:40 10:00	<p>OPEN INNOVATION AND SUSTAINABLE DEVELOPMENT: A MIXED ANALYSIS WITH PLS-SEM AND NCA</p> <p>- Miguel Ángel Galindo Martín, University of Castilla-La Mancha, Spain - María Teresa Méndez Picazo, University Complutense of Madrid, Spain - Rafael Sergio Perez Pujol, Universidad de Castilla-La Mancha, Spain</p>	<p>BE SIMILAR OR BE DIFFERENT – ORGANIZATIONAL AND BUSINESS MODEL INNOVATIONS IN THE UNIVERSITIES' DIGITAL TRANSFORMATION</p> <p>- Luis Antonio Orozco, Universidad Externado de Colombia, Colombia - Ricardo Perilla, Universidad del Tolima, Colombia</p>	<p>OUTSIDE-IN: THE ROLE OF EXTERNAL FACTORS FOR DIGITALIZING SALES CHANNELS IN WINE BUSINESS SMES</p> <p>- Paolo Roffia, University of Verona, Italy - Lapo Mola Mola, SKEMA Business School Université Cote Azur (GREDEG), France</p>	<p>TOWARDS LOCAL SUSTAINABILITY: WHEN INTERMEDIATION DRIVES THE DEVELOPMENT OF SOCIAL INNOVATION</p> <p>- Romain Slitine, Sorbonne Business School, France - Chabaud Didier, IAE Paris, France - Nadine Richez Battesti, Aix Marseille Université, France</p>	<p>GREENWASHING UNVEILED: AN IN-DEPTH EXPLORATION AND RESEARCH FIELD ANALYSIS</p> <p>- Canio Forliano, Department of Management, University of Turin, Italy - Enrico Battisti, Department of Management, University of Turin, Italy - Paola De Bernardi, University of Turin, Italy - Tomas Kliestik, University of Zilina, Zilina, Slovakia, Italy</p>	<p>ALIGNING BANKS' SUSTAINABILITY STRATEGIES WITH CUSTOMER EXPECTATIONS AND PERCEPTIONS: THE CSR FEEDBACK FRAMEWORK</p> <p>- Roberta Costa, University of Rome 'Tor Vergata', Italy - Francesca Di Pillo, Sapienza University of Rome, Italy</p>	<p>FOSTERING DIGITAL TRUST IN ITALIAN MANUFACTURING COMPANIES: EXPLORING THE IMPACT OF INDUSTRY 4.0 TECHNOLOGIES</p> <p>- Serena Strazzullo, Università di Napoli Federico II, Italy</p>
10:00 10:20	<p>DEVELOPING A CUSTOMER-CENTRIC CLOUD COST ESTIMATION MODEL: A DESIGN SCIENCE APPROACH</p> <p>- Rasha Makhoul, Brandenburg University of Technology, Germany</p>	<p>FACTORS INFLUENCING THE DIGITAL TRANSFORMATION ADOPTION OF SCIENTIFIC RESEARCHERS</p> <p>- Taehyung Kim, Korea Institute of Science and Technology, South Korea - Junyeong Lee, Chungbuk National University, South Korea - Kyuhong Park, Inha University, South Korea</p>	<p>TOWARDS SUSTAINABLE OPERATIONS: INTEGRATING UTILITY MANAGEMENT INTO SHORT-TERM SCHEDULING IN THE PHOSPHATE INDUSTRY</p> <p>- Salma El Atchi, EMINES-UM6P; IAE-Paris Sorbonne, Morocco - Ahlam Azzamouri, EMINES – School of Industrial Management, Mohammed VI Polytechnic University, Ben Guerir, Morocco, Morocco - Frédéric Gautier, IAE de Paris, Paris I Pantheon-Sorbonne University, 75006 Paris, France, France</p>	<p>REMOTE WORKERS WELLBEING: ARE ORGANIZATIONS REALLY CONCERNED? A BIBLIOMETRICS ANALYSIS</p> <p>- Filipa Pires da Silva, Lisbon School of Economics and Management, Portugal - Joana Ribeiro, Advance/CSG, ISEG, Universidade de Lisboa, Portugal - Pedro Rino Vieira, Universidade de Lisboa, Portugal</p>	<p>PATHWAYS TO FAMILY FIRM PERFORMANCE CONDITIONS: AN FSQCA PATTERN-IDENTIFYING TECHNIQUE</p> <p>- Amon Simba, Nottingham Trent University, United Kingdom of Great Britain and Northern Ireland - Mai Thi Thanh Thai, HEC Montreal, Canada - Aymen Ammari, INSEEC, France</p>	<p>INTELLECTUAL STRUCTURE OF THE KNOWLEDGE BASE OF THE RESEARCH ON "CORPORATE FORESIGHT" AND "INNOVATION"</p> <p>- Francisco García Lillo, University of Alicante, Spain - Pedro Seva Larrosa, University of Alicante, Spain</p>	<p>RESPONSIBLE AI AND USERS' BEHAVIOR: A SUSTAINABILITY PERSPECTIVE</p> <p>- Charbel Chedrawi, Saint Joseph University of Beirut, Lebanon - Gloria Haddad, Saint Joseph University, Lebanon - Souheir Osta, Saint Joseph University, Lebanon - Nahil Kazoun, University of Nicosia, Lebanon</p>

