10th Annual Conference of the
EuroMed Academy of Business

Global and national business theories and practice:
bridging the past with the future

Edited by: Demetris Vrontis,
Yaakov Weber,
Evangelos Tsoukatos

Published by: EuroMed Press
Global and national business theories and practice: bridging the past with the future
FOREWORD

The Annual Conference of the EuroMed Academy of Business aims to provide a unique international forum to facilitate the exchange of cutting-edge information through multidisciplinary presentations on examining and building new theory and business models for success through management innovation.

It is acknowledged that the conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

This year the conference attracted over 270 people from over 50 different countries. Academics, practitioners, researchers and Doctoral students throughout the world submitted original papers for conference presentation and for publication in this Book. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts involving all functional areas of business.
ACKNOWLEDGEMENT

Many people and organizations are responsible for the successful outcome of the 10th Annual Conference of the EuroMed Academy of Business. Special thanks go to the Conference Co-Chairs Dr. Stefano Fontana, Dr. Silvia Solimene and Dr Daniela Couccia and the Sapienza University of Rome, in Rome, for accomplishing an excellent job.

It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Track Chairs and Reviewers for reviewing the many papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success.

The last but not the least important acknowledgment goes to all those who submitted and presented their work at the conference. Their valuable research has highly contributed to the continuous success of the conference.
# TABLE OF PAPERS

**INTELLECTUAL CAPITAL AND ENABLING FACTORS FOR STARTUPS IN A BUSINESS ECOSYSTEM PERSPECTIVE** ................................................................. 37  
*Abbate, Tindara*¹; *Accordino, Patrizia*¹; *La Rocca, Elvira Tiziana*¹; *Rupo, Daniela*¹ ................................................................. 37  

**A SUGGESTED NEW METHOD OF INNOVATION: INTRODUCING THE INTEGRATED QUALITY FUNCTION DEPLOYMENT FOR PRODUCTS & SERVICES** ................................................................. 53  
*Abu-Assab, Samah* .................................................................................................................................................................................. 53  

**PERCEIVED VALUE OF BRANDS: THE EFFECTS OF BRAND ATTRACTIVENESS AND BRAND TRUSTWORTHINESS** .................................................................................................................. 64  
*Akturan, Ulun* .................................................................................................................................................................................. 64  

**ADVANCING THE PRIVATE HEALTHCARE MANAGEMENT SYSTEM IN LEBANON AND THE MIDDLE EAST - INTRODUCING NEW MEDICAL BENEFITS BY THIRD PARTY ADMINISTRATORS** .................................................................................................................. 73  
*Al Khoury, Wissam*¹; *Bekhazi, Helene*¹; *Al Khoury, Grace*³ .................................................................................................................. 73  

**INTERLINKING EMOTIONAL INTELLIGENCE AND CUSTOMER RELATIONSHIP MARKETING IN THE LEBANESE RETAIL BANKING SECTOR** .................................................................................................................. 92  
*Al Khoury, Grace*; *Thrassou, Alkis*; *Kaufmann, Hans Ruediger* ........................................................................................................... 92  

**SOCIAL ENTERPRISES AS DRIVERS OF LOCAL DEVELOPMENT: A FRAMEWORK** .................................................................................................................. 107  
*Andreottola, Francesco*¹; *Massaro, Maria Rita*² .................................................................................................................. 107  

**THE IMPACT OF PUBLIC RESEARCH ON INDUSTRY INNOVATION: A TECHNOLOGY-LEVEL PERSPECTIVE IN THE GREEN ENERGY FIELD** .................................................................................................................. 113  
*Ardito, Lorenzo*; *Messeni Petruzzelli, Antonio*; *Albino, Vito* .................................................................................................................. 113  

**THE EFFECTS OF PAY DISPERSION BETWEEN EXECUTIVES AND EMPLOYEES OF AN ORGANIZATION ON FIRM PERFORMANCE: EVIDENCE FROM TURKEY** .................................................................................................................. 119  
*Ataay, Aylin* .................................................................................................................................................................................. 119  

**THE EFFECTS OF PAY DISPERSION BETWEEN EXECUTIVES AND EMPLOYEES OF AN ORGANIZATION ON FIRM PERFORMANCE: EVIDENCE FROM TURKEY** .................................................................................................................. 131  
*Aylin Ataay* .................................................................................................................................................................................. 131  

**INVOLVING CUSTOMERS IN NEW SERVICE DEVELOPMENT: PAST, PRESENT AND FUTURE** .................................................................................................................. 143  
*Athanasopoulou, P.*¹; *Giovanis, A.N.*²; *Karounis, V.*³; *Tsoukatos, E.*³ .................................................................................................................. 143  

---

**Global and national business theories and practice:**
bridging the past with the future  
**ISSN:** 2547-8516  
**ISBN:** 978-9963-711-56-7
RE-AFFIRMING THE NEED FOR SYSTEMS THINKING IN SOCIAL SCIENCES: A VIABLE SYSTEMS VIEW OF SMART CITY

Barile, Sergio¹; Saviano, Marialuisa²; Caputo, Francesco³................................................................................................. 152

SOCIAL MEDIA IMPACT ON NPO BRAND EQUITY: CONCEPTUALIZING THE TRENDS AND PROSPECTS

Belenioti, Zoe-Charis¹; Vassiliadis, Chris A.³ ....................................................................................................................... 168

SOCIAL RESPONSIBILITY IN BANKING: A BIBLIOGRAPHIC REVIEW

Bellomo, Maria; La Rosa, Fabio............................................................................................................................................. 179

FOR LOVE AND MONEY! EMPLOYEES, VOLUNTEERS AND ECONOMIC PERFORMANCES IN USA NONPROFIT ART ORGANIZATIONS

Besana, Angela; Esposito, Annamaria................................................................................................................................ 193

CAN A HIGH WOMEN QUOTA IN SUPERVISORY BOARDS INFLUENCE ENTERPRISE SUCCESS?

Binder, B.C.K. ........................................................................................................................................................................ 206

THE POWER OF NARRATION (STORY) FOR LEARNING AND FOR LIFE: BRIDGING PAST AND FUTURE

Bombelli, M. Cristina¹; Jirkovska, Blanka¹; Sawyer, Carol H.; Walling, Barbara³; Caputo, Francesco³; Truant, Elisa³; Kaufmann, Hans Rüdiger³.................................................................................................................... 220

REDUCING COSTS OR INCREASING MARKETING: STRATEGIC SUGGESTIONS FOR TOURISM FIRMS IN CRISIS SITUATIONS

Bremser, Kerstin¹; Alonso-Almeida, María del Mar²; Llach, Josep³ .......................................................................................... 225

FEATURES AND BUSINESS OPPORTUNITIES OF PIEDMONT AGRITOURISMS

Broccardo, Laura; Culasso, Francesca; Giacosa, Elisa; Truant, Elisa..................................................................................... 237

FRAMING THE TEMPORAL DIMENSIONS OF A BRAND

Brunetti, Federico¹; Confente, Ilenia¹; Kucharska, Wioleta³; Kaufmann, Hans Rüdiger³........................................................................ 247

HOW FOUNDERS VIEW THE DEVELOPMENT OF CUSTOMER- AND BRAND-ORIENTED CAPABILITIES OF THEIR YOUNG FIRM

Buttenberg, Katharina......................................................................................................................................................... 257

TOWARDS A LIFE-CYCLE MODEL OF INTER-FIRM NETWORKS: PHYSIOLOGICAL AND PATHOLOGICAL PATHWAYS OF EVOLUTION

Cantele, Silvia; Vernizzi, Silvia....................................................................................................................................... 274
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE ROLE OF BIG DATA IN VALUE CO-CREATION FOR THE KNOWLEDGE ECONOMY</td>
<td>287</td>
</tr>
<tr>
<td>Caputo, Francesco; Evangelista, Federica; Perko, Igor; Russo, Giuseppe</td>
<td></td>
</tr>
<tr>
<td>CAN BRAND ENTERTAINMENT STRENGTHEN A BRAND?</td>
<td>298</td>
</tr>
<tr>
<td>Caratù, Myriam; Sfodera, Fabiola</td>
<td></td>
</tr>
<tr>
<td>TECHNOLOGY TRANSFER AS DRIVER OF SMART GROWTH: A QUADRUPLE / QUINTUPLE INNOVATION FRAMEWORK APPROACH</td>
<td>313</td>
</tr>
<tr>
<td>Carayannis, Elias; Caputo, Francesco; Del Giudice, Manlio</td>
<td></td>
</tr>
<tr>
<td>RECENT ISSUES ON CORPORATE GOVERNANCE: THE EFFECTS OF THE “PRECAUTIONARY RECAPITALISATION”</td>
<td>334</td>
</tr>
<tr>
<td>Cardi, Mavie</td>
<td></td>
</tr>
<tr>
<td>ENHANCING TOURISM DURING 2007-2013 PROGRAMMING PERIOD IN ROMANIA: THE CASE OF BRASOV GROWTH POLE</td>
<td>345</td>
</tr>
<tr>
<td>Catana, Aida; Manea, Daniela; Titan, Emilia</td>
<td></td>
</tr>
<tr>
<td>POLITICAL CORPORATE SOCIAL RESPONSIBILITY IN THE TURKISH BUSINESS CONTEXT</td>
<td>352</td>
</tr>
<tr>
<td>Cemek, Elif</td>
<td></td>
</tr>
<tr>
<td>THE RELATIONSHIP BETWEEN LEADERSHIP COMPETENCIES AND SUCCESSFUL ORGANISATIONAL CHANGE</td>
<td>365</td>
</tr>
<tr>
<td>Chatzoglou, Prodromos; Dimitrellos, Georgios; Chatzoudes, Dimitrios; Aggelidis, Vasileios</td>
<td></td>
</tr>
<tr>
<td>MARKETING AND PR ACTIVITIES OF THE LEADING WORLD UNIVERSITIES: MODERN TOOLS AND DEVELOPMENT TRENDS</td>
<td>380</td>
</tr>
<tr>
<td>Chernysheva, Anna; Kalygina, Valentina; Zobov, Alexander</td>
<td></td>
</tr>
<tr>
<td>THE LONG-TERM EFFECTS OF CVDS ON ECONOMIC DEVELOPMENT: THE CASE OF BANGALORE</td>
<td>391</td>
</tr>
<tr>
<td>Chinnaswamy, Anitha K.; Garcia-Perez, Alexeis; Marshall, Ian M.; Naguib, Raouf</td>
<td></td>
</tr>
<tr>
<td>CROWD-FOODING. THE ROLE OF CROWDFUNDING PLATFORMS IN THE FOOD INDUSTRIES OPEN INNOVATION</td>
<td>405</td>
</tr>
<tr>
<td>Cillo, Valentina; Cardinali, Silvio; Dell’Anno, Davide; Bertoldi, Bernardo</td>
<td></td>
</tr>
<tr>
<td>GOVERNANCE OF NON-PROFIT INSTITUTIONS: A MANAGERIAL ISSUE?</td>
<td>423</td>
</tr>
<tr>
<td>Civitillo, Renato</td>
<td></td>
</tr>
</tbody>
</table>
A WEB OF EMOTIONS –THE EFFECT OF ONLINE BRAND EXPERIENCE ON BRAND LOYALTY .......................................................... 442

