



26th EBES CONFERENCE - PRAGUE CONFERENCE PROGRAM

**OCTOBER 24-26, 2018
PRAGUE - CZECH REPUBLIC**

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University of Finance and Administration



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CONFERENCE PROGRAM

WEDNESDAY, OCTOBER 24 (DAY 1)

REGISTRATION: 08:45-17:00

OPENING SPEECH: 09:30-10:00

Room: E007

Mehmet Huseyin Bilgin, *Vice President of EBES and Istanbul Medeniyet University, Turkey*
Bohuslava Senkyrovai, *Rector, University of Finance and Administration, Czech Republic*

COFFEE BREAK: 10:00-10:30

DAY 1 - SESSION I: 10:30-12:30

INTERNATIONAL TRADE

Chair: Pedro Jose Gutiérrez Diez

Room: E104

Structure Demand Estimation of the Response to Food Safety Regulations in the Japanese Poultry Market

Qizhong Yang, Osaka University, Japan; Keiichiro Honda, Prefectural University of Kumamoto, Japan; and Tsunehiro Otsuki, Osaka University, Japan

Importing Inequality: Trade Liberalization, Technology, and Women's Employment

Dainn Wie, National Graduate Institute for Policy Studies, Japan

Specific Non-Tariff Measures and Trade

Hea-Jung Hyun, Kyung Hee University, Korea

What Factors Motivate Foreign Countries to Initiate an Antidumping Investigation against China?

Xiaolei Wang, Shanghai University, China and Yao Shen, Shanghai University, China

The Silk Railway and China-EU trade - What's Next?

Curt G. Nestor, University of Gothenburg, Sweden

Measurement of Turkey and Italy's Marble Sectors' Export Competitiveness with Comparative Export Performance Index

Bulent Altay, Afyon Kocatepe University, Turkey and Nihat Onur Asikoglu, Afyon Kocatepe University, Turkey

HUMAN RESOURCES I

Chair: Duminda Roshan Rajasinghe

Room: E127

The Workplace Learning: Exploring the Strategies among Adult Gen Y

Fadilah Puteh, Universiti Teknologi MARA, Malaysia; Ahmad Naqiyuddin Sanusi Bakar, Universiti Teknologi MARA, Malaysia; Suseela Devi Chandran, Universiti Teknologi MARA, Malaysia; Azizan Zainuddin, Universiti Teknologi MARA, Malaysia; and Zuraidah Abu Bakar, Universiti Teknologi MARA, Malaysia

Teamwork Behaviors and Work Motivation of UAE Public Sector Employees

Hanan Saber AlMazrouei, United Arab Emirates University, U.A.E.

A Mixed-Method Study Examining Social Stressors in Teams and the Effects on the Wellbeing

Katrin Leifels, RMIT University, Australia

Talent Management: A Systematic Review on its Conceptualizations

Eszter Daruka, Eotvos Lorand University, Hungary and Katalin Pádár, Eotvos Lorand University, Hungary

Organizational Structure and Counter-Productive Behavior: The Mediating Role of Job Satisfaction, Procedural Justice and Work Alienation

Ghulam Mustafa, NTNU-Norwegian University of Science and Technology, Norway; Hans Marius Martinsen, NTNU-Norwegian University of Science and Technology, Norway and Martin Saure Bogen, NTNU-Norwegian University of Science and Technology, Norway

Integration of Occupational Safety and Health Training on the Relationship between Sustainability Practices and Sustainability Performance: A Conceptual Framework

Dina Azleema Mohamed Nor, Universiti Teknologi Malaysia, Malaysia; Tan Owee Kowang, Universiti Teknologi Malaysia, Malaysia; Mohd Saiful Izwaan Saadon, Universiti Malaysia Terengganu, Malaysia; Mohd Noor Azli Ali Khan, Universiti Teknologi Malaysia, Malaysia; and Fahirah Syaliza Mokhtar, Universiti Malaysia Terengganu, Malaysia

INDUSTRIAL ORGANIZATION

Chair: Cherng George Ding

Room: E128

The Significance of Transformational Leadership and Team Support on Team Trust and Team Contextual Performance: A Case of Malaysian Healthcare

Azlyn Ahmad Zawawi, University Technology MARA, Malaysia and Aizzat Mohd. Nasurdin, Universiti Science Malaysia, Malaysia

Does Diversification Increase the Survival Probability of an Enterprise under Financing Constraints?

Shaokai Li, Jinan University, China

Measures of the Size and Importance of the State-Owned Enterprise Sector in the Economy

Grzegorz Kwiatkowski, Maria Curie-Skłodowska University in Lublin, Poland

Upstream Market Structure and Downstream Cross Holding

Jie Shuai, Zhongnan University of Economics and Law, China; Mengyuan Xia, Zhongnan University of Economics and Law, China; and Chenhang Zeng, Zhongnan University of Economics and Law, China

Evaluating the Effects of Consolidation of Macedonian Mobile Markets

Daniela Mamucevska, Ss. Cyril and Methodius University in Skopje, Macedonia and Predrag Trpeski, Ss. Cyril and Methodius University in Skopje, Macedonia

Industry 4.0 - Challenge for Today's Manufacturing Enterprises

Iwona Lapunka, Opole University of Technology, Poland; Katarzyna Elzbieta Marek-Kolodziej, Opole University of Technology, Poland; and Piotr Wittbrodt, Opole University of Technology, Poland

Organic Farming as a Specialization in Selected Regions of Poland

Anna Małgorzata Rydz-Żbikowska, University of Lodz, Poland

CORPORATE FINANCE

Chair: Yudhvir Seetharam

Room: E129

Real Activity Management in the Presence of Labor Unions

Kiyong Chang, University of South Florida Sarasota-Manatee, U.S.A.; Young Sang Kim, Northern Kentucky University, U.S.A.; and Ying Li, University of Washington University of Washington Bothell, U.S.A.

The Effects of Non-European Takeover Bids on Targets in Europe

Wolfgang Bessler, Justus Liebig University Giessen, Germany and Gerrit Henrich, Justus Liebig University Giessen, Germany

The Strategic Rationale of Mergers and Acquisitions on Emerging Markets: Evidence from Romania

George Marian Aevoae, Alexandru Ioan Cuza University of Iasi, Romania; Roxana Dicu, Alexandru Ioan Cuza University of Iasi, Romania; and Daniela Mardiros, Alexandru Ioan Cuza University of Iasi, Romania

Economic Analysis of the Recent Laws on Corporate Reorganization Methods in Hungary

Eva Palinko, Eotvos Lorand University, Hungary and Kinga Judit Petervari, Eotvos Lorand University, Hungary

The Influence of a Group Purchasing Organization on the Management of Company Receivables

Grzegorz Zimon, Rzeszow University of Technology, Poland

Cross-Border Acquisitions by Emerging Markets: A Study of Indian Corporates

Samta Jain, Indian Institute of Technology Delhi, India; Smita Kashiramka, IIT Delhi, India; and P.K. Jain, IIT Delhi, India

The Impact of Corporate Taxation on Capital Structure and Profitability of Innovative Firms

Elena Makeeva, School of Finance, National Research University Higher School of Economics, Russian Federation and Ilona Murashkina, Center for Corporate Finance Research, National Research University Higher School of Economics, Russian Federation

