

# 7<sup>th</sup> International Research Meeting in Business and Management

(IRMBAM - IPAG Nice - 11/12 July 2016)

<http://ipag-irm.sciencesconf.org>



# Welcoming Note

It is our great pleasure to cordially welcome you to the 7<sup>th</sup> International Research Meeting in Business and Management (IRMBAM-2016, July 11-12, 2016, Nice, France), which is this year jointly organized by the Groupe ESC Troyes, the IPAG Business School, the University of Nice Sophia Antipolis, and Telfer School of Management - University of Ottawa.

As it becomes a tradition, this conference aims at bringing together international scholars, practitioners and policymakers sharing interests in the broad fields of management including banking and finance, entrepreneurship, management strategy, marketing, accounting, and applied economics. It also provides, through special sessions and regular tracks of academic research, a forum for presenting new research results as well as discussing current and challenging issues of the world economy that scholars are trying to solve.

For this year's conference, we are very much honored to have two outstanding Guest Keynote Speakers – Prof. Leo Paul Dana (*Distinguished Professor, Montpellier Business School, France & Marie Curie Fellow at Princeton University, United States*) and Prof. Dima Jamali (*Professor of Management and Kamal Shair Endowed Chair in Responsible Leadership in the Olayan School of Business, American University of Beirut, Lebanon*) – two of the world's leading researchers in the area of entrepreneurship, management, business ethics, and governance. We also have the opportunity to welcome several Guest Speakers: Prof. Jean-François Chanlat (*Paris Dauphine University, Deputy-Editor-in-Chief of Management International*), Prof. Ujjayant Chakravorty (*Tufts University, United States*), Prof. Serge Miranda (*University of Nice Sophia Antipolis, France*), Prof. Mustafa Özbilgin (*Brunel Business School, Editor-in-Chief of the European Management Review*), and Prof. Cees Withagen (*VU University Amsterdam, The Netherlands*). We would like to express our sincere thanks to all of them for participating in and supporting this scientific event.

We would like also to extend our appreciation to all those who submitted, reviewed competitive papers, and who participated in the program as paper presenters, session chairs, discussants, and attendees. Special thanks also go to Scientific Committee members whose contribution is significant to the profile and merit of the conference. Our special thanks go to the Editors-in-Chief of the journals associated with the conference (*Corporate Ownership & Control, Management International, Journal of Innovation Economics and Management, Qualitative Market Research, Technological Forecasting and Social Change, Borsa Istanbul Review, Emerging Markets Finance & Trade, Management & Avenir, and Research in International Business and Finance*), who have agreed either to publish special issues of research papers presented at the conference or to publish a number of selected conference papers in the regular issues of their journals.

We are finally grateful to the organizing committee members at the IPAG Business School, the Groupe ESC Troyes, the University of Nice Sophia Antipolis, and Telfer School of Management - University of Ottawa for their excellent work and efforts.

We firmly believe that you all will have an intellectually stimulating and productive conference.

On behalf of the Conference Co-Chairs and Co-organizers

**Frederic Teulon**

*Executive Director for Research  
IPAG Business School*

## GUEST KEYNOTE SPEAKERS

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**Leo Paul Dana**, *Distinguished Professor, Montpellier Business School, France & Marie Curie Fellow at Princeton University, United States*



Léo-Paul Dana, a graduate of McGill University and of HEC Montreal, is Professor at Montpellier Business School and Marie Curie Fellow at Princeton University. As well he holds the title of Adjunct Professor at the University of Regina, in Canada. He formerly served at the University of Canterbury and prior to that as Visiting Professor of Entrepreneurship at INSEAD and Deputy Director of the International Business MBA Programme at Nanyang Business School, in Singapore. He has published extensively in a variety of leading journals including the *British Food Journal*, *Cornell Quarterly*, *Entrepreneurship & Regional Development*, *Entrepreneurship: Theory & Practice*, *International Small Business Journal*, *Journal of Small Business Management*, the *Journal of World Business*, and *Small Business Economics*.

**Dima Jamali**, *Professor of Management and Kamal Shair Endowed Chair in Responsible Leadership in the Olayan School of Business, American University of Beirut, Lebanon*



Dima Jamali is Professor in the Olayan School of Business, American University of Beirut and currently holding the Kamal Shair Chair in Responsible Leadership. She has a PhD in Social Policy and Administration, from the University of Kent at Canterbury, UK. Her research and teaching revolve primarily around Corporate Social Responsibility (CSR) and Social Entrepreneurship (SE). She is the author/editor of three books (CSR in the Middle East - Palgrave, 2012; Social Entrepreneurship in the Middle East - Palgrave 2015; and Development Oriented CSR - Greenleaf 2015), and over 55 international publications, focusing on aspects of CSR in developing countries in general and in the Middle East region specifically.

She is the winner of the 2015 Aspen Institute Faculty Pioneer Award, dubbed by the Financial Times as "the Oscars of the Business School World" for pioneering faculty who are at the cutting edge of teaching and scholarship in their field. She is also winner of the Shield of Excellence for the Arab Region and designated as Personality of the Year for CSR by the Arab Organization for Social Responsibility in 2015. She also won the 2010 Shoman Prize for best young Arab researcher, which recognizes distinctive scientific works that contribute to addressing priority issues at the local, regional and international levels. Dr. Jamali was also winner of the 2013 Eisenhower Fellows Program, joining a global network of leading professionals committed to collaborate for a more prosperous, just and peaceful world and the British Academy of Management Fellowship for South Asia and the Middle East in 2007 which identifies and supports scholars with exceptional potential and trajectory from the Middle East. She is also winner of the AUB Teaching Excellence Award in 2006, which recognizes outstanding educators from across the AUB campus.

## GUEST SPEAKERS

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**E7. Special Session “Gender, Diversity, Trust in the Organizations III” - Roundtable New Issues on Trust and Inclusion**

**Tuesday, July 12, 2016  
09:00 - 10:45  
Room London, 3<sup>rd</sup> Floor**

Prof. **Jean-François Chanlat**, *Paris Dauphine University & Deputy-Editor-in-Chief of Management International*



Prof. **Mustafa Özbilgin**, *Brunel Business School & Editor-in-Chief of the European Management Review*



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**D6. SS Environment and Economic Growth IV**

**Monday, July 11, 2016  
17:30 - 18:45  
Room Kopenhagen, 3<sup>rd</sup> Floor**

Prof. **Ujjayant Chakravorty**, *Tufts University, United States*



Prof. **Cees Withagen**, *VU University Amsterdam, The Netherlands*



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**B8. SS on Big Data and Connected Objects II – Roundtable with Serge Miranda**

**Monday, July 11, 2016  
11:15 - 13:00  
Room Oslo, 4<sup>th</sup> Floor**

Prof. **Serge Miranda** (*University of Nice Sophia Antipolis, France*)





## CONFERENCE TOPICS

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This 7<sup>th</sup> **International Research Meeting in Business and Management** welcomes submissions in accounting, management, banking and finance areas for presentation. Accepted papers are scheduled in regular tracks of academic research according to the following tracks:

- Track 1: Accounting/Financial Accounting
- Track 2: Banking, Insurance and Finance
- Track 3: Entrepreneurship
- Track 4: Management Strategy
- Track 5: Marketing
- Track 6: Business Ethics
- Track 7: Logistics, Sustainable Development, and Circular Economy
- Track 8: Information Systems
- Track 9: Operations Research
- Track 10: Theoretical and Applied Economics
- Track 11: Economic and Management Issues in Southern Europe and Maghreb
- Track 12: Public Economics, Public Administration and Managements

## CONFERENCE CO-CHAIRS

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Damien Chaney, *Groupe ESC Troyes en Champagne*  
Patrick Musso, *GREDEG, University Nice Sophia Antipolis*  
Duc Khuong Nguyen, *IPAG Business School*  
Samir Saadi, *University of Ottawa, Canada*

## SCIENTIFIC COMMITTEE

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Akram Al Ariss, *Toulouse Business School, France*  
Fouad Ben Abdelaziz, *NEOMA Business School, France*  
Karim Ben Slimane, *ISC Paris, France*  
Adel Ben Youssef, *University Nice Sophia Antipolis, France*  
Marco Bigelli, *University of Bologna, Italy*  
Sabri Boubaker, *Groupe ESC Troyes, France*  
Tristan Boyer, *IPAG Business School, France*  
Sandra Camus, *University of Angers, France*  
Bertrand Candelon, *IPAG Business School, France*  
Ines Chaieb, *Swiss Finance Institute, Switzerland*  
Chia-Lin Chang, *National Chung Hsing University, Taiwan*  
Raphaël Chiappini, *University Nice Sophia Antipolis, France*  
Pierre Chollet, *University of Montpellier 1, France*  
Ephraim Clark, *Middlesex University, United Kingdom*  
Roberto Di Pietra, *Università degli Studi di Siena, Italy*  
René Díaz-Pichardo, *Groupe ESC Troyes en Champagne*  
David Ding, *Massey University, New Zealand*  
Sadok El Ghouli, *University of Alberta, Canada*  
Jean-Marc Ferrandi, *Oniris Nantes, France*  
Dimitrios Gounopoulos, *Sussex University, United Kingdom*  
Georgios P. Kouretas, *Athens University of Economics and Business, Greece*  
Ali M. Kutan, *Southern Illinois University, United States*

Thomas Lagoarde-Segot, *Kedge Business School, France*  
 Renaud Lunardo, *Kedge Business School, France*  
 Bachir Mazouz, *University of Quebec, Canada*  
 Michael McAleer, *Erasmus University Rotterdam, Netherlands*  
 Rémi Mencarelli, *University of Savoie-Mont Blanc, France*  
 Jean-Yves Moisseron, *IRD, France*  
 Gwenael Piasser, *IPAG Business School, France*  
 Samir Saadi, *University of Ottawa, Canada*  
 Jean-Michel Sahut, *IDRAC Business School, France*  
 Ingmar Schumacher, *IPAG Business School, France*  
 Benoît Sévi, *Grenoble University, France*  
 Eric Strobl, *Ecole Polytechnique, France*  
 Carolyn Strong, *Cardiff University Business School, United Kingdom*  
 Ariane Szafarz, *Université Libre de Bruxelles, Belgium*  
 Frédéric Teulon, *IPAG Business School, France*  
 Loredana Ureche-Rangau, *University of Picardy, France*  
 Janis Zaima, *Menlo College, Atherton, United States*

## ORGANIZING COMMITTEE

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Serge Amabile, *CERGAM, Aix-Marseille University*  
 Dominique Bonet, *IPAG Business School*  
 Sabri Boubaker, *Groupe ESC Troyes en Champagne*  
 Damien Chaney (co-chair), *Groupe ESC Troyes en Champagne*  
 Samira Demaria, *GREDEG, University Nice Sophia Antipolis*  
 Khaled Guesmi (Letter of Invitation), *IPAG Business School*  
 Gregory Heem, *GREDEG, University Nice Sophia Antipolis*  
 Asli Kozan (General Inquiries), *IPAG Business School*  
 Hatem Rjiba (Registration Issues), *IPAG Business School*  
 Duc Khuong Nguyen (co-chair), *IPAG Business School*  
 David Moroz, *Groupe ESC Troyes en Champagne*  
 Patrick Musso (co-chair), *GREDEG, University Nice Sophia Antipolis*  
 Bruno Pecchioli, *Groupe ESC Troyes en Champagne*  
 Isabelle Petit, *IPAG Business School*  
 Marie-José Scotto, *IPAG Business School*  
 Sophie Pomet, *GREDEG, University Nice Sophia Antipolis*  
 Samir Saadi (co-chair), *University of Ottawa, Canada*  
 Nadia Sghaier, *IPAG Business School*  
 Frédéric Teulon, *IPAG Business School*

## PUBLICATION OPPORTUNITIES

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The IRMBAM-2016 is organized in partnership with seven internationally established journals that will publish either special issues of conference papers or a selection of high-quality papers presented at the conference (*see more details at the end of the document*).

- Special Issue of [Management International](#) on the theme “Trust in Organizations”
- Special Issue of [Qualitative Market Research](#) on the theme “Consumer Experiences”
- Special Issue of [Technological Forecasting and Social Change](#) on the theme “Importance of Environment and Entrepreneurship in the Innovation Field”

- Special Issue of [Corporate Ownership & Control](#)
- Special Issue of [Journal of Innovation Economics and Management](#)

Authors of the papers accepted for presentation at the conference are encouraged to submit their work to the following supporting journals:

- [Borsa Istanbul Review](#)
- [Emerging Markets Finance & Trade](#)
- [Management & Avenir](#)
- [Research in International Business and Finance](#)

## CONFERENCE VENUE AND PRACTICAL INFORMATION

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### IPAG Business School

4 Boulevard Carabacel, 06000 Nice, France



# The Program at a Glance

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**Monday, July 11, 2016**

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**08:00 - 08:45**    **Registration & Coffee**

**08:45 - 09:15**    **Welcome and Opening Remarks**

Welcome notes

Amphitheatre New York

**Damien Chaney**, *Professor of Marketing, Champagne School of Management (Groupe ESC Troyes), Conference Co-Chair*

**Patrick Musso**, *Professor of Economics, University of Nice Sophia Antipolis, Conference Co-Chair*

**Duc Khuong Nguyen**, *Professor of Finance, IPAG Business School, France, Conference Co-Chair*

**Samir Saadi**, *Professor of Finance, University of Ottawa, Canada, Conference Co-Chair*

**Frédéric Teulon**, *Professor and Director for Research, IPAG Business School, Conference Co-Chair*

**09:15 - 11:00**    **Parallel Sessions A**

**A1. International Finance: Market Linkages, Pricing and Spillover Effects**

Room Praha, 2<sup>nd</sup> Floor

Chair: **Duc Khuong Nguyen**, *IPAG Business School, France*

**A2. Banking and Finance I**

Room Paris, 2<sup>nd</sup> Floor

Chair: **Imed Chkir**, *University of Ottawa, Canada*

**A3. Management I**

Room Amsterdam, 3<sup>rd</sup> Floor

Chair: **Michel Labour**, *University of Valenciennes & Hainaut-Cambrésis, France*

**A4. Entrepreneurship I**

Room Warszawa, 3<sup>rd</sup> Floor

Chair: **Marta Peris-Ortiz**, *Universitat Politècnica de València, Spain* & **Tristan Boyer**, *IPAG Business School, France*



<b>A5. Marketing I</b>	<b>Room Berlin, 3<sup>rd</sup> Floor</b>
Chair: <b>Matthew Hawkins</b> , <i>ICN Business School, France</i>	

<b>A6. SS Environment and Economic Growth I</b>	<b>Room Kopenhag, 3<sup>rd</sup> Floor</b>
Chair: <b>Agustin Perez-Barahona</b> , <i>INRA &amp; Ecole Polytechnique, France</i>	

<b>A7. SS Innovation Economics and Management I</b>	<b>Room London, 3<sup>rd</sup> Floor</b>
Chair: <b>Sophie Boutillier</b> , <i>University of du Littoral, France</i>	

<b>A8. Theoretical and Applied Economics I</b>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
Chair: <b>Gwenaël Piaser</b> , <i>IPAG Business School, France</i>	

<b>A9. SS on Big Data and Connected Objects I</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>
Chair: <b>Roger W. Reinsch</b> , <i>University of Minnesota Duluth, United States</i>	

**11:00 - 11:15**    **Coffee Break**

**11:15 - 13:00**    **Parallel Sessions B**

<b>B1. SS Corporate Governance I</b>	<b>Room Praha, 2<sup>nd</sup> Floor</b>
Chair: <b>Peter Oyelere</b> , <i>UAE University, United Arab Emirates</i> & <b>Yaroslav Mozghovyi</b> , <i>Ukrainian Academy of Banking, Ukraine</i>	