Cleff, Thomas; Walter, Nadine .......................................................... 442

PRICE-SETTING STRATEGIES FOR PRODUCT INNOVATIONS IN THE MEDTECH INDUSTRY 459

Cohen, Benjamin; Neubert, Michael .................................................. 459

SOCIAL MEDIA TECHNOLOGY USE AND MANAGERS PERCEPTION. A PRELIMINARY STUDY IN THE ITALIAN WINE INDUSTRY .......................................................... 474

Crescimanno, Maria; Galati, Antonino; Tulone, Antonio; Tinervia, Salvatore .......................................................... 474

SUCCESSFUL ORGANISATIONAL MODELS IN THE GREEK WINE INDUSTRY .......................................................... 486

Crescimanno, Maria1; Galati, Antonino1; Tinervia, Salvatore1; Iliopoulos, Constantine2; Theodorakopoulou, Irini2; Tulone, Antonio1 .......................................................... 486

NEW PERSPECTIVES IN MANAGING RISKS IN SMES .......................................................... 499

Crovini, Chiara ........................................................................ 499

UNDERSTANDING “CREATING SHARED VALUE” .......................................................... 513

Daood, Antonio; Menghwar, Prem Sagar .................................................. 513

ANALYSING THE TRUMP AND BREXIT VOTERS .......................................................... 526

Dos-Santos, Maria José Palma Lampreia dos Santos1; Candeias, Teresa2; Diz, Henrique3 .......................................................... 526

THE EFFECTS OF GOOD GOVERNANCE AND DECENTRALISATION ON TECHNOLOGICAL DRIVEN CURRICULUM .......................................................... 540

Edoun, Emmanuel Innocents; Norris, Valdenisa C .................................................. 540

PRICING STRATEGIES IN THE LEBANESE PHARMACEUTICAL INDUSTRY .......................................................... 547

El Nemar, Sam; Mallat, Amani .......................................................... 547

CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE FOR NON-PROFIT ORGANIZATIONS AN EITHER / OR CHOICE? .......................................................... 562

Eller, Helene ........................................................................ 562

THE URBAN FREE ZONES (UFZ). BETWEEN DISAPPROVAL, MISUNDERSTANDING AND RECOGNITION. AS A SPECIAL DEVELOPMENT TOOL FOR LOCAL FINANCE .......................................................... 575

Esposito, Paolo; Ricci, Paolo; Iovino, Felicetta .................................................. 575

SWOT ANALYS: FROM BUSINESS ANALYSIS TO SOCIAL DIAGNOSIS .......................................................... 589

Ferreira, Maria Emília1; Candeias, Teresa2 .................................................. 589

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516

RESTORING LEGITIMACY IN THE AFTERMATH OF CORPORATE SCANDALS: A MULTIPLE CASE-STUDY ANALYSIS ON CSR INITIATIVES .................................................................................................................. 600

Florio, Cristina; Sproviero, Alice F. ........................................................................................................................................ 600

SUSTAINABLE BUSINESS MODEL INNOVATION: AN OPPORTUNITY FOR THE FOOD INDUSTRY .................................................................................................................................................. 614

Franceschelli, Maria Vittoria; Santoro, Gabriele ................................................................................................................................ 614

ASSESSMENT OF THE INTERNATIONAL DEVELOPMENT LEVEL OF KAZAKHSTAN NATIONAL PHARMACEUTICAL COMPLEX ........................................................................................................... 624

Frolova, Elena; Andreeva, Elena; Abdurahmanova, Zulparuza ....................................................................................... 624

BRAND HATE: A QUALITATIVE STUDY ON THE EXTREME NEGATIVE EMOTION TOWARD THE BRAND ................................................................................................................................. 638

Gharbi, Dorra; Smaoui, Fatma ........................................................................................................................................ 638

COST DEPLOYMENT IMPLEMENTATION: A CASE STUDY ........................................................................................................... 652

Giovando, Guido; Crovini, Chiara; Venturini, Stefano ........................................................................................................ 652

SUPPLY CHAIN CONNECTIONS AND THE TRIPLE BOTTOM LINE IN THE GLOBAL WINE INDUSTRY .............................................................................................................................................. 665

Golicic, Susan L.; Signori, Paola; Flint, Daniel J. .................................................................................................................... 665

DATA DRIVEN MARKETING FOR GROWTH AND PROFITABILITY ............................................................................................. 675

Grandhi, Balakrishna; Patwa, Nitin; Saleem, Kashaf .................................................................................................................. 675

BUILDING BRAND LOYALTY THROUGH SOCIAL MEDIA IN TIMES OF ECONOMIC CRISIS: A GENDER AND GEN Y PERSPECTIVE OF LUXURY FASHION CONSUMERS IN SOUTH EAST EUROPE ................................................................................................................................................. 695

Gubatova, Zlatina; Kapoulas, Alexandros; Cheng, Ranis ...................................................................................................... 695

EVOLUTION OF FUNDING AND FINANCING IN PUBLIC HIGHER EDUCATION: CHALLENGES FOR PORTUGAL AND OTHER EUROPEAN COUNTRIES ........................................................................................................................................... 706

Guedes, Rui; Marta-Costa, Ana; Ribeiro, Humberto; Alves, Sandra; Veloso, Cláudia ...................................................................... 706

VALUATING RENEWABLE ENERGY INVESTMENTS WITHIN TRANSACTIONS: A COMPARATIVE REVIEW AMONG PRACTITIONERS .......................................................................................... 720

Hürlimann, Christian; Bengoa, Dolores S. ............................................................................................................................... 720

FAMILY VS NO FAMILY BUSINESS IN WINE IDENTITY COMMUNICATION ................................................................................. 740

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
Iaia, Lea; Fait, Monica; Scorrano, Paola; Cavallo, Federica; Maizza, Amedeo .............................................................. 740

DOES EMPLOYEE ENGAGEMENT AFFECT CLIENT LOYALTY IN B2B SERVICES?: A QUALITATIVE STUDY IN THE ADVERTISING INDUSTRY IN SERBIA ................................................................. 750

Josic, Sinisa1, Petrosyan, Armine2; Dimitriadis, Nikolaos3 .............................................................. 750

ON THE ROAD TO MEANING: A THINKING JOURNEY TO SPIRITUALITY IN PROFESSIONAL LIFE ................................................................................................................................. 762

Kay, Avi ....................................................................................................................................................... 762

PREDICTING FINANCIAL DISTRESS OF FIRMS. A STUDY ON BANKRUPTCY OF KINGFISHER AIRLINES ................................................................................................................................. 770

Kolte, Ashutosh1; Capasso, Arturo2; Rossi, Matteo2 ....................................................................................... 770

DETERMINANTS OF SPORT COMMITMENT AND PURCHASE INTENTION OF RUNNERS: AN EMPIRICAL EXAMINATION ........................................................................................................ 785

Koronios, Konstantinos; Kriemadis, Athanasios; Gkatsis, Georgia; Manousaridou, Genovefa .......................................................................................................................... 785

THE TRADE EFFECTS OF ECONOMIC INTEGRATION IN EMERGING MARKET OF THE EURASIAN ECONOMIC UNION ........................................................................................................ 794

Kovalev, Victor; Falchenko, Oksana; Vyazovskaya, Veronika; Maydanik, Vera ........................................................................ 794

EFFECTIVENESS OF GOVERNMENTAL SUPPORT PROVIDED TO MONOTOWNS IN CIS COUNTRIES ................................................................................................................................. 807

Kreidenko, Tatiana1; Sorokina, Svetlana3; Adashova, Tatiana1 .......................................................................... 807

INTEGRATED REPORTING AND PREPARERS’ ACCOUNTABILITY: A MATTER OF CONTEXT 817

Lai, Alessandro1; Melloni, Gaia2; Stacchezzini, Riccardo1 ............................................................................. 817

HOW INTEGRATED REPORTING MEETS THE INVESTORS AND OTHER STAKEHOLDERS’ INFORMATION NEEDS .................................................................................................................. 823

Lai, Alessandro; Rossignoli, Francesca; Stacchezzini, Riccardo1 ....................................................................... 823

PRICE AVAILABILITY OF CAR RENTAL AS AN ALTERNATIVE OF CAR OWNERSHIP .......................... 830

Leontyeva, Yulia; Mayburov, Igor ......................................................................................................................... 830

HOW CUSTOMER EXPERIENCE ATTRIBUTES INFLUENCE CUSTOMER SATISFACTION AND ONLINE BANK CREDIBILITY .............................................................................................. 838

Loureiro, Sandra Maria Correia1; Sarmento, Eduardo Moraes2 ........................................................................ 838