KEYNOTE SESSION: 12:30-13:00

Room: E007

Czech Universities and Internationalism

Roman Mentlík, *University of Finance and Administration*, Czech Republic

BEST PAPER AWARD CEREMONY: 13:00-13:20

Room: E007

LUNCH: 13:30-14:30

DAY 1 - SESSION II: 14:30-16:30**EMPIRICAL STUDIES ON EMERGING ECONOMIES****Chair:** Didar Erdinc**Room:** E104

Employment Protection and Export Product Quality: Evidence from China's Labor Contract Law
Han Wu, Jinan University, China

The Impacts of Oil Price Shocks on Economies and Mining Index in Indonesia Using VECM
Sudarso Kaderi Wiryono, Insitut Teknologi Bandung, Indonesia and Marla Setiawati, Insitut Teknologi Bandung, Indonesia

The Impact of Internal Brand-to-Brand Citizenship Behaviors of Employees in Aviation Industry: The Case of Domestic Airport Service Providers in Vietnam
Dung Quang Truong, Ho Chi Minh City University of Technology (HUTECH), Vietnam; Thang Quyet Nguyen, Ho Chi Minh City University of Technology (HUTECH), Vietnam; and Quynh T N Phan, Vietnam Aviation Academy, Vietnam

Macroeconomic Resilience of Emerging Economies to Global Financial Conditions
Hyunju Kang, Korea Capital Market Institute, Korea and Ahrang Lee, The Bank of Korea, Korea

The Moroccan Money Market Instruments: Characteristics and Dynamics
Hicham Meghouar, ENCG, Morocco; Mohamed Lotfi, ENCG Settat, Morocco; Youssef Oubouali, ENCG Settat, Morocco; and Mourad Maataoui Belabbes, ENCG Settat, Morocco

Security Continuity of Funding Processes in Czech Tax System Environment, Part 1: The Model of Major Tax Financial Flows
Burianová Olga, University of Finance and Administration, Czech Republic and Urbánek Jiří F., University of Finance and Administration, Czech Republic

Globalization and Tax Gap as a Result of the Taxpayers Noncompliance - Evidence From Poland
Alina Klonowska, Cracow University of Economics, Poland

LABOR ECONOMICS**Chair:** Tomas Evan**Room:** E127

How Labor Costs Contribute to Participation in Global Value Chains? Comparative Analysis and Conclusions for Poland
Magdalena Kapela, Warsaw University of Technology, Poland

The Tradeoff between Work and Higher Education: Evidence from the Introduction of Public Transportation to Arab Communities within Israel
Aamer S. Abu-Qarn, Ben-Gurion University of the Negev, Israel and Shirlee Lichtman-Sadot, Ben-Gurion University of the Negev, Israel

The Theory of Externalities as a Solution to the Problem of Compensation for Occupational Diseases
Albert Mushai, University of the Witwatersrand, South Africa and Robert William Vivian, University of the Witwatersrand, South Africa

Why the Poor Keep Living Poorly? A Study about Poor Workers in Aceh Province, Indonesia
Teuku Zulham, Syiah Kuala University, Indonesia; Chenny Saftarita, Syiah Kuala University, Indonesia; Tasdik Ilhamudin, Central Bureau of Statistics (BPS), Indonesia; and Teuku Bahrn Basyiran, Syiah Kuala University, Indonesia

The Impact of High-Skilled Immigration on Unemployment in OECD Countries
Monika Didzgalvyte, Vytautas Magnus University, Lithuania and Violeta Pukeliene, Vytautas Magnus University, Lithuania

To the New Czech Legal Regulation of the Contract of Work
Karel Marek, University of Finance and Administration, Czech Republic

PUBLIC ECONOMICS

Chair: Paweł Smaga

Room: E128

Managing the Transparency Process in its Strategic, Cognitive and Institutional Perspectives. The Meijer's Model Applied to an Italian Local Government
Eleonora Cardillo, University of Catania, Italy

Analysis of Turkish Tax System in terms of Compliance with Taxation Principles
Ihsan Cemil Demir, Afyon Kocatepe University, Turkey

Action Plan on Vat, Creating a Single Vat Area in the EU
Benjami Angles Juanpere, Open University of Catalonia (UOC), Spain

Public Spending: Is It Importance for Poverty Reduction in Indonesia?
Teuku Zulham, Syiah Kuala University, Indonesia; Said Muhammad, University of Syiah Kuala, Indonesia; Diana Sapha, University of Syiah Kuala, Indonesia; Fitriyani, University of Syiah Kuala, Indonesia; and Said Jubran, University of Syiah Kuala, Indonesia

The Determinants of Effective Retirement Age - The Cross-Country Analysis
Tomasz Andrzej Jedynak, Cracow University of Economics, Poland

Economic Benefits of the Mediation Process from Legal Disputes
Gulsum Gunbala Guven, Gaziantep University, Turkey

Development of the Concept of Digital Transformation of the System of Management of Social and Economic Advancement of the Far North
Irina Zaychenko, Peter the Great St. Petersburg Polytechnic University, Russia and Anna Smirnova, Peter the Great St. Petersburg Polytechnic University, Russia

MANAGEMENT I

Chair: Ghulam Mustafa

Room: E129

The Effects of Leader-Member Exchange Relationships on Employee Attitudes toward Newly-Introduced Information Systems
Paul Chou, Minghsin University of Science & Technology, Taiwan and Ann Lin, Chang Gung University of Science and Technology, Taiwan

The Compatibility of Outside-In and Inside-Out Strategic Approaches
Slobodan Adzic, Arab Open University, Kuwait

Business Performance Evaluation of Thailand Specialized Financial Institutions during Economic Downtrend
Tidathip Panrod, Silpakorn University, Thailand

Nurse on Nurse Bullying
Vincent F Maher, Iona College, U.S.A.

Impact of Corporate Social Responsibility on Customer Satisfaction in Retail Enterprises in the Baltic Countries

Iveta Linina, Turība University, Latvia and Velga Vevere, The University College of Economics and Culture, Latvia

The Effects of Tourism Information Quality on Customer E-Loyalty with Online Travel Brands in Thailand: The Mediation Role of Satisfaction in Tourism

Thadathibesra Phuthong, Silpakorn University, Thailand

COFFEE BREAK: 16:30-16:40

DAY 1 - SESSION III: 16:40-18:40

HEALTH ECONOMICS I

Chair: Vincent F Maher

Room: E104

Tobacco Expenditure: Does it Need to Be Reduced?

Diana Sapha, University of Syiah Kuala, Indonesia; Cut Zakia Rizki, University of Syiah Kuala, Indonesia; Fitriyani, University of Syiah Kuala, Indonesia; and Reni Aprida, University of Syiah Kuala, Indonesia

Open Standards for Budgetary Software Used by a National Health Assurance House: A Must Have?