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>10:20</p> <p>10:40</p>	<p>SMALL AND MEDIUM-SIZED ENTERPRISES' TECHNOLOGY USE IN INCORPORATING SUSTAINABILITY INTO THE BUSINESS: A SYSTEMIC LITERATURE REVIEW</p> <ul style="list-style-type: none"> - Selvi Kannan, Victoria University, Australia - Nicolas Gambetta, Universidad ORT Uruguay, Uruguay 	<p>EMERGENCE AND COMPLEXITY IN SUPPLY SYSTEMS: DIGITAL TRANSFORMATION AT DISNEYLAND PARIS</p> <ul style="list-style-type: none"> - Michou Hugo, IAE Paris - Sorbonne Business School, France - Jean Loup Richet, Sorbonne Business School, France 	<p>THE CRUCIAL ROLE OF IT IDENTITY IN EMPLOYEE ADVOCACY PLATFORMS</p> <ul style="list-style-type: none"> - Anaya Kumar, Institut Mines-Télécom, France - Anuragini Shirish, Université Paris-Saclay, Univ Evry, IMT-BS, LITEM, 91025, Evry-Courcouronnes, France., France - Imed Boughzala, Université Paris-Saclay, Univ Evry, IMT-BS, LITEM, 91025, Evry-Courcouronnes, France 	<p>INTELLECTUAL PROPERTY FRAMEWORK: A CATALYST OR BARRIER TO TECHNOLOGY DOMICILIATION?</p> <ul style="list-style-type: none"> - Sheikha Al Akhzami, Sultan Qaboos University, Oman - Lokman Zaibet, Sultan Qaboos University, Oman 	<p>AUTOPSY OF A PUBLIC INNOVATION LABORATORY: WHAT TRACES OF THE APPROPRIATION OF INNOVATIVE APPARATUSES?</p> <ul style="list-style-type: none"> - Randriamanantena Nils, IAE Paris 1 Panthéon Sorbonne, France 	<p>EMISSION-SMART ADVERTISING: RESOLVING THE MEDIA PERFORMANCE AND CO2 EMISSIONS DILEMMA IN DIGITAL ADVERTISING</p> <ul style="list-style-type: none"> - Nadr El Hana, IAE Paris- Sorbonne Business School, Université Paris 1 Panthéon Sorbonne, Paris, France / Africa Business School - Mohammed VI Polytechnic University – Rabat, Morocco, France - Galina Kondrateva, EDC Paris Business School, France - Silvia Martin, California State University, United States 	<p>TRIPLET MODES UNVEILED: A COMPREHENSIVE INNOVATION SYSTEM PERSPECTIVE ON NUCLEAR INNOVATION FOR SUSTAINABILITY IN THE TWO KOREAS</p> <ul style="list-style-type: none"> - Sang Jin Ahn, Korea Institute of S&T Evaluation and Planning, South Korea
<p>10:40</p> <p>11:00</p>	<p>BLACKSMITH'S HOUSE, WOODEN KNIVES: WHY DO NON-BORN-DIGITAL COMPANIES SUCCEED IN PROMOTING DIGITAL OUTCOMES WHILE FAILING TO ORGANIZE FOR DIGITALIZATION?</p> <ul style="list-style-type: none"> - Matheus Franco, Witten/Herdecke University, Germany - Thomas Clauß, Witten/Herdecke University, Germany - Ruy Quadros, Geosciences Institute, Department of Science and Technology Policy, University of Campinas, Brazil - Vinicius Minatogawa, Escuela de Ingeniería de Construcción y Transporte, Pontificia Universidad Católica de Valparaíso, Chile 	<p>BRAND ENGAGEMENT IN OMNICHANNEL BANKING SERVICES: A CROSS-CULTURAL APPROXIMATION</p> <ul style="list-style-type: none"> - Nathalie Peña García, CESA Business School, Colombia - Jose Ribamar Siqueira, Purdue University Global, United States - Mauricio Losada Otálora, Pontificia Universidad Javeriana, Colombia 	<p>NOT A GAP BUT AN OVERLAP: PROJECT TEAMS NAVIGATING THE CRITICAL SHIFT FROM EXPLORATION TO EXPLOITATION IN TECHNOLOGICAL INNOVATION</p> <ul style="list-style-type: none"> - Verena Hess, Magellan Lab, France - Jean Fabrice Lebraty, Université Jean Moulin Lyon3, France 	<p>THE UNRAVELED ROLE OF SOFT SKILLS IN THE LOGISTICS AND SUPPLY CHAIN MANAGEMENT FIELD</p> <ul style="list-style-type: none"> - Franca Cantoni, Università Cattolica del Sacro Cuore, Italy - Arcangela Ricciardi, Università Cattolica, Italy - Paolo Gaetano Bisogni, Università Cattolica, Italy - Helmut Zsifkovits, UniLoebn, Austria 	<p>A