Global and national business theories and practice: bridging the past with the future  
ISSN: 2547-8516  
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE OLIVE OIL PRICES DETERMINANTS FROM PRODUCTION TO RETAIL: A STUDY OF THE OLIVE OIL SECTOR IN PORTUGAL AND SPAIN</td>
<td>857</td>
</tr>
<tr>
<td>Louças, Carla(^1); Ribeiro, Humberto(^2); Alves, Sandra(^2); Veloso, Cláudia(^4)</td>
<td>857</td>
</tr>
<tr>
<td>ASSESSMENT OF PROJECT SUCCESS RELATED TO THE TRIPLE CONSTRAINTS APPROACH IN MANAGERIAL DECISION-MAKING PROCESSES</td>
<td>873</td>
</tr>
<tr>
<td>Louters, Exley, Edoun, E. Innocents</td>
<td>873</td>
</tr>
<tr>
<td>TOWARDS THE ADOPTION OF PATIENT GENERATED HEALTH DATA: A TECHNOLOGY READINESS INVESTIGATION OF LAGOS STATE NIGERIA</td>
<td>891</td>
</tr>
<tr>
<td>Maduka, Ikechukwu C(^1); Odetayo, Michael(^1); Nkantah, Dianabasi(^3); García-Perez, Alexis(^2); Cegarra-Navarro, Juan Gabriel (^3); Olayanju, Lateef O(^1)</td>
<td>891</td>
</tr>
<tr>
<td>CASE STUDIES AND MANAGEMENT ACCOUNTING RESEARCH: EPistemological CONSIDERATIONS</td>
<td>907</td>
</tr>
<tr>
<td>Makrygiannakis, Georgios</td>
<td>907</td>
</tr>
<tr>
<td>AN INTRODUCTION TO BIOETHICAL RIGHTS</td>
<td>918</td>
</tr>
<tr>
<td>Maniatis, Antonios</td>
<td>918</td>
</tr>
<tr>
<td>THE RIGHT TO RECREATION ( \Psi; X ) WITH EMPHASIS ON TOURISM</td>
<td>932</td>
</tr>
<tr>
<td>Maniatis, Antonios</td>
<td>932</td>
</tr>
<tr>
<td>OPTIONS FOR DIAGNOSTICS OF ECONOMIC EVOLUTION TURNING POINTS</td>
<td>946</td>
</tr>
<tr>
<td>Marek, Luboš(^3); Hindls, Richard(^1); Hronová, Stanislava(^2)</td>
<td>946</td>
</tr>
<tr>
<td>THE INFLUENCE OF PERSONAL AND ORGANIZATIONAL FACTORS ON ENTREPRENEURSHIP INTENTION: AN APPLICATION IN THE HEALTHCARE SECTOR</td>
<td>960</td>
</tr>
<tr>
<td>Marques, Carla Susana(^1); Valente, Sandra(^2); Lages, Marisa(^1)</td>
<td>960</td>
</tr>
<tr>
<td>PROFILE OF WOMEN ENTREPRENEURS IN HEALTHCARE SECTOR: AN EXPLORATORY STUDY</td>
<td>974</td>
</tr>
<tr>
<td>Marques, Carla Susana(^1); Mestre, Marta(^2); Nascimento, Maria M.(^3)</td>
<td>974</td>
</tr>
<tr>
<td>INFLUENCE OF UPDATING ENVIRONMENTAL KNOWLEDGE THROUGH LEARNING PROCESSES TO IMPROVE PERFORMANCE IN A TOURIST MARKET</td>
<td>987</td>
</tr>
<tr>
<td>Martinez-Martínez, Aurora(^1); Cegarra-Navarro, Juan Gabriel(^1); García-Pérez, Alexis(^3)</td>
<td>987</td>
</tr>
<tr>
<td>THE SUCCESS OF CROSS BORDER ACQUISITIONS: DOES CULTURAL DISTANCE MATTER FOR CONSUMERS?</td>
<td>1002</td>
</tr>
</tbody>
</table>
Matarazzo, Michela; Lanzilli, Giulia; Recinitti, Riccardo

THE COST OF CAPITAL IN THE BOND MARKET. WHEN THE FIRMS ALLEGEDLY RESTATED EARNINGS

Felice Matezza1; Elisabetta Mafrolla1; Anna Maria Biscotti2

APPLYING SECI MODEL TO TRANSFER ORGANIZATIONAL MEMORY THROUGH CORPORATE MUSEUMS

Matricano, Diego

GENDER ASYMMETRY IN BEHAVIORAL RESPONSES OF TRANSPORT FEE PAYERS

Mayburov, Igor1; Leontyeva, Yulia1

IDENTIFICATION OF LEADERSHIP COMPETENCIES IN THE INTERNATIONAL ENVIRONMENT

Mazáněk, Lukáš; Pekárek, Jan; Vrania, Lukáš; Konečná, Zdenka

MANDATORY ENTREPRENEURS' CHARACTERISTICS TO NEW VENTURES' INTERNATIONALIZATION

Meneses, Raquel1; Moutinho, Nuno1; Azevedo, José2

CONSUMER FAD DYNAMIC. THE GIN CASE

Meneses, Raquel; Almeida, Rui


Migliaccio, Guido; De Blasio, Veronica

CITIZEN SATISTACTION IN ITALY: RESULTS FROM AN EMPIRICAL RESEARCH

Migliaccio, Guido1; Russo, Agostino1

CAPITAL STRUCTURE AND PERFORMANCE: EVIDENCE FROM INDONESIA STOCK EXCHANGE

Miglietta, Nicola1; Battisti, Enrico1; Monge, Filippo2

ENTREPRENEURSHIP UNTAPPED: TESTING TRAINING FOR START-UPS BY PHD STEM GRADUATES

Mihai-Yiannaki, Simona1; Varnava-Marouchou, Despina2; Konis, Elmos1; Hadjicristodoulou, Vassilia1

LOCAL LIABILITIES AND INTERACTION BETWEEN NATIVE AND IMMIGRANT FIRMS

Milanesi, Matilde; Guercini, Simone

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
SERVICE QUALITY, CUSTOMER SATISFACTION AND CORPORATE IMAGE AS A KEY DRIVER OF CUSTOMER LOYALTY IN TRADITIONAL RETAIL ................................................................. 1154

Miranda Veloso, Cláudia¹; Magueta, Daniel Margaça²; Fernandes, Paula Odete³; Rito-Ribeiro, Humberto Nuno⁴ .... 1154

IMPORTANCE OF CULTURAL INTELLIGENCE IN INDIAN MANAGEMENT EDUCATION .... 1169

Naik, Kasturi¹; Bobade, Anita² .................................................................................................................. 1169

RELATIONSHIP BETWEEN WORKFORCE DIVERSITY AND EFFECTIVENESS OF INDIAN BPO ORGANIZATION ......................................................................................... 1186

Naik, Kasturi¹; Bobade, Anita² .................................................................................................................. 1186

HOW LEAN GLOBAL START-UPS SELECT THEIR PRICING STRATEGIES, PRACTICES AND MODELS ................................................................................................................. 1200

Neubert, Michael ..................................................................................................................................... 1200

LEAN INTERNATIONALIZATION OF BORN GLOBAL FIRMS ..................................................................... 1209

Neubert, Michael¹; Van Der Krogt, Stijn² .............................................................................................. 1209

THE ROLE OF BUSINESS MODELS IN THE INTERNATIONAL GROWTH PATH OF STARTUPS ............. 1220

Osetti, Alberto ¹; Pisoni, Alessia ¹; Riva, Giada² ...................................................................................... 1220

NETWORK PERSPECTIVE ON ESTABLISHMENT PROCESS IN TRANSITION ECONOMIES .... 1235

Osarenkhoe, Aihie¹; Fjellström, Daniella¹; Abraha, Desalegn¹; Awoah, Gabriel Baffour² .......................... 1235

CLUSTERING AND NETWORKING AS A SINE QUA NON FOR SMES AND REGIONAL INTERNATIONAL COMPETITIVE ADVANTAGE ........................................................................... 1258

Osarenkhoe, Aihie¹; Fjellström, Daniella¹ .............................................................................................. 1258

CYBER RISK MANAGEMENT IN CREDIT COOPERATIVE BANKS: A CASE STUDY ...................... 1282

Ossola, Giovanni; Giovando, Guido; Crovini, Chiara .............................................................................. 1282

AN EXPLORATORY STUDY ON CONSUMERS ATTITUDES TOWARDS ETHICAL FASHION CONSUMPTION: MOTIVATORS AND BARRIERS ........................................................................ 1294

Öztürk, Selen; Engizek, Nil .................................................................................................................... 1294

CORPORATE CRISIS IN ITALY: YOMO SPA ......................................................................................... 1309

Pavone, Pietro¹; Migliaccio, Guido² ........................................................................................................... 1309

THE QUALITY OF MISSION STATEMENTS IN THE TOURISM INDUSTRY: AN EMPIRICAL ASSESSMENT ......................................................................................................................... 1325
Penco, Lara; Profumo, Giorgia; Scarsi, Roberta ...................................................................................... 1325

VALUE OF LISTED COMPANIES; ABNORMAL EARNINGS AND INNOVATIVENESS .......... 1342

Philipson, Sarah .................................................................................................................................. 1342

U.MAKE.ID – A DIGITAL SOURCING PLATFORM PROJECT FOR THE FASHION BUSINESS: A THEORETICAL STUDY .................................................................................................................. 1349

Pina, Liliana; Reis, Benilde; Rafael, Paulo; Pereira, Madalena; Miguel, Rui ................................................. 1349

GREEN MARKETING AND ITS PERCEPTION BY YOUNG CONSUMERS OF THE “GENERATION Y” ............................................................................................................................................. 1361

Průša, Přemysl; Sadílek, Tomáš ........................................................................................................... 1361

TEAM PSYCHOLOGICAL SAFETY PREDICTING TEAM CREATIVITY: A CONDITIONAL INDIRECT EFFECT MODEL ..................................................................................................................... 1371

Rego, Arménio; Melo, Ana Isabel; Bluhm, Dustin J.; Pina e Cunha, Miguel; Valverde, Camilo ................. 1371

E-COMMERCE STUDIES REVIEW: IMPLICATIONS AND FUTURE AGENDA FOR FIRMS AND CONSUMERS ........................................................................................................................................ 1383

Resciniti, Riccardo; Matarazzo, Michele; De Vanna, Federica ............................................................... 1383

VENTURE CAPITALIST’S INTERVENTION AND THE INTERNATIONALIZATION OF INTERNATIONAL NEW VENTURES (INVS) – PORTUGUESE CASE STUDY ......................................................................................................................... 1392

Ribeiro, Paulo; Meneses, Raquel ........................................................................................................ 1392

CONCEPTUALIZING PUBLIC VALUE DESTRUCTION ............................................................................. 1406

Ricci, Paolo; Esposito, Paolo .............................................................................................................. 1406

IS THERE A MEDITERRANEAN CORPORATE GOVERNANCE SYSTEM? EVIDENCE FROM LITERATURE ........................................................................................................................................ 1442

Ricci, Paolo; Esposito, Paolo; Fusco, Floriana ....................................................................................... 1442

DAVID BOWIE: ARTIST AND ENTREPRENEUR? .................................................................................. 1454

Rivetti, Francesca; Migliaccio, Mirella .................................................................................................. 1454

ENERGY MANAGEMENT IN ITALIAN MUNICIPAL PUBLIC ADMINISTRATIONS: AN ORGANIZATIONAL CULTURAL PERSPECTIVE .................................................................................. 1462

Rizzi, Francesco; Annunziata, Eleonora .............................................................................................. 1462