Antonio Clim, The Bucharest University of Economic Studies, Romania and Razvan Daniel Zota, The Bucharest University of Economic Studies, Romania

Cybernetic Analysis of Emergency Medical System

Ionut Costinel Nica, The Bucharest University of Economic Studies, Romania and Nora Chirita, The Bucharest University of Economic Studies, Romania

Digitalization, Remuneration, and Pay for Performance in the Inpatient Sector in Germany - Tapping the Full Potential based on International Experiences

Christian Maier, University of Bayreuth, Germany

A Bibliometric Analysis of Blood Donation

Iria Paz Gil, Rey Juan Carlos University, Spain; Jessica Paule-Vianes, Rey Juan Carlos University, Spain; Alicia Blanco-González, Rey Juan Carlos University, Spain; and Alberto Prado-Román, Rey Juan Carlos University, Spain

Medical Beauty Product and Cosmetic Product Criminal Liability in Malaysia: Justice to Women

Fahirah Syaliza Binti Mokhtar, UMT-Universiti Malaysia Terengganu, Malaysia; Mohd Saiful Izwaan Saadon, Universiti Malaysia Terengganu, Malaysia; and Dina Azleema Mohamed Nor, Universiti Teknologi Malaysia, Malaysia

SMALL AND MEDIUM-SIZED ENTERPRISES

Chair: Fadilah Puteh

Room: E127

Impact of Basel III on Industrial SMEs - Results of an Empirical Study

Claudia Brandstätter, FH JOANNEUM Kapfenberg, Austria and Johannes Pamsl, IWI, Bahamas

Does Microfinance Deepen Socioeconomic Wellbeing of Micro and Small Entrepreneurs? Results from a Developing Country

Jeyanthi Thuraisingham, Monash University, Malaysia; Mahendhiran Nair, Monash University, Malaysia; and Santha Vaithilingam, Monash University, Malaysia

Controlling as a Tool for SME Process Auditing

Premysl Pizar, University of Finance and Administration, Prague, Czech Republic

A Chance for Thailand Western Provinces SME on the Road to Startup Way

Taninrat Rattanapongpinyo, Silpakorn University, Thailand

The Use of IT Tools in Small Businesses in Poland

Magdalena Ratalewska, University of Lodz, Poland

Forms of Control in Business Advice Contracts in Small Firms: Case of Poland

Pawel Glodek, University of Lodz, Poland

BANKING

Chair: Paweł Smaga

Room: E128

Deposits as a Crucial Source of Financing Cooperative Banks: The Case of Deposit Activities of the Group Cooperative Banks in Poland

Maria Magdalena Golec, WSB University in Poznan, Poland

Support Vector Machines with Kernel Functions Used in Classification Problems and Financial-Banking Applications

Oona Scarlet Voican, The Bucharest University of Economic Studies, Romania and Emil Scarlet, The Bucharest University of Economic Studies, Romania

Cross Border Banking: Pull-Push Effects of Parent Banks on Subsidiaries' Credit Extensions

Luca Gattini, European Investment Bank, Luxembourg and Angeliki Zagorisiou, Universitat Jaume I, Spain

European Banking Integration and Economic Growth

Oprea Otilia-Roxana, Alexandru Ioan Cuza University of Iasi, Romania and Ovidiu Stoica, Faculty of Economics and Business Administration, Romania

The Impact of Macroprudential and Monetary Policies on Credit Growth Rate: Bank Size and Credit Type

Osman Furkan Abbasoglu, Central Bank of the Republic of Turkey, Turkey; Serife Genc Ileri, Ibn Haldun University, Turkey; and Yasin Mimir, Norges Bank, Norway

Equilibrium Credit in Bulgarian Banking: Determinants of Credit Booms and Busts, 2004-2016

Didar Erdinc, American University in Bulgaria, Bulgaria

MANAGEMENT & HUMAN RESOURCES

Chair: Mohd Saiful Izwaan Saadon

Room: E129

The Organization of Facility Management in Europe in 2016 and 2017

Alexander Redlein, TU Wien (Vienna), Austria and Eva Stopajnik, TU Vienna, Austria

Managers' Roles that Empower Employee Self-directed Learning in Lithuanian Services Sector

Nida Kvedaraitė, Kaunas University of Technology, Lithuania and Brigita Stanikuniene, Kaunas University of Technology, Lithuania

Healthcare Project Management Model Approach

Tadeusz A. Grzeszczyk, Warsaw University of Technology, Poland and Marek Zawada, Warsaw University of Technology, Poland

Physical Activity Assessment of Polish Academic Staff and the Directions of its Promotion in the Workplace

Agata Basińska-Zych, WSB University in Poznań, Poland and Agnieszka Springer, WSB University in Poznań, Poland

Knowledge Sharing: Review on Determinants and Future Research among Knowledge Workers

Mohd Saiful Izwaan Saadon, Universiti Malaysia Terengganu, Malaysia; Mohd Zarir Yusoff, Netherland Maritime Institute of Technology, Malaysia; Nurul Haqimin Salleh, Universiti Malaysia Terengganu, Malaysia; and Fahirah Syaliza Mokhtar, Universiti Malaysia Terengganu, Malaysia

Influence of Social Media and Marketing Mix Affecting Decision to Use the Services on Seafood and Restaurants in Cha-Am Beach Phetchaburi

Noppadol Towichaikul, Silpakorn University, Thailand

WELCOME RECEPTION: 19:00-20:00

THURSDAY, OCTOBER 25 (DAY 2)**REGISTRATION: 09:00-17:00****DAY 2 - SESSION I: 09:20-11:20****ECONOMICS OF INNOVATION****Chair:** Razvan Daniel Zota**Room:** E104

The Effects of R&D Input and Trade Openness on Innovation Capacity in High-Tech Industry: Evidence from China

Xiaodan Hu, Jinan University, China

Multiple Perspectives of Value Co-Creation: A Comprehensive Literature Review

Shuie Sun, Université de Lille, CNRS-CLERSE, France

Fixed Investments Significance and Impact on Lithuania Economy

Lina Martirosianiene, Aleksandras Stulginskis University, Lithuania

Research on the Regional Low Carbon Innovation Resource Allocation Efficiency based on Super-SBM Model

Jianzhong Xu, Harbin Engineering University, China and Yanan Zhao, Harbin Engineering University, China

Green Technology Innovation and Energy Intensity with Different Types of Environmental Regulations: Evidence from China

Jianzhong Xu, Harbin Engineering University, China and Manman Wang, Harbin Engineering University, China

Competitiveness, Productivity and Spillover Effect in ICT: Evidence from OECD

Filiz Cayiragasi, Gaziantep University, Turkey and Asli Ozpolat, Gaziantep University, Turkey

Digitalization and Its Influence on Economic Development of the Russia

Galina Chernova, Saint-Petersburg State University, Russia and Vladimir Khalin, Saint-Petersburg State University, Russia

EDUCATION**Chair:** Ghulam Mustafa**Room:** E127

The Role of South African Universities in Driving Sustainable Development: The Student's Perspective
Tshedu Matiwaza, University of the Witwatersrand, South Africa and Suvera Boodhoo, University of the Witwatersrand, South Africa

Learning Taxonomy Based Education Game Design to Deploy Learning Objectives to Game Design: A Case Study of Leadership Education

Nur Budi Mulyono, Bandung Institute of Technology, Indonesia; Nur Arief Rahmatsyah Putranto, Bandung Institute of Technology, Indonesia; and Aria Bayu Pangestu, SBM ITB, Indonesia