PREDICTIVE INFORMATION SYSTEM: HARNESSING PURCHASE INTENT SIGNALS BURIED IN DIGITAL DATA</p> <ul style="list-style-type: none"> - Laura Sáez Ortuño, Universitat de Barcelona, Spain - Santiago Forgas Coll, Universitat de Barcelona, Spain - Rubén Huertas García, Universitat de Barcelona, Spain 	<p>ARE CRYPTO-INVESTORS OVERCONFIDENT? THE ROLE OF RISK PROPENSITY AND DEMOGRAPHICS. EVIDENCE FROM BRAZIL AND PORTUGAL</p> <ul style="list-style-type: none"> - Gustavo Iamin, University of Lisbon - ISEG, Portugal 	<p>THE MODERATING EFFECT OF POWER DISTANCE ON THE RELATIONSHIP BETWEEN CEO CAREER HORIZON AND ESG PERFORMANCE</p> <ul style="list-style-type: none"> - Pedro Torres, University of Coimbra, Portugal - Lúcia Ferreira, Universidade de Coimbra, Portugal - Mário Augusto, University of Coimbra, CeBER, Faculty of Economics, Portugal
<p>11:00</p> <p>11:20</p>	<p>WORLD BANK BUSINESS ENVIRONMENT ASSESSMENT B-READY: BASED ON THE EVALUATION OF THE INTERNATIONAL TRADE BUSINESS ENVIRONMENT IN ZHEJIANG PILOT FREE TRADE ZONE</p> <ul style="list-style-type: none"> - Jingwen Yang, China Jiliang University, China 	<p>OPTIMAL TIMING OF MAJOR PROJECTS WHEN TIME-TO-BUILD AND INVESTMENT COST ARE UNCERTAIN</p> <ul style="list-style-type: none"> - Alexandre Croutzet Croutzet, TELUQ University, Canada - Skander Ben Abdallah, UQAM, Canada - Janosh Ortmann, UQAM, Canada 	<p>COOPETITION FOR GREEN INNOVATION. MODERATING EFFECT OF ENVIRONMENTAL DYNAMISM AND MARKET PRESSURE</p> <ul style="list-style-type: none"> - Patryk Dziurski, SGH Warsaw School of Economics, Poland - Wioletta Mierzejewska, SGH Warsaw School of Economics, Poland 	<p>LESS IS MORE: DIGITAL AND PHYSICAL SUSTAINABILITY SHORTAGE IMPACT ON ENTREPRENEURIAL INTENTION</p> <ul style="list-style-type: none"> - Ludovico Bullini Orlandi, University of Bologna, Italy - Marco Bottura, Lyfe Institute, France - Eleonora Veglianti, University Catholic of Lille, France - Alessandro Zardini, University of Verona, Italy 	<p>THE ART OF THE ELEVATOR PITCH: STATE-OF-THE-ART AND RESEARCH AGENDA</p> <ul style="list-style-type: none"> - Edoardo Crocco, Università degli Studi di Torino, Italy - Leo Paul Dana, LUT Business School, ICD Business School Paris, France - Francesca Culasso, Università degli Studi di Torino, Italy - Elisa Giacosa, Turin, Italy 	<p>THE DOUBLE-EDGED SWORD EFFECT OF ELECTRONIC COMMUNICATION DURING NON-WORK TIME ON EMPLOYEES' PROACTIVE BEHAVIOR</p> <ul style="list-style-type: none"> - Baowei Liu, Harbin institute of technology, China - Hanxiao Luo, Harbin Institute of Technology, China - Mengyuan Liu, Harbin Institute of Technology, China 	<p>THE IMPACT OF INSTITUTIONAL OWNERSHIP STRUCTURE IN SHAPING CORPORATE ESG PERFORMANCE: EMPIRICAL EVIDENCE FOR THE EUROPEAN CAPITAL MARKET AND BUSINESS IMPLICATIONS</p> <ul style="list-style-type: none"> - Daniele Giordino, University of Turin, Italy - Andrea Sestino, Department of Management, LUISS Guido Carli University, Italy - David Zámek, Faculty of Entrepreneurship and Law, Paneuropean University, Czech Republic - Dorra Yahiaoui, Kedge Business School, France

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>11:20 11:40</p>	<p>MINDSET TOWARDS GREENING THE BLUE ECONOMY: ANALYZING THE SOCIAL ENVIRONMENTAL CONSCIOUSNESS REGARDING THE AQUATIC ECOSYSTEMS PROTECTION</p> <ul style="list-style-type: none"> - Dragos Sebastian Cristea, University 'Dunarea de Jos' of Galati, Romania - Oana Daniela Lupoae, Dunarea de Jos University of Galati, Romania - Stefan Mihai Petrea, "Dunarea de Jos" University of Galati, Romania - Catalina Iticescu, Dunarea de Jos University of Galati, Romania - Riana Iren Radu, University Dunarea de Jos of Galati, Romania - Violeta