

13th International CIRCLE Conference
Parallel sessions programme

Thursday 31st March

Thursday	Room Capri	Room Ischia	Room Procida	Room Nisida
9,00-10,30	Tourism 1	Strategy: development policy 1	Organisation 1	Circle PhD Mock Exam
	Chair: Michele Simoni	Chair: Gianpaolo Vignali	Chair: Francesco Izzo	
	Al Jeaidi Awad Mohamed Events, Economics and International Business – The Case of Abu Dhabi	Ideozu Uche Environmental accounting reporting and disclosure: A tool in Nigeria Delta crisis Resolution	Amadi John The impact of organisational culture on corporate strategy of conglomerate organisations	
	Ambrosio Vitor, Clemente Filomena, Lopes Antonio Future Tourists' Behavior towards the Effects of Climate Changes	Ideozu Osinakachukwut A phenneological study of road infrastructure development in Nigeria	Legcevic Jelena Croatian Qualification Framework as a managing tool for transparent qualifications in Croatia	
	Fedele Raffaele, Tamarro Maddalena The unexplored areas of the events. The evaluation of the negative effects on the place	Straka Jakub, Biriakova Nadia, Stavkova Jana Households and Factors of Standard of Living in Czech Rural Areas	Almazrouei Abdulla Framework for Effective Excellence Model Implementation in Police Organisations	
	Majic Jurkovic Olivera, Korper Kustrak Ana, Majic Helena Extending tourism supply in the Republic of Croatia through „Halal-friendly destination“ concept – possibilities and limitations		Yildirim Seda, Burcu Candan, Acarey Ali The Effect of Marketing Culture on Organizational Commitment in the Banking Sector	
COFFEE BREAK				

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11,00-12,30	Port and Shipping Management Chair: Vitor Ambrosio	Finance and Accounting 1 Chair: Antonio Feraco	Fashion and luxury 1 Chair: Enrico Bonetti	Circle PhD Module Session
	Ferretti Marco, Parola Francesco, Risitano Marcello, Vitillo Roberta Collaborative strategies through port investments in developing countries	Bakare Remilekun Creative accounting: a white knight or a poison pill?	Calvelli Adriana, Cannavale Chiara, Bassano Clara, Laurenza Elena New Trends in Luxury Goods Consumptions. A Cross-Cultural Analysis.	
	Ferretti Marco, Parola Francesco, Risitano Marcello, Vitello Iolanda Conflicts in Italian ports: A multiple case study analysis	Britzelmaier Bernd Cost of equity capital in small and medium sized private companies	Campaniolo Daniela, Vignali Gianpaolo, Ryding Daniella Consumers' Perception of the use of the 3D Body Scanning Technology in a Fashion Retailing Context	
	Ferretti Marco, Parola Francesco, Risitano Marcello, Turi Alessandra Green practices in Port Authorities: A multiple case study	Heurich Manuel New approaches in Performance Measurement and Management for German hospitals	Ciasullo V Maria, Cardinali Silvio, Cosimato Silvia Sustainable Supply Chains In Fashion: The Footwear Industry Case	
	Ferretti Marco, Panetti Eva, Parmentola Adele, Risitano Marcello The port community system as a local innovation system	Moscariello Nicola, Masiello Barbara IASB legitimacy: a model for understanding the contribution of political marketing strategies	Dean Aftab, Kurnaz Aysel Cross cultural comparison of Luxury: An Anglo – Turkish study of consumer purchase intentions	
	Simoni Michele, Ferretti Marco, Bonetti Enrico The role of large ports in the development of local economic clusters			
LUNCH BREAK				

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Thursday 31st March

Thursday	Room Capri	Room Ischia	Room Procida	Room Nisida
13,30-15,00	Innovation and new frontiers for management 1 Chair: Peter Moran	Digital transformations 1 Chair: Hans Ruediger Kaufmann	Marketing: consumer studies 1 Chair: Edyta Rudawska	Circle PhD Viva Exam
	Calza Francesco, Parmentola Adele, Tutore Ilaria An open approach to develop Green innovation. A case study analysis.	Feraco Antonio Info-Land: new interactive and visual marketing tool to reach new generations of customers.	Awdziej Marcin Temporal search in elderly consumer behavior in Poland	
	Greco Gaia, Cinquegrani Marco, Izzo Francesco Blue and Beautiful. A multiple case studies analysis of Marine Biotechnology Firms in the Cosmetic Industry.	Finkbeiner Patric, Dean Aftab Building social capital through Knowledge Transfer through social media platforms: the automotive industry in Germany	Dean, Aftab, Lohe Claudia Ethical consumption: The growing importance of fair trade products	
	Kayak Murat, Simoni Michele The relationship between coopetition propensity and entrepreneurial intentions of individuals	Gotlas Aleksandra The connection of the world of science with social technology	Matarazzo Michela, Resciniti Riccardo, Schufft Georg The evaluation of "made in Europe" effect: a cross-national investigation	
		Draskovic Nikola, Korper Kustrak Ana, Kilian-Yasin Katherina Students' attitudes towards usage of social media in learning process: a comparative study of Croatian and German students	Faraoni Monica, Pucci Tommaso, Rabino Samuel, Zanni Lorenzo Consumer wine perceptions in the Brand Origin framework: the role of product market value	
			Khan Faiza, Khan Ghazala, Investigating the "Halalness" of restaurants. Surrogate Indicators and Muslim Consumers	
COFFEE BREAK				