Benefits and Risks of Artificial Intelligence Incorporation in the Field of Education

Christos Manolopoulos, Computer Technology Institute and Press, Greece; Rozina I. Efstathiadou, Computer Technology Institute and Press-Diophantus, Greece; and Celia Roniotes, Computer Technology Institute and Press, Greece

Benchmarking as part of Economics Education in Higher Education Systems in Europe

Jekaterina Kipina, Estonian Entrepreneurship University of Applied Sciences, Estonia

Student Retention: Perspectives of University Academics

Duminda Roshan Rajasinghe, University of Northampton, United Kingdom; Phil Bowen, University of Northampton, United Kingdom; and Dean Brookes, University of Northampton, United Kingdom

Smart Regions' Economical Innovations and Sustainability in relation to Vocational Education and Training and Specific Required Skills: An Approaching Model through qualitative research in Greek Enterprises

Miltiadis Staboulis, University of Macedonia, Greece

BEHAVIORAL FINANCE

Chair: Sagi Akron

Room: E128

Dynamics of Yield Gravity and Money Anxiety Index

Dan Geller, University of Haifa, Israel and Nahum Biger, University of Haifa, Israel

The Effect of Economic Policy Uncertainty and Herding on Leverage: An Examination of the BRICS Countries

Yudhvir Seetharam, University of the Witwatersrand, South Africa and Prudence Makololo, University of the Witwatersrand, South Africa

Crypto-Currencies and the Contagious Effect of Financial Markets

Ionut Costinel Nica, The Bucharest University of Economic Studies, Romania and Simona Craciunescu, The Bucharest University of Economic Studies, Romania

Merger Waves: Are Buyers Following the Herd or Responding to Structural Queues?

Ralph Sonenshine, American University, U.S.A.

Manager Overconfidence Effect on the Investment-Cash Flows Sensitivity: Evidence from Indonesia

Fitri Santi, University of Bengkulu, Indonesia

A Dynamic Analysis on the Relationship between Investor Sentiment and Stock Market Volatility: The Evidence from China

Hanhui Zhao, Shanghai Maritime University, China and Yanhui Chen, Shanghai Maritime University, China

MANAGEMENT II

Chair: Iveta Ludviga

Room: E129

Effect of Organizational Culture on Job Satisfaction and Turnover Intention: An Empirical Study

Mourad Mansour, King Fahd University of Petroleum and Minerals, Saudi Arabia

Business Social Networks (BSN): Is the Business Escape from Reality is Impossible?

Nikolay Hristov Sterev, University of National and World Economy, Bulgaria; Monika Sabeva, University of National and World Economy, Bulgaria; Ralitsa Zlateva, University of National and World Economy, Bulgaria; and Veronika Dimitrova, University of National and World Economy, Bulgaria

TQM'S Theory

Mohammed Belkasseh, ENCG - Hassan 1st University of Settat, Morocco

Enhancing a Competitive Advantage of Tourism through Implementing Logistic and Supply Chain Strategies of Tourism in Palmyra Community and Product at Phetchaburi Province

Phrutsaya Piyanusorn, Silpakorn University, Thailand

Inclination to help other Customers - Insights from Explorative Study among Young Population in China

Anna - Dewalska-Opitek, University of Economics in Katowice, Poland and Maciej Mitreęga, University of Economics in Katowice, Poland

Dynamic Marketing Capabilities in Intercultural Environment

Maciej Mitreęga, University of Economics in Katowice, Poland and Anna Wieczorek, University of Bielsko-Biala, Poland

COFFEE BREAK: 11:20-11:30**DAY 2 - SESSION II: 11:30-13:30****MONETARY ECONOMICS**

Chair: Alexis Antoniadis

Room: E104

Drivers of Inflation Expectations in Czechia and Poland. More Similar than Different?

Magdalena Szyszko, WSB University in Poznan, Poland and Aleksandra Rutkowska, Poznan University of Economics and Business, Poland

Co-Movement and Transmission of Japanese REIT Market on Different Property Sector: Comparative Analysis of Different Monetary Policy Regimes

Takayasu Ito, Meiji University, Japan

Anonymity in Cryptocurrencies

Hulya Boydas Hazar, Istanbul Aydın University, Turkey

Importance of Awareness of Default Risk on Conducting Monetary and Fiscal Policies

Eiji Okano, Nagoya City University, Japan and Masataka Eguchi, Komazawa University, Japan

The Real Effects of Deleveraging in the Euro Zone

Pedro Jose Gutiérrez Diez, University of Valladolid, Spain and Tibor P'al, AGH University, Poland

What Would the Economy with Credit-Enhanced Interest Rates Look Like?

Łukasz Kurowski, SGH Warsaw School of Economics, Poland; Karol Rogowicz, SGH Warsaw School of Economics, Poland; and Paweł Smaga, Warsaw School of Economics, Poland

MANAGEMENT III

Chair: Nur Budi Mulyono

Room: E127

Quality Management Systems and Models as a Tool for Small and Medium Enterprises Development and Competitiveness Increase

Zane Drinke, Turiba University, Latvia and Rosita Zvirgzdina, Turiba University, Latvia

Comparative Analysis Police Forces: Portugal and Croatia

Sofia Ramos, University of Seville, Spain; Jose Angel Perez Lopez, University of Seville, Spain; Jelena Legčević, University of J.J. Strossmayer in Osijek, Croatia; and Rute Abreu, Guarda Polytechnic Institute, Portugal

Multi-Criteria Model of Business Network Performance Assessment. Research into Polish Clusters

Beata Barczak, Cracow University of Economics, Poland

Technical Compliance: Closing the Gaps of Compliance Management Systems with Regard to Technology

Astrid von Blumenthal, Ansbach University of Applied Sciences, Germany and Anja Bartsch, Ansbach University of Applied Sciences, Germany

Merger of Family Companies in the Czech Republic as a step in their Continuation and Further Development

Andrea Tomášková, University of Finance and Administration, Czech Republic and Naděžda Petřů, University of Finance and Administration, Czech Republic

Innovation and Creativity as a Source of Competitive Advantage at Start-ups

Miroslav Pavlák, University of Finance and Administration, Czech Republic and Naděžda Petřů, University of Finance and Administration, Czech Republic

Performance of Entrepreneurial Activity and Economic Competitiveness in European Union Countries: A Panel Data Approach

Valentina Diana Rusu, Alexandru Ioan Cuza University of Iasi, Romania and Adina Dornean, Alexandru Ioan Cuza University of Iasi, Romania

INVESTMENT I

Chair: Haim Shalit

Room: E128

Managerial Optimism and Investor Sentiment

Ingolf Dittmann, Erasmus University Rotterdam and Tinbergen Institute, Netherlands; Maurizio Montone, University of Luxembourg, Luxembourg; and Yuhao Zhu, Erasmus University Rotterdam and Tinbergen Institute, Netherlands

Examining the Investors' Preference for Portfolio Selection: A Case Study of the 2017 DJI and its Components

Doron Nisani, University of Haifa, Israel and Amit Shelef, Sapir Academic College, Israel

Is Size an Input in the Mutual Fund Performance Evaluation with DEA?