<b>B2. Banking and Finance II</b>	<b>Room Paris, 2<sup>nd</sup> Floor</b>
Chair: <b>Sadok El Ghouli</b> , <i>University of Alberta, Canada</i>	

<b>B3. Management II</b>	<b>Room Amsterdam, 3<sup>rd</sup> Floor</b>
Chair: <b>Anne Rollet</b> , <i>University of Aix-Marseille II, France</i>	

<b>B4. Entrepreneurship II</b>	<b>Room Warszawa, 3<sup>rd</sup> Floor</b>
Chair: <b>Marie-José Scotto</b> , <i>IPAG Business School, France</i>	

<b>B5. Marketing II</b>	<b>Room Berlin, 3<sup>rd</sup> Floor</b>
Chair: <b>Bernard Korai</b> , <i>University of Laval, Canada</i>	

<b>B6. SS Environment and Economic Growth II</b>	<b>Room Copenhagen, 3<sup>rd</sup> Floor</b>
Chair: <b>Robert Elliott</b> , <i>University of Birmingham, United Kingdom</i>	

<b>B7. SS Gender, Diversity, Trust in the Organizations I - Ethics of Otherness, Diversity Management and Inclusion</b>	<b>Room London, 3<sup>rd</sup> Floor</b>
Chair: <b>Maria Giuseppina Bruna</b> , <i>IPAG Business School, France</i>	

<b>B8. SS on Big Data and Connected Objects II – Roundtable with Serge Miranda</b>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
Chair: <b>Manel Guechtouli</b> , <i>IPAG Business School, France</i> & <b>André Boyer</b> , <i>University of Nice Sophia Antipolis, France</i>	

<b>B9. Operations Research</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>
Chair: <b>Serkan Altuntas</b> , <i>Yildiz Technical University, Turkey</i>	

<b>B10. Technological Forecasting and Social Change</b>	<b>Amphitheatre New York</b>
Chair: <b>Jean-Michel Sahut</b> , <i>IDRAC Business School, France</i> & <b>Marta Peris-Ortiz</b> , <i>Universitat Politècnica de València, Spain</i>	

**13:00 - 14:15**    **Lunch Break**

**14:15 - 15:15**    **Keynote Address**

<b>Revisiting the Unit of Analysis in Business Management Research</b>	<b>Amphitheatre New York</b>
<b>Professor Leo Paul Dana</b> , <i>Distinguished Professor, Montpellier Business School, France</i> & <i>Marie Curie Fellow at Princeton University, United States</i>	

**15:15 - 15:30**    **Coffee Break**

**15:30 - 17:15**    **Parallel Sessions C**

<b>C1. Accounting and Financial Accounting I</b>	<b>Room Praha, 2<sup>nd</sup> Floor</b>
Chair: <b>Chiraz Ben Ali</b> , <i>IPAG Business School, France</i>	

<b>C2. Banking and Finance III</b>	<b>Room Paris, 2<sup>nd</sup> Floor</b>
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Chair: **Sabri Boubaker**, *Champagne School of Business, Groupe ESC Troyes, France*

**C3. Management III** Room Amsterdam, 3<sup>rd</sup> Floor

Chair: **Murali Chari**, *Lally School of Management, Rensselaer Polytechnic Institute, United States*

**C4. Entrepreneurship III** Room Warszawa, 3<sup>rd</sup> Floor

Chair: **Gregory Gadzinski**, *International University of Monaco, Monaco*

**C5. Marketing III** Room Berlin, 3<sup>rd</sup> Floor

Chair: **William Menvielle**, *University of Quebec, Canada*

**C6. SS Environment and Economic Growth III** Room Kopenhag, 3<sup>rd</sup> Floor

Chair: **David Maddison**, *Birmingham Business School, United Kingdom*

**C7. SS Gender, Diversity, Trust in the Organizations II - Management of Human Capital and Trust Issues** Room London, 3<sup>rd</sup> Floor

Chair: **Jean-Paul Tchankam**, *KEDGE Business School, France*

**C8. Economic and Management Issues in the Mediterranean I** Room Oslo, 4<sup>th</sup> Floor

Chair: **Khaled Guesmi**, *IPAG Business School, France*

**C9. Public Economics** Room Stockholm, 4<sup>th</sup> Floor

Chair: **Neil Reeder**, *The Young Foundation, United Kingdom*

17:15 - 17:30 Coffee Break

17:30 - 18:45 Parallel Sessions D

**D1. Accounting and Financial Accounting II** Room Praha, 2<sup>nd</sup> Floor

Chair: **Walid Ben-Amar**, *Telfer School of Management, University of Ottawa, Canada*

**D2. Banking and Finance IV** Room Paris, 2<sup>nd</sup> Floor

Chair: **Walid Ben Omrane**, *Goodman School of Business, Brock University, Canada*

<b>D3. Topical Management Issues</b>	<b>Room Amsterdam, 3<sup>rd</sup> Floor</b>
Chair: <b>Jamie Wieland</b> , <i>Illinois State University, United States</i>	
<b>D4. Entrepreneurship IV</b>	<b>Room Warszawa, 3<sup>rd</sup> Floor</b>
Chair: <b>Minna Saunila</b> , <i>Lappeenranta University of Technology, Finland</i>	
<b>D5. Marketing IV</b>	<b>Room Berlin, 3<sup>rd</sup> Floor</b>
Chair: <b>Michael Mulvey</b> , <i>Telfer School of Management, Canada</i>	
<b>D6. SS Environment and Economic Growth IV – Invited Talks</b>	<b>Room Kopenhag, 3<sup>rd</sup> Floor</b>
Chair: <b>Eric Strobl</b> , <i>Aix-Marseille University &amp; IPAG Business School, France</i>	
<b>D7. SS Corporate Governance II</b>	<b>Room London, 3<sup>rd</sup> Floor</b>
Chair: <b>Alexander N. Kostyuk</b> , <i>Director of Virtus Global Center for Corporate Governance, Ukrainian Academy of Banking, Ukraine</i>	
<b>D8. Dynamics of Financial Markets</b>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
Chair: <b>Duc Khuong Nguyen</b> , <i>IPAG Business School, France</i>	
<b>D9. Information Systems</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>
Chair: <b>Olinkha Gustafson-Pearce</b> , <i>Brunel University, United Kingdom</i>	

**20:00 - 23:00 Gala Dinner**

ASTON LA SCALA Nice, 12 Avenue Felix Faure, 06000 Nice | <http://www.hotel-aston.com/>



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## Tuesday, July 12, 2016

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08:30 - 09:00 Registration & Coffee

### 09:00 - 10:45 Parallel Sessions E

<b>E1. Accounting and Financial Accounting III</b> Chair: <b>Lamia Chourou</b> , <i>University of Ottawa, Canada</i>	<b>Room Praha, 2<sup>nd</sup> Floor</b>
<b>E2. Banking and Finance V</b> Chair: <b>Dominique Guégan</b> , <i>University Paris I Panthéon-Sorbonne, France</i>	<b>Room Paris, 2<sup>nd</sup> Floor</b>
<b>E3. Management IV</b> Chair: <b>Marion Neukam</b> , <i>BETA, University of Strasbourg, France</i>	<b>Room Amsterdam, 3<sup>rd</sup> Floor</b>
<b>E4. Entrepreneurship V</b> Chair: <b>Elisabete Félix</b> , <i>Universidade de Évora, Portugal</i>	<b>Room Warszawa, 3<sup>rd</sup> Floor</b>
<b>E5. Marketing V</b> Chair: <b>Bénédicte Bourcier-Bequaert</b> , <i>IPAG Business School, France</i>	<b>Room Berlin, 3<sup>rd</sup> Floor</b>
<b>E6. SS Environment and Economic Growth V</b> Chair: <b>Paul Malliet</b> , <i>Observatoire Français des Conjonctures, France</i>	<b>Room Kopenhag, 3<sup>rd</sup> Floor</b>
<b>E7. SS Gender, Diversity, Trust in the Organizations III - Roundtable New Issues on Trust and Inclusion</b> Chair: <b>Maria Giuseppina Bruna</b> , <i>IPAG Business School, France</i>	<b>Room London, 3<sup>rd</sup> Floor</b>
<b>E8. Theoretical and Applied Economics II</b> Chair: <b>Muhammad Shahbaz</b> , <i>COMSATS Institute of Information Technology, Pakistan &amp; Montpellier Business School, France</i>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
<b>E9. Business Ethics II</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>

Chair: **Sushil Mohan**, *University of Brighton, United Kingdom*

10:45 - 11:00 Coffee Break

11:00 - 12:00 Keynote Address

**An Overview of Convergence versus Divergence of CSR**

**Amphitheatre New York**

**Professor Dima Jamali**, *Professor of Management & Kamal Shair Endowed Chair in Responsible Leadership in the Olayan School of Business, American University of Beirut, Lebanon*

12:00 - 13:15 Lunch Break

13:15 - 15:00 Parallel Sessions F

**F1. Business Ethics II**

**Room Praha, 2<sup>nd</sup> Floor**

Chair: **Jonathan Peillex**, *Léonard de Vinci Pôle Universitaire, France*

**F2. Banking and Finance VI**

**Room Paris, 2<sup>nd</sup> Floor**

Chair: **Christophe Schalck**, *Paris School of Business, France*

**F3. Management V**

**Room Amsterdam, 3<sup>rd</sup> Floor**

Chair: **Michel Racine**, *University of Laval, Canada*

**F4. Entrepreneurship VI**

**Room Warszawa, 3<sup>rd</sup> Floor**

Chair: **Damien Chaney**, *Groupe ESC Troyes, France*

**F5. Marketing VI**

**Room Berlin, 3<sup>rd</sup> Floor**

Chair: **Noureddine Selmi**, *ESC Troyes in Champagne, France*

**F6. SS Environment and Economic Growth VI**

**Room Kopenhag, 3<sup>rd</sup> Floor**

Chair: **Monika Foltyn-Zarychta**, *University of Economics in Katowice, Poland*

**F7. SS Gender, Diversity, Trust in the Organizations IV - Trust in the Organizations**

**Room London, 3<sup>rd</sup> Floor**

<b>“Moving towards a Sustainable Development through Inclusive Strategies”</b>	
Chair: <b>Jean-François Chanlat</b> , <i>University Paris-Dauphine &amp; Adjunct Editor of Management International</i>	
<b>F8. Logistics</b>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
Chair: <b>Dominique Bonet Fernandez</b> , <i>IPAG Business School, France</i>	
<b>F9. Economic and Management Issues in the Mediterranean II</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>
Chair: <b>Mohamed Akli Achabou</b> , <i>IPAG Business School, France</i>	
<b>15:00 - 15:15</b>	<b>Lunch Break</b>
<b>15:15 - 17:00</b>	<b>Parallel Sessions G</b>
<b>G1. Banking and Finance VII</b>	<b>Room Praha, 2<sup>nd</sup> Floor</b>
Chair: <b>Ladislav Lukas</b> , <i>University of West Bohemia in Pilsen, Czech Republic</i>	
<b>G2. Banking and Finance VIII</b>	<b>Room Paris, 2<sup>nd</sup> Floor</b>
Chair: <b>Franklin Ngwu</b> , <i>Glasgow Caledonian University, United Kingdom</i>	
<b>G3. Management VI</b>	<b>Room Amsterdam, 3<sup>rd</sup> Floor</b>
Chair: <b>Carole Monaco</b> , <i>University of Mons, Belgium</i>	
<b>G4. SS Innovation Economics and Management II</b>	<b>Room Warszawa, 3<sup>rd</sup> Floor</b>
Chair: <b>Francesco Paolo Appio</b> , <i>Ecole de Management Leonard de Vinci, France</i>	
<b>G5. Marketing VII</b>	<b>Room Berlin, 3<sup>rd</sup> Floor</b>
Chair: <b>Karen Fernandez</b> , <i>University of Auckland Business School, New Zealand</i>	
<b>G6. SS Environment and Economic Growth VII</b>	<b>Room Kopenhag, 3<sup>rd</sup> Floor</b>
Chair: <b>Ingmar Schumacher</b> , <i>IPAG Business School, France</i>	
<b>G7. SS Gender, Diversity, Trust in the Organizations V - Trust in the Organizations “Going beyond Gender Segregation”</b>	<b>Room London, 3<sup>rd</sup> Floor</b>
Chair: <b>Mustafa Özbilgin</b> , <i>Brunel Business School, United Kingdom &amp; Editor in Chief of European Management Review</i>	

<b>G8. Theoretical and Applied Economics III</b>	<b>Room Oslo, 4<sup>th</sup> Floor</b>
Chair: <b>Renata Benda-Prokeinova</b> , <i>Slovak University of Agriculture in Nitra, Slovakia</i>	
<b>G9. Marketing VIII</b>	<b>Room Stockholm, 4<sup>th</sup> Floor</b>
Chair: <b>Mourad Touzani</b> , <i>Neoma Business School, France</i>	

17:00 - 17:00    **Closing**



# The Program in Detail

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## Monday, July 11, 2016

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08:00 - 08:45 Registration & Coffee

08:45 - 09:15 Welcome and Opening Remarks

Welcome notes

Amphitheatre New York

**Damien Chaney**, *Professor of Marketing, Champagne School of Management (Groupe ESC Troyes), Conference Co-Chair*

**Patrick Musso**, *Professor of Economics, University of Nice Sophia Antipolis, Conference Co-Chair*

**Duc Khuong Nguyen**, *Professor of Finance, IPAG Business School, France, Conference Co-Chair*

**Samir Saadi**, *Professor of Finance, University of Ottawa, Canada, Conference Co-Chair*

**Frédéric Teulon**, *Professor and Director for Research, IPAG Business School, Conference Co-Chair*

09:15 - 11:00 Parallel Sessions A

**A1. International Finance: Market Linkages, Pricing and Spillover Effects**

Room Praha, 2<sup>nd</sup> Floor

Chair: **Duc Khuong Nguyen**, *IPAG Business School, France*

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**Determinants of stock return volatility in southeast asian markets**

*Authors:* **Inphong Natthinee** (*Faculty of Business and Law, Leeds Beckett University, United Kingdom*), Junjie Wu (*Faculty of Business and Law, Leeds Beckett University, United Kingdom*), Muhammad Ali Nasir (*Faculty of Business and Law, Leeds Beckett University, United Kingdom*)

*Discussant:* **Duc Khuong Nguyen** (*IPAG Business School, France*)

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**Stability of financial markets, a virtual market implementing low and high-frequency trading**

*Authors:* Thouillez Thomas (*University Paris 1, France*), **Erwan Le Saout** (*University Paris 1, France*)

*Discussant:* **Bertrand Candelon** (*IPAG Business School, France*)

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### International asset allocation in presence of systematic cojumps

*Authors:* Mohamed El Hedi Arouri (*University of Auvergne, France*), Oussama M'Saddek (*University of Auvergne, France*), **Duc Khuong Nguyen** (*IPAG Business School, France*), Kuntara Pukthuanthong (*University of Missouri, United States*)

*Discussant:* **Inphong Natthinee** (*Faculty of Business and Law, Leeds Beckett University, United Kingdom*)

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### Global financial spillovers: A non-linear assessment of the uncertainty channel

*Authors:* **Bertrand Candelon** (*IPAG Business School, France*), Laurent Ferrara (*Banque de France & University of Paris Ouest, France*), Marc Joëts (*Banque de France & University of Paris Ouest, France*)

*Discussant:* **Erwan Le Saout** (*University Paris 1, France*)

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## A2. Banking and Finance I

Room Paris, 2<sup>nd</sup> Floor

Chair: **Imed Chkir**, (*University of Ottawa, Canada*)

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### External governance and the cost of equity financing

*Authors:* Sabri Boubaker (*Champagne School of Business, ESC Troyes, France & IRG, University of Paris Est, France*), **Samir Saadi** (*University of Ottawa, Canada*), Syrine Sassi (*IRG, University of Paris Est Créteil, France*).