Maria Isai, Dunarea de Jos University of Galati, Romania 	<p>THE METAVERSE, A NEW FRONTIER FOR INNOVATIVE BUSINESS MODELS</p> <ul style="list-style-type: none"> - Julia Anamaria Şişu, Bucharest University of Economic Studies, Romania - Nicoleta Cristache, Dunarea de Jos University of Galati, Romania - Marian Nastase, Bucharest University of Economic Studies, Romania - Andrei Constantin Tirnovanu, Bucharest University of Economic Studies, Romania - Cosmin Matis, Babes Bolyai University, Romania - Oana Pricopoaia, "Dunarea de Jos" University of Galati, Romania 	<p>FROM SOCIAL NORMS TO PRO-ENVIRONMENTAL BEHAVIOR: THE ROLE OF DESTINATION SOCIAL RESPONSIBILITY FOR FAMILIES TRAVELING WITH CHILDREN</p> <ul style="list-style-type: none"> - Iulian Adrian Sorcaru, "Dunarea de Jos" University of Galati, Romania - Mihaela Carmen Muntean, "Dunarea de Jos" University of Galati, Romania - Manea Ludmila Daniela, University Dunărea de Jos Galati, Romania - Rozalia Nistor, "Dunarea de Jos" University of Galati, Romania 	<p>TECHNOLOGICAL INNOVATION AS A DRIVER FOR THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS AND ITS IMPACT ON SUSTAINABLE BUSINESS OVER TIME</p> <ul style="list-style-type: none"> - Joana Carolina Chaves Vargas, Universitat Politècnica de València (UPV), Spain - Gabriela Ribes Giner, Universitat Politècnica de València (UPV), Spain - Ismael Moya, Universitat Politècnica de València (UPV), Spain 	<p>FOOD INNOVATION TOWARDS A SUSTAINABLE WORLD: A STUDY OF INTENTION TO PURCHASE LAB-GROWN MEAT</p> <ul style="list-style-type: none"> - Paola Castellani, University of Verona, Italy - Fabio Cassia, University of Verona, Italy - Alfonso Vargas Sánchez, University of Huelva, Spain - Elena Giaretta, Department of Business Administration - University of Verona, Italy 	<p>MAPPING VALUES IN VIRTUAL REALMS: A BIBLIOMETRIC ANALYSIS OF DIMENSIONS OF VALUE IN DIGITAL PLATFORMS AND ONLINE COMMUNITIES</p> <ul style="list-style-type: none"> - Laura Rodrigo, ESCP Business School, Spain - Miguel Palacios, ESCP Business School, Spain - Alberto Martínez Corral, ESCP Business School, Spain - Javier Tafur, ESCP Business School, Spain 	<p>UNDERSTANDING ENTREPRENEURIAL DISENGAGEMENT: EXPLORING THE ROLE OF TEAM VISION AND EMOTIONAL SUPPORT</p> <ul style="list-style-type: none"> - Bahareh Afrahi, Kingston University London, United Kingdom of Great Britain and Northern Ireland - Reza Zaefarian, University of Essex, United Kingdom of Great Britain and Northern Ireland - Rana Mostaghel, Stockholm University, Sweden
<p>11:20 12:00</p>	<p>ADDRESSING ESG REQUIREMENTS AND RISKS: AN EVALUATION OF AN EMPIRICAL CONTROL FRAMEWORK</p> <ul style="list-style-type: none"> - Manuel Fernández, ESIC, Spain - Celia Rangel, UCM, Spain - Belén López, ESIC University, Spain 	<p>MICRO CUSTOMER JOURNEY, THE EXTENSION OF THE CUSTOMER EXPERIENCE CONCEPT</p> <ul style="list-style-type: none"> - Javier García, ESIC, Spain - Esther Castaño Santa, ESIC UNIVERSITY, Spain - María Perez Asensi, ESIC, Spain - Javier García Sánchez, UJI, Spain 	<p>ORGANIZATIONAL INVOLVEMENT IN CSR ACTIVITIES IN THE CONTEXT OF LEADERS' PROSOCIALITY</p> <ul style="list-style-type: none"> - Katarzyna Bachnik, Hult International Business School, United States - Tomasz Szopinski, University of Economics and Human Sciences in Warsaw, Poland - Oleg Gorbaniuk, Institute of Psychology, Maria Curie-Skłodowska University, Kazimierz Pułaski University of Technology and Humanities in Radom, Poland - Emilia Samardakiewicz Kiroł, Uniwersytet Medyczny w Lublinie, Katedra i Zakład Dydaktyki i Symulacji Medycznej, Poland 	<p>THE ROLE OF MEDIA RICHNESS THEORY AND TASK-TECHNOLOGY FIT MODEL: A COMPREHENSIVE