Sevgi Eda Tuzcu, Ankara University, Turkey and Emrah Ertugay, Ankara University, Turkey

A Methodological Problem with Fama's Formulation of the Research Hypothesis Underpinning the Efficient Market Hypothesis (EMH)?

Robert William Vivian, University of the Witwatersrand, South Africa and Christo Auret, University of the Witwatersrand, South Africa

Information Efficiency of the Asian and European Markets

Maria Bohdalova, Comenius University in Bratislava, Slovakia and Marina Fados, Comenius University in Bratislava, Slovakia

Liquidity and Term Structure Estimation in the Emerging Markets: Case of India

Sudarshan Kumar, Indian Institute of Management, Ahmedabad, India

LUNCH: 13:30-14:30

DAY 2 - SESSION III: 14:30-16:30**CORPORATE GOVERNANCE I****Chair:** Yudhvir Seetharam**Room:** E104*The Effect of Corporate Governance on Dividend Policy: A Panel Data Analysis in Istanbul Stock Exchange*

Yesim Sendur, Adana Science and Technology University, Turkey

E-Disclosure of Non-Financial Information in FinTech Companies and Special Characteristics for Eurasia

Teresa C. Herrador-Alcaide, UNED, Spain and Montserrat Hernández-Solís, UNED, Spain

Board Capabilities and the Mediating Roles of Absorptive Capacity on Environmental Social and Governance (ESG) Practices

Aida Maria Ismail, Universiti Teknologi MARA, Malaysia; Zuria Hajar Mohd Adnan, Times Media Sdn Bhd, Malaysia; Fadzlina Mohd Fahmi, University Teknologi MARA, Malaysia; Faizah Darus, University Teknologi MARA, Malaysia; and Colin Clark, Victoria University, Australia

Executive Compensation, Regulation and Performance

Sagi Akron, University of Haifa, Israel; Samuel Bulmash, University of South Florida, U.S.A.; Nilesh Sah, Northeastern Illinois University, U.S.A.; and Dror Parnes, Texas A&M University - Commerce, U.S.A.

Financial Performance, Corporate Social Responsibility, and Stock Repurchase

Chi-Ping Hou, China University of Technology, Taiwan; Li Chang, Shih Hsin University, Taiwan; Tsui-Jung Lin, Chinese Culture University, Taiwan; and Der-Fen Huang, National Dong Hwa University, Taiwan

RISK MANAGEMENT**Chair:** Sudarso Kaderi Wiryono**Room:** E128*Risk Management with Convex Shortfall Risk Measures: Subjective Risk Aversion and Optimal Portfolio Choice*

Mario Brandtner, University of Jena, Germany; Wolfgang Kuersten, University of Jena, Germany; and Robert Rischau, Friedrich Schiller University of Jena, Germany

Using the Shapley Value of Stocks as Systematic Risk

Haim Shalit, Ben-Gurion University, Israel

Risk of the Pay-Later Options

Ewa Dziawgo, Kazimierz Wielki University in Bydgoszcz, Poland

Forecasting the Risk of Consumer Bankruptcy in Poland

Tomasz Korol, Gdansk University of Technology, Poland

Application of a Coherent Risk Measure to Calculate the Price of an Income Insurance (Annuities)

Montserrat Hernandez Solis, UNED, Spain and Teresa C. Herrador-Alcaide, UNED, Spain

Structured Product as a Solution for Defined Contribution Pension Funds

Elroi Hadad, Holon Institute of Technology (H.I.T), Israel; Zvika Afik, Ben Gurion University of the Negev, Israel; and Rami Yosef, Ben Gurion University of the Negev, Israel

MANAGEMENT IV**Chair:** Stefan Otto Grbenic**Room:** E129*Language Capabilities as a Leverage for Non-Native English Scholars' Career*

Anna Wieczorek, University of Bielsko-Biala, Poland

On the Use of the Confirmatory Factor Analysis (CFA) Marker Technique for Non-Normal Data

Cherng George Ding, National Chiao Tung University, Taiwan and Chien-Fan Chen, National Chiao Tung University, Taiwan

The Relationship between Career Planning and Motivation in R&D Centers

Banu Ozkeser, Koluman Otomotiv Endustri AS, Turkey

The Factors Determining/Affecting Passenger Satisfaction with Short-Range Air Transport Services Approaches to Value Chain in the Case of Vietnam Airlines

Dung Quang Truong, Ho Chi Minh City University of Technology (HUTECH), Vietnam

Project Risk Culture in Small and Medium Family-Owned Enterprises - A Stakeholder Perspective

Joanna Sadkowska, University of Gdansk, Poland

Double Food Quality: The Comparative Analysis of the On-Line Coverage in the Czech Republic and the Slovak Republic

Miroslav Jurásek, University of Finance and Administration, Czech Republic

COFFEE BREAK: 16:30-16:40**DAY 2 - SESSION IV: 16:40-18:40****INFLATION & EXCHANGE RATES****Chair:** Magdalena Szyszko**Room:** E104*In and Out-of-Sample Performance of Nonlinear Models in International Price Differential Forecasting in a Commodity Country Framework*

Nicola Rubino, University of Barcelona, Spain

Distribution as Expenditure

Alexis Antoniadis, Georgetown University, U.S.A. and Robert Feenstra, UC Davis, U.S.A.

Time-Varying Comovement of Inflation

Adviti Devaguptapu, Indian Institute of Management Raipur, India

An Empirical Analysis of Consumer Price Index and Producer Price Index: Evidence from the CEEs

Asli Ozpolat, Gaziantep University, Turkey and Filiz Cayiragasi, Gaziantep University, Turkey

Testing the Validity of Purchasing Power Parity Using Cointegration Techniques: Evidence from Visegrad Countries

Martin Pažický, Comenius University in Bratislava, Slovakia

Empirical Evidence of the Interest Rate Transmission Channel of the ECB's Unconventional Monetary Policy in the Visegrad Group Member States

Silvia Trifonova, University of National and World Economy (UNWE), Bulgaria

The Rationality of Foreign Exchange Forecasts

Ben-Zion Zilberfarb, Bar Ilan University, Israel and Nathan Goldstein, University of California, U.S.A.

INVESTMENT II

Chair: Sagi Akron
Room: E127

The Impact of News Releases, Credit Ratings, and Anti-Crisis Measures on the Sovereign Bond Spreads of the So-Called Southern Euro-Area Countries

Ewa Stawasz-Grabowska, University of Lodz, Poland and Wojciech Grabowski, University of Lodz, Poland

Mean and Volatility Transmission for White Maize Futures

Ayesha Sayed, University of the Witwatersrand, South Africa and Christo Auret, University of the Witwatersrand, South Africa

News Coverage and the Money Left on the Table for Initial Returns of Initial Public Offerings in Thailand

Ravi Lonkani, Chiang Mai University, Thailand and Alichia Treerotchananon, Chiang Mai University, Thailand

The Fama-French Five-Factor Model: Evidence from the JSE

Shaun Paul Cox, PwC, South Africa and James Britten, University of the Witwatersrand, South Africa

Peer Pooling in Private Firm Valuation

Stefan Otto Grbenic, Graz University of Technology, Austria

Commodity Market and Financial Derivative Instruments: Which Variable Determines the Others?