*Discussant:* Allen Berger (*University of South Carolina, United States*), Ruiyuan Chen (*University of South Carolina, United States*), **Sadok El Ghoul** (*University of Alberta, Canada*), Omrane Guedhami (*University of South Carolina, United States*)

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### Banking deregulation and externally financed growth: Evidence from firm-level data

*Author:* **Sadok El Ghoul** (*University of Alberta, Canada*)

*Discussant:* **Zhenxu Tong** (*University of Exeter, United Kingdom*)

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### Labor unions and the value of firm diversification

*Author:* **Zhenxu Tong** (*University of Exeter, United Kingdom*)

*Discussant:* **Wael Rouatbi** (*Paris School of Business, France*)

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### The role of multiple large shareholders in the choice of debt source

*Authors:* Sabri Boubaker (*Champagne School of Management & IRG, University of Paris Est, France*), **Wael Rouatbi** (*Paris School of Business, France*), Walid Saffar (*School of Accounting & Finance, The Hong Kong Polytechnic University, Hong Kong*)

*Discussant:* **Samir Saadi** (*University of Ottawa, Canada*)

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### A3. Management I

Room Amsterdam, 3<sup>rd</sup> Floor

Chair: **Michel Labour**, *University of Valenciennes and Hainaut-Cambrésis, France*

#### Psychological safety and self-efficacy: A study in Indonesian companies

*Authors:* **Abror Abror** (*University of Hull, United Kingdom*), Raphaël Akamavi (*University of Hull, United Kingdom*), Neneh Akamavi (*University of Hull, United Kingdom*)

*Discussant:* **Michel Labour** (*University of Valenciennes and Hainaut-Cambrésis, France*)

#### The authentic organisation

*Authors:* **Kevin Roe** (*Anglia Ruskin University, United Kingdom*), John Burgoyne (*Lancaster University, United Kingdom*)

*Discussant:* **Sabrina Strassburger** (*Bocconi University, Italy*)

#### Avoiding the strategy alignment trap in human resource management: A case study of an IRP

*Authors:* **Michel Labour** (*University of Valenciennes and Hainaut-Cambrésis, France*), Igor Crévits (*University of Valenciennes and Hainaut-Cambrésis, France*), Said Hanafi (*University of Valenciennes and Hainaut-Cambrésis, France*)

*Discussant:* **Abror Abror** (*University of Hull, United Kingdom*)

#### Software licensing, copyrights and the campaign for clear licensing

*Authors:* **Sabrina Strassburger** (*Bocconi University, Italy*), Sophie Wodociag (*CREGO, University of Haute-Alsace, France*)

*Discussant:* **Kevin Roe** (*Anglia Ruskin University, United Kingdom*)

### A4. Entrepreneurship I

Room Warszawa, 3<sup>rd</sup> Floor

Chair: **Marta Peris-Ortiz**, *Universitat Politècnica de València, Spain* & **Tristan Boyer**, *IPAG Business School, France*

#### “In the same boat”, organizational identity in family firms from a non-family member’s perspective, a case study

*Authors:* **Julia Vincent** (*HEC Paris & IPAG Business School, France*), Patrick Lam Lê (*Neoma Business School, France*)

*Discussant:* **Dominique Siegel** (*EM Strasbourg Business School, France*)

#### How does family influence affect profitability of SMEs over time?

*Authors:* **Albert Lwango** (*Groupe ESC Troyes, France*), Régis Coeurderoy (*ESCP Europe Business School, France*), Gabriel A. Giménez Roche (*Groupe ESC Troyes, France*)

*Discussant:* **Marta Peris-Ortiz** (*Universitat Politècnica de València, Spain*)

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**The international entrepreneurship of SMEs: the critical role of management students**

*Author: Dominique Siegel (EM Strasbourg Business School, France)*

*Discussant: Julia Vincent (HEC Paris & IPAG Business School, France)*

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**The broad dimension of social entrepreneurship: Conceptual framework and measurement scale**

*Authors: Marta Peris-Ortiz (Universitat Politècnica de València, Spain), Carlos Rueda-Armengot (Universitat Politècnica de València (UPV), Spain), Antonio Navarro Garcia (Sevilla University, Spain)*

*Discussant: Albert Lwango (Groupe ESC Troyes, France)*

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**A5. Marketing I**

**Room Berlin, 3<sup>rd</sup> Floor**

**Chair: Matthew Hawkins, ICN Business School, France**

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**Digital brand content: antecedents and effects of a spreading communication practice**

*Author: Sandra Arrivé (Paris Dauphine University & IPAG Business School, France)*

*Discussant: Amélie Martin (University Paris-Dauphine, France)*

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**The brand manager's challenges in the digital era**

*Authors: Isabelle Aimé (IPAG Business School, France), Fabienne Berger-Remy (IAE Paris, France), Marie-Eve Laporte (IAE Paris, France)*

*Discussant: Matthew Hawkins (ICN Business School, France)*

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**Brand as customer experience management antecedent: dimensions, role and dynamics**

*Authors: Amélie Martin (University Paris-Dauphine, France), Florence Jacob (University Paris-Dauphine, France)*

*Discussant: Sandra Arrivé (Paris Dauphine University & IPAG Business School, France)*

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**Consumption collective participant screens and understanding membership transformation**

*Author: Matthew Hawkins (ICN Business School, France)*

*Discussant: Isabelle Aimé (IPAG Business School, France)*

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**A6. SS Environment and Economic Growth I**

**Room Kopenhag, 3<sup>rd</sup> Floor**

**Chair: Agustin Perez-Barahona, INRA & Ecole Polytechnique, France**

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**On the impact of direct vs indirect lobbying on environmental and economic performance**

*Authors:* Raouf Boucekkine (*Aix-Marseille School of Economics & CNRS & GREQAM, France*), **Fabien Prieur** (*Toulouse School of Economics & INRA, France*), Benteng Zou (*Center for Research in Economic Analysis*)

*Discussant:* **Eric Strobl** (*Aix-Marseille University & IPAG Business School, France*)

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**Climate challenge for agriculture and the value of climate services: Application to coffee farming in Peru**

*Authors:* **Alexandra Vinogradova** (*Swiss Federal Institute of Technology, Switzerland*), Filippo Lechthaler (*University of Basel, Switzerland*)

*Discussant:* **Agustin Perez-Barahona** (*INRA & Ecole Polytechnique, France*)

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**The inflationary costs of extreme weather in developing countries**

*Authors:* Andreas Heinen (*University of Cergy-Pontoise*), Jeetendra Khadan (*Inter-American Development Bank*), **Eric Strobl** (*Aix-Marseille University & IPAG Business School, France*)

*Discussant:* **Fabien Prieur** (*Toulouse School of Economics & INRA, France*)

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**The diffusion of economic activity across space: a new approach**

*Authors:* Carmen Camacho (*Paris School of Economics & CNRS, France*) **Agustin Perez-Barahona** (*INRA and Ecole Polytechnique, France*)

*Discussant:* **Alexandra Vinogradova** (*Swiss Federal Institute of Technology, Switzerland*)

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**A7. SS Innovation Economics and Management I****Room London, 3<sup>rd</sup> Floor**

**Chair:** **Sophie Boutillier**, *University of the Littoral, France*

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**Determinants of firm's propensity to environmental innovation in emerging economies (The case of manufacturing and service firms in Ethiopia)**

*Authors:* **Samuel Kurke** (*Addis Ababa University, Ethiopia*), Feyera Wakjira (*Addis Ababa University, Ethiopia*), Adugna Lemi (*University of Massachusetts in Boston, United States*)

*Discussant:* **Hicham M. Hachem** (*University of Picardie Jules Verne, France*)

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**Weak ties and global reach: Network theory and the Atlantic entrepreneurial ecosystem**

*Author:* **Ellen Farrell** (*Sobey School of Business, Canada*)

*Discussant:* **Sophie Boutillier** (*University of the Littoral, France*)

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**Innovation, dynamics and the myths about knowledge, technology and R&D driven economic growth an evolving**

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**network model**

*Author: Hicham M. Hachem (University of Picardie Jules Verne, France)*

*Discussant: Samuel Kurke (Addis Ababa University, Ethiopia)*

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**Digital platform as source of entrepreneurship, a reinvented world? What the cases of Uber and Airbnb tell us**

*Authors: Sophie Boutillier (University of the Littoral, France), Zeting Liu (Institut Français des Sciences et des Technologies des Transports, de l'Aménagement et des Réseaux, France)*

*Discussant: Ellen Farrell (Sobey School of Business, Canada)*

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**A8. Theoretical and Applied Economics I****Room Oslo, 4<sup>th</sup> Floor**

**Chair: Gwenaël Piaser**, *IPAG Business School, France*

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**Heterogeneity in informal sector employment in the Turkish labour market**

*Author: Okan Yilmaz (Bartın University, Turkey)*

*Discussant: Sergio Daga (University of Navarra, Spain)*

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**Informal input suppliers**

*Authors: Sergio Daga (University of Navarra, Spain), Pedro Mendi (University of Navarra, Spain)*

*Discussant: Gwenaël Piaser (IPAG Business School, France)*

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**Non-trivial communication in contractible actions games**

*Authors: Andrea Attar (Toulouse School of Economics, France & Università di Roma Tor Vergata, Italy), Eloisa Campioni (Università di Roma Tor Vergata, Italy), Gwenaël Piaser (IPAG Business School, France)*

*Discussant: Okan Yilmaz (Bartın University, Turkey)*

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**A9. SS on Big Data and Connected Objects I****Room Stockholm, 4<sup>th</sup> Floor**

**Chair: Roger W. Reinsch**, *University of Minnesota Duluth, United States*

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**Digital technologies in human resource functions: What value added for the conduct of change? The case of the SNCF**

*Authors: Assima Meddane (SNCF, France), Marie-José Scotto, (IPAG Business School, France), Manel Guechtouli (IPAG Business School, France), André Boyer (University of Nice Sophia Antipolis, France)*

*Discussant: Roland Rizoulières (Sciences Po Aix, France)*

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**Trust in digital healthcare sector: What priorities for actions?**

*Author: Roland Rizoulières (Sciences Po Aix, France)*

*Discussant: Roger W. Reinsch (University of Minnesota Duluth, United States)*

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**Big data: Can the attempt to be more discriminating be more discriminatory instead?**

*Authors: Roger W. Reinsch (University of Minnesota Duluth, United States), Sonia Goltz (Michigan Technological University, United States)*

*Discussant: Manel Guechtouli (IPAG Business School, France)*

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**11:00 - 11:15 Coffee Break**

**11:15 - 13:00 Parallel Sessions B**

**B1. SS Corporate Governance I**

**Room Praha, 2<sup>nd</sup> Floor**

**Chair: Peter Oyelere, UAE University, United Arab Emirates & Yaroslav Mozghovyi, Ukrainian Academy of Banking, Ukraine**

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**Initiative corporate governance of the German real estate industry**

*Invited Talk: Karin Barthelmes-Wehr, Managing Director, Initiative Corporate Governance of the German Real Estate Industry, Germany*

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**In search of effective corporate governance: an explorative research within the context of semi public housing management in the Netherlands**

*Authors: Karin Van Dreven (University Rotterdam, Netherlands), Hendrik Koolma (VU University Amsterdam, Netherlands)*

*Discussant: Peter Oyelere (UAE University, United Arab Emirates)*

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**Corporate governance of intellectual capital**

*Author: Cesar Julio Recalde (Universidad del Centro de Estudios Macroeconómicos Argentino, Argentina)*

*Discussant: Yaroslav Mozghovyi (Ukrainian Academy of Banking, Ukraine)*

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**Governance and regulation of the real estate sector in the United Arab Emirates**

*Authors: Peter Oyelere (UAE University, United Arab Emirates), Habib Mahama (UAE University, United Arab Emirates)*

*Discussant: Karin Van Dreven (University Rotterdam, Netherlands)*

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## B2. Banking and Finance II

Room Paris, 2<sup>nd</sup> Floor

Chair: **Sadok El Ghouli**, *University of Alberta, Canada*

### The impact of firm productivity on external finance: The better the more

*Author:* **Minjia Chen** (*University of Nottingham, United Kingdom*)

*Discussant:* **Affan Hameed** (*University of Reading, United Kingdom*)

### Exporting under financing constraints: Firm-level evidence from EU countries

*Authors:* Gavin Murphy (*Department of Finance, Ireland*), **Iulia Siedschlag** (*The Economic and Social Research Institute & Trinity College, Ireland*)

*Discussant:* **Richard-Marc Lacasse** (*UQAR, Canada*)

### The impact of volatility and corporate governance factors on performance choices in executive remuneration contracts of UK firms

*Authors:* Michael Clements (*University of Reading, United Kingdom*), **Affan Hameed** (*University of Reading, United Kingdom*), Carol Padgett (*University of Reading, United Kingdom*)

*Discussant:* **Minjia Chen** (*University of Nottingham, United Kingdom*)

### Creative disruption in financial services: FinTech and crowdfunding

*Authors:* **Richard-Marc Lacasse** (*UQAR, Canada*), Berthe Lambert (*UQAR, Canada*)

*Discussant:* **Iulia Siedschlag** (*The Economic and Social Research Institute & Trinity College, Ireland*)

## B3. Management II

Room Amsterdam, 3<sup>rd</sup> Floor

Chair: **Anne Rollet**, *University of Aix-Marseille II, France*

### Relationship between equity agency costs and ownership structure: Evidence from emerging and developing European markets

*Authors:* Nurhan Aydin (*Anadolu University, Turkey*), **Gulsah Kulali** (*Anadolu University, Turkey*)

*Discussant:* **Asli Kozan** (*IPAG Business School, France*)

### On the folly of rewarding CEOs' for A, while getting A and B: How implementing sustainability strategies affect CEO compensation and the ratio of CEO to employee average pay in firms

*Authors:* Georg Wernicke (*Copenhagen Business School, Denmark*), **Asli Kozan** (*IPAG Business School, France*), Samuel Touboul (*IPAG*)



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*Business School, France)*

*Discussant: Anne Rollet (University of Aix-Marseille II, France)*

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#### **Inter-branch organization, the unique blending strategy of Champagne Wines**

*Authors: Anne Rollet (University of Aix-Marseille II, France)*

*Discussant: Gulsah Kulali (Anadolu University, Turkey)*

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### **B4. Entrepreneurship II**

**Room Warszawa, 3<sup>rd</sup> Floor**

**Chair: Marie-José Scotto, IPAG Business School, France**

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#### **La succession managériale en entreprise familiale**

*Authors: Khaled Guesmi (IPAG Business School, France), Salma Fattoum (INSEEC Business School Lyon, France)*

*Discussant: Karima Bouaïss (IAE de Poitiers, France)*

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#### **Déterminants du succès de la levée de fonds en equity crowdfunding: Le rôle du projet, du dirigeant et de l'équipe managériale**

*Authors: Karima Bouaïss (IAE, University of Poitiers, France), Emmanuelle Dubocage (University Paris Saclay, France)*