ANALYSIS OF STRATEGIC PILLARS FOR E-COMMERCE OPTIMIZATION</p> <ul style="list-style-type: none"> - Jia Wei Tang, National Penghu University of Science and Technology, Taiwan - Pei Hsuan Tsai, Department of Marketing and Logistics Management, National Penghu University of Science and Technology, Taiwan - Szu Yu Kuo, National Kaohsiung University of Science and Technology, Taiwan 	<p>FROM INBOUND MARKETING TO INBOUND TALENT: SEARCHING FOR MOTIVATIONAL FACTOR TO RETAIN EMPLOYEES</p> <ul style="list-style-type: none"> - María Teresa Palomo Vadillo, Esic University, Spain - Miguel Ángel Millán Atenciano, Spain - Juan María González Anleo Sánchez, ESIC University, Spain 	<p>THE WORK-LIFE BALANCE PUZZLE: A KEY TO BUSINESS AND LIFE SUCCESS</p> <ul style="list-style-type: none"> - Paula Andrea Nieto Aleman, ESIC Business & Marketing School, Spain - José Miguel Berné Martínez, ESIC Business & Marketing School; ESIC University, Spain - Maria Arnal Pastor, ESIC, Spain 	<p>BUILDING BLOCKS OF SOCIAL RELATIONSHIPS IN BUSINESS – VERIFICATION AND MEASUREMENT VALIDATION</p> <ul style="list-style-type: none"> - Patrycja Klimas, Wroclaw University of Economics and Business, Poland - Katarzyna Czernek Marszałek, University of Economics in Katowice, Poland - Patrycja Juszczyk, University of Economics in Katowice, Poland - Dagmara Wójcik, University of Economics in Katowice, Poland
<p>12:00 12:20</p>	<p>HUMAN RESOURCE PRACTICES FORMALIZATION AND FAMILY FIRM PERFORMANCE: UNDERSTANDING THE INFLUENCE OF FAMILY DYNAMICS</p> <ul style="list-style-type: none"> - Gregorio Sánchez Marín, University of Alcalá, Spain - Antonio J. Carrasco Hernández, Universidad de Murcia, Spain - Eloisa Vicente, Universidad Pública de Murcia, Spain - Ignacio Danvila, Universidad Complutense de Madrid, Spain 	<p>IMPACT OF ECONOMIC GROWTH AND DEVELOPMENT ON ENTREPRENEURSHIP: EVIDENCE FROM THE PACIFIC-RIM COUNTRIES USING FSQCA</p> <ul style="list-style-type: none"> - José R. Gutiérrez, Nebrija University, Spain 	<p>VALUE CO-CREATION AS A SOURCE OF INNOVATION AND KNOWLEDGE TO ENHANCE BRAND COMPETITIVENESS THROUGH LONG-TERM CUSTOMER RELATIONS</p> <ul style="list-style-type: none"> - Silvia Sanz Blas, University of Valencia, Spain - Daniela Buzova, University of Valencia, Spain - María Cristina Otero Gómez, Universidad de los Llanos, Colombia 	<p>BRANDS AND SELF-DETERMINATION: THE ROLES OF CREDIBILITY AND SUBJECTIVE VITALITY</p> <ul style="list-style-type: none"> - Ivana Kursan Milaković, University of Split, Faculty of Economics, Business and Tourism, Croatia 	<p>EXPLORING THE REALITY OF CORPORATE SUSTAINABILITY STRATEGY AND SALES PERFORMANCE IN ENTREPRENEURIAL SMES: THE MEDIATING EFFECT OF INNOVATION AND SUSTAINABILITY PERFORMANCE</p> <ul style="list-style-type: none"> - Mercedes Rubio Andrés, Complutense University of Madrid, Spain - Jorge Linuesa Langreo, Universidad de Castilla-La Mancha, Spain - Miguel Ángel Sastre Castillo, Complutense University of Madrid, Spain 	<p>LEVEL OF PERFORMANCE OF UNIVERSITY PROFESSORS' ON THE USE OF AI</p> <ul style="list-style-type: none"> - María de las Mercedes de Obesso Arias, ESIC University, Spain - Margarita Núñez Canal, Nebrija University, Spain - Carlos Alberto Pérez Rivero, ESIC University, Spain - Ignacio Álvarez de Mon, IE University, Spain 	<p>THE MOBILE ECOSYSTEM FOR OLDER ADULTS: MAPPING THE MARKET OF MOBILE APPS AVAILABLE IN THE SPANISH-SPEAKING CONTEXT</p> <ul style="list-style-type: none"> - Maria Eugenia Martínez Sánchez, ESIC Business & Marketing School, Spain - Lara Martín Vicario, ESIC Business & Marketing School, Spain - Daniel González, Esic Business & Marketing School, Spain

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