Maria Leone, Università Politecnica delle Marche, Italy; A. Manelli, Università Politecnica delle Marche, Italy; and Roberta Pace, Università degli Studi dell'Aquila, Italy

ENERGY STUDIES

Chair: Astrid von Blumenthal
Room: E128

Effect of Carbon Emissions Trading on Regional Green Development: Evidence from a Quasi-Natural Experiment in China

Yayun Ren, Jinan University, China and Jingyan Fu, Jinan University, China

Decoupling and Decomposition Analysis of Energy-Related Emissions: Evidence from Taiwan

Kuan Yao Chen, Taiwan Research Institute, Taiwan and Chun Shen Lee, Taiwan Research Institute, Taiwan

Internalizing the Cost of Environmental Pollution Control: Effects of Environmental Regulation on Labor Demand and Wages in China

Guanglai Zhang, Jinan University, China

Evaluating the Benefits on Industrial Decarbonizing Transition for the Industrial and Energy Saving Policies in Taiwan

Yu-Xiu Huang, Taiwan Research Institute, Taiwan and Chun-Shen Lee, Taiwan Research Institute, Taiwan

The Importance of Renewable Energy and Energy Investment Incentives: Case of Turkey

Cem Gokce, Afyon Kocatepe University, Turkey

TOURISM

Chair: Ender Demir

Room: E129

Millennial Travelers from Selected Countries of Central and Eastern Europe and Their Attitude towards Security Measures Applied in Tourist Infrastructure in the Context of Increased Terrorist Risk
Rafal Nagaj, University of Szczecin, Poland and Brigita Žuromskaitė, Mykolas Romeris University, University of Applied Sciences, Lithuania

The Study of Tourism Promotion of Bangkok National Museum, Thailand
Nitikorn Muangsornkhiaw, Silpakorn University, Thailand

A Gender Perspective on the Human Capital Returns of Hospitality Firm's Managers
Alejandro García Pozo, University of Malaga, Spain and Jose Luis Sanchez Ollero, University of Malaga, Spain

Recognition and Perception of Latvia as a Tourism Destination in Different Segments of European Target Markets
Kristine Berzina, University of Latvia, Latvia and Ilze Medne, University of Latvia, Latvia

Can We Create a Tourist Intention to Visit Cultural Heritage in North Sumatera Indonesia?
Zulkarnain Siregar, State University of Medan, Indonesia; Nurul Wardani Lubis, State University of Medan, Indonesia; Tengku Teviana, State University of Medan, Indonesia; and Armin Rahmansyah Nasution, State University of Medan, Indonesia

Consumer Protection of Tourist Services in Poland in Relation to the Regulations of the European Union in the Field of Tourism
Katarzyna Marak, Wroclaw University of Economics, Poland

BUS TOUR: 19:00-22:00

FRIDAY, OCTOBER 26 (DAY 3)**REGISTRATION: 09:00-14:30****DAY 3 - SESSION I: 09:20-11:20****MARKETING I****Chair:** Codrin Chiru**Room:** E104*Big Data Applications in Services Marketing*

Hilal Inan, Cukurova University, Turkey; Nuriye Gures, Iskenderun Technical University, Turkey; Mutlu Yuksel Avcilar, Osmaniye Korkut Ata University, Turkey; and Seda Arslan, Iskenderun Technical University, Turkey

Emotions, Personality Traits and Satisfaction: Assessment and Model Development

Anita Ciunova-Shuleska, Ss. Cyril and Methodius University in Skopje, Macedonia and Nikolina Palamidovska-Sterjadovska, Ss. Cyril and Methodius University in Skopje, Macedonia

Underestimated Radio in the Latvian Market

Jelena Salkovska, University of Latvia, Latvia; Anda Batraga, University of Latvia, Latvia; and Ilgvars Rukers, University of Latvia, Latvia

Contagion in Consumers' Behavior - An Agent-Based Modeling Approach

Camelia Delcea, Bucharest University of Economic Studies, Romania and Ramona-Mihaela Paun, Webster University Thailand, Thailand

Earned or Owned Media: Which Effects Performance Better?

Eda Kalayci, Marmara University, Turkey and Irem Eren Erdogmus, Marmara University, Turkey

Using Cryptocurrency to Buy and Sell Products Online

Zoltan Ban, University of Finance and Administration, Czech Republic; Jan Lansky, University of Finance and Administration, Czech Republic; Stanislava Mildeova, University of Finance and Administration, Czech Republic; and Petr Tesaf, University of Finance and Administration, Czech Republic

SMES/ENTREPRENEURSHIP**Chair:** Iveta Ludviga**Room:** E127*Organizations feat. Social Entrepreneurs: An 'Engagement Model' Suggestion for Social Well-Being*

Duygu Acar Erdur, Beykent University, Turkey and Mine Afacan Findikli, Beykent University, Turkey

The Experts' Opinion: Defining Success in Entrepreneur Development Programs

YiLing Ooi, Taylor's Business School, Taylor's University, Malaysia; Mass Hareeza Ali, University Putra Malaysia, Malaysia; and Mohd Mursyid Bin Arshad, University Putra Malaysia, Malaysia

Resilience and Entrepreneurship: Aligning Theoretical and Methodological Approaches

Maria Azucena Perez Alonso, Universidad Isabel I, Spain and Blanca Astrid Moreno de Castro, Stockholm University, Sweden

Leaders with Social Missions: Diamonds of Our Societies

Cigdem Asarkaya, Istanbul Commerce University, Turkey

Cooperation of Enterprises with Business Support Institutions in the Aspect of Absorption the Support under the Financial Perspective 2014-2020 - Analysis of Survey Results

Monika Fabińska, University of Lodz, Poland

Innovative Behavior as a Determinant of Growth and Development of Small Enterprises

Renata Lisowska, University Lodz, Poland

How Cloud Computing Software Adoption Changes of Business Models in Manufacturing Enterprises in the SME Sector

Renata Lisowska, University of Lodz, Poland and Anna Pamula, University of Lodz, Poland

ACCOUNTING/AUDIT**Chair:** Jeyanthi Thuraisingham**Room:** E128*Impairment of Ethical Considerations and Distortion of Information by Financial Analysts in an Emerging Market*

Charles J. P. Chen, China Europe International Business School, China; Zhi Jin, China Southwest University of Finance and Economics, China; Oliver Rui, China Europe International Business School, China; and Xijia Su, China Europe International Business School, China

The Analysis of the Appliance of Fair Value Concept in Croatian Companies from Real Sector

Hrvoje Percevic, University of Zagreb, Croatia; Mirjana Hladika, University of Zagreb, Croatia; and Ivana Valenta, University of Zagreb, Croatia

The Impact of Fair Value Concept Appliance on Corporate Profit Tax - Case of Croatian Companies from Real Sector

Danimir Gulin, University of Zagreb, Croatia; Hrvoje Percevic, University of Zagreb, Croatia; and Marina Mićin, University of Zagreb, Croatia

A Descriptive Comparative Analysis of Methods Used in Determining Fraud Financial Statements

Jale Saglar, Cukurova University, Turkey and Goksen Akcali, Turkey

The Link between Accounting Measures of Biological Assets and Financial Standing of the Agricultural Enterprises: Evidence from Lithuania