HORIZONTAL ORGANIZATION AND LEADERSHIP: A GENERATIVE APPROACH FOR AN ETHIC DEVELOPMENT IN COMPLEX SYSTEMS ............................................................................. 1485

Global and national business theories and practice: bridging the past with the future
THE BALANCE OF POWER IN THE WORLD MANUFACTURING INDUSTRY ..................................................... 1485

Rodionova, Irina; Shuvlova, Olga; Koyuktseva, Tatiana ................................................................................ 1500

ANTECEDENTS TO BRAND HATE AMONG GENERATION Y: A CONSUMER CROSS-CULTURAL STUDY .................................................................................................................. 1514

Rodrigues, Clarinda; Rodrigues, Paula .......................................................................................................... 1514

THE MULTISENSORY EXPERIENCE OF TASTE. THE EFFECTS OF SENSES AND BRAND IN WINE CONSUMPTION ....................................................................................................... 1523

Romanazzi, Salvatore; Petruzzellis, Luca ....................................................................................................... 1523

A SOUTH AFRICAN INDUSTRY PERCEPTIVE ON MODERN TRANSIT ADVERTISING MEDIA OPPORTUNITIES .................................................................................................................. 1543

Roux, Thérèse ........................................................................................................................................... 1543

UNDERVALUED AND DISORGANIZED? CLASSIFICATION AND APPRAISAL OF CONTEMPORARY OUT-OF-HOME ADVERTISING IN SOUTH AFRICA ........................................... 1556

Roux, Thérèse; Babst, Melanie; de Jager, Johan ............................................................................................. 1556

EMPLOYEE LEARNING IN INTERCULTURAL INTERACTIONS - GROUNDED THEORY .......... 1569

Rozkwitalska, Małgorzata ............................................................................................................................. 1569

THE MEDIATING EFFECT OF INNOVATION ON THE RELATIONSHIP BETWEEN INTANGIBLE RESOURCES AND EXPORT PERFORMANCE ........................................................................ 1581

Rua, Orlando Lima; França, Alexandra ......................................................................................................... 1581

THE ADOPTION OF ACCRUAL ACCOUNTING IN THE PUBLIC SECTOR: A CASE WITHIN ITALIAN UNIVERSITIES ............................................................................................................. 1596

Rupo, Daniela; Loprevite, Salvatore; Sidoti, Salvatore .................................................................................. 1596

PROPSULSIVE LEADERSHIP CHARACTERISTICS FOR UPGRADING NEW GENERATION OF LEADERS IN TRANSITION SOCIETIES ........................................................................... 1615

Samardžija, Jasmina ..................................................................................................................................... 1615

TAYLORISM AND AMAZON: SCIENTIFIC MANAGEMENT AT THE WORLD'S MOST SUCCESSFUL RETAIL COMPANY ................................................................................................. 1629

Schein, Andrew ........................................................................................................................................... 1629

WHAT IS SMART LEADERSHIP IN LUXEMBOURG? ................................................................................... 1640

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
EXPLORE ALTERNATIVE VIEWS ON CLUTCHES OF UKUTHWALA IN THE PATRIARCHAL CULTURE OF SOUTH AFRICA: BALANCING OF HUMAN RIGHTS .......................................................... 1811

Van der, Bank; Christiena, Maria .................................................................................. 1811

SHAREHOLDER DILEMMA: WHAT STAKE TO OFFER TO FINANCIAL INVESTORS?
PROPOSALS BASED ON FINANCIAL PRINCIPLES ...................................................... 1824

Vashakmadze, T.; Martirosyan, E.; Sergeeva, A. ......................................................... 1824

SCREENING AND SCORING PROCESS IN M&A DEALS OF SERIAL ACQUIRERS.
EVIDENCE FROM THE RUSSIAN AND INTERNATIONAL MARKETS ......................... 1833

Vashakmadze, Teimuraz; Martirosyan, Emil; Sergeeva, Anastasia; Krechun Margarita .... 1833

WHEN THINGS GO WRONG: UNTANGLING THE ORIGINS OF INTER-FIRM NETWORK
TERMINATION .................................................................................................................. 1853

Vernizzi, Silvia; Cantele, Silvia .................................................................................... 1853

DIGITISATION AND BRANDING EVOLUTION: AN INTEGRATIVE CONCEPTUAL FRAMEWORK
.......................................................................................................................................... 1865

Vernaccio, Maria .......................................................................................................... 1865

EFFSAMWMIX: AN EFFICIENT STOCHASTIC MULTI-ARMED BANDIT ALGORITHM
BASED ON A SIMULATED ANNEALING WITH MULTIPLICATIVE WEIGHTS ................ 1876

Villari, Boby Chaitanya; Abdulla, Mohammed Shahid .................................................. 1876

PORTFOLIO CHOICE DECISION MAKING WITH NBP-EFFSAMWMIX:
A STOCHASTIC MULTI-ARMED BANDIT ALGORITHM USING NAÏVE BANDIT
PORTFOLIO APPROACH ............................................................................................... 1891

Villari, Boby Chaitanya; Abdulla, Mohammed Shahid FPM Student, IT & Systems Area .. 1891

WHAT COMES FIRST, THE CHICKEN OR THE EGG: THE UNDERPINNING TECHNOLOGY OR
BUSINESS MODEL? ........................................................................................................ 1906

Vinaiik, Rubal; Zubac, Angelina ................................................................................... 1906

LEGITIMACY THEORY AND SUSTAINABILITY REPORTING. EVIDENCE FROM ITALY .... 1918

Vitolla, Filippo; Rubino, Michele .................................................................................. 1918

THE SOLAR PV SECTOR. EVOLUTION AND GROWTH OF INNOVATION IN THE SECTORAL
SYSTEM ............................................................................................................................. 1932

Xue, Han1; Jorge, Niosi2 ............................................................................................... 1932

Global and national business theories and practice: ......................................................... 19

ISSN: 2547-8516

bridging the past with the future

# TABLE OF ABSTRACTS

MARKET DOCTRINE (MD), CREATIVITY, AND NEW PRODUCT PERFORMANCE IN INTERNATIONAL MARKETS ........................................................................................................... 1948

*Abboud, Amer; Shoham, Aviv* ........................................................................................................... 1948

DEROGATION EFFECT OF USING SUCCESSFUL VERSUS ATTRACTIVE SPOKESPERSON IN ADVERTISING: A COMPARATIVE STUDY BETWEEN THE NETHERLANDS AND BRAZIL ..... 1951

*Adıgüzel, Feray; Buranello, Renata* .................................................................................................... 1951

INTERNATIONAL DIFFERENCES IN SPORT EVENT SPONSORSHIP EFFECTIVENESS............. 1954

*Adıgüzel, Feray; Kennett, Christopher* ......................................................................................... 1954

IMPULSIVE BUYING AND SHOPPING MOTIVATIONS IN EMERGENT AND MATURE MARKETS ........................................................................................................................................... 1957

*Adıgüzel, Feray* ................................................................................................................................. 1957

THE IMPACT OF EXISTENTIAL GUILT APPEAL ON CONSUMER INTENTION TO PURCHASE CAUSE-RELATED PRODUCT OR TO DONATE TO CHARITY.......................... 1960

*Adomaviciute, Karina; Urbonavicius, Sigitas; Urbutyte, Ieva* ........................................................................ 1960

IMPACT OF STRESS AND JOB SATISFACTION ON MENTAL WELL BEING OF HEALTHCARE PROFESSIONALS ............................................................................................................ 1962

*Aggarwal-Gupta, Meenakshi; Vatharkar, Poonam* ........................................................................ 1962

FAMILY BUSINESS EFFICACY AND PERFORMANCE ........................................................................ 1967

*Al Kayid, Wejdan Saeed; Zhongqi, Jin; Ramakrishnan, Sumeetra; Priporas, Costas* ................................................................................................................................................ 1967

ESTIMATION OF MANAGERIAL DISCRETION IN ACCRUALS USING FIRM LIFE CYCLE ...... 1969

*Almand, Andrew; Cantrell, Brett; Dickinson, Victoria* ...................................................................... 1969

EXPLORING THE EFFECTS OF BRAND COMMUNITY CENTRIC MODEL ON FANDOM AND BRANDON OF FOOTBALL FANS.................................................................................. 1972

*Alon, Anat Toder; Shuv-Ami, Avichai* ............................................................................................ 1972

AN ASSESSMENT OF CUSTOMER RETENTION WITH SELF-SERVICE TECHNOLOGY: A COMPARATIVE STUDY BETWEEN INTERNET BANKING AND MOBILE BANKING IN SAUDI ARABIA................................................................................................................................. 1975

*Alsiehemy, Ali; Battor, Moustafa; Pantano, Eleonora; Dennis, Charles* ........................................ 1975
INTENSIFYING THE POWER OF THE PORTUGUESE LANGUAGE: COMMUNICATING ON SCIENCE ........................................................................................................ 1978

Alves, Gisela; Martins, Moisés de Lemos ......................................................................................................................... 1978

HOW TRUST AND COOPERATION HAVE AN IMPACT ON INTERNATIONAL BUSINESS: A CASE STUDY ................................................................................................................................. 1980

Alves, Gisela ................................................................................................................................................................................ 1980

MULTI-CHANNEL AND OMNICHANNEL MARKETING: THE NEW TRENDS IN DIGITAL MARKETING COMMUNICATIONS .................................................................................................................. 1982

Amirkhanpour, Monaliz1; Vrontis, Demetris2 .......................................................................................................................... 1982

MEASURING THE ECONOMIC EFFECTS OF TOURISM: THE CASE STUDY OF ITALY .......... 1985

Andreottola, Francesco; Massaro, Maria Rita ............................................................................................................................ 1985

THE STATE OF UNIVERSITY – BUSINESS COOPERATION IN GREECE ............................................................. 1988

Angelopoulou, Konstantina1; Tsoukatos, Evangelos2 ........................................................................................................... 1988

AUTONOMY, INNOVATION MATURITY AND INTRAPRENEURSHIP AS DRIVERS OF INNOVATION MANAGEMENT PROCESSES: EVIDENCE FROM THE WATER SECTOR .......... 1992

Annunziata, Eleonora1; Pellegrini, Chiara1; Rizzi, Francesco2; Frey, Marco1 .................................................................................... 1992

MANAGEMENT OBJECTIVES IN M&A DECISIONS: A DEPARTURE FROM RATIONALITY? ... 1994

Arnold, Nicole1, Bengoa, S. D.2 ....................................................................................................................................................... 1994

COMMUNICATION SKILLS OF ENTRY-LEVEL ACCOUNTANTS IN GREECE ................................................................. 1999