<p>12:20 12:40</p>	<p>POST-PANDEMIC ERA FUNCTIONAL TRANSFORMATION AND TALENT SUSTAINABILITY IN THE TOURISM INDUSTRY: EVIDENCE FROM TAIWAN</p> <p>- JuChin Liao, National Kaohsiung University of Science and Technology, Taiwan</p>	<p>AGENCY CONFLICTS IN INNOVATION ADOPTION: LESSONS FROM THE AIRLINE INDUSTRY</p> <p>- Antonio Hidalgo, Universidad Politécnica de Madrid, Spain - Alberto Urueña López, Universidad Politécnica de Madrid, Spain - Manuel Sáenz, Universidad Politécnica de Madrid, Spain</p>	<p>RELATIONSHIP BETWEEN SHARING ECONOMY AND ACHIEVING SUSTAINABLE ECONOMIC DEVELOPMENT OBJECTIVES IN RUSSIA</p> <p>- Mikhail Khachatryan, Financial University under Russian Government, Russia - Evgeniia Klicheva, Plekhanov Russian University of Economics, Russia</p>	<p>THE DRIVING FORCE OF CIRCULAR ECONOMY: THE PROSPECTIVE FEMALE KNOWLEDGE AND THE SPILLOVER EFFECT OF EXECUTIVES ON BOARDS</p> <p>- Isabel María García Sánchez, Universidad de Salamanca, Spain - Saudi Yulieth Enciso Alfaro, Universidad de Salamanca, Spain</p>	<p>HONEY CONSUMPTION PATTERNS: HABIT OR CHOICE? A COMPARATIVE STUDY IN VISEGRAD REGION</p> <p>- Peter Šedík, Slovak University of Agriculture in Nitra, Slovakia - Kristína Predanócyová, Slovak University of Agriculture in Nitra, Slovakia - Cristina Bianca Pocol, University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca, Romania - Titanilla Oravec, Department of Marketing, Faculty of International Management and Business, Budapest Business University, Hungary</p>	<p>CONSUMER SEGMENTATION IN ORGANIC FOOD SHOPPING</p> <p>- Tamar Buil, Esic Business & Marketing School, Spain - Pedro Mata, Esic University, Spain</p>	<p>A NOVEL MULTI-CRITERIA APPROACH TO TEMPORAL DIGITAL ENTREPRENEURSHIP ASSESSMENT</p> <p>- Korpysa Jaroslaw, University of Szczecin, Poland - Jarosław Wątróbski, Institute of Management, University of Szczecin, Poland - Baczkiewicz Aleksandra, National Institute of Telecommunications, Poland</p>
<p>12:40 13:00</p>	<p>A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC REVIEW OF MODERATING VARIABLES IMPACTING THE RELATIONSHIP BETWEEN ESG/ CSR MEASURES AND CORPORATE FINANCIAL PERFORMANCE</p> <p>- Marcos Alexandre dos Reis Cardillo, Universidade Presbiteriana Mackenzie, Brazil - Leonardo Fernando Cruz Basso, Mackenzie Presbyterian University, Brazil</p>	<p>THE EFFECTS OF CONSUMERS' KNOWLEDGE ON SOCIALLY RESPONSIBLE EXPENDITURE ON UNDERDEVELOPED COUNTRIES' PRODUCTS</p> <p>- Joosung Lee, Soonchunhyang University, South Korea</p>	<p>CONCEPTUALIZING TWIN TRANSITIONS: A SYNTHESIS, FRAMEWORK, AND RESEARCH AGENDA</p> <p>- Sabrina Tabares, Sweden - Koteswar Chirumalla, Mälardalen University, Sweden - Vinit Parida, Luleå University of Technology, Sweden</p>	<p>CLIENT LIFETIME VALUE: A MARKETING KPI. EVIDENCE FROM NETFLIX®</p> <p>- Jaime Navarro, ESIC UNIVERSITY, Spain</p>	<p>ARTIFICIAL INTELLIGENCE AND PROJECT MANAGEMENT: AN EMPIRICAL INVESTIGATION ON THE APPROPRIATION OF GENERATIVE CHATBOTS BY PROJECT MANAGERS</p> <p>- Alberto Michele Felicetti, University of Calabria, Italy - Antonio Cimino, University of Salento, Italy - Alberto Mazzoleni, University of Brescia, Italy - Salvatore Ammirato, University of Calabria, Italy</p>	<p>SUSTAINABLE PRACTICES IN CRAFT BEERS IN SPAIN</p> <p>- Fernando García, ESIC University, Spain - Belén Ávila Rodríguez de Mier, ESIC University, Spain - José Manuel López Agulló, ESIC University, Spain</p>	<p>ARTIFICIAL INTELLIGENCE MISCONDUCT AND ESG RISK RATINGS</p> <p>- Abel Monfort, ESIC University, Spain - Nuria Villagra, Universidad Complutense de Madrid, Spain</p>