*Discussant: Salma Fattoum (INSEEC Business School Lyon, France)*

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#### **Influences des caractéristiques des entrepreneurs sur le succès de la levée de fonds : Le cas de l'equity-crowdfunding**

*Authors: Karima Bouaïss (IAE, University of Poitiers, France), Jean Redis (ESIEE - CCI de Paris, France)*

*Discussant: Catherine Nicole Biloa Fouda (The University of Douala, Cameroon)*

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#### **Pertinence de la méthode de cas pour comprendre la réalité de l'entrepreneuriat féminin au Cameroun**

*Authors: Catherine Nicole Biloa Fouda (The University of Douala, Cameroon), Martine Hlady Rispal (The University of Bordeaux, France)*

*Discussant: Marie-José Scotto (IPAG Business School, France)*

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#### **De quelle manière le mentorat et sa déclinaison moderne le e-mentorat peuvent-ils contribuer au développement de la carrière entrepreneuriale des femmes ? Une étude de femmes entrepreneures en France et au Pays de Galles.**

*Authors: Marie-José Scotto (IPAG Business School, France)*

*Discussant: Jean Redis (ESIEE - CCI de Paris, France)*

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## B5. Marketing II

Room Berlin, 3<sup>rd</sup> Floor

Chair: **Bernard Korai**, *University of Laval, Canada*

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**L'influence de l'environnement du point de vente sur la confiance et l'engagement du consommateur envers la marque**

*Author: Zaineb Baicha (University Ibn Tofail, Morocco)*

*Discussant: Salem Ben Brahim (University of Tunis El Manar, Tunisia)*

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**Les stratégies favorisant la similarité entre le représentant d'une marque et son client : clarification, bilan et voies de recherche**

*Author: Bénédicte Bourcier-Bequaert (IPAG Business School, France)*

*Discussant: Bernard Korai (University of Laval, Canada)*

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**Le rôle médiateur de la confiance à la marque dans la relation: participation active à la page fans Facebook-fidélité (cas de Orange Tunisie)**

*Author: Salem Ben Brahim (University of Tunis El Manar, Tunisia)*

*Discussant: Zaineb Baicha (University Ibn Tofail, Morocco)*

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**Déterminants de la sensibilité à la marque des consommatrices africaines de cosmétiques : Effets du narcissisme, de l'implication et du risque perçu**

*Author: Bernard Korai (University of Laval, Canada)*

*Discussant: Bénédicte Bourcier-Bequaert (IPAG Business School, France)*

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## B6. SS Environment and Economic Growth II

Room Kopenhag, 3<sup>rd</sup> Floor

Chair: **Robert Elliott**, *University of Birmingham, United Kingdom*

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**Pollution and infectious diseases**

*Authors: Stefano Bosi (University of Evry, France)*

*Discussant: Karine Constant (Paris West University, France)*

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**Environmental policy and inequality: A matter of life and death**

*Authors: Karine Constant (Paris West University, France)*

*Discussant: Robert Elliott (University of Birmingham, United Kingdom)*

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**Shell shocked: Examining the impact of foreign entry on the gasoline retail market in China**

*Authors:* **Robert Elliott** (*University of Birmingham, United Kingdom*), Puyang Sun (*Nankai University, China*), Tong Zhu (*University of Birmingham, United Kingdom*)

*Discussant:* **Stefano Bosi** (*University of Evry, France*)

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**B7. SS Gender, Diversity, Trust in the Organizations I - Ethics of Otherness, Diversity Management and Inclusion**

**Room London, 3<sup>rd</sup> Floor**

*Chair:* **Maria Giuseppina Bruna** (*IPAG Business School, France*)

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**Identifying and addressing institutional paradoxes between cohesion and inclusion: cultural dynamic capabilities for social innovativeness and social sustainability**

*Authors:* **Fabrice Périac** (*University Paris Dauphine, France*), Albert David (*University Paris Dauphine, France*), Quinetta Roberson (*Villanova School of Business*)

*Discussant:* **Luc Frédéric Ducray** (*ISC Paris Business School, France*)

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**Justice organisationnelle et politiques de diversité: une esquisse de réflexion managériale sous le prisme lévinassien**

*Authors:* **Maria Giuseppina Bruna** (*IPAG Business School, France*), Zahir Yanat (*KEDGE Business School, France*), Jean-Paul Tchankam (*KEDGE Business School, France*)

*Discussant:* **Dominique Bonet Fernandez** (*IPAG Business School, France*)

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**Impact of languages and craft speeches on the audit risk in a superdiverse environment**

*Author:* **Luc Frédéric Ducray** (*ISC Paris Business School, France*)

*Discussant:* **Fabrice Périac** (*University Paris Dauphine, France*)

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**Confiance et économie collaborative: Une analyse des discours des forums d'autopartage**

*Author:* **Dominique Bonet Fernandez** (*IPAG Business School, France*)

*Discussant:* **Maria Giuseppina Bruna** (*IPAG Business School, France*)

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**B8. SS on Big Data and Connected Objects II – Roundtable with Serge Miranda**

**Room Oslo, 4<sup>th</sup> Floor**

*Chair:* **Manel Guechtouli**, *IPAG Business School, France* & **André Boyer**, *University of Nice Sophia Antipolis, France*

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**Innovation SPIRALISTE dans l'économie numérique**

*Guest Speaker:* **Serge Miranda**, *University of Nice Sophia Antipolis, France*

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### Internet des objets et big data: Quels impacts sur la sécurité des systèmes d'information?

*Panelist: Edmond Cissé, Expert in Cybersécurité & Certified Grade Risk Manager (URAEUS CONSULT) & Polytech Nice*

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### Système d'information et numérique: Définitions et enjeux économiques

*Panelist: Daniel Bretones, President of the ANDESE, France*

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## B9. Operations Research

Room Stockholm, 4<sup>th</sup> Floor

Chair: **Serkan Altuntas**, *Yildiz Technical University, Turkey*

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### Facility layout design selection by the technique of precise order preference

*Authors: Serkan Altuntas (Yildiz Technical University, Turkey), and Turkay Dereli (Iskenderun Technical University & Gaziantep University, Turkey)*

*Discussant: Nikos Loukeris (University of Macedonia & Athens University of Economics and Business, Greece)*

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### The intelligent portfolio performance optimization system (IPPOS)

*Authors: Nikos Loukeris (University of Macedonia & Athens University of Economics and Business, Greece), Stelios Bekiros (European University Institute, Italy & Athens University of Economics and Business, Greece), Iordanis Eleftheriadis (University of Macedonia, Greece)*

*Discussant: Koray Simsek (Sabanci University, Turkey)*

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### Optimal procurement with take-or-pay contracts in the presence of storage

*Authors: Koray Simsek (Sabanci University, Turkey), Cagri Haksoz (Sabanci University, Turkey), Metin Cakanyildirim (University of Texas, USA)*

*Discussant: Serkan Altuntas (Yildiz Technical University, Turkey)*

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## B10. Technological Forecasting and Social Change

Amphitheatre New York

Chair: **Jean-Michel Sahut**, *IDRAC Business School, France* & **Marta Peris-Ortiz**, *Universitat Politècnica de València, Spain*

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### How entrepreneurs in visionary SMEs in green economy explore a new urban market: The diffusion of alternative electricity supply solution in Bangalore

*Authors: Akil Amiraly (École polytechnique, University Paris-Saclay, France), Haruki Sawamura (École polytechnique, University Paris-Saclay, France)*

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*Discussant: **Yi-Min Chen** (National University of Kaohsiung, Taiwan)*

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**Endogenous and exogenous forces to reactive patent litigation strategy: Towards a complementarity perspective**

*Authors: **Yi-Min Chen** (National University of Kaohsiung, Taiwan), Hsin-Hsien Liu (National University of Kaohsiung, Taiwan), Yu-Siang Liu (National University of Kaohsiung, Taiwan)*

*Discussant: **Dianne Welsh** (University of North Carolina at Greensboro, United States)*

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**Sustainability reporting and innovation worldwide**

*Authors: Jeffrey Shields (University of North Carolina at Asheville, United States), **Dianne Welsh** (University of North Carolina at Greensboro, United States), Joyce Shelleman (University of Maryland University College, United States)*

*Discussant: **Akil Amiraly** (École Polytechnique, University Paris-Saclay, France)*

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**13:00 - 14:15**    **Lunch Break**

**14:15 - 15:15**    **Keynote Address**

**Revisiting the Unit of Analysis in Business Management Research**

**Amphitheatre New York**

**Professor Leo Paul Dana**, *Distinguished Professor, Montpellier Business School, France & Marie Curie Fellow at Princeton University, United States*

**15:15 - 15:30**    **Coffee Break**

**15:30 - 17:15**    **Parallel Sessions C**

**C1. Accounting and Financial Accounting I**

**Room Praha, 2<sup>nd</sup> Floor**

Chair: **Chiraz Ben Ali**, *IPAG Business School, France*

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**La Pertinence de la conception hybride des systèmes d'information comptables**

*Author: **Lazhar El Orf** (Conservatoire National des Arts et Métiers de Paris, France)*

*Discussant: **Nabila Boussaid** (HEC Management School, University of Liège, Belgium & Institut Supérieur de Gestion, University of Sousse, Tunisia)*

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### **Le contrôle de gestion en banque : Entre centralisation et décentralisation**

*Authors:* Elisabeth Callandret (University of the Mediterranean - Aix-Marseille II, France), **Anne Rollet** (University of the Mediterranean - Aix-Marseille II, France)

*Discussant:* **Dorra Najar** (IPAG Business School, France)

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### **Accounting conservatism, analysts' performance and stock market liquidity**

*Authors:* **Nabila Boussaid** (HEC Management School, University of Liège, Belgium & Institut Supérieur de Gestion, University of Sousse, Tunisia), Taher Hamza (IHEC Management School - University of Carthage, Tunisia), Danielle Sougne (HEC Management School, University of Liège, Belgium)

*Discussant:* **Lazhar El Orf** (Conservatoire National des Arts et Métiers de Paris, France)

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### **Rémunération des dirigeants : Comment rendre compte ?**

*Authors:* Chiraz Ben Ali (IPAG Business School, France), Imene Haouet (NEOMA Business School, France), **Dorra Najar** (IPAG Business School, France)

*Discussant:* **Anne Rollet** (University of the Mediterranean - Aix-Marseille II, France)

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## **C2. Banking and Finance III**

**Room Paris, 2<sup>nd</sup> Floor**

*Chair:* **Sabri Boubaker**, Champagne School of Business, Groupe ESC Troyes, France

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### **CSR under or over-performance and portfolios' financial risk**

*Author:* **Raissa Yerbanga** (University of Montpellier I, France)

*Discussant:* **Imed Chkir** (University of Ottawa, Canada)

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### **Yes, Virginia, there is hope: Dividend is no longer a puzzle**

*Authors:* **Fodil Adjaoud** (University of Ottawa, Canada), Nadia Hermassi (University Elmanar of Tunis, Tunisia)

*Discussant:* **Kim Cuong Ly** (University of Glasgow, United Kingdom)

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### **Does national culture matter to corporate innovation?**

*Authors:* Naress Boubakri (American University of Sharjah, Emirates Arab Unis), Imed Chkir (University of Ottawa, Canada), **Samir Saadi** (University of Ottawa, Canada), Hui Zhu (University of Ontario Institute of Technology, Canada)

*Discussant:* **Raissa Yerbanga** (University of Montpellier I, France)

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**Can parents protect their children? Risk comparison analysis between stand-alone commercial banks and bank holding companies' affiliates**

*Authors:* **Kim Cuong Ly** (*University of Glasgow, United Kingdom*), Frank Hong Liu (*University of Glasgow, United Kingdom*), Kwaku Opong (*University of Glasgow, United Kingdom*)

*Discussant:* **Fodil Adjaoud** (*University of Ottawa, Canada*)

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**C3. Management III**

**Room Amsterdam, 3<sup>rd</sup> Floor**

*Chair:* **Murali Chari**, *Lally School of Management, Rensselaer Polytechnic Institute, United States*

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**Chinese cross-border mergers and acquisitions: The recent motivations, geographical impact and performances**

*Authors:* Yi Wang (*Independent Author*), **Chris Carr** (*University of Edinburgh, United Kingdom*), Yue Liu (*University of Edinburgh, United Kingdom*)

*Discussant:* **Laure Dikmen** (*CEREGE, IAE, University of Poitiers, France*)

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**Asymmetry in international joint ventures**

*Authors:* **Laure Dikmen** (*CEREGE, IAE, University of Poitiers, France*), Foued Cheriet (*UMR-Moisa, Sup-Agro Montpellier, France*)

*Discussant:* **Murali Chari** (*Lally School of Management, Rensselaer Polytechnic Institute, United States*)

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**Corporate governance and returns to emerging economy firm acquisitions in tax havens: An empirical test on Indian firms**

*Authors:* **Murali Chari** (*Lally School of Management, Rensselaer Polytechnic Institute, United States*)

*Discussant:* **Chris Carr** (*University of Edinburgh, United Kingdom*)

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**C4. Entrepreneurship III**

**Room Warszawa, 3<sup>rd</sup> Floor**

*Chair:* **Gregory Gadzinski**, *International University of Monaco, Monaco*

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**Removing barriers to MSMEs growth as employment-creating policy: The case of Egypt**

*Authors:* Damyana Bakardzhieva (*International University of Monaco, Monaco*), **Gregory Gadzinski** (*International University of Monaco, Monaco*), Bassem Kamar (*International University of Monaco, Monaco*)

*Discussant:* **Aquilino Felizardo** (*University of Evora, Portugal*)

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**Trust antecedents in asymmetric alliances**

*Authors:* **Zoubeyda Mahamadou** (*CREG, University of Pau, France*)

*Discussant:* **Sanda Franic** (*University of Ljubljana, Slovenia*)

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**Organizational performance measurement and evaluation systems in SMEs: The case of the transforming industry in Portugal**

*Authors:* **Aquilino Felizardo** (*University of Évora, Portugal*), **Elisabete Félix** (*University of Évora, Portugal*), **João Thomaz** (*University of Évora, Portugal*)

*Discussant:* **Gregory Gadzinski** (*International University of Monaco, Monaco*)

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**Exploring antecedents of business angels' alertness**

*Authors:* **Sanda Franic** (*University of Ljubljana, Slovenia*), **Mateja Drnovsek** (*University of Ljubljana, Slovenia*), **Alenka Slavec** (*University of Ljubljana, Slovenia*)

*Discussant:* **Zoubeyda Mahamadou** (*CREG, University of Pau, France*)

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**C5. Marketing III**

**Room Berlin, 3<sup>rd</sup> Floor**

*Chair:* **William Menvielle**, (*University of Quebec, Canada*)

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**Troika : Le cadeau d'affaires fonctionnel à la conquête du monde**

*Authors:* **William Menvielle** (*University of Quebec, Canada*), **Beatrice Dogor Di Nuzzo** (*IPAG Business School, France*), **Catherine Papetti** (*University of Nice, France*)

*Discussant:* **Elodie Deprince** (*University of Mons, Belgium*)

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**L'impact du concept de soi sur la consommation du luxe due à l'effet Bandwagon**

*Authors:* **Cyrine Khalfallah** (*IHEC Carthage, Tunisia*), **Nedra Bahri Ammari** (*IHEC Carthage, Tunisia*)

*Discussant:* **William Menvielle** (*University of Quebec, Canada*)

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**Les réseaux sociaux sont-ils devenus indispensables dans une stratégie d'internationalisation chez les PME ?**