Asonitou, Sofia1; Tournai, Eleni1; Koukouletsos, Kostas2; Touloumis, Konstantinos1 ........................................................................ 1999

IMPACT OF CORPORATE GOVERNANCE MECHANISM ON FIRM PERFORMANCE: EVIDENCE FROM AN EMERGING MARKET ........................................................................................................... 2001

Ataay, Aylin ................................................................................................................................................................................. 2001

WOMENOMICS: IS THE WORKFORCE READY? ................................................................................................................... 2004

Averianova, Irina1; Nae, Niculina2 ............................................................................................................................................... 2004

LINKING CONSUMER BEHAVIOR, VIRAL MARKETING AND CINEMATOGRAPHY: A PRACTICAL APPLICATION FOR NGOS ................................................................................................................. 2005

Avgidopoulos, Katerina; Melanthiou, Yioula; Papasolomou, Ioanna .......................................................................................... 2005

ESCAPE EXPERIENCES IN LIGHTHOUSE TOURISM: A PHOTO ELICITATION PERSPECTIVE 2007

Azevedo, António J. A ................................................................................................................................................................. 2007
DO COUNTRY-SPECIFIC FACTORS AFFECT THE VALUE RELEVANCE OF BRAND VALUE? AN EMPIRICAL ANALYSIS .......................................................................................................................... 2010

Bagna, Emanuel¹; Dicuonzo, Grazia¹; Perrone, Andrea¹; Dell’Atti, Vittorio² .......................................................................................................................... 2010

A COMPARATIVE CROSS COUNTRY ANALYSIS OF BANK MARKETING STRATEGIES DURING THE CURRENT GLOBAL FINANCIAL CRISIS ........................................................................................................ 2012

Balomenou, Chrysanthi; Akriviadi, Amalia .......................................................................................................................... 2012

THE CRUCIAL ROLE OF LENDER OF LAST RESORT AS ONE OF THE MAJOR MEANS OF THE BANKING SAFETY NET, ESPECIALLY IN CRISIS AND RECESSION PERIODS ........................................................................................................ 2018

Balomenou, Chrysanthi .......................................................................................................................... 2018

SMES, SOCIAL MEDIA AND INTERNATIONALIZATION: AN EXPLORATIVE RESEARCH ...... 2023

Bartolini, Sara; Pascucci, Federica .......................................................................................................................... 2023

THE SOCIAL RESPONSIBILITY IN BANKING: REVIEW AND RESEARCH PERSPECTIVES...... 2026

Bellomo, Mario Filippo Paolo; La Rosa, Fabio .......................................................................................................................... 2026

A CHOICE OF SOCIALLY RESPONSIBLE INSTUMENTS: SME STUDY IN 6 COUNTRIES .... 2028

Belyaeva, Zhanna¹; Lopatkova, Yana¹; Kislyak, Nadezhda¹; Rudaewska, Edyta² .......................................................................................................................... 2028

CONSUMER-BRAND ENGAGEMENT THROUGH WEBSITE STIMULI................................. 2031

Bilro, Ricardo; Loureiro, Sandra Maria Correia .......................................................................................................................... 2031

DOES THE PRESENCE OF WOMEN IN SUPERVISORY BOARDS INFLUENCE FIRM PERFORMANCE? .......................................................................................................................... 2035

Binder, B.C.K. .......................................................................................................................... 2035

MARKETING DOCTRINE AS A PRECURSOR TO NEW PRODUCT DEVELOPMENT AND INTERNATIONAL PERFORMANCE: TOWARDS A TESTABLE THEORETICAL MODEL ................. 2038

Boulos, Jumana Shukri; Shoham, Aviv .......................................................................................................................... 2038

DOES MONEY BUY YOU HAPPINESS? ................................................................................................................ 2041

Bozcek, Ashban .......................................................................................................................... 2041

HRM-PATIENT ORIENTATION AND TEAMWORK CLIMATE LINKAGE IN HEALTH CARE INSTITUTIONS: THE ROLE OF CALLING AND PROSOCIAL MOTIVATION ......................................................... 2044

Bučiūnienė, Ilona¹; Goštautaitė, Bernada²; Žemyna Milašauskiene² .......................................................................................................................... 2044

HRM-PATIENT ORIENTATION AND TEAMWORK CLIMATE LINKAGE IN HEALTH CARE INSTITUTIONS: THE ROLE OF CALLING AND PROSOCIAL MOTIVATION ......................................................... 2048
INNOVATION NETWORK DYNAMICS IN THE AEROSPACE CLUSTER IN TUSCANY

Capone, Francesco; Zampi Vincenzo

MANAGING ORGANIZATIONAL AND BRAND IDENTITY IN FAMILY FIRM: PRELIMINARY EVIDENCES FROM AN ITALIAN CASE

Casprini, Elena; Ticci, Camilla; Zanni, Lorenzo

CRITICAL SUCCESS FACTORS OF THE MERGERS AND ACQUISITIONS PERFORMANCE: INTERRELATIONSHIP OF PLANNING STAGE (PRE-MERGER) AND INTEGRATION PROCESS (POST-MERGER)

Chew, Grace

FOOD WASTE REDUCTION AND SHELF LIFE EXTENSION: THE CASE STUDY OF OLIVE PATE

Chiara, Filomena; Pellegrini, Giustina; Contò, Francesco

A MODEL ON ANTECEDENTS OF DIGITAL PIRACY BEHAVIOUR

Christofi, Anna-Maria; Coudounaris, Dafnis N.

DEVELOPMENT OF SOCIAL ENTERPRISE: DISTRIBUTION OF PROFIT OR NON-DISTRIBUTION CONSTRAINT?

Cosenzino, Antonietta; Di Stefano, Cristina; Magistro, Angela

A NEW PERSPECTIVE IN BUSINESS EVALUATION: MEASURING SOCIAL IMPACT VALUE. A CASE STUDY ON ITALIAN WORK INTEGRATION COOPERATIVES

Cosenzino, Antonietta; Bongiovanni, Laura; Cesari, Alberto; Di Stefano, Cristina

ANTECEDENTS OF BRAND EQUITY OF NORDIC UNIVERSITIES AND MODERATING EFFECTS

Coudounaris, Dafnis N.; Kvasova, Olga

IS PUBLIC SUPPORT A BAD FOR THE DISSEMINATION OF CROWDFUNDING AMONG INNOVATIVE START UP FIRMS?

Cucari, Nicola; Ghi, Alessandra; Orlando, Beatrice; Renzi, Antonio

SHARING KNOWLEDGE TO INCREASE FOOD VALUE CHAIN: THE INTRODUCTION OF DSS BY SUPPLY CHAIN LEADER DRIVING FARMER’S MANAGERIAL CULTURAL CHANGE

Cupertino, Sebastiano; Vitale, Gianluca; Riccaboni Angelo

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
ENTREPRENEURSHIP AS A CONTEXTUAL PHENOMENA .......................................................... 2081

Czarzynska, Anna; Mosquera, José Luis Naya ................................................................. 2081

THE PIVOTAL ROLE OF ORGANIZATIONAL LEARNING AS A LINK BETWEEN EXPORTER’S ORIENTATIONS AND CAPABILITIES AND BETWEEN INTERNATIONAL PERFORMANCES. 2085

Dahan, Gavriel; Shoham, Aviv; Asseraf, Yoel ................................................................. 2085

THE IMPACT OF INTERNAL AND EXTERNAL ORGANIZATIONAL ORIENTATIONS ON FIRM PERFORMANCE ................................................................. 2087

Dahan, Gavriel; Shoham, Aviv; Asseraf, Yoel ................................................................. 2087

ECONOMIC ANIMOSITY, NATIONALISM, AND COUNTRY IMAGE: "US VS. OTHERS" IN TIMES OF CRISIS .................................................................................. 2090

De Nisco, Alessandro; Papadopoulos, Nicolas; Napolitano, Maria Rosaria; Mainolfi, Giada ................................................................. 2090

THE VALUE RELEVANCE OF CORPORATE SOCIAL RESPONSIBILITY IN THE EUROPEAN STOCK MARKETS: THE INFLUENCE OF STANDARD ETHICS RATING .................................................. 2093

Dicuonzo, Grazia; Ricciardi, Francesca; Dell’Atti, Vittorio .................................................. 2093

PREDICTING THE PRESENT AND FUTURE OF AQUAPONICS WITH GOOGLE TRENDS ...... 2095

Dos Santos, Maria José Palma Lampreia ............................................................................. 2095

COMMUNITY BASED BUSINESS MODEL PROPOSITION ................................................. 2100

Drummond, Damon ........................................................................................................... 2100

EFFECT OF CULTURAL INTELLIGENCE AND PROFESSIONAL COMMITMENT ON WELL-BEING OF EXPATRIATES AND HOST COUNTRY NATIONALS ................................................................. 2101

Duyar, Veli Deniz; Erkuş, Ahmet ..................................................................................... 2101

“DELIBERATED INTUITION” IN STOCK PRICE FORECASTING ............................................ 2102

Endress, Tobias; Gear, Tony ........................................................................................... 2102

THE IMPACT OF STUDYING IN A SOCIOECONOMICALLY DIFFERENT SOCIETY COMPARED TO THE HOME COUNTRY ON WORK RELATED VALUES: EVIDENCE FROM CYPRIOT WORKERS WHO WERE EDUCATED IN THE UK ................................................................. 2104

Epaminonda, Epaminondas ............................................................................................... 2104

INTERRELATIONS BETWEEN PERCEIVED ATTRIBUTES AND THEIR INFLUENCE ON PREFERENCE OF USER INTERFACES ............................................................................. 2106