Thursday 31st March

Thursday	Room Capri	Room Ischia	Room Procida	Room Nisida
15,30-17,00	Strategy: governance Chair: Barbara Masiello	Marketing: customer satisfaction and loyalty Chair: Alberto Mattiacci	Marketing: marketing mix Chair: Silvio Cardinali	Circle PhD Viva Exam
	Darmaki Al Rashed Abdulla A systematic analysis of strategic planning key success factors and its required professional skills - a case of Abu Dhabi police GHQ	Dean Aftab Is satisfaction the key metric to business school success: A longitudinal study of the NSS and the damaging effects of the survey results	Africs John Challenges of out of home advertsing practice in a period of global economic crisis - The Nigerian situation	
	Dean Aftab, Agamah Michael Governance, risk management and corporate performance: A survey of companies listed on the Nigerian stock market	Marquardt Andreas Success factors of customer delight at retail level	Raj Razaq, Udofa John The Impact of Pricing Strategies on Corporate Customers in Nigeria	
	Morphitou Nicoletti Ria, Pericou Chryso Women entrepreneurs in Cyprus: Attributes, barriers and steps for development	Rashid Tahir, Kawsar Javed Customer relationship marketing in the UK muslim	Weiland Juergen Determinants of price and product policy standardisation: The case of German Foundry SMEs	
	Obhudas Ibrahim, Jananjac Jamila, Dukic Sinisa Improving business decision making at Sarajevo film festival using statistical decsion theory	Vignali Gianpaolo, Khan Sobia, Reid Louise Sizing and fit satisfaction in UK retailers: the dimensions of expectancy disconfirmation of skinny jeans		

OPTIONAL PROGRAMME: NAPLES SIGHTSEEING AND DINNER IN THE OLD TOWN

13th International CIRCLE Conference
Parallel sessions programme

Friday 1st April

Friday	Room Capri	Room Ischia	Room Procida	Room Nisida
9,00-10,30	Tourism 2	Strategy: development policy 2	Organisation 2	Circle PhD Module session
	Chair: Vitor Ambrosio	Chair: Barbara Masiello	Chair: Alberto Mattiacci	
	Mattiacci Alberto, Sfodera Fabiola, Avram Emanuela Maria The impact of shopping experience on tourist satisfaction in historical art cities	Arnaut Edin, Jerkovic Darijo, Dukic Sinisa Correlation between foreign trade exchange and sustainable competitiveness of the economy of Bosnia and Herzegovina	Al Shamsi Salem Saeed, Raj Razaq Modernisation and Innovation of Leadership within the Abu Dhabi Police	
	Moll-de-Alba Jorge, Pratts Lluís, Coromina Lluís The market segmentation of business tourists in Barcelona	Hodzic Kadrija, Kraksner Amra, Dukic Sinisa Conflict between labor and capital in times of global crisis in Bosnia and Herzegovina	Padar Katalin, Pataki Bela, Zoltan Sebestyen Examining corresponding project and change management roles in practice	
	Risitano Marcello, Romano Rosaria, Sorrentino Annarita, Quintano Michele Analyzing the relationships among destination image, event satisfaction and tourist behavioral intentions. The case of America's Cup World Series	Fallone Grahame, Althonayan Abraham, Aldulmohsen Alalshiekh The impact of inward foreign direct investment on human capital development in developing countries: the case of kingdom of Saudi Arabia	Al Marzooqu Omar Impact of different factors on organisational productivity	
		Moll-de-Alba Jaime Industrial development of North Africa: a comparative analysis for the period 2004-2012		