*Authors:* **Elodie Deprince** (*University of Mons, Belgium*), **Arnone Laurent** (*University of Mons, Belgium*)

*Discussant:* **Catherine Papetti** (*University of Nice, France*)

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**Marketing collaboratif en contexte de PME: le cas de l'industrie du meuble au Québec**

*Authors:* **William Menvielle** (*University of Quebec, Canada*), **David Gélinas** (*University of Quebec, Canada*)

*Discussant:* **Cyrine Khalfallah** (*IHEC Carthage, Tunisia*)

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**C6. SS Environment and Economic Growth III****Room Kopenhag, 3<sup>rd</sup> Floor****Chair: David Maddison**, *Birmingham Business School, United Kingdom***How the mutual effects of trade and climate change shape the world economy?***Authors: Karine Constant (Paris West University, France), Marion Davin (University of Montpellier, France), Antoine Leriche (University of Maine & GAINS, France)**Discussant: Thais Nunez Rocha (University of Paris I Panthéon-Sorbonne, France)***Waste haven effect: unwrapping the impact of environmental regulation***Authors: Thais Nunez Rocha (University of Paris I Panthéon-Sorbonne, France)**Discussant: David Maddison (Birmingham Business School, United Kingdom)***Four new estimates of the elasticity of marginal utility for the UK***Authors: David Maddison (Birmingham Business School, United Kingdom)**Discussant: Marion Davin (University of Montpellier, France)***C7. SS Gender, Diversity, Trust in the Organizations II - Management of Human Capital and Trust Issues****Room London, 3<sup>rd</sup> Floor****Chair: Jean-Paul Tchankam**, *KEDGE Business School, France***The meaning and expression of employee proactivity in Eastern Europe: Comparing ‘Western’ theory with ‘Eastern’ reality***Authors: Maryna O. Sharygina-Rusthoven (University of Amsterdam Business School, The Netherlands), Frank D. Belschak (University of Amsterdam Business School, The Netherlands), Deanne N. Den Hartog (University of Amsterdam Business School, The Netherlands), Martha G.M. Meerman (University of Amsterdam Business School, The Netherlands)**Discussant: Ekaterina Melnik (CEREQ LEST, France)***L’accompagnement vers l’emploi de jeunes à faible capital scolaire initial dans le pays du Chablais***Author: Nathalie Montargot (Groupe Sup de Co La Rochelle, France)**Discussant: Jean-Paul Tchankam (KEDGE Business School, France)***Mobiliser dans les sphères enchantées : conformité et autonomie. Le cas des pratiques égalitaires***Authors: Soufyane Frimousse (University of Corse & ESSEC Business School, France), Doha Sahraoui (University of Marrakech, Morocco)*

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*Discussant: Maryna O. Sharygina-Rusthoven (University of Amsterdam Business School, Netherlands)*

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**La motivation des employés à innover en perspective**

*Authors: Faranak Farzaneh (University of Ottawa, Canada), André Boyer (IPAG Business School & University of Nice Sophia-Antipolis, France)*

*Discussant: Maria Giuseppina Bruna (IPAG Business School, France)*

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**C8. Economic and Management Issues in the Mediterranean I**

**Room Oslo, 4<sup>th</sup> Floor**

**Chair: Khaled Guesmi, IPAG Business School, France**

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**Le Patrimoine vernaculaire, facteur du développement durable des territoires: Interprétation systémique**

*Authors: Guillaume Marceau (University of Aix-Marseille, France), Jean-Michel Sahut (IDRAC Business School, France), Thomas Metzger (University of Aix-Marseille, France)*

*Discussant: Vanessa Casadella (University of Picardie Jules Verne, France)*

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**La montée du risque pays dans la région MENA et son impact sur les IDE**

*Authors: Souria Hammache (University Mouloud Mammeri de Tizi-Ouzou, Algeria), Nasser Bouyahiaoui (University Mouloud Mammeri de Tizi-Ouzou, Algeria)*

*Discussant: Miriam Brahimi (University Paris 13, France)*

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**Quelles politiques d'innovation pour l'Afrique subsaharienne ? Le cas de la politique d'innovation au Sénégal**

*Author: Vanessa Casadella (University of Picardie Jules Verne, France)*

*Discussant: Jean-Michel Sahut (IDRAC Business School, France)*

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**Investissements directs étrangers, exportations et croissance économique dans la région MENA : Approche ARDL**

*Authors: Miriam Brahimi (University Paris 13, France), Khaled Guesmi (IPAG Business School, France)*

*Discussant: Souria Hammache (University Mouloud Mammeri de Tizi-Ouzou, Algeria)*

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**C9. Public Economics**

**Room Stockholm, 4<sup>th</sup> Floor**

**Chair: Neil Reeder, The Young Foundation, United Kingdom**

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**The feasibility of public projects in Iceland**

*Authors: Thordur Vikingur Fridgeirsson (Reykjavik University, Iceland), Haukur Ingi Jonasson (Reykjavik University, Iceland)*

*Discussant: Pierluigi Smaldone (Scuola Superiore Sant'Anna, Italy)*

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**Nursing home personnel motivation: Working conditions and collective agreements.**

*Authors: Pierluigi Smaldone (Scuola Superiore Sant'Anna, Italy), Milena Vainieri (Scuola Superiore Sant'Anna, Italy)*

*Discussant: Neil Reeder (The Young Foundation, United Kingdom)*

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**Effects of silo-focussed Payment by results mechanisms in public service delivery**

*Author: Neil Reeder (The Young Foundation, United Kingdom)*

*Discussant: Thordur Vikingur Fridgeirsson (Reykjavik University, Iceland)*

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**17:15 - 17:30 Coffee Break**

**17:30 - 18:45 Parallel Sessions D**

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**D1. Accounting and Financial Accounting II**

**Room Praha, 2<sup>nd</sup> Floor**

*Chair: Walid Ben-Amar, Telfer School of Management University of Ottawa, Canada*

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**Comprehensibility and transparency of the impairment tests in contexts of crisis**

*Authors: Francesca Magli (University of Milano Bicocca, Italy), Alberto Nobolo (University of Milano Bicocca, Italy), Matteo Ogliari (University of Milano Bicocca, Italy)*

*Discussant: Moade Shubita (Leeds Business School, United Kingdom)*

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**Impact of IFRS adoption on earnings quality Evidence from Malaysian market**

*Authors: Shin In Poi (Leeds Business School, United Kingdom), Moade Shubita (Leeds Business School, United Kingdom)*

*Discussant: Grace O'farrell (University of Winnipeg, Canada)*

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**A comparison of different approaches to modeling financial statements**

*Authors: Grace O'farrell (University of Winnipeg, Canada), Chunhui Liu (Khalifa University of Science, Technology and Research, UAE)*

*Discussant: Matteo Ogliari (University of Milano Bicocca, Italy)*

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**D2. Banking and Finance IV**

**Room Paris, 2<sup>nd</sup> Floor**

*Chair: Walid Ben Omrane, Goodman School of Business, Brock University, Canada*

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**Scheduled macro-news on a Euro/US dollar limit order book around the 2008 financial crisis**

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*Authors:* **Walid Ben Omrane** (Goodman School of Business, Brock University, Canada), Yusi Tao (Goodman School of Business, Brock University, Canada), Robert Welch (Goodman School of Business, Brock University, Canada)  
*Discussant:* **Khaled Guesmi** (IPAG Business School, France)

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#### **Stratégie anti-OPA: comment limiter les prises de contrôle hostiles?**

*Authors:* **Bruno-Laurent Moschetto** (University of Picardie, France), Frédéric Teulon (IPAG Business School, France)  
*Discussant:* **Florian Fizaine** (University Paris-Saclay, France)

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#### **Oil risk and financial contagion**

*Authors:* **Khaled Guesmi** (IPAG Business School, France), Ilyes Abid (ISC Business School & University Paris Ouest Nanterre, France), Anna Creti (University Paris Dauphine & Ecole Polytechnique, France), Julien Chevallier (University Paris 8 & IPAG Business School, France)  
*Discussant:* **Walid Ben Omrane** (Goodman School of Business, Brock University, Canada)

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#### **Vers la généralisation des marchés à terme pour les matières premières ? Une réponse probabiliste appliquée aux marchés de métaux**

*Author:* **Florian Fizaine** (University Paris-Saclay, France)  
*Discussant:* **Bruno-Laurent Moschetto** (University of Picardie, France)

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### **D3. Topical Management Issues**

**Room Amsterdam, 3<sup>rd</sup> Floor**

**Chair:** **Jamie Wieland**, Illinois State University, United States

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#### **Cultural friction in cross border acquisitions: A moderating effect of managerial perceptions on new firm identification, and job motivation: A survey on middle managers in post merger integration**

*Authors:* **Muriel Durand** (ESC Troyes, France & Aarhus University, Denmark)  
*Discussant:* **Jean-Etienne Joullié** (Gulf University for Science and Technology, Kuwait)

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#### **Analyticity and nonsense in the “implications practice” sections of academy of management journal article**

*Authors:* **Jean-Etienne Joullié** (Gulf University for Science and Technology, Kuwait)  
*Discussant:* **Jamie Wieland** (Illinois State University, United States)

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#### **Forced ranking: A review of simulation-based studies**

*Authors:* Ecaterina Dancenco (Illinois State University, United States), **Jamie Wieland** (Illinois State University, United States)  
*Discussant:* **Muriel Durand** (ESC Troyes, France & Aarhus University, Denmark)

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#### D4. Entrepreneurship IV

Room Warszawa, 3<sup>rd</sup> Floor

Chair: **Minna Saunila**, *Lappeenranta University of Technology, Finland*

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##### Patterns of open innovation in clustered SMEs: The case study of a French technopole

*Authors:* **Simona Grama** (*Groupe ESC Troyes, France*), Anne Berthinier-Poncet (*Groupe ESC Troyes, France*), Sana Saidi (*Groupe ESC Troyes, France*)

*Discussant:* **Paris Chrysos** (*ISC Paris, France*)

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##### Exploring the sources of innovation: the case of Hackathon

*Authors:* **Paris Chrysos** (*ISC Paris, France*), Régis Dumoulin (*ISC Paris, France*)

*Discussant:* **Minna Saunila** (*Lappeenranta University of Technology, Finland*)

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##### Improving innovation capability through learning - a multidimensional view of innovation

*Authors:* **Minna Saunila** (*Lappeenranta University of Technology, Finland*)

*Discussant:* **Simona Grama** (*Groupe ESC Troyes, France*)

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#### D5. Marketing IV

Room Berlin, 3<sup>rd</sup> Floor

Chair: **Michael Mulvey**, *Telfer School of Management, Canada*

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##### The antecedents of loyalty to a retail point of sale

*Authors:* **Jean-Michel Sahut** (*IDRAC Business School, France*), Lubica Hikkerova (*IPAG Business School, France*), Moez Ltfi (*Higher Business School of Sfax, Tunisia*)

*Discussant:* **Maria-Cristiana Munthiu** (*University of Picardie Jules Verne, France*)

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##### The effect of exclusive price promotions on consumer subsequent buying behavior

*Author:* **Caroline Cloonan** (*ISG Paris, France*)

*Discussant:* **Michael Mulvey** (*Telfer School of Management, Canada*)

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##### E-service quality dimensions which influence students' satisfaction: an empirical study on educational services

*Author:* **Maria-Cristiana Munthiu** (*University of Picardie Jules Verne, France*)

*Discussant:* **Jean-Michel Sahut** (*IDRAC Business School, France*)

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**Goal pursuit and conflict resolution: Evidence from online travel forums**

*Authors:* **Michael Mulvey** (Telfer School of Management, Canada), Judy Ye (Telfer School of Management, Canada)

*Discussant:* **Caroline Cloonan** (ISG Paris, France)

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**D6. SS Environment and Economic Growth IV – Invited Talks**

**Room Kopenhagen, 3<sup>rd</sup> Floor**

*Chair:* **Eric Strobl** (Aix-Marseille University & IPAG Business School, France)

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**On Green Paradoxes in Climate Change Policies**

*Guest Speaker:* **Cees Withagen** (University of Amsterdam, The Netherlands)

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**Economic consequences of connecting developing countries to electric grid**

*Guest Speaker:* **Ujjayant Chakravorty** (Tufts University, United States)

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**D7. SS Corporate Governance II**

**Room London, 3<sup>rd</sup> Floor**

*Chair:* **Alexander N. Kostyuk**, Director of Virtus Global Center for Corporate Governance, Ukrainian Academy of Banking, Ukraine

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**Non-financial corporate in Lebanon: Who governs? “The governance myopia”**

*Authors:* **Mireille Chidiac El Hajj** (Lebanese University, Lebanon), Maha Akiki (Lebanese University, Lebanon), Anthony Sassine (New York University, United States & Hong Kong University of Science and Technology, Hong Kong)

*Discussant:* **Merwe Oberholzer** (North-West University, South Africa)

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**Benchmarking CEO compensation: Developing a model for different business strategies**

*Authors:* **Merwe Oberholzer** (North-West University, South Africa)

*Discussant:* **Imen Derouiche** (University of Luxembourg, Luxembourg)

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**Ownership structure and investment-cash flow sensitivity**

*Author:* **Imen Derouiche** (University of Luxembourg, Luxembourg)

*Discussant:* **Mireille Chidiac El Hajj** (Lebanese University, Lebanon)

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## D8. Dynamics of Financial Markets

Room Oslo, 4<sup>th</sup> Floor

Chair: **Duc Khuong Nguyen**, *IPAG Business School, France*

### Financial markets: pricing and modeling

*Author:* **Michael Dempsey** (*RMIT, Australia*)

*Discussant:* **Duc Khuong Nguyen** (*IPAG Business School, France*)

### Black swans and safe havens: The role of gold in globally integrated emerging markets

*Authors:* Stelios Bekiros (*European University Institute, Italy & IPAG Business School, France*), Sabri Boubaker (*Champagne School of Management & IRG, University of Paris-Est, France*), **Duc Khuong Nguyen** (*IPAG Business School, France*), Gazi S. Uddin (*Linköping University, Sweden*)

*Discussant:* **Lubomír Lízal** (*Czech National Bank, Czech Republic*)

### Foreign exchange interventions as an (un)conventional monetary policy tool: Mid-term evaluation

*Authors:* **Lubomír Lízal** (*Czech National Bank, Czech Republic*), Jiri Schwarz (*Czech National Bank, Czech Republic*)

*Discussant:* **Michael Dempsey** (*RMIT, Australia*)

## D9. Information Systems

Room Stockholm, 4<sup>th</sup> Floor

Chair: **Olinkha Gustafson-Pearce**, *Brunel University, United Kingdom*

### Using virtual environments for knowledge sharing in education and business

*Authors:* **Olinkha Gustafson-Pearce** (*Brunel University, United Kingdom*), Susan Grant (*Brunel University, United Kingdom*)

*Discussant:* **Miguel Liottier** (*ISC Paris, France*), Virginie Bilet (*ISC Paris, France*)

### Eco-conception Web et pratiques des acteurs

*Authors:* **Miguel Liottier** (*ISC Paris, France*), Virginie Bilet (*ISC Paris, France*)

*Discussant:* **Nabila Jawadi** (*IPAG Business School, France*)

### La confiance dans les équipes virtuelles : dynamique et facteurs d'évolution

*Author:* **Nabila Jawadi** (*IPAG Business School, France*)

*Discussant:* **Olinkha Gustafson-Pearce** (*Brunel University, United Kingdom*)

**20:00 - 23:00 Gala Dinner**

ASTON LA SCALA Nice, 12 Avenue Felix Faure, 06000 Nice | <http://www.hotel-aston.com/>

Please see Page 66 for more details!