Eytam, Eleanor ................................................................................................................. 2106
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDENTS’ PERCEPTIONS ON SMART CITY INITIATIVES: EVIDENCES FROM ITALY AND RUSSIA</td>
<td>2108</td>
</tr>
<tr>
<td>Ferraris, Alberto1; Belyaeva, Zhanna2</td>
<td>2108</td>
</tr>
<tr>
<td>ADOPTION OF RISK MANAGEMENT IN SMES: A SYSTEMATIC LITERATURE REVIEW</td>
<td>2111</td>
</tr>
<tr>
<td>Ferreira de Araújo Lima, Priscila; Verbano, Chiara; Crema, Maria</td>
<td>2111</td>
</tr>
<tr>
<td>TOWARD DEVELOPING A PRACTICAL MODEL FOR SUCCESSFUL GENERATIONAL TRANSITION IN THE FAMILY BUSINESS</td>
<td>2115</td>
</tr>
<tr>
<td>Flynn, JoAnn; Duesing, Robert J.</td>
<td>2115</td>
</tr>
<tr>
<td>THE COST OF EQUITY OF TOO BIG TO FAIL BANKS (TBTF): A COMPARATIVE STUDY BETWEEN CAPM, THE METHOD BASED ON THE RECIPROCAL OF P/E MULTIPLE AND ACTUARIAL METHOD</td>
<td>2118</td>
</tr>
<tr>
<td>Fontana, Stefano; Coluccia, Daniela; Solimene, Silvia; Rosati, Serena</td>
<td>2118</td>
</tr>
<tr>
<td>RETAILERS’ INVENTORY STRATEGY ON PURCHASING-CONSUMPTION CYCLE MODEL OF CONSUMERS</td>
<td>2121</td>
</tr>
<tr>
<td>Fujimoto, Hisao</td>
<td>2121</td>
</tr>
<tr>
<td>THE CHOICE OF CREATIVE COMMONS LICENSE</td>
<td>2124</td>
</tr>
<tr>
<td>Gambardella, Massimiliano</td>
<td>2124</td>
</tr>
<tr>
<td>THE ROLE OF CENTRAL BANKS IN THE RECENT FINANCIAL CRISIS. CAUSES AND CONSEQUENCES OF THE CRISIS AND COUNTERMEASURES TAKEN</td>
<td>2126</td>
</tr>
<tr>
<td>Georgakoulias, Athanasios; Kouakiotis, Athanasios</td>
<td>2126</td>
</tr>
<tr>
<td>BANK COMPANY RELATIONSHIPS FOR STRENGTHENING AN INTERNATIONAL COMPETITION. ANALYSIS OF ITALIAN CONTEXT</td>
<td>2129</td>
</tr>
<tr>
<td>Giacosa, Elisa1; Mazzoleni, Alberto2</td>
<td>2129</td>
</tr>
<tr>
<td>GLOBAL BANNING OF A DIFFUSED CONTROVERSIAL PRACTICE: DEINSTITUTIONALIZATION IN THE SOCCER INDUSTRY</td>
<td>2130</td>
</tr>
<tr>
<td>Gurses, Kerem1; Giones, Ferran1; Mehtakumar, Kandarp3</td>
<td>2130</td>
</tr>
<tr>
<td>EMERGING-MARKET FIRMS’ CROSS-BORDER ACQUISITION COMPLETION: INSTITUTION IMAGE AND STRATEGIES</td>
<td>2133</td>
</tr>
<tr>
<td>He, Xinming1; Zhang, Jianhong2</td>
<td>2133</td>
</tr>
<tr>
<td>CROSS-BORDER MERGER AMONG NORDIC BANKS – A LONGITUDINAL STUDY</td>
<td>2134</td>
</tr>
</tbody>
</table>

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
Hyder, S. Akmal; Osarenkhoe, Aihie

CUSTOMER RELATIONSHIP MANAGEMENT TECHNOLOGY USE OF SALESPERSON

Itani, Omar S.

TOURIST EXPERIENCE AND VIRTUAL REALITY: THE CASE OF NURAGICA PROJECT

Izzo, Filomena; Solinas, Maria Carmela; Pinna, Paolo Alberto

PROJECTIFICATION OF THE NON-GOVERNMENTAL SECTOR IN POLAND

Jalocha, Beata; Bogacz-Wojtanowska, Ewa

EMERGING MARKET MULTINATIONALS FROM LATIN AMERICA: ANALYZING THE INTERNATIONALIZATION PATTERNS AND M&AS CORPORATE STRATEGIES OF MEXICO’S LARGEST COMPANIES

Jarque, Eduardo

AN INVESTIGATION OF WAITERS’ OCCUPATIONAL IDENTITY (WOI): A LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Jerez, M.J.; Melewar, TC; Foroudi, P.; Stylidis, D.

CYPRUS AND THE U.K.: DELIVERING NUTRITIONAL ADVICE SERVICES THROUGH DIGITAL TECHNOLOGY

Kakouri, Stella K.; Scott, Peter and Scott, Tamsin

THE IMPACT OF SOCIAL MEDIA BRAND COMMUNICATION ON BRAND EQUITY FOR YOUNG CONSUMERS: INTERNATIONAL HIGH STREET FASHION BRANDING IN CHINA

Kan, Yuna; Dennis, Charles; Melewar, TC; Foroudi, Pantea

NATIONAL INNOVATION SYSTEM IN SMALLER NATIONS: THE CASE OF MONTENEGRO

Karadzic, Vesna; Manijeh, Reyhani

IDENTIFYING SUCCESS FACTORS IN FOOD EXPORTS: AN APPLICATION OF THE BEST-WORST SCALING METHOD

Karipidis, Philippos; Chrysochou, Polymeros; Karypidou, Ioanna

TITLE- DEVELOPMENT AND VALIDATION OF A SCALE FOR TEAM TASK ROLES, TEAM TASK TYPES AND TASK INTERDEPENDENCIES

Karve, Shailaja; Pandey, Aparna; Malankar, Shweta

SPONTANEOUS VS. INDUCED CLUSTERS: NETWORKS AND COMPETITIVE ADVANTAGE

Kavadarli, Altun; Öz, Özlem

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
THE IMPACT OF DIGITAL NETWORKS ON MANAGERIAL DECISION MAKING: PRACTICALITIES AND PARADOXES .......................................................... 2168
Kay, Avi .......................................................... 2168

EMERGENCE OF COMPLEX NEW ARRANGEMENTS: THE STATE RESPONSES TO GLOBAL BUSINESS DIVERSITY .......................................................... 2171
Kayasan, Oskar; Saghir, Nadine .......................................................... 2171

MARGINAL REVOLUTION: ROLE OF INTERMEDIARY IN INTEGRATION OF STREET VENDORS IN FORMAL ECONOMY .......................................................... 2172
Kella, Chintan; Rimac, Tomislav; Gurses, Kerem; Turner, Karynne .......................................................... 2172

POSITIVE AND NEGATIVE ASPECTS OF MANAGER’S POLITICAL BEHAVIOUR .......................................................... 2175
Kidron, Aviv2; Vinarski –Peretz, Hedva1 .......................................................... 2175

SUPERVISOR COMMITMENT VERSUS ORGANIZATIONAL COMMITMENT .......................................................... 2176
Kidron, Aviv3 .......................................................... 2176

THE BUSINESS MODEL CANVAS AS THE KEY TO A COMPANY’S SUCCESS .......................................................... 2177
Klimova, Olena .......................................................... 2177

ROLE OF DIGITAL COMMUNICATIONS IN SOCIAL SUPERMARKETS IN CROATIA .......................................................... 2179
Knezevic, Blazenka; Skrobot, Petra; Delic, Mia .......................................................... 2179

CUSTOMER ORIENTED STRATEGY AND BUSINESS PERFORMANCE: EVIDENCE FROM THE TOURISM AND HOSPITALITY INDUSTRY .......................................................... 2181
Kriemadis, Thanos; Papaioannou, Alkistis; Rizos John; Koronios, Konstantinos .......................................................... 2181

REMITTANCE BEHAVIOR OF PERMANENT MIGRANTS .......................................................... 2184
Kushnirovich Nonna .......................................................... 2184

INNOVATIVE SKILLS MANAGEMENT FOR THE AGRICULTURAL ENTREPRENEUR .......................................................... 2188
Lachapelle, Nathalie .......................................................... 2188

FOR THE STUDY OF DEVELOPMENT GOVERNMENTAL STRATEGY TO SUPPORT THE ENTREPRENEURIAL EDUCATION IN GEORGIA .......................................................... 2190
Lekashvili, Eka .......................................................... 2190

AVAILABILITY OF CAR RENTAL AS AN ALTERNATIVE OF CAR OWNERSHIP .......................................................... 2193
Leontyeva, Yulia1; Mayburov, Igor1 .......................................................... 2193
THE EFFECT OF DIGITAL VARIABLES ON PERCEIVED EMPLOYABILITY IN AN ETHNIC MINORITY AND HEGEMONIC GROUP ................................................................. 2194
Lissitsa, Sabina¹; Chachashevi-Bolotin, Seetlana² .................................................. 2194

EXPOSURE TO BULLYING AND JOB BURNOUT: THE PROTECTIVE ROLE OF JOB RESOURCES ........................................................................................ 2197
Livne, Yael; Goussinsky, Ruhama ....................................................................... 2197

LOVE AND RESPECT IN THE SOCCER INDUSTRY ...................................................... 2200
Loureiro, Sandra Maria Correia¹; Kaufmann, Hans Ruediger² ................................ 2200

EFFECT OF EMPLOYEE THRIVING ON INNOVATIVE WORK BEHAVIOUR .................. 2206
Lyndon, Shiji³; Rawat, Preeti³; Varghese, Billy Sam³ ............................................... 2206

LOCAL COMMUNITY AND TOURISTS - PERCEPTIONS ABOUT THE IMPACTS OF TOURISM IN THE HISTORIC ZONE OF PORTO ................................................... 2208
Magalhães, Carla; Marques, Isabel; Candeias, Maria Teresa ............................... 2208

STAKEHOLDER’S PERCEIVED REPUTATION OF LOCAL GOVERNMENT OF SOUTH AFRICA ........................................................................................................ 2210
Maleho, Lazarus Mohapi ...................................................................................... 2210

SMES FARMING SUSTAINABILITY: THE ROLE OF AGRIFOOD HUBS ....................... 2211
Malindretos, George¹; Moschouris Socratis²; Kinanlis Panagiotis² ....................... 2211

THE RIGHT TO CONTAINING CLIMATE CHANGE (CCC) .......................................... 2214
Maniatis, Antonios ............................................................................................... 2214

ENTREPRENEURIAL THINKING AND ACTING IN GERMAN HOTELS – AN ANALYSIS FROM AN INDIVIDUAL AND ORGANIZATIONAL POINT OF VIEW ........................................... 2217
Männicke, Jörg²; Baierl, Ronny³; Freyer, Walter³; .................................................. 2217

FREEDOM AND PROSPERITY: COMPARATIVE ANALYSIS OF POST-COMMUNIST NATIONS .......................................................................................... 2224
Mardanov, Ismatilla ............................................................................................. 2224

BRAND EQUITY: A PROBABILISTIC APPROACH ON BRAND PREFERENCE .................. 2227
Martins, Marta; Brandão, Amélia; Santos, Luis Delfim ......................................... 2227