Neringa Stonciuvienė, Aleksandras Stulginskis University, Lithuania; Danute Zinkeviciene, Aleksandras Stulginskis University, Lithuania; and Dalia Juociuniene, Aleksandras Stulginskis University, Lithuania

The Practice of IFRS: Financial Information for the Foreign Venture Capitalist

Mohamed Makhrouf, Hassan 1st University of Settat, Morocco and Mounime El Kabbouri, Hassan 1st University of Settat, Morocco

PUBLIC ECONOMICS/REGIONAL STUDIES**Chair:** Roman Mentlík**Room:** E129*The Economics of the European Union: A General Equilibrium Simulation on the Efficiency and Fairness*

Toshitaka Fukiharū, Kansai University of International Studies, Japan

What about Coordination, Transparency and Anticipation in Projects? A Systematic Review of "Controlling" of Projects, Especially of Public Infrastructure Projects

Pia Herrmann, University of Kassel, Germany and Konrad Spang, University of Kassel, Germany

Electronic Taxation: Internet Tax Office in Turkey

Ali Serdar Aksoy, Cukurova University, Turkey

Housing Prices and Current Account Imbalances; Credit Channel and Institutions

Sariye Belgin Akcay, Henley Business School, United Kingdom and Gianluca Marcato, Henley Business School, United Kingdom

Case Study for Social Responsibility of FDI in Vietnam: Formosa Steel and Samsung Electronics

Byunghun Choi, Kongju National University, Korea

The Politics of Strategic Environmental Standard within a North-South Trade

Panbing Wan, Jinan University, China

Stages of Development Hypothesis during an Era of Global Imbalances

Konrad Sobanski, Poznan University of Economics and Business, Poland

COFFEE BREAK: 11:20-11:30**DAY 3 - SESSION II: 11:30-13:30****GROWTH AND DEVELOPMENT I**

Chair: Pedro Jose Gutiérrez Diez

Room: E104

Testing for Structural Breaks in Macroeconomic Processes of Growth - A Case of Ireland, Spain, Turkey and Netherlands

Marcin Fałdziński, Nicolaus Copernicus University, Poland; Magdalena Osińska, Nicolaus Copernicus University, Poland; Jerzy Boehlke, Nicolaus Copernicus University, Poland; and Maciej Gałecki, Nicolaus Copernicus University, Poland

Long Cycles versus Time Delays in a Modified Solow Growth Model

Joao Teixeira, Universidade de Lisboa, Portugal; Maria Joao Borges, Universidade de Lisboa, Portugal; and Maria Fatima Fabiao, CEMAPRE - ISEG/ULISBOA, Portugal

The Impact of Workforce Ageing on Productivity and its Channels: An Empirical Investigation in Taiwan

Han-Pang Su, Taiwan Research Institute, Taiwan; Yu-Ting Lu, Taiwan Research Institute, Taiwan; and Chun Shen Lee, Taiwan Research Institute, Taiwan

Economic Growth with Locked-in Fertility: Under- and Over-Investment in Education

Masao Nakagawa, Hiroshima University, Japan; Asuka Oura, Daito Bunka University, Japan; and Yoshiaki Sugimoto, Kansai University, Japan

Factors and Prospects of Sports Activities and Infrastructure Development in Poland and China in the Twenty-First Century

Jolanta Maroń-Zajac, Cracow University of Economics, Poland and Mariola Katarzyna Mamcarczyk, Cracow University of Economics, Poland

Enhancing Business Development by Transformation of Communication Services into Cloud-Based: IT-Company Case-Study

Aleksandr Lepikhin, Peter the Great St. Petersburg Polytechnic University, Russia; Alexandra Borremans, Peter the Great St. Petersburg Polytechnic University, Russia; and Alissa Dubgorn, Peter the Great St. Petersburg Polytechnic University, Russia

Comparative Analysis of the Happiness Impact on the Development of Colombia for the Period 2014-2018

Helga Ofelia Dworaczek Conde, Corporación Universitaria de Asturias, Colombia; Victor Hugo Juárez Chacón, Corporación Universitaria de Asturias, Colombia; and Camilo Andres Martinez Delgado, Corporación Universitaria de Asturias, Colombia

CORPORATE GOVERNANCE II

Chair: Stefan Otto Grbenic

Room: E127

Making Non-Profit Organization's Accountability Transparent

Roshayani Arshad, Universiti Teknologi Mara, Malaysia; Mohd Hisham Mahamud, Universiti Teknologi Mara, Malaysia; Ramesh Nair, Universiti Teknologi MARA, Malaysia; and Aida Maria Ismail, Universiti Teknologi Mara, Malaysia

Corporate Governance Attributes in Fraud Deterrence

Raziah Bi Mohamed Sadique, Universiti Teknologi MARA, Malaysia; Jamal Roudaki, Lincoln University, New Zealand; Murray B Clark, Lincoln University, New Zealand; Aida Maria Ismail, Universiti Teknologi MARA, Malaysia; and Norhayati Alias, Universiti Teknologi MARA, Malaysia

Tax-Motivated Income Shifting and Corporate Governance: Evidence from Korean Business Groups

Seo Young Doo, Korea University, South Korea and Sung Soo Yoon, Korea University, South Korea

Post-Privatization Corporate Governance and Firm Performance: Evidence from Brazil

Jose Eusebio Santos, University of Madeira, Portugal

Law and Finance: Extraterritorial Jurisdiction in the Computer Age

Steven McNamara, American University of Beirut, Lebanon

The Relationship between Firm Characteristics and the Performance of Sustainability Reporting: A Research on Companies Listed on BIST Sustainability Index

Ibrahim Sakin, Osmaniye Korkut Ata University, Turkey and Zeynep Turk, Osmaniye Korkut Ata University, Turkey

HUMAN RESOURCES II

Chair: Joanna Sadkowska

Room: E128

Burnout among Academics: An Empirical Study on the Universities of Poland

Agnieszka Springer, WSB University in Poznan, Poland and Iwona Werner, WSB University in Poznan, Poland

Gamification in Organizational Behavior and Human Resources: A Review of the Studies

Yaprak Kalafatoglu, Marmara University, Turkey

Human Resources Management Disclosure by Banks in Russia: Referent Work Systems

Sofia Kosheleva, Saint-Petersburg State University, Russia and Aleksandra Bordunos, St-Petersburg State University, GSoM, Russia

Do Generation X and Millennials Differ in Perception toward Pay for Performance and Proactive Behavior?

Hastuti Naibaho, Universitas Pembangunan Jaya, Indonesia

Workplace Expectations versus Reality: Are Millennials so Different?