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## Tuesday, July 12, 2016

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08:30 - 09:00 Registration & Coffee

09:00 - 10:45 Parallel Sessions E

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### E1. Accounting and Financial Accounting III

Room Praha, 2<sup>nd</sup> Floor

Chair: **Lamia Chourou**, *University of Ottawa, Canada*

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#### Corporate narrative disclosure and information asymmetry

*Authors:* Sabri Boubaker (*Champagne School of Management & IRG, University of Paris Est, France*), **Hatem Rjiba** (*IPAG Business School & IRG, University of Paris Est, France*)

*Discussant:* **Lamia Chourou** (*University of Ottawa, Canada*)

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#### Religiosity and corporate voluntary disclosure: Evidence from management earnings forecasts

*Authors:* **Lamia Chourou** (*University of Ottawa, Canada*), Luo He (*Concordia University, Canada*), Ligang Zhong (*University of Windsor, Canada*)

*Discussant:* **Nam Tran** (*Melbourne Business School University of Melbourne, Australia*)

---

#### Cultural practices and environmental proactivity: Evidence from voluntary climate change disclosures

*Authors:* **Walid Ben-Amar** (*Telfer School of Management University of Ottawa, Canada*), Shujun Ding (*Telfer School of Management University of Ottawa, Canada*), Franck Missonier Piera (*University of Fribourg Switzerland*)

*Discussant:* **Hatem Rjiba** (*IPAG Business School & IRG, University of Paris Est, France*)

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#### The Relationship between corporate social responsibility and fraud

*Authors:* **Nam Tran** (*Melbourne Business School University of Melbourne, Australia*), Don O'Sullivan (*Melbourne Business School University of Melbourne, Australia*)

*Discussant:* **Walid Ben-Amar** (*Telfer School of Management University of Ottawa, Canada*)

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### E2. Banking and Finance V

Room Paris, 2<sup>nd</sup> Floor

Chair: **Dominique Guégan**, *University Paris I Panthéon-Sorbonne, France*

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#### Mutual funds, price pressure and index options

*Author:* **Thorsten Lehnert** (*Luxembourg School of Finance, University of Luxembourg, Luxembourg*)

*Discussant:* **Benoît Sévi** (*University of Grenoble Alpes, France*)

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#### Modeling regime change dependence between oil and GCC stock market through Markov-switching copulas

*Authors:* Heni Boubaker (*IPAG Business School, France*), **Nadia Sghaier** (*IPAG Business School, France*)

*Discussant:* **Dominique Guégan** (*University Paris 1 Panthéon-Sorbonne, France*)

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#### The asymmetric hedgers' reaction to price changes in commodity futures markets: Evidence from mixed frequency data

*Authors:* Marie Bessec (*University Paris-Dauphine, France*), Yannick Le Pen (*University Paris-Dauphine, France*), **Benoît Sévi** (*University Grenoble Alpes, France*)

*Discussant:* **Thorsten Lehnert** (*Luxembourg School of Finance, University of Luxembourg, Luxembourg*)

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#### The spectral stress VaR (SSVaR)

*Authors:* **Dominique Guégan** (*University Paris I Panthéon-Sorbonne, France*), Bertrand Hassani (*Grupo Santander & University Paris I Panthéon-Sorbonne, France*), Kehan Li (*University Paris I Panthéon-Sorbonne, France*)

*Discussant:* **Nadia Sghaier** (*IPAG Business School, France*)

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### E3. Management IV

Room Amsterdam, 3<sup>rd</sup> Floor

*Chair:* **Marion Neukam**, *BETA, University of Strasbourg, France*

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#### Knowledge comes but wisdom lingers! Learning orientation as the decisive factor for translating social capital into organizational innovativeness and performance in Turkey

*Authors:* **Dilek Zamantili Nayir** (*Marmara University, Turkey*), Ann Marie Nienaber (*Coventry University, United Kingdom*), Maximilian Holtgrave (*Muenster University, Germany*)

*Discussant:* **Laure Dikmen** (*CEREGE, IAE, University of Poitiers, France*)

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#### How does culture influence innovation? A Literature Review

*Authors:* **Mu Tian** (*Autonomous University of Madrid, Spain*)

*Discussant:* **Marion Neukam** (*BETA, University of Strasbourg, France*)

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#### Knowledge transfer in strategic alliance

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*Authors:* **Laure Dikmen** (CEREGE, LAE, University of Poitiers, France)  
*Discussant:* **Dilek Zamantili Nayir** (Marmara University, Turkey)

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**A cultural view on the fuzzy front end for discontinuous innovations**

*Authors:* **Marion Neukam** (BETA, University of Strasbourg, France)  
*Discussant:* **Mu Tian** (Autonomous University of Madrid, Spain)

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**E4. Entrepreneurship V**

**Room Warszawa, 3<sup>rd</sup> Floor**

**Chair:** **Elisabete Félix**, *Universidade de Évora, Portugal*

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**Business and technology paradigms : The entrepreneurial bridge**

*Authors:* **Gabriel Giménez Roche** (Groupe ESC Troyes, France), **Didier Calcei** (Groupe ESC Troyes, France), **Massimiliano Neri** (Moody's Analytics)  
*Discussant:* **Francesca Picciaia** (University of Perugia, Italy)

---

**“In spite of everything?” Female entrepreneurship in a historical perspective: The businesswoman Luisa Spagnoli (1877-1935)**

*Authors:* **Francesca Picciaia** (University of Perugia, Italy)  
*Discussant:* **Elisabete Félix** (Universidade de Évora, Portugal)

---

**The success factors for SMEs: Empirical evidence from Portuguese SMEs**

*Authors:* **Elisabete Félix** (Universidade de Évora, Portugal), **José André Dos Santos** (Universidade de Évora, Portugal)  
*Discussant:* **Didier Calcei** (Groupe ESC Troyes, France)

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**E5. Marketing V**

**Room Berlin, 3<sup>rd</sup> Floor**

**Chair:** **Bénédicte Bourcier-Bequaert**, *IPAG Business School, France*

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**The perception of ethics on tourist destination image formation: an analysis of the French student travel market**

*Authors:* **Jeanette McDonald** (IPAG Business School, France), **André Boyer** (University of Nice Sophia-Antipolis, France)  
*Discussant:* **Anne-Claire Pin** (University of Bretagne Sud, France)

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**The Effect of Price Discount on Brand Insistence: A Comparison between Perishable and Non-Perishable Products**

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*Authors:* **Omar Moufakkir** (*Gulf University for Science and Technology, Kuwait*), Mahdi Misraei (*Saxion University of Applied Sciences, Netherlands*)

*Discussant:* **Salwa Ladraa** (*Cadi Ayyad University, Morocco*)

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**Diverse perspectives on the concept of perceived risk: evolution of the conceptualization and implications for health marketing studies**

*Authors:* **Anne-Claire Pin** (*University of Bretagne Sud, France*), Karine Picot-Coupey (*University of Rennes I & University of Caen, France*), Olivier Droulers (*University of Rennes I & University of Caen, France*)

*Discussant:* **Jeanette McDonald** (*IPAG Business School, France*)

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**Motivations and barriers to the consumption of responsible products: Exploratory study among Marrakech-Safi region's consumers**

*Authors:* **Salwa Ladraa** (*Cadi Ayyad University, Morocco*), Salima Jazi (*Hassan 1 University, Morocco*)

*Discussant:* **Omar Moufakkir** (*Gulf University for Science and Technology, Kuwait*)

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**E6. SS Environment and Economic Growth V**

**Room Kopenhag, 3<sup>rd</sup> Floor**

**Chair:** **Paul Malliet**, (*Observatoire Français des Conjonctures, France*)

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**Drives of the clean development mechanism “CDM” project distribution, sustainable development: Developing economies**

*Authors:* **Awatef Mejbri** (*University of Sousse, Tunisia*), Jaleddine Ben Rejeb (*University of Sousse, Tunisia*)

*Discussant:* **Yacoub Bahini** (*CES, University Paris 1 & IPAG Business School, France*)

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**Interrogating the fourth mission: the role of universities in social innovation and inclusive development**

*Authors:* **Nicola Jowell** (*University of Cape Town Graduate School of Business, South Africa*)

*Discussant:* **Paul Malliet** (*Observatoire Français des Conjonctures, France*)

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**On the optimal evolution of renewable energy**

*Authors:* **Yacoub Bahini** (*CES, University Paris 1 & IPAG Business School, France*), Cuong Le Van (*IPAG Business School & CNRS & Paris School of Economics, France*)

*Discussant:* **Awatef Mejbri** (*University of Sousse, Tunisia*)

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**The double-dividend in a neo-Keynesian framework**

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*Authors:* **Paul Malliet** (*Observatoire Français des Conjonctures, France*), Frédéric Reynès (*Observatoire Français des Conjonctures, France & Netherland Organisation for Applied Scientific Research, Netherland*), Aurélien Saussay (*Observatoire Français des Conjonctures, France*), Gissela Landa (*Observatoire Français des Conjonctures, France*), Gaël Callonnec (*Agence de l'Environnement et de la Maîtrise de l'Energie, France*)  
*Discussant:* **Nicola Jowell** (*University of Cape Town Graduate School of Business, South Africa*)

## E7. SS Gender, Diversity, Trust in the Organizations III - Roundtable New Issues on Trust and Inclusion

Room London, 3<sup>rd</sup> Floor

*Chair:* **Maria Giuseppina Bruna**, *IPAG Business School, France*

**Trust in the organizations: An anthropological perspective focused on culture and language issues**

*Guest Speaker:* **Jean-François Chanlat**, *University Paris-Dauphine & Adjunct Editor of Management International*

**The bricks and the levers of trust. The *Trust & Growth Inquiry 2015* on confidence issues in French large and industrial companies**

*Authors:* **Maria Giuseppina Bruna** (*IPAG Business School, France*), Sophie Vernay (*Confiance & Croissance, France*)

**Equality, diversity and inclusion in the organizations: A critical perspective**

*Guest Speaker:* **Mustafa Özbilgin**, *Brunel Business School, UK & Editor in Chief of European Management Review*

## E8. Theoretical and Applied Economics II

Room Oslo, 4<sup>th</sup> Floor

*Chair:* **Muhammad Shahbaz**, *COMSATS Institute of Information Technology, Pakistan & Montpellier Business School, France*

**Panel investigation of firm-level corruption**

*Authors:* Andrzej Cieslik (*University of Warsaw, Poland*), **Lukasz Goczek** (*University of Warsaw, Poland*)

*Discussant:* **Krisztina Antal-Pomázi** (*Center for Economic and Regional Studies, Hungarian Academy of Sciences, Hungary*)

**Public procurement as auction: Theoretical models and practical problems**

*Author:* **Krisztina Antal-Pomázi** (*Center for Economic and Regional Studies, Hungarian Academy of Sciences, Hungary*)

*Discussant:* **Muhammad Shahbaz** (*COMSATS Institute of Information Technology, Pakistan & Montpellier Business School, France*)

**Energy, financial development and economic growth in India: New evidence from asymmetric cointegration and causality analysis**

*Authors: Muhammad Shahbaz (COMSATS Institute of Information Technology, Pakistan & Montpellier Business School, France), Thi Hong Van Hoang (Montpellier Business School, France), David Roubaud (Montpellier Business School, France), Mantu Kumar Mahalik (National Institute of Technology, India)*  
*Discussant: Lukasz Goczek (University of Warsaw, Poland)*

## E9. Business Ethics II

Room Stockholm, 4<sup>th</sup> Floor

Chair: **Sushil Mohan**, *University of Brighton, United Kingdom*

### CSR in Spain: Actors in the institutionalization process

*Authors: Tanusree Jain (University of Victoria, Canada), Basak Canboy (Toulouse Business School Barcelona, Spain)*

*Discussant: Sharlene McEvoy (Fairfield University, United States)*

### Negotiated exchange on power and money in international business: The Chinese business culture of guanxi

*Author: Jianxiang Bi (Bristol Business School, United Kingdom), David Sarpong (Bristol Business School, United Kingdom)*

*Discussant: Sushil Mohan (University of Brighton, United Kingdom)*

### Business ethics cases: The fault of the institution or the individual?

*Author: Sharlene McEvoy (Fairfield University, United States)*

*Discussant: Basak Canboy (Toulouse Business School Barcelona, Spain)*

### Fairtrade: Oversold, misunderstood or unethical?

*Authors: Sushil Mohan (University of Brighton, United Kingdom), Anand Asthana (Centrum Católica Graduate School of Business, Peru)*

*Discussant: Jianxiang Bi (Bristol Business School, United Kingdom)*

10:45 - 11:00 Coffee Break

11:00 - 12:00 Keynote Address

## An Overview of Convergence versus Divergence of CSR

Amphitheatre New York

**Professor Dima Jamali**, *Professor of Management & Kamal Shair Endowed Chair in Responsible Leadership in the Olayan School of Business, American University of Beirut, Lebanon*

12:00 - 13:15 Lunch Break

13:15 - 15:00 Parallel Sessions F

**F1. Business Ethics II**

**Room Praha, 2<sup>nd</sup> Floor**

Chair: **Jonathan Peillex**, *Léonard de Vinci Pôle Universitaire, France*

**On the stock market response to corporate responsibility headlines: The role of investors' attention**

*Author: Amal Aouadi (University of Auvergne Clermont 1 & ESC Clermont-Ferrand, France)*

*Discussant: Allane Madanamoothoo (ESC Troyes in Champagne, France)*

**Exploring the influence of culture and religion in the procreation decisions of African females in France**

*Authors: Allane Madanamoothoo (ESC Troyes in Champagne, France), Lova Ramboarison Lalao (EM Strasbourg Business School, France), Jean-Luc Cerdin (ESSEC Business School, France), Christopher Brewster (ISCTE Business School, Portugal)*

*Discussant: Jonathan Peillex (Léonard de Vinci Pôle Universitaire, France)*

**The effects of CSR ratings changes on financial performance**

*Authors: Jamil Jaballaha (University Toulouse 1, France), Jonathan Peillex (Léonard de Vinci Pôle Universitaire, France)*

*Discussant: Amal Aouadi (University of Auvergne Clermont 1 & ESC Clermont-Ferrand, France)*

**F2. Banking and Finance VI**

**Room Paris, 2<sup>nd</sup> Floor**

Chair: **Christophe Schalck**, *Paris School of Business, France*

**How to shape risk appetite in presence of franchise value?**

*Authors: Cecilia Aquila (University of Lugano & Swiss Finance Institute, Switzerland), Giovanni Barone-Adesi (University of Lugano & Swiss Finance Institute, Switzerland)*

*Discussant: Jean Roy (HEC Montreal, Canada)*

**Does mortgage debt affect homeowner mobility?**

*Authors: Manish Gupta (University of Nottingham, United Kingdom)*

*Discussant: Christophe Schalck (Paris School of Business, France)*

**Deposit insurance: Risk adjusted pricing without procyclicality**

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*Author: Jean Roy (HEC Montreal, Canada)*  
*Discussant: Cecilia Aquila (University of Lugano & Swiss Finance Institute, Switzerland)*

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**Tax measures and household financial behaviour: Evidence from France**

*Author: Christophe Schalck (Paris School of Business, France)*  
*Discussant: Manish Gupta (University of Nottingham, United Kingdom)*

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**F3. Management V**

**Room Amsterdam, 3<sup>rd</sup> Floor**

**Chair: Michel Racine, University of Laval, Canada**

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**Paid search for small to medium-sized businesses in South Africa: An empirical analysis of search traffic metrics**