<p>13:00 13:20</p>	<p>CO-CREATION 5.0: THE FLE-ROBOT TEAM AND FIRMS' OUTCOMES. THE TIN WOODMAN PARADOX</p> <p>- Miguel Ángel Moliner Tena, Universitat Jaume I, Spain - Javier Sánchez García, Universitat Jaume I, Spain - Luis Jose Callarisa Fiol, Universitat Jaume I, Spain - Rosa M. Rodríguez Artola, Universitat Jaume I, Spain</p>	<p>THE SOVEREIGN RISK PREMIUM IN SPAIN, ITS INTERRELATIONSHIP WITH THE MACROECONOMY</p> <p>- Maria Botey Fullat, ESIC University, Spain - Cristina Marín Palacios, ESIC University, Spain - Jesús García García Doncel, ESIC University, Spain</p>	<p>APPLYING THE TECHNOLOGY ACCEPTANCE MODEL TO ONLINE SELF-LEARNING: A MULTIGROUP ANALYSIS</p> <p>- Juan Antonio Márquez García, ESIC University, Spain - Cristina Gallego Gómez, ESIC University, Spain - Alicia Tapia López, ESIC University, Spain - Matthew Schlosser, ESIC University, Spain</p>	<p>INTEGRATING DIGITALIZATION OPPORTUNITIES INTO PUBLIC ORGANIZATIONS' MANAGEMENT PROCESS: A STRUCTURAL EQUATION MODELING APPROACH</p> <p>- Ion Popa, Bucharest University of Economic Studies, Management Department, Bucharest, Romania; (2) Academy of Romanian Scientists, Bucharest, Romania, Romania - Simona Cătălina Ștefan, Bucharest University of Economic Studies, Romania - Ana Alexandra Olariu, Bucharest University of Economic Studies, Management Department, Bucharest, Romania, Romania - Ștefan Cătălin Popa, Bucharest University of Economic Studies, Management Department, Bucharest, Romania, Romania</p>	<p>CULTURED MEAT CONSUMER ACCEPTANCE: ADDRESSING ISSUES OF ECO-EMOTIONS</p> <p>- Béré Benjamin Kouarfaté, Université du Québec à Montréal, Canada - Fabien Durif, Université du Québec à Montréal, Canada - Gaëlle Pantin Sohier, IAE Angers, France</p>	<p>LULA DA SILVA'S INAUGURAL SPEECH IN 2023: A NEUROPOLITICAL PERSPECTIVE</p> <p>- Rafael Barbera, ESIC University, Spain - Cesar García, ESIC University, Spain</p>	<p>THE BUSINESS MODEL AND ITS IMPACT ON JOB CREATION</p> <p>- Arturo Orea, Universidad de Alcalá, Spain - Jose Angel Tebar Saez, University of Alcalá (UAH), Spain - José Santiago Fernández Vázquez, Universidad de Alcalá, Spain - Ángel Javier Álvarez Miguel, Universidad de Alcalá, Spain</p>

	ROOM A1	ROOM A2	ROOM A3	ROOM A4	ROOM D1	ROOM D2	ROOM D3
13:20 13:40	<p>UNLEASHING SUPPLY CHAIN INNOVATION AND FRUGAL INNOVATION: EXAMINING THE INTERACTION BETWEEN INSTITUTIONAL PRESSURES AND SUPPLY CHAIN ANALYTICS ADOPTION</p> <ul style="list-style-type: none"> - Khaled Al-Omouh, Al-Zaytoonah University of Jordan, Jordan - Miguel Reinoso, Spain 	<p>TACKLING EXTERNAL CHALLENGES: HOW DO FAMILY SUPPORT AND COPING STRATEGIES SHAPE LIFE SATISFACTION OF WOMEN ENTREPRENEURS?</p> <ul style="list-style-type: none"> - Eugene Kaciak, Brock University, Canada 	<p>TRADE CREDIT AND INDUSTRY COMPETITIVENESS: EVIDENCE FROM GLOBAL MANUFACTURING SECTORS</p> <ul style="list-style-type: none"> - Zhiting Shen, IAE Paris – Sorbonne Business School, Université Paris 1 Panthéon-Sorbonne, France - Thomas Rowley, ESSEC Business School, France 	<p>BLOCKCHAIN AS A TOOL TO IMPROVE QUALITY, TRACEABILITY AND SAFETY IN THE FOOD INDUSTRY. SUCCESSFUL CASE STUDIES</p> <ul style="list-style-type: none"> - Domingo Ribeiro Soriano, Universitat de València, Spain - Olaia Abadia Garcia de Vicuña, Spain - Liu Fagang, University of Valencia, Spain 	<p>INITIAL COIN OFFERINGS AS A CONTEMPORARY FINANCING ALTERNATIVE: SUCCESSFUL WAYS TO RAISE FUNDS IN ICOS</p> <ul style="list-style-type: none"> - Francisco Javier García Isla, Spain - Hua Depeng, Universitat de València, Spain 	<p>THE ADVENT OF COMPLEX DATA ECOSYSTEMS: A COMPREHENSIVE VIEW OF THE PHENOMENON</p> <ul style="list-style-type: none"> - Reza Toorajipour, Copenhagen Business School, Denmark 	<p>ON THE EDGE OF A DIGITAL EVENT ERA: WHICH FACTORS INFLUENCE THE WILLINGNESS TO PAY FOR VIRTUAL CONCERTS?</p> <ul style="list-style-type: none"> - Sören Bär, University of Bayreuth, Germany - Sarp Boyacioglu, Majorel Germany, Turkey - Markus Kurscheidt, University of Bayreuth, Germany