Iveta Ludviga, RISEBA, University of Business, Arts and Technology, Latvia

The Dilemma of the Effectiveness of Performance Appraisal in the Civil Service of Pakistan

Imtiaz Badshah, Østfold University College, Norway and Ghulam Mustafa, NTNU-Norwegian University of Science and Technology, Norway

Workers' Job Satisfaction in Japanese Companies, Tan Thuan Export Processing Zone, Ho Chi Minh City, Vietnam

Nguyen Thu Lan, Waseda University, Japan and Hochiminh City National University, Vietnam

MARKETING II**Chair:** Ramona-Mihaela Paun**Room:** E129

Source Credibility Perceptions of University Students in Turkey towards Celebrity, Expert and Peer Endorsers and its Effect on Purchase Intention

Ilkem Aydin, Marmara University, Turkey and Emine Cobanoglu, Marmara University, Turkey

Companies Image Evaluation using Social Media and Sentiment Analysis

Liviu-Adrian Cotfas, Bucharest University of Economic Studies, Romania and Ramona-Mihaela Paun, Webster University Thailand, Thailand

Target Group Segmentation and Cluster Analysis of German Equestrians

Celina Rischmann, Royal Agricultural University, United Kingdom; Codrin Chiru, Royal Agricultural University, United Kingdom; and Allan Butler, Royal Agricultural University, United Kingdom

Investigating Benefits of Combining Content Marketing and Viral Marketing - Practical Case Study (Book Summary Videos)

Elvin Mansimov, Masaryk University, Czech Republic and Dusan Mladenovic, Masaryk University, Czech Republic

Possibilities for Expanding the Use of Mean-End-Chains

Georgi Shinkov Zabunov, University of National and World Economy, Bulgaria

LUNCH: 13:30-14:30

DAY 3 - SESSION III: 14:30-16:30

HEALTH ECONOMICS II**Chair:** Asuka Oura**Room:** E104

The Impact of E-Cigarette Regulation on Illicit Trade in Tobacco in the European Union

Mark A.R. Kleiman, New York University, U.S.A.; Jonathan Kulick, New York University, U.S.A.; and James E. Prieger, Pepperdine University, U.S.A.

Socio-Economic Determinants of Health Status among Older Adults in Poland

Magdalena Kludacz-Alessandri, Warsaw University of Technology, Poland and Malgorzata Cyganska, University of Warmia and Mazury in Olsztyn, Poland

Interaction of Industry 4.0 and Health Policy - Social and Financial Consequences on Healthcare Sector

Kemal Yaman, Mersin University, Turkey; Emine Ozlem Taner Koroglu, Toros University, Turkey; and Kemal Er, Istanbul Gelisim University, Turkey

The Informational Value of Reference Pricing; A Quasi-Experiment

Mikael Moutakis, Gothenburg University, Sweden

Economic Efficiency Estimation of Remote Patient Monitoring System based on Telemedicine Technologies in the Russian Federation

Igor Vasilevich Ilin, Peter the Great St. Petersburg Polytechnic University, Russia; Oksana Yurevna Iliashenko, Peter the Great St. Petersburg Polytechnic University, Russia; and Victoria Mikhailovna Iliashenko, Peter the Great St. Petersburg Polytechnic University, Russia

FOREIGN DIRECT INVESTMENT (FDI)

Chair: Steven McNamara

Room: E127

Threshold Effect of Intellectual Property Protection between FDI and Economic Growth

Hou Jian, Harbin Engineering University, China and Chen Heng, Harbin Engineering University, China

The Economic Specificity of USA Foreign Direct Investments to the Selected European Union Countries

Rasa Daugeliene, Kaunas University of Technology, Lithuania

Location Determinants of Foreign Direct Investment in Services Evidence from Chinese Provincial-Level Data

Feng Yin, Shanghai University, China

Determinants of Foreign Direct Investment from OECD Countries in Poland

Andrzej Cieslik, University of Warsaw, Poland

Cross-Border Mergers and Acquisitions as Growth Strategy

Bongju Kim, Meiji University, Japan

Dependence and Interdependence Factors in FDI Analysis in the EU Area

Liana Eugenia Mester, University of Oradea, Romania; Nicoleta Georgeta Bugnar, University of Oradea, Romania; and Adriana Giurgiu, University of Oradea, Romania

What are the Determinants of Foreign Direct Investment Location Choice? An Evidence from Indonesia

Yuhana Astuti, Waseda University, Japan

GROWTH AND DEVELOPMENT II

Chair: Eiji Okano

Room: E128

Financial Development, Economic Growth, and Institutional Features: Is There a Common Pattern?

Fernando Zanella, United Arab Emirates University, U.A.E.

The Influence of Culture and Institutions & Policies on Economic Development: Evidence from the World

Tomas Evan, Czech Technical University (FIT), Czech Republic and Ilya Bolotov, University of Economics, Prague, Czech Republic

Oil Sector of Russia: Basic Trends under the Terms of Current Macroeconomic Cycle

Svetlana Mihaylovna Belyukova, Perm National Research Polytechnic University, Russia; Natalya Pavlovna Pazdnikova, Perm National Research Polytechnic University, Russia; Yuliya Karpovich, Perm National Research Polytechnic University, Russia; and Oksana Butorina, Perm National Research Polytechnic University, Russia

Multi Criteria Decision Making with Grey Additive Ratio Assessment (ARAS-G) Method: An Application on Evaluating the Logistics Performance Index of OECD Countries

Bahadir Fatih Yildirim, Istanbul University, Turkey and Burcu Adiguzel Mercangoz, Istanbul University, Turkey

Consumption, Investment or Export Led Growth in Least Developed Countries?

Wioletta Nowak, University of Wroclaw, Poland

On the Balance between Economic, Legal and Political Aspects of State Aids on the EU Internal Market Development

Janku Martin, University of Finance and Administration, Czech Republic

Two Speed Europe

Jaroslav Kundera, University of Wroclaw, Poland

MANAGEMENT AND MARKETING

Chair: Iveta Ludviga

Room: E129

The Effect of Anomalous Emotional Scenes in Children Movies on Future Revenues

Ahmad Adel Mostafa Abdeltawab, ESSCA, France

NeuroBarometer - Technology of Consumer Choice Estimation based on the Multimodal Brain Processes

Marina Sheresheva, Lomonosov Moscow State University, Russia; Natalia Galkina, Neurotrend, Russia; Adel Adiatullin, Neurotrend, JSC, Russia; and Svetlana Berezka, Lomonosov Moscow State University, Russia

Antecedents of Informational Mobile Application's Continuous Usage: A SEM-Cluster Approach

Priyanka Gupta, Indian Institute of Management Raipur, India and Sanjeev Prashar, Indian Institute of Management Raipur, India

Energy Efficiency Clusters and Platforms as a Potential for SMEs Development - Poland Case Study

Anna Pamula, University of Lodz, Poland

Project Prioritizing in a Manufacturing - Service Enterprise with Application of the Fuzzy Logic

Katarzyna Elzbieta Marek-Kolodziej, Opole University of Technology, Poland; Iwona Lapunka, Opole University of Technology, Poland; and Piotr Wittbrodt, Opole University of Technology, Poland

Production Technologies within the Enterprise Architecture Model in View of Digital Transformation

Igor Vasilevich Ilin, Peter the Great St. Petersburg Polytechnic University, Russia; Anastaia I. Levina, Peter the Great St. Petersburg Polytechnic University, Russia; and Aleksandr Lepekhin, Peter the Great St. Petersburg Polytechnic University, Russia

Tax Instruments and the Achievement of Tax Equity

Achille Vernizzi, DEMM, Università degli Studi di Milano, Italy and Simone Pellegrino, ESOMAS, Università degli Studi di Torino, Italy

COFFEE BREAK: 16:30-17:00

GALA DINNER: 19:30-22:00