*Authors: Kutlwano Ramaboa (Graduate School of Business, University of Cape Town, South Africa), Peter Fish (Graduate School of Business, University of Cape Town, South Africa)*  
*Discussant: Miguel Suarez (Vienna University of Economics and Business, Austria)*

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**A modularity and information processing perspective to supplier integration into product development**

*Author: Mehmet Donmez (SKEMA Business School, France)*  
*Discussant: Michel Racine (University of Laval, Canada)*

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**Strategic supply chain finance: A value-based management approach to achieve sustainable competitive advantage**

*Authors: Miguel Suarez (Vienna University of Economics and Business, Austria)*  
*Discussant: Kutlwano Ramaboa (Graduate School of Business, University of Cape Town, South Africa)*

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**Tell me how a government chooses its IT external consultants and I'll tell you how HR are managed : A contingent, but critical view applied to the case of Québec**

*Authors: Michel Racine (University of Laval, Canada)*  
*Discussant: Mehmet Donmez (SKEMA Business School, France)*

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**F4. Entrepreneurship VI**

**Room Warszawa, 3<sup>rd</sup> Floor**

**Chair: Damien Chaney, Groupe ESC Troyes, France**

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**Does the crowd forgive?**

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*Author: Gaël Leboeuf (SKEMA Business School, France)*

*Discussant: Liang Zhao (Amsterdam Business School, University of Amsterdam, Netherlands)*

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**Hedonic value and crowdfunding project performance: A propensity score matching analysis**

*Authors: Liang Zhao (Amsterdam Business School, University of Amsterdam, Netherlands), Tsvi Vinig (Amsterdam Business School, University of Amsterdam, Netherlands)*

*Discussant: Damien Chaney (Groupe ESC Troyes, France)*

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**Financing the ephemeral: Crowdfunding as a new way to fund festivals**

*Authors: Damien Chaney (Groupe ESC Troyes, France), Bruno Pecchioli (Groupe ESC Troyes, France)*

*Discussant: Gaël Leboeuf (SKEMA Business School, France)*

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**F5. Marketing VI**

**Room Berlin, 3<sup>rd</sup> Floor**

*Chair: Nouredine Selmi, ESC Troyes in Champagne, France*

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**La distance psychologique, une variable explicative de l'attitude et du comportement d'utilisation d'un coupon de réduction**

*Authors: Tannaz Vaziri (University of Tours, France), Veronique Des Garets (University of Tours, France), Veronique Plichon (University of Tours, France)*

*Discussant: Achraf Sellami (University of Jendouba, Tunisia)*

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**Les apports de la théorie de la justice à la servuction palliative : Le cas SNCF Transilien**

*Authors: Baptiste Braquet (IPAG Business School, France), Dominique Bonet Fernandez (IPAG Business School, France)*

*Discussant: Nouredine Selmi (ESC Troyes in Champagne, France)*

---

**Evaluation des produits nouveaux par le consommateur: Une approche « hybride » de la situation d'achat**

*Author: Achraf Sellami (University of Jendouba, Tunisia)*

*Discussant: Tannaz Vaziri (University of Tours, France)*

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**Revenue management dans les cinémas : Cas d'un groupe cinématographique français**

*Authors: Nouredine Selmi (ESC Troyes in Champagne, France), Bérangère Coissieu (Revenue Manager Multi-sites Adagio), Raphaël Dornier (ISC Paris, France)*

*Discussant: Dominique Bonet Fernandez (IPAG Business School, France)*

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**F6. SS Environment and Economic Growth VI****Room Kopenhag, 3<sup>rd</sup> Floor****Chair: Monika Foltyn-Zarychta**, *University of Economics in Katowice, Poland***Measuring the environmental effects on residential property value: A hedonic analysis of the housing market in Cracow, Poland****Authors: Magdalena Ligus** (*Wroclaw University of Economics, Poland*), Piotr Peternek (*Wroclaw University of Economics, Poland*)**Discussant: Suchita Srinivasan** (*IHEID, Geneva, Switzerland*)**An econometric analysis of the impacts of CDM investments: Testing for the climate finance curse at the province level in Brazil****Authors: Yadira Mori** (*Wegener Center for Climate and Global Change*)**Discussant: Monika Foltyn-Zarychta** (*University of Economics in Katowice, Poland*)**Adding fuel to fire? Spatial disparities and peer effects in the adoption of clean cooking fuels in India****Authors: Suchita Srinivasan** (*IHEID, Geneva, Switzerland*), Stefano Carattini (*IHEID, Geneva, Switzerland*)**Discussant: Magdalena Ligus** (*Wroclaw University of Economics, Poland*)**Individual time preferences for intergenerational investments – Estimating the social discount rate for Poland****Authors: Monika Foltyn-Zarychta** (*University of Economics in Katowice, Poland*)**Discussant: Yadira Mori** (*Wegener Center for Climate and Global Change*)**F7. SS Gender, Diversity, Trust in the Organizations IV - Trust in the Organizations  
“Moving towards a Sustainable Development through Inclusive Strategies”****Room London, 3<sup>rd</sup> Floor****Chair: Jean-François Chanlat**, *University Paris-Dauphine & Adjunct Editor of Management International***La confiance tridimensionnelle: Du concept à la mesure pour un nouvel éclairage empirique international****Authors: Isabelle Dimeglio** (*Aix Marseille University, France*), Manuela Bardet (*University of Nice Sophia-Antipolis*), Pierre Dantin (*Aix Marseille university, France*)**Discussant: Maria Giuseppina Bruna** (*IPAG Business School, France*)**La construction de la confiance dans les relations d’alliance entre TPE dans une économie en développement. Une approche contextualiste et ancrée**

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*Authors:* Raphaël Nkakleu (ESSEC-Douala, Cameroun), **Jean-Paul Tchankam** (KEDGE Business School, Bordeaux, France), Altante Désirée Biboum (ESSEC-Douala, Cameroun)  
*Discussant:* **Tristan Boyer** (IPAG Business School, France)

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**« Aie confiance, crois-en moi... » Impacts entrepreneuriaux des confiances réciproques, en soi et en l'autre**

*Authors:* **Tristan Boyer** (IPAG Business School Paris, France), Mathieu Chauvet (University of Montpellier, France)  
*Discussant:* **Isabelle Dimeglio** (Aix-Marseille University, France)

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**Survival of reorganized firms in France: A proportional hazards model**

*Authors:* **Rim Ayadi** (University of Lyon 2, COACTIS, France), Ilyes Abid (ISC Paris Business School, France), Khaled Guesmi (IPAG Business School, France)  
*Discussant:* **Rey Dang** (University of Orléans, France)

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**La médiation comme mode de gestion des tensions dans des équipes diversifiées. Dimensions impensées de la confiance dans le management interculturel**

*Authors:* **Shabname Meralli-Ballou Monnot** (Lawyer at the Parisian Bar, University Paris-Dauphine), Philippe Pierre (University Paris-Dauphine)  
*Discussant:* **Jean-Paul Tchankam** (KEDGE Business School, Bordeaux, France)

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**F8. Logistics**

**Room Oslo, 4<sup>th</sup> Floor**

**Chair:** **Dominique Bonet Fernandez**, IPAG Business School, France

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**A lever for real estate: The circular economy**

*Author:* **Alexandre Levillain** (IPAG Business School, France)  
*Discussant:* **Li-Min Cheng** (Dayeh University, Taiwan)

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**An empirical experience of developing and promoting electric vehicles in Taichung**

*Author:* **Li-Min Cheng** (Dayeh University, Taiwan)  
*Discussant:* **Shigeru Matsumoto** (Aoyama Gakuin University, Japan)

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**Does recyclable separation reduce the cost of municipal waste management?**

*Authors:* **Shigeru Matsumoto** (Aoyama Gakuin University, Japan), Rosaria Chifari (Universitat Autònoma de Barcelona, Spain), Samuele Lo Piano (Universitat Autònoma de Barcelona, Spain), Tomohiro Tasaki (National Institute for Environmental Studies, Japan)

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*Discussant: Alexandre Levillain (IPAG Business School, France)*

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## **F9. Economic and Management Issues in the Mediterranean II**

**Room Stockholm, 4<sup>th</sup> Floor**

**Chair: Mohamed Akli Achabou, IPAG Business School, France**

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### **Politique publique d'intelligence économique au service de la compétitivité des entreprises algériennes**

*Author: Sabiha Harrar (University Abou Bakr Belkaied Tlemcen, Algeria), Souhila Ghomari (University Abou Bakr Belkaied Tlemcen, Algeria)*

*Discussant: Mohamed Akli Achabou (IPAG Business School, France)*

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### **Innovation managériale et compétitivité des PME marocaines**

*Author: Zineb Touiri (University Mohammed V- Rabat, Morocco)*

*Discussant: Safa Lechab (University of Blida "2", Algeria)*

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### **Pays d'origine et préférence des consommateurs dans le cas des produits écologiques: une recherche dans un pays en développement**

*Author: Mohamed Akli Achabou (IPAG Business School, France)*

*Discussant: Sabiha Harrar (University Abou Bakr Belkaied Tlemcen, Algeria)*

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### **Le contrôle de gestion pour une meilleure performance managériale des hôpitaux publics**

*Authors: Safa Lechab (University of Blida "2", Algeria), Selma Lechab (École Supérieure de Commerce, Algeria), Marie-Pierre Mairesse (University of Valenciennes et du Hainaut Cambrésis, France)*

*Discussant: Zineb Touiri (University Mohammed V- Rabat, Morocco)*

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### **Une lecture behavioriste de l'intermédiation logistique : Proposition d'une grille d'analyse**

*Authors: Francois Fulconis (University of Avignon, France), Gérard Roveillo (KEDGE Business School, France)*

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**15:00 - 15:15 Coffee Break**

**15:15 - 17:00 Parallel Sessions G**

## **G1. Banking and Finance VII**

**Room Praha, 2<sup>nd</sup> Floor**

**Chair: Ladislav Lukas, University of West Bohemia in Pilsen, Czech Republic**

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### Non-optimal index investing, including the Russian ETF anomaly, and categorical thinking

*Authors:* **Evgeni Tarassov** (*Higher School of Economics National Research University, Russia*)

*Discussant:* **Marc Desban** (*IRG, University of Paris Est, France*)

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### Asset pricing of individual stocks over crisis period

*Authors:* **Marc Desban** (*IRG, University of Paris Est, France*), Souad Lajili Jarjir (*IRG, University of Paris Est, France*)

*Discussant:* **Ladislav Lukas** (*University of West Bohemia in Pilsen, Czech Republic*)

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### Discrete time European option pricing with underlying asset obeying subdiffusion process

*Author:* **Ladislav Lukas** (*University of West Bohemia in Pilsen, Czech Republic*)

*Discussant:* **Evgeni Tarassov** (*Higher School of Economics National Research University, Russia*)

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## G2. Banking and Finance VIII

Room Paris, 2<sup>nd</sup> Floor

*Chair:* **Franklin Ngwu**, (*Glasgow Caledonian University, United Kingdom*)

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### Can linking executive compensation to sustainability performance lead to a better tomorrow?

*Authors:* Nirjhar Nigam (*ICN BS - CEREFIGE, France*), Cristiane Benetti (*ICN BS - CEREFIGE, France*), **Sondes Mbarek** (*ICN BS - CEREFIGE, France*)

*Discussant:* **Franklin Ngwu** (*Glasgow Caledonian University, United Kingdom*)

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### Bank-firm relationship and credit risk: An analysis on Tunisian firms

*Authors:* Faïçal Belaid (*Central Bank of Tunisia, Tunisia and Graduate Institute of International and Development Studies, Switzerland*), **Rim Boussaada** (*Faculty of Law, Economics and Management of Jendouba, Tunisia*), Houda Belguith (*Faculty of Economic and Management of Nabeul, Tunisia*)

*Discussant:* **Dinh-Tri Vo** (*University of Evry-val-d'Essonne & IPAG Business School, France*)

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### Securitisation in BRICS: Issues, challenges and prospects

*Authors:* **Franklin Ngwu** (*Glasgow Caledonian University, United Kingdom*), Zheyang Chen (*Glasgow Caledonian University, United Kingdom*)

*Discussant:* **Sondes Mbarek** (*ICN BS - CEREFIGE, France*)

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### EMR and financial performance: The case of European insurance firms

*Author:* **Dinh-Tri Vo** (*University of Evry-val-d'Essonne & IPAG Business School, France*)

*Discussant:* **Rim Boussaada** (*Faculty of Law, Economics and Management of Jendouba, Tunisia*)

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<b>G3. Management VI</b>	<b>Room Amsterdam, 3<sup>rd</sup> Floor</b>
Chair: <b>Carole Monaco</b> , <i>University of Mons, Belgium</i>	

**L'influence des investisseurs institutionnels sur la gouvernance et la gestion des entreprises françaises cotées: Explication du phénomène par la conduite d'études de cas**

*Authors:* **Carole Monaco** (*University of Mons, Belgium*)

*Discussant:* **Myriam Labidi** (*University of Sousse, Tunisia*)

**Le mentorat professionnel au cœur du développement du capital social**

*Authors:* **Manel Dadroui** (*LAE, University of Jean Moulin - Lyon III, France*)

*Discussant:* **Sihem Rouane** (*GREDEG, University of Nice-Sophia Antipolis, France*)

**Rôle de la communication dans le développement de la compétitivité des organisations à identités multiples : Cas des firmes multinationales**

*Authors:* **Myriam Labidi** (*University of Sousse, Tunisia*), Moufida El Bédoui (*University of Sousse, Tunisia*)

*Discussant:* **Carole Monaco** (*University of Mons, Belgium*)

**Dynamique concurrentielle et stratégique dans les industries de réseau: Le cas du secteur des télécommunications**

*Authors:* **Sihem Rouane** (*GREDEG, University of Nice-Sophia Antipolis, France*), Laurence Saglietto (*GREDEG, University of Nice-Sophia Antipolis, France*)

*Discussant:* **Manel Dadroui** (*LAE, University of Jean Moulin - Lyon III, France*)

<b>G4. SS Innovation Economics and Management II</b>	<b>Room Warszawa, 3<sup>rd</sup> Floor</b>
Chair: <b>Francesco Paolo Appio</b> , <i>Ecole de Management Leonard de Vinci, France</i>	

**Institutional determinants of R&D investment: Evidence from emerging countries**

*Authors:* **Ashraful Alam** (*University of Salford, United Kingdom*), Muhammad Moshfique Uddin (*University of Leeds, United Kingdom*)

*Discussant:* **Niaz Kammoun** (*IDRAC Business School, France, France*)

**Multi sided platform challenge: Lessons from a mobile payments service**

*Authors:* **Yasmin Mahgoub** (*Royal Institute of Technology, Sweden & Universidad Politécnica de Madrid, Spain*), Alberto Urueña López (*Universidad Politécnica de Madrid, Spain*), Niklas Arvidsson (*Royal Institute of Technology, Sweden*)

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*Discussant: Francesco Paolo Appio (Ecole de Management Leonard de Vinci, France)*

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**Impact of patenting on companies financial valuation: Event study methodology**

*Author: Niaz Kammoun (IDRAC Business School, France, France)*

*Discussant: Ashraful Alam (University of Salford, United Kingdom)*

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**Exploring the interplay of the science and technology in the developments of hybrid industries: A patent-based analysis of the Bioinformatics industry**

*Authors: Francesco Paolo Appio (Ecole de Management Leonard de Vinci, France), Antonella Martini (University of Pisa, Italy), Giordano Campatelli (University of Pisa, Italy)*