13:40 14:00	<p>FAMILY COMMUNICATION AND ENTREPRENEURIAL SUCCESS - THE MEDIATING ROLE OF ENTREPRENEURIAL SELF-EFFICACY</p> <ul style="list-style-type: none"> - 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, Poland - Wojciech Stomski, Poland 	<p>HOW DOES CLAN CULTURE AFFECT AGENCY COSTS? - EMPIRICAL EVIDENCE FROM PRIVATE LISTED COMPANIES IN CHINA</p> <ul style="list-style-type: none"> - Minglin Wang, School of Economics, Hangzhou Normal University, Hangzhou, Zhejiang, China, - Mengna Xu, China - Jiahua Zhao, China - Si Tan, School of Economics, Hangzhou Normal University, Hangzhou, Zhejiang, China - Zhiyong Dai, School of Law, Southwestern University of Finance and Economics, Chengdu, Sichuan, China 	<p>HIGH GROWTH COMPANIES IN A DIGITAL TRANSFORMATION ENVIRONMENT. AN ANALYSIS OF COMPETITIVENESS FACTORS FOR THE EURO ZONE</p> <ul style="list-style-type: none"> - Francisco del Olmo, University of Alcalá, Spain - Maria Teresa del Val, University of Alcalá, IAES, Spain 	<p>SHAPING EFFECT OF DIGITALISATION ON CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM BORN GLOBAL ENTREPRENEURIAL FIRMS</p> <ul style="list-style-type: none"> - Juying Zeng, Zhejiang University City College, China - Francisco Ávila, Universidad Tecnológica Atlántico – Mediterráneo UTAMED. Facultad de Empresa Digital, Tecnología y Derecho, Spain, Spain - Jun Ren, Wenzhou Business College, China - Samuel Ribeiro, University of Economics and Human Sciences in Warsaw (Poland), Spain 	<p>DOES BIG-DATA ENABLED DIGITAL TECHNOLOGY PROMOTE THE GROWTH OF CREATIVE INDUSTRY? EVIDENCE FROM A QUASI-NATURAL EXPERIMENT IN CHINA</p> <ul style="list-style-type: none"> - Lei Shen, Donghua University, China - Xiaodi Zhao, Donghua University, China - Debradita Panda, Luleå University of Technology, Sweden 	<p>THE EFFECT EVALUATION OF GOVERNMENTAL INTEGRATIVE ENVIRONMENTAL IMPROVEMENT PRACTICES</p> <ul style="list-style-type: none"> - David Sanz, Universidad Tecnológica Atlántico – Mediterráneo UTAMED. Facultad de Humanidades y CC Sociales, Spain - Jiaye Chen, Zhejiang University of Finance & Economics, China 	<p>COMPREHENSIVE ASSESSMENT OF GENDER NORMS AND BARRIERS FOR WOMEN INNOVATORS IN AGRICULTURE: A CASE STUDY OF LITHUANIA</p> <ul style="list-style-type: none"> - Indre Siksnyte, Lithuanian Centre for Social Sciences, Lithuania - Vida Dabkiene, Lithuanian Centre for Social Sciences, Lithuania - Dalia Streimikiene, Lithuanian Centre for Social Sciences, Lithuania - Tomas Balezentis, Lithuanian Centre for Social Sciences, Lithuania
<p>ROUND TABLES WITH EDITORS: Space to interact with the editors and debate about topics related to each of the journals of the conference</p>							
	ROOM D1	ROOM D2	ROOM D3	ROOM D4			
14:30 16:00	Paul Jones, Sascha Kraus, Stefano Bresciani, Alberto Ferraris, Aleksandr Kljucnikov	Yogesh Dwivedi, Giampaolo Viglia, Dianne Welsh and Pedro Cuesta	Juan Piñeiro, Marcin W. Staniewski, Vincenzo Corvello and Anjala Krishen	Daniel Palacios, Virginia Simón, Brandon Randolph and Cyrine Ben Hafaïedh			
19:30	<p>GALA DINNER (Collège des Bernardins, 20 Rue de Poissy, 75005 Paris, Francia) Only authors that have been resgistered in person and present the accreditation of the conference at entrance will have access to the gala dinner. Due to the emblematic place where it will be carried out, minors under 18 are not allowed.</p>						

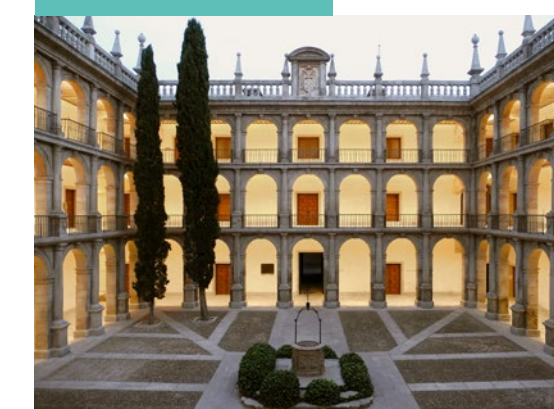


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