COFFEE BREAK

Friday 1st April

Friday	Room Capri	Room Ischia	Room Procida	Room Nisida
11,00-12,30	Fashion and luxury 2 Chair: Enrico Bonetti	Management and marketing: social issues Chair: Razaq Raj	New frontiers for marketing Chair: Tahir Rashid	Management: globalisation Chair: Tomasz Wisniewski
	Draskovic Nikola, Petersen Christian, Markovic Milivoj Marketing led emergence of fast and fashionable swatch	Bizzarri Alex, Cardinali Silvio, Picciotti Antonio The development and changing of fundraising practices in an Italian Non-profit organization	Augurio Alessandro, Castaldi Laura Servitization: a Content Analysis	Bernecker Bernd Management of Foreign Sales Subsidiaries - Contributions and Outlook from a Case
	Mroz-Gorgon Barbara Co-branding as a strategy – fashion market perspective	Demetriou Marlen, Morphitou Ria Looking for a “New Social Partner” as a tool in enhancing a company’s Corporate Image. The case of Companies in Cyprus.	Krzyzanowska Magdalena, Tkaczyk Jolanta, Awdziej Marcin Motivating to co-create value: The case of Polakpotrafi.PL crowdfunding platform	Calza Francesco, Cannavale Chiara, Laurenza Elena Shipbuilding firms' internationalization: A case study analysis
	Ryding Daniella, Henninger Claudia, Caratu Myriam, Mattiacci Alberto, Qian Qi Jiang Eco-fashion’s impact on Young Consumers’ Attitudes and Perceptions of the Fast- Fashion Brands	Rudawska Edyta, Frackiewicz Ewa Sustainable marketing as a response to contemporary challenges facing companies in Poland	Grieco Cecilia, Iasevoli Gennaro Co-marketing: state of the art and new research avenues	Heiss Gunther SME’s internationalization: The role of organizational capabilities on strategy in the German MedTech industry
		Slovackova Tereza, Biriciakova , Stavkova Forecasting Alcohol Consumption in Europe	Improta Valeria, Coppola MariaRosaria, Tregua Marco Value co-destruction: the Volkswagen emissions scandal	Ferrucci Luca, Picciotti Antonio The Reshoring Strategy: An Emerging Research Field between an Interpretative Theoretical Model and Enterprises Experiences
		Hallier Marie Christin Palliative Well-being increased by Art-Therapy		
LUNCH BREAK				

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Friday 1st April

Friday	Room Capri	Room Ischia	Room Procida	Room Nisida
13,30-15,00	Innovation and new frontiers for management 2 Chair: Francesco Izzo	Finance and accounting 2 Chair: Gianpaolo Vignali	Marketing: consumer studies 2 Chair: Razaq Raj	Digital transformations 2 Chair: Michele Simoni
	Maier Manuel New Frontiers for Management: What impacts have the use of Configuration Management to steer the business process infrastructure on the future of Management	Moscariello Nicola, Fera Pietro, Cinque Ettore The relationship between earnings quality and the cost of debt	De Nisco Alessandro, Matarazzo Michela, Annunziata Federica, Resciniti Riccardo The country of Origin effects in consumers' evaluation of a hybrid product	Rashid Tahir, Hayder Ali Syed Mobile social media marketing and British Muslim entrepreneurs
	Moran Peter, Simoni Michele Innovation as a market shaping process	Schlegel Dennis Capital Budgeting in the German Automotive Industry	Mason Cesarina Michela, Moretti Andrea, Raggiotto Francesco Assessing the impact of Lipstick Effect on consumer choices.	Sahelices Cesar, Lanero Carrizo Ana, Gutierrez Rodriguez Pablo, Vazquez-Burguete Jose Luis eWoM and 2.0 opinion leaders in the food context
	Sasso Pasquale, Solima Ludovico The creative turn of wine	Schubert Hannes The Lean Startup Valuation Model	Rashid Tahir, Durrani Ali Baseer Religion and Green Purchase Behaviour: An exploratory study to investigate the influence of religion on British Muslims green purchase behaviour.	Improta Valeria, Coppola MariaRosaria, Tregua Marco Innovating through the Internet of Everything
	Virkam Amith Arriving at the High-growth firm	Wisniewski Tomasz Influence of cash flow asymmetry on the value of the option to expand	Tkaczyk Jolanta, Krzyzanowska Magdalena Word of Mouth marketing from a managerial perspective	
			Kaufmann Ruediger Hans, Sylianou Andreas, Garcia-Gallego Ana Brand Love in the Cyprus Sports Industry	

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Friday 1st March

Friday	Main hall
15,00-16,00	PLENARY SESSION
	Presentation of Kozminski University – Warsaw, Poland: host of the 14th International CIRCLE Conference (Magdalena Krzyżanowska and Jolanta Tkaczyk)
	Conclusions (Claudio Vignali, Tahir Rashid)
GALA DINNER	