INSTITUTIONAL PILLARS IN CSR IN THE RUSSIAN OIL INDUSTRY ......................... 2230
Mathews, Martin; Benyaminova, Alina ................................................................. 2230
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERNACCIA DI SAN GIMIGNANO: A BUSINESS-CASE ANALYSIS TO RE-POSITION</td>
<td>2235</td>
</tr>
<tr>
<td>AN ITALIAN ORIGIN LABELLED WHITE WINE</td>
<td></td>
</tr>
<tr>
<td>Mattiacci, Alberto¹; Caratù, Myriam¹; Fisichella, Chiara²</td>
<td></td>
</tr>
<tr>
<td>TOWARDS A ROUTE TO MARKET FRAMEWORK FOR EUROPE WIDE AMBIENT ASSISTED</td>
<td>2238</td>
</tr>
<tr>
<td>LIVING TECHNOLOGY SOLUTIONS</td>
<td></td>
</tr>
<tr>
<td>McConalogue, Eoghan; Davis, Paul</td>
<td></td>
</tr>
<tr>
<td>HEDGE FUNDS PERFORMANCE TRACKING FOR CYPRUS, U.K. AND IRELAND</td>
<td>2240</td>
</tr>
<tr>
<td>Mihai Yiannaki, Simona</td>
<td></td>
</tr>
<tr>
<td>BORN GLOBAL FAMILY FIRMS</td>
<td>2242</td>
</tr>
<tr>
<td>Musso, Fabio; Francioni, Barbara; Masili, Giorgia</td>
<td></td>
</tr>
<tr>
<td>THE EFFECT OF NEPOTISM / WASTA ON HR PRACTICES IN LEBANESE AND TUNISI</td>
<td>2244</td>
</tr>
<tr>
<td>AN COMPANIES</td>
<td></td>
</tr>
<tr>
<td>Nakhle, Samer F.; Yahiaoui, Dorra³; Vrontis, Demetris³; Naddour, Fadi¹</td>
<td></td>
</tr>
<tr>
<td>DOES FUND RAISING TRIGGER THE INTERNATIONALIZATION OF STARTUPS?</td>
<td>2249</td>
</tr>
<tr>
<td>Onetti, Alberto; Pisoni, Alessia</td>
<td></td>
</tr>
<tr>
<td>THE VISITOR EMOTIONAL EXPERIENCE AT A HERITAGE SITE: A CASE STUDY –</td>
<td>2252</td>
</tr>
<tr>
<td>THE AUSCHWITZ-BIRKENAU DEATH CAMP</td>
<td></td>
</tr>
<tr>
<td>Oren Gila; Poria Yaniv; Reichel Arie</td>
<td></td>
</tr>
<tr>
<td>THE ROLE OF SELF AWARENESS AND SELF EFFICACY ON CAREER DECISION MAKING OF THE STUDENTS</td>
<td>2255</td>
</tr>
<tr>
<td>Özek, Hande; Ferraris, Alberto³</td>
<td></td>
</tr>
<tr>
<td>ORGANIZATION STUDIES MEET FILM STUDIES: THE CASE OF ISTANBUL’S FILM CLUSTERS</td>
<td>2258</td>
</tr>
<tr>
<td>Özlem, Öz; Kaya, Özkaraçalar²</td>
<td></td>
</tr>
<tr>
<td>EXPLORING ATTITUDES AND RESPONSIBLE BEHAVIOR TOWARDS THE PHYSICAL ENVIRONMENT AMONG ELEMENTARY SCHOOL STUDENTS IN GREECE</td>
<td>2260</td>
</tr>
<tr>
<td>Melanthiou, Yioula¹; Papasolomou, Ioanna²; Kountouros, Haris²</td>
<td></td>
</tr>
<tr>
<td>THE EFFECTS OF DOWNWARD LINE EXTENSIONS ON CONSUMER BRAND ATTITUDE: THE CASE OF THE EUROPEAN PREMIUM AUTOMOTIVE MARKET</td>
<td>2264</td>
</tr>
<tr>
<td>Pedrosa, Gabriel; Nobre, Helena</td>
<td></td>
</tr>
</tbody>
</table>
FAMILY BUSINESS’ RESPONSES TO CONSUMER DEMANDS CONSIDERING ALL THE SUPPLY CHAIN OF THE FOOD MARKET ........................................................ ........................................ 2267

Pellicelli, Anna Claudia1; Bollani, Luigi2 .......................................................... 2267

COMPETITIVE ADVANTAGE IN AIRLINE MANAGEMENT ........................................................ ........................................ 2269

Pellicelli, Anna Claudia ............................................................................. 2269

VERMOUTH: THE REVENGE OF THE KING OF APERITIF WINES IN THE NEW MIXOLOGY ERA ........................................................ ........................................ 2270

Pellicelli, Anna Claudia ............................................................................. 2270

THE DETECTION OF FALSE FINANCIAL STATEMENTS USING ACCOUNTING RATIOS: AN EMPIRICAL INVESTIGATION ............................................................................. 2271

Pisciotta, Raffaella; Dicuonzo, Gruzia .......................................................... 2271

THE TRENDS OF HEALTH CARE TOURISM: LITERATURE REVIEW ............................................................................. 2273

Pjero (Beqiraj), Elenica1; Kamberi, Fatjona2; Mechili, Enkeleint Aggelos3 .......................................................... 2273

ONLINE BUYING INTENTIONS OF WINE CONSUMERS: THE ROLE OF KNOWLEDGE AND SOCIAL MEDIA ............................................................................. 2278

Pucci, Tommaso1; Casprini, Elena1; Nosi, Costanza1; Zanni, Lorenzo1 ............................................................................. 2278

RELIGIOSITY AND ORGANIC FOOD CONSUMPTION. TOWARDS A DEEPER UNDERSTANDING ............................................................................. 2282

Raggiotto, Francesco1; Mason, Michela Cesrina1; Moretti, Andrea2; Cardinali, Silvio3 ............................................................................. 2282

DETERMINANTS OF CREDIT TO SMES - EMPIRICAL EVIDENCE FROM SUPPLY SIDE PERSPECTIVE IN MUMBAI REGION ............................................................................. 2285

Raghu, Kumari P.S; Pankaj, Trivedi ............................................................................. 2285

REDEPLOYMENT OF BRAND ASSETS FOLLOWING M&A BY EMERGING MARKET FIRMS ... 2287

Rahman, Mahabubur ............................................................................. 2287

WHY WE CONSUME FINANCIAL SELF-HELP? A THICK EXPLANATION USING CONSUMER TALES ............................................................................. 2289

Rahman, Kaleel ............................................................................. 2289

A MODERATED MEDIATION MODEL FOR THE ROLES OF TEAM LEARNING IN PROMOTING TEAM INNOVATION IMPLEMENTATION AND PERFORMANCE ............................................................................. 2291

Rashkovits, Sarit1; Livne, Yael ............................................................................. 2291
WHO BENEFITS MORE FROM TRANSFORMATIONAL LEADERSHIP? THE CASE OF TEACHERS’ BURNOUT UNDER NORMAL VERSUS EXTREME WORK DEMANDS ....................................................... 2294

Rashkovits, Sarit1; Livne, Yael1 ................................................................. 2294

ANTecedENTS OF ORGANIZATIONAL FIELD REGULATORY CHANGE: LINKING INDIVIDUAL PROFILES OF SOCIAL ENTREPRENEURS WITH THEIR REGULATORY NEEDS AND PRIORITIES? ................................................................. 2297

Rimac, Tomislav; Gurses, Kerem ......................................................... 2297

LUXURY CONSUMER-BRAND RELATIONSHIPS – THE IMPORTANCE OF SELF IN BRAND LOVE ................................................................. 2300

Rodrigues, Paula1; Rodrigues, Clarinda1; Brandão, Amélia1; Costa, Paula1 ................................................................. 2300

CORPORATE GOVERNANCE INDEXES: A PRACTICAL APPLICATION ON ITALIAN SME’S.. 2305

Roffia, Paolo ......................................................................................... 2305

FROM EMPLOYEE SATISFACTION TO CUSTOMER TRUST: A MODERATED MEDIATION MODEL IN THE ITALIAN CHAMBERS OF COMMERCE ................................................................. 2307

Romanazzi, Salvatore1; Ambrosino, Gabriele1 ................................................................. 2307

AN EXAMINATION OF RESIDENTS’ SUPPORT FOR TOURISM DEVELOPMENT: A CASE STUDY IN THE CITY OF YOGYAKARTA ................................................................. 2312

Roostika, Ratna ......................................................................................... 2312

NETWORKING SMES FOR KNOWLEDGE SHARING: PRELIMINARY EVIDENCES FROM A SURVEY ................................................................. 2315

Rossignoli, Francesca ......................................................................................... 2315

KINDNESS, FRED VERSUS NIC: MACHIAVELLIAN LEADERSHIP IN THE 21ST CENTURY .... 2319

Rowland, Caroline1; Thomas, Mike2 ......................................................................................... 2319

PERCEIVING DESTINATION QUALITY ON THE LEVEL OF THE ORGANIZATION/TOURISM SERVICE PROVIDER ................................................................. 2322

Ryglova, Katerina1; Rasovska, Ida1; Králiková, Andrea1; Stojarova, Sarka1; Sacha, Jakub3; ......................................................................................... 2322

EXAMINING THE IMPACT OF EMPLOYEE SOCIAL MEDIA USAGE ON EMPLOYEE WORD OF MOUTH: THE ROLE OF BONDING SOCIAL TIES ................................................................. 2327

Sakka, Georgia ......................................................................................... 2327

HOW QUALITY OF LIFE INDICATORS CAN DEFINE CARE PROCESSES PERFORMANCE? .... 2330

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
Salvatore, Fiorella Pia; Crema, Maria; Contò, Francesco; Fiore, Mariantonietta ........................................ 2330

THE ROLE OF HUMAN RESOURCES FOR INBOUND OPEN INNOVATION ........................................... 2334
Santoro, Gabriele ........................................................................................................................................ 2334

MORAL REASONING AND CORPORATE PLANNING ............................................................................. 2337
Santosuosso, Pierluigi ................................................................................................................................ 2337

INTERNATIONALIZATION PROCESS OF FAMILY SMES: EVIDENCE FROM ITALY .................................. 2340
Schiesari, Roberto; Bollani, Luigi; Battisti, Enrico .................................................................................. 2340

THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME ...................................................... 2342
Schipani, Cindy; Dworkin, Terry ............................................................................................................. 2342