*Discussant: Yasmin Mahgoub (Royal Institute of Technology, Sweden & Universidad Politécnica de Madrid, Spain)*

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## **G5. Marketing VII**

**Room Berlin, 3<sup>rd</sup> Floor**

**Chair: Karen Fernandez, University of Auckland Business School, New Zealand**

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**Every touchpoint matters: Developing a systematic tool to measure the impact of hospice services upon patients, their families and carers.**

*Authors: Lynn Sudbury-Riley (University of Liverpool, United Kingdom), Pippa Hunter-Jones (University of Liverpool, United Kingdom), Laura Menzies (University of Liverpool, United Kingdom), Mike Pyrah (East Cheshire Hospice, United Kingdom), Helen Knight (East Cheshire Hospice, United Kingdom)*

*Discussant: Xiao Ge (Wilkes University, United States)*

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**Social network usage in China: An examination of the influences of culture and gender**

*Author: Xiao Ge (Wilkes University, United States)*

*Discussant: Karen Fernandez (University of Auckland Business School, New Zealand)*

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**Round and round it goes: Materializing music**

*Authors: Karen Fernandez (University of Auckland Business School, New Zealand), Michael Beverland (RMIT University, Australia)*

*Discussant: Lynn Sudbury-Riley (University of Liverpool, United Kingdom)*

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## **G6. SS Environment and Economic Growth VII**

**Room Kopenhagen, 3<sup>rd</sup> Floor**

**Chair: Ingmar Schumacher, IPAG Business School, France**

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#### **Intertemporal distribution of well-being and integrated assessment**

*Authors:* **Martin C. Hänsel** (*University of Kiel, Germany*), Martin F. Quaas (*University of Kiel, Germany*)

*Discussant:* **Maria-Eugenia Sanin** (*University of Evry Val d'Essonne & Ecole Polytechnique, France*)

---

#### **Assessing the impact of environmental taxation on green technology competition**

*Authors:* Anna Creti (*University of Paris Dauphine & Ecole Polytechnique, France*), Till Requate (*Kiel University, Germany*), **Maria-Eugenia Sanin** (*University of Evry Val d'Essonne & Ecole Polytechnique, France*)

*Discussant:* **Ingmar Schumacher** (*IPAG Business School, France*)

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#### **Climate policy must favour mitigation over adaptation**

*Author:* **Ingmar Schumacher** (*IPAG Business School, France*)

*Discussant:* **Martin C. Hänsel** (*University of Kiel, Germany*)

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### **G7. SS Gender, Diversity, Trust in the Organizations V - Trust in the Organizations “Going beyond Gender Segregation”**

**Room London, 3<sup>rd</sup> Floor**

*Chair:* **Mustafa Özbilgin**, *Brunel Business School, UK & Editor in Chief of European Management Review*

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#### **Women on corporate boards and firm financial performance: Evidence from French SMEs**

*Authors:* **Rey Dang** (*University of Orléans, France*), L'Hocine Houanti (*La Rochelle Business School, France*), Christine Naschberger (*Audencia Nantes School of Management, France*), Nhu Tuyên Lê (*Grenoble Ecole de Management, France*)

*Discussant:* **Ekaterina Melnik-Olive** (*Céreq, LEST, France*)

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#### **Can HR practices reduce gender inequalities? The case of promotion and training**

*Authors:* **Ekaterina Melnik-Olive** (*Céreq, LEST, France*), Hélène Couprie (*Céreq, THEMA, France*)

*Discussant:* **Cigdem Gedikli** (*University of East Anglia, United Kingdom*)

---

#### **The vertical and horizontal dimensions of occupational gender segregation in Turkey**

*Author:* **Cigdem Gedikli** (*University of East Anglia, United Kingdom*)

*Discussant:* **Rey Dang** (*University of Orléans, France*)

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### **G8. Theoretical and Applied Economics III**

**Room Oslo, 4<sup>th</sup> Floor**

*Chair:* **Renata Benda-Prokeinova**, *Slovak University of Agriculture in Nitra, Slovakia*

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**The interaction of the regulation of the pharmaceutical industry in Saudi Arabia with the presence of foreign direct investment**

*Author: Majed Asiri (Hull University Business School, United Kingdom)*

*Discussant: Farid ElSahn (Doha Institute for Graduate Studies, Qatar)*

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**Factors affecting e-government adoption in developing countries**

*Authors: Dawla Al-Mulla (University of Bahrain, Bahrain), Farid ElSahn (Doha Institute for Graduate Studies, Qatar)*

*Discussant: Renata Benda-Prokeinova (Slovak University of Agriculture in Nitra, Slovakia)*

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**Engel's approach as a tool for estimating consumer behaviour**

*Authors: Peter Bielik (Slovak University of Agriculture in Nitra, Slovakia), Renata Benda-Prokeinova (Slovak University of Agriculture in Nitra, Slovakia)*

*Discussant: Majed Asiri (Hull University Business School, United Kingdom)*

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## **G9. Marketing VIII**

**Room Stockholm, 4<sup>th</sup> Floor**

**Chair: Mourad Touzani, Neoma Business School, France**

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**Experimentation in negotiation research: identifying the appropriate variables in a business simulation**

*Author: Claude Alavoine (IPAG Business School, France)*

*Discussant: Amira Trabelsi-Zoghalmi (University of Carthage, Tunisia)*

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**Exploring culinary conservatism: Definition, antecedents, consequences and food conservators' profile**

*Authors: Amira Trabelsi-Zoghalmi (University of Carthage, Tunisia), Salma-Inès Daou (University of Tunis, Tunisia), Karim Ben Yahia (University of Gabes, Tunisia)*

*Discussant: Mourad Touzani (Neoma Business School, France)*

---

**How tourists create their own event? Lessons from postmodern off-track travelers: A qualitative approach**

*Authors: Boutheina Ben Gamra Zinelabidine (ISCAE –University of Manouba, Tunisia), Lilia Touzani (ISG Tunis – University of Tunis, Tunisia), Mourad Touzani (Neoma Business School, France), Norchene Ben Dahmane (IHEC Carthage – University of Carthage, Tunisia)*

*Discussant: Claude Alavoine (IPAG Business School, France)*

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# List of Participants

First Name	Last Name	Affiliation(s)
	<b>A</b>	
Ilyes	Abid	<i>ISC Paris Business School, France</i>
Abror	Abror	<i>University of Hull, United Kingdom</i>
Mohamed Akli	Achabou	<i>IPAG Business School, France</i>
Fodil	Adjaoud	<i>University of Ottawa, Canada</i>
Isabelle	Aimé	<i>IPAG Business School, France</i>
Ashraful	Alam	<i>University of Salford, United Kingdom</i>
Claude	Alavoine	<i>IPAG Business School, France</i>
Mohammad M.	Alduwish	<i>Saudi Telecom Company, Saudi Arabia</i>
Khaled M.	Alhamash	<i>Saudi Telecom Company, Saudi Arabia</i>
Serkan	Altuntas	<i>Yildiz Technical University, Turkey</i>
Serge	Amabile	<i>CERAM, Aix-Marseille University, France</i>
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Maria Giuseppina	Bruna	<i>IPAG Business School, France</i>
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Florian	Fizaine	<i>University of Paris-Saclay, France</i>
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Lukasz	Goczek	<i>University of Warsaw, Poland</i>
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Manish	Gupta	<i>University of Nottingham, United Kingdom</i>
Olinkha	Gustafson-Pearce	<i>Brunel University, United Kingdom</i>
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Samuel	Kurke	<i>Addis Ababa University, Ethiopia</i>
	<b>L</b>	
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Richard-Marc	Lacasse	<i>UQAR, Canada</i>
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Awatef	Mejbri	<i>University of Sousse, Tunisia</i>
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Grace	O'farrell	<i>University of Winnipeg, Canada</i>
Merwe	Oberholzer	<i>North-West University, South Africa</i>
Matteo	Ogliari	<i>University of Milano Bicocca, Italy</i>
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Anne-Claire	Pin	<i>University of Bretagne Sud, France</i>

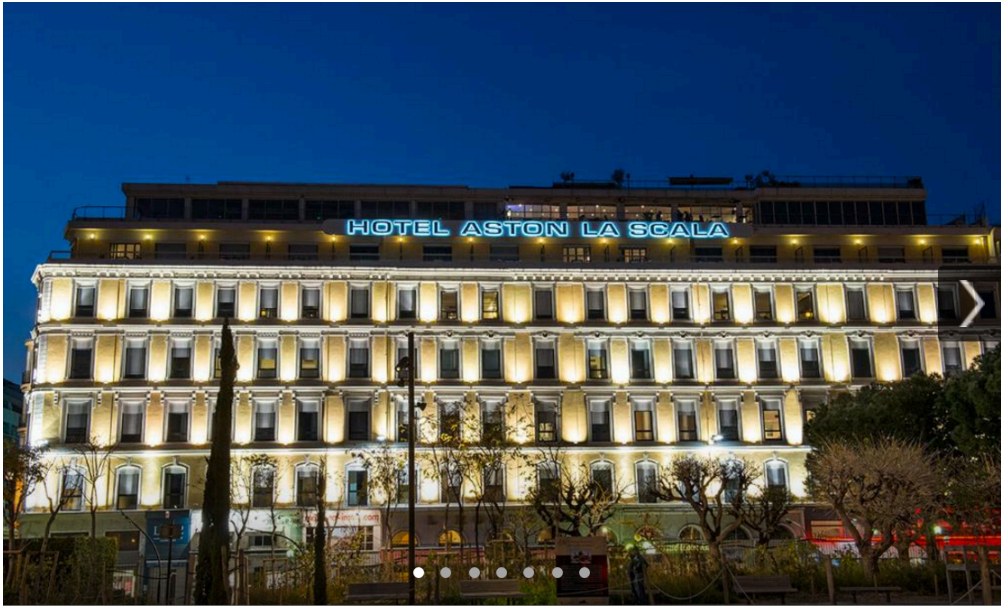


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Zhenxu	Tong	<i>University of Exeter, United Kingdom</i>
Zineb	Touiri	<i>University of Mohammed V- Rabat, Morocco</i>
Mourad	Touzani	<i>Neoma Business School, France</i>
Amira	Trabelsi-Zoghلامي	<i>University of Carthage, Tunisia</i>
Nam	Tran	<i>Melbourne Business School, University of Melbourne, Australia</i>
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Karin	Van Dreven	<i>University of Rotterdam, Netherlands</i>
Tannaz	Vaziri	<i>University of Tours, France</i>
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Alexandra	Vinogradova	<i>Swiss Federal Institute of Technology, Switzerland</i>
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Charlotte	Wang	<i>IPAG Business School, France</i>
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Jamie	Wieland	<i>Illinois State University, U.S.A.</i>
Ricky	Wilke	<i>Copenhagen Business School, Denmark</i>
Cees	Withagen	<i>University of Amsterdam, The Netherlands</i>
	<b>Y</b>	
Raissa	Yerbanga	<i>University of Montpellier I, France</i>
Okan	Yilmaz	<i>Bartın University, Turkey</i>
	<b>Z</b>	
Dilek	Zamantili Nayir	<i>Marmara University, Turkey</i>
Liang	Zhao	<i>Amsterdam Business School, University of Amsterdam, Netherlands</i>

# Conference Dinner

Where « HOTEL ASTON LA SCALA »

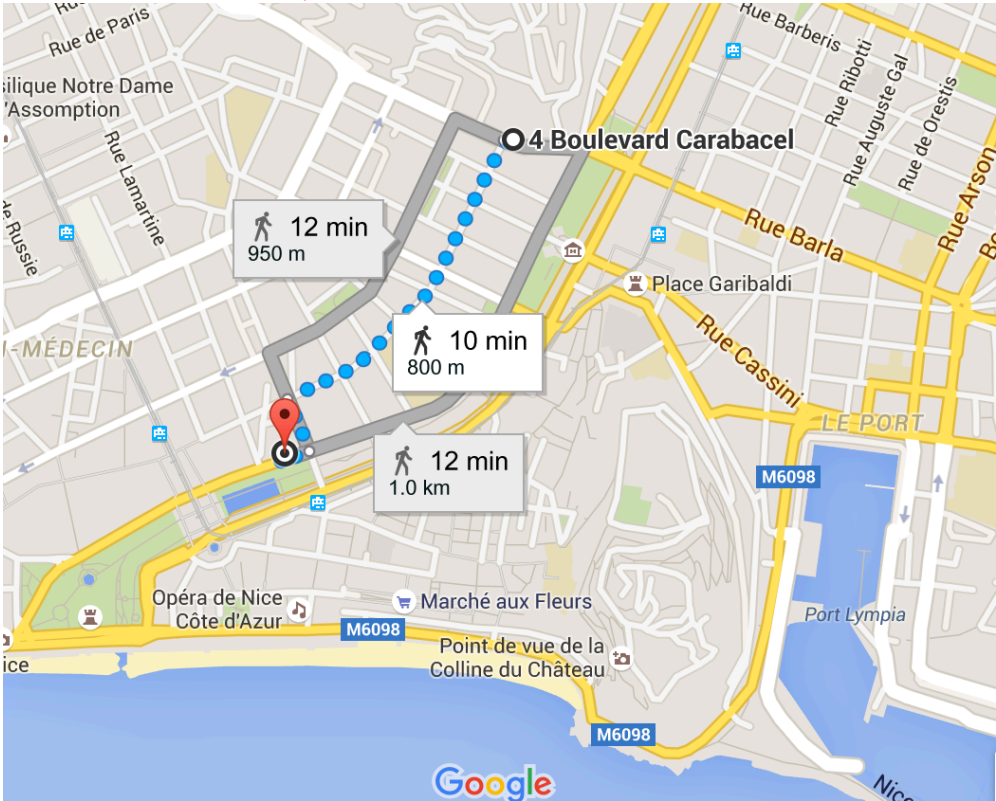


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Time	Monday, July 11, 2016
19:30 – 20:00	Reception
20:00 - 23:00	Gala Dinner

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Address **12 Avenue Felix Faure, 06000 Nice**



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Access Walking distance is about 800 meters from the conference venue.

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# Instructions for Publication Opportunities

The IRMBAM-2016 is organized in partnership with seven internationally established journals that will publish either special issues of conference papers or a selection of high-quality papers presented at the conference.

- Special Issue of [Management International](#) on the theme “Trust in Organizations”
  - Contact: Maria Giuseppina Bruna, *IPAG Business School, France*
- Special Issue of [Qualitative Market Research](#) on the theme “Consumer Experiences”
  - Contact: Damien Chaney, *Champagne School of Management, France*
- Special Issue of [Technological Forecasting and Social Change](#) on the theme “Importance of Environment and Entrepreneurship in the Innovation Field”
  - Contact: Jean-Michel Sahut, *IDRAC Business School, France*
- Special Issue of [Corporate Ownership & Control](#)
  - Contact: Alexander N. Kostyuk, *Director of Virtus Global Center for Corporate Governance, Ukraine*
- Special Issue of [Journal of Innovation Economics and Management](#)
  - Contact: Sophie Boutillier, *University of du Littoral, France*

Authors of the papers accepted for presentation at the conference are encouraged to submit their work to the following supporting journals:

- [Borsa Istanbul Review](#)
- [Emerging Markets Finance & Trade](#)
- [Research in International Business and Finance](#)
  - Contact: Duc Khuong Nguyen, *IPAG Business School, France*
- [Management & Avenir](#)
  - Contact: Frédéric Teulon, *IPAG Business School, France*

Details for submission instructions will be provided after the conference either by the Guest Editors or by the Coordinator, depending on the Journals.





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