WORKING IN VIRTUAL TEAMS: THE ROLE OF TEAM CONNECTEDNESS, KNOWLEDGE SHARING AND TEAM DIVERSITY .......................................................................................... 2345
Schreiber, Ezolda; Van Dijk, Dina; Drory, Amos .................................................................................... 2345

DESTINATION MARKETING IN THE UNITED KINGDOM AND ORGANIZATIONAL AMBIDEXTERITY: EXPLOITATIVE DILEMMAS AND EXPLORATIVE PROSPECTS? ........................................... 2351
Scott, Peter; Stokes, Peter; Rowland, Caroline; Gordon, David .................................................................. 2351

EXPLORATORY TEST OF A NEW FOOTBALL CLUB AGGRESSION SCALE ............................................. 2354
Shuv-Ami, Avichai; Alon, Anat Toder .......................................................................................................... 2354

EXPLORATORY TEST OF A NEW SCALE FOR SPORT FANS SOCIAL AND PERSONAL IDENTITIES .................................................................................................................................................. 2358
Shuv-Ami, Avichai; Alon, Anat Toder .......................................................................................................... 2358

DISCLOSURE VIA SOCIAL MEDIA AND MARKET REACTION WITHIN THE STAKEHOLDER THEORY ..................................................................................................................................................... 2363
Solimene, Silvia; Coluccia, Daniela; Fontana, Stefano ............................................................................... 2363

A GENERALISED PROPENSITY SCORE ANALYSIS TO INVESTIGATE INFLUENCE OF AGRICULTURAL RESEARCH SYSTEMS ON GHGS EMISSIONS ........................................................................... 2371
Spada, Alessia; Fiore, Mariantonietta; Contò, Francesco ........................................................................... 2371

SUBSIDIARY’S DUAL RELATIONAL EMBEDDEDNESS FOR THE MANAGEMENT OF KNOWLEDGE NETWORKS IN EUROPEAN MULTINATIONAL FIRMS ........................................................................... 2374
Tardivo, Giuseppe; Ferraris, Alberto; Bresciani, Stefano ........................................................................... 2374

Global and national business theories and practice: bridging the past with the future

ISSN: 2547-8516
THE CUSTOMER EXPERIENCE WITH SELF-SERVICE TECHNOLOGIES IN SERVICE ENCOUNTERS .................................................................................................................. 2378

Teixeira, Antonio Samuel1; Nobre, Helena2; Simões, Cláudia3 ............................................................................................................................... 2378

EXPLORING INTERVAL-VALUED SCALES: A COMPARISON OF SCALE ATTRIBUTES BETWEEN INTERVAL VALUED AND SEMANTIC DIFFERENTIAL SCALES .............................................................................................................. 2381

Themistocleous, Christos1; Pagiaslis, Anastasios1; Smith, Andrew2; Christian Wagner3 ..................................................................................................................... 2381

MONTREAL’S MULTIMEDIA AND VIDEOGAME INDUSTRY: THE SOURCES OF ITS COMPETITIVENESS AND INNOVATION CAPACITY ................................................................................................................................. 2384

Tremblay, Diane-Gabrielle ................................................................................................................................. 2384

FARM BUSINESS RESOURCES, GOALS AND STRATEGIES: IMPLICATIONS FOR ACCELERATING THE CERTIFICATION ................................................................................................................................. 2387

Tselempis, Dimitrios; Karipidis, Philippos; Pavloudi Alexandra ............................................................................................................................. 2387

THE EFFECTS OF CEO NARCISSISM AND CORPORATE BRAND REPUTATION ON FIRM PERFORMANCE ................................................................................................................................. 2389

Turner, Karynne ................................................................................................................................. 2389

CONSUMER MOTIVES IN TIMES OF ECONOMIC RECESSION: ADOPTION OF THE MEANS END THEORY .............................................................................................................................................. 2392

Tzimas Dionysios1, Karipidis Philippos1, Kontogeorgos Achilleas3 ............................................................................................................................. 2392

RECENT DEVELOPMENTS IN THE HYDROCARBON ENERGY MARKETS IN THE EASTERN MEDITERRANEAN ................................................................................................................................. 2394

Vasilopoulou, Panagiota ................................................................................................................................. 2394

FEAR OF TERRORISM AND THE COSMOPOLITAN VALUE SYSTEM REFLECTED IN THE TOURISTS’ PERCEPTION OF COUNTRY IMAGE AND TRAVEL DECISION .............................................................................................................................................. 2397

Vereb, Vanda1; Nobre, Helena2; Farhangmehr, Minoo3 ............................................................................................................................. 2397

CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE SOCIAL PERFORMANCE .............................................................................................................................................. 2400

Vinarski -Peretz Hedva ................................................................................................................................. 2400

DETERMINANTS OF YOUTH’S TRUST IN THE RETAIL BANKING SECTOR IN TURBULENT TIMES .............................................................................................................................................. 2403

Viterbo, Marilia Ribeiro; Azevedo, António J. A. ................................................................................................. 2403

Global and national business theories and practice: bridging the past with the future
THE IMPORTANCE OF SOUND IN THE GAMING AREA OF A CASINO ........................................... 2406
Wannenburg, Elizma; Drotsky, Tonic; De Jager, Johan ................................................................. 2406

THE IMPACT OF THE SUBSIDIARY’S INTRAPRENEURIAL CAPACITY ON THE EVOLUTION OF
MNC’S STRATEGIC ORIENTATION IN THE EURO-MEDITERRANEAN REGION ......................... 2409
Yahiaoui, Dorna; Chebbi, Hela2 .................................................................................................... 2409

AN EXAMINATION OF THE INFLUENCE OF ISLAMIC BRAND LOVE ON BRAND LOYALTY,
WORD OF MOUTH AND PURCHASE INTENTION: AN EMPIRICAL STUDY IN SAUDI ARABIA
.................................................................................................................................................. 2415
Yousef, Waleed; Melewar, T.C.; Dennis, Charles; Foroudi, Pantea ................................................... 2415

STYLES OF GOVERNANCE AND COMPANY PERFORMANCE. NEW INTERDISCIPLINARY
MODEL APPLIED TO BEST PERFORMING AUTOMOTIVE INDUSTRY GIANTS ............................ 2417
Zanda, Stefania .................................................................................................................................. 2417

ECONOMIC AND SOCIAL COMMUNICATION NETWORKS: STRUCTURAL COMPARISON .......... 2418
Zvereva, Olga M.; Kondratyev, Andrey; Zverev, Fedor ................................................................. 2418
SHARING KNOWLEDGE TO INCREASE FOOD VALUE CHAIN: THE INTRODUCTION OF DSS BY SUPPLY CHAIN LEADER DRIVING FARMER'S MANAGERIAL CULTURAL CHANGE.

Cupertino, Sebastiano; Vitale, Gianluca; Riccaboni Angelo

Department of Business and Law, University of Siena, DISAG-UNISI, Siena, Italy.

ABSTRACT
Main anthropic activities formally developed in terms of business processes, inevitably lead environmental and social consequences (IPCC, 2014). Therefore, managers, started to pay more attention to the overall corporate value created instead to the so limited profit maximization perspective (Elkington, 1994). In agri-food sector, in particular, strategic decisions making processes and yields goals have a direct and strong impact on soils, costs of production, GHGs emissions, water consumption (Miller, 2000), and human health. Moreover, these negative externalities are often combined also with: the current poor awareness of traditional farmers about environmental degradation (Merrilees 2005; McCann 1997); a low level of advanced and sustainable business managerial capabilities (Phillipson et al. 2004); and the perception of farmers that sustainable practices could represent a costly measure, that can depress the farm economic performance, as not properly compensated by the markets (Menozzi et al. 2015). According to Hayman 2004 and Backus et al. 1997, this problems could be sometimes solved by the introduction of appropriate and valid support tools useful to drive farmers’ decisions. To this end, we have analyzed the implementation of an appropriate Decision Support Systems (DSS) alongside a durum wheat supply chain. The trigger for the elaboration and implementation of a DSS comes from the firm leader of the supply chain analyzed. So, it is introduced the concept of “supply chain leader” (SCL) which, in our view, is a company nearer to final markets and bigger than the others, with major economical competence and skills, which has the task to implement an integrated supply chain management through the managing of the relationship with all suppliers in all phases of the supply chain (Defee, 2007). For a successful supply chain management, in fact, is required a cross-functional integration (Lambert and Cooper, 2000) while a strong co-operation along the supply chain represent an important guideline for sustainability actions and economic and environmental objectives to be achieved (Ilbery and Maye, 2005). Accordingly, SCL needs to increase trust and collaboration within the supply chain, activating a changing process characterized by sharing knowledge and skills useful to improve those managerial attitudes of both farmers and other partners positioned at many network levels. Generally, farmers are characterized by managerial weakness related to low entrepreneurial attitudes and skills (Pyysiäinen et al., 2006) which could produce a myopic business programming, measurement and control of the
socio-environmental impacts produced and the risks occurred. Considering these lacks, we found interesting analyzing how a SCL, which could be characterized by a typical sustainable business model, could lead a cultural managerial change at the farming level, through an unformalized capacity building process, based on the introduction of DSS with the aim to enhance the food value chain. This investigation pursues to analyze how the cultural change of farmers is driven by the knowledge created, shared and transferred by the SCL along the whole supply chain using a DSS tool. To this scope, we developed a case study identifying and analyzing those critical and virtuous issues of several steps of cooperation between typical chain actors, such as: a MED-Italian SCL in pasta production; a business innovative partner, such as ICT SME (external to the chain) and, ultimately, its suppliers, such as some Italian farmers. We first of all started to explain the cooperative virtuous cycle of transferring and sharing knowledge within chain partners defining our theoretical framework which reconsidered the Nonaka model (1990), shifting it from a single organization context (monodimensional) to a three-dimensional perspective encompassing the whole network involved (see Figure 1).

**Fig. 1 – Re-adaptation of Nonaka Model (1990)**

Secondly, adopting a qualitative analytical approach, we conducted interviews/surveys interacting with all chain actors in order to deeply investigate the mechanisms/issues which drive (or trap) the knowledge long and in supply chain, focusing on the potential and substantial role played by the introduction and use of a typical DSS tool. Finally, we found that a DSS could be defined both as an outcome of a knowledge creation process (given by a steady interaction between a SCL and its business partner) and as a useful managerial tool which supports the knowledge transfer from the SCL to its suppliers permitting to increase at the same time the level of sustainability for each chain members and of the overall food value chain.
Keywords: Supply Chain Leader; Knowledge creation; Knowledge transfer; DSS; SECI model; Durum wheat supply chain.

REFERENCES


