



lpag

Business School

Paris Nice Kunming Los Angeles

**IRMBAM**

**JULY 6-7, 2023**

**NICE, FRANCE**

**#IRMBAM2023**

**12th International Research  
Meeting in Business & Management**

Welcome to IRMBAM2023, where the vibrant charm of Nice meets the intellectual prowess of IPAG Business School. Discover limitless possibilities and set the stage for a brighter future in business and management research.

# Summary

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#IRMBAM2023



# Conference Overview

Delve into the world of cutting-edge research with the 12th International Research Meeting in Business and Management (**#IRMBAM2023**), nestled in the stunning heart of the French Riviera - Nice. IRMBAM2023 is not just a conference, it's an immersive experience blending high-caliber, multidisciplinary research with the captivating charm of Nice. A city bathed in Mediterranean splendor, Nice offers an inspiring backdrop for intellectual exploration and academic discourse, making the event truly one-of-a-kind.

Open to submissions across a broad range of disciplines including Management, Entrepreneurship & Family Business, Supply Chain Management, Marketing, Accounting, Banking & Finance, and Economics, IRMBAM2023 is a vibrant crossroads of ideas, innovations, and inspirations.

Accepted papers find their stage in our meticulously arranged sessions, fostering rich discussions and collaboration amidst an international community of academics. The conference goes beyond merely showcasing research - it creates a space for knowledge exchange, sparking new insights, fostering collaborations, and advancing academic thought.

Main tracks for 2023 are:

- **Track 1:** Entrepreneurship & Family Business
- **Track 2:** Strategic Management
- **Track 3:** Sustainable Supply Chain Management & Circular Economy
- **Track 4:** Organizational Behavior
- **Track 5:** Business Ethics, CSR, Sustainability & Inclusion
- **Track 6:** Digital Strategy Design & Transformation
- **Track 7:** Accounting/Financial Accounting
- **Track 8:** Banking, Corporate Governance & Finance
- **Track 9:** Applied & Managerial Economics
- **Track 10:** Environment & Energy
- **Track 11<sup>1</sup>:** Marketing & Service for Social Impact, Value & Well-being
- **Track 12:** Marketing Strategy & Branding
- **Special Topic:** Artificial Intelligence in Business

At #IRMBAM2023 intellect meets elegance in the heart of the French Riviera and participants experience research in a whole new light, where the quest for knowledge meets the allure of Nice, creating an unforgettable academic rendezvous.

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<sup>1</sup> Track 11 & 12 have been merged subsequently in the program.

# Special Topic

## Application of Artificial Intelligence in Business

Organizers: **Samuel Fosso Wamba**, *Toulouse Business School, Toulouse*, **Manal El Abboubi**, *FSJES Rabat Agdal, Université Mohamed V, Maroc*, **Faranak Farzaneh**, **André Boyer**, **Maria-Giuseppina Bruna**, *IPAG Business School, Nice*.

This Special Topic focuses on both theoretical and empirical contributions on the Artificial Intelligence (Algorithms, Artificial Neural Networks, Big Data, Blockchain, Chatbots, Computer Vision, Data Science, Deep Learning, Expert system, IIOT, Machine learning, Metaverse, Natural Language Processing) that will make a difference in Business (Education, Finance, Healthcare, Human Resource management, General Management, Marketing and Sales, Supply Chain, Production, Purchasing, Public Relations, Travel and Hospitality).

Main themes:

- The impact (positive, negative, neutral) of AI on business efficiency
- The impact of Chat GPT and Bard on business, education, and society
- How will companies create their world within Metaverse?
- Artificial Intelligence and customer relationship management (AI in service, customer value creation, AI in tourism, and society well-being)
- Ethical issues and potential development in Business
- Artificial intelligence and Supply chain management (Transparency of Data, AI techniques (Potential and current) used in SCM)
- Artificial intelligence and Human resource management (talent management, compensation and employee benefits, training and development, compliance, and workplace safety)
- Artificial intelligence and Finance (Personal Finance, Consumer Finance, Corporate Finance, insurance)

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# Keynote Speaker



## Luis Gómez-Mejía

**Regents Professor & Weatherup/Overby  
Chair in Leadership, Arizona State University,  
United States**

Luis Gomez-Mejia returned to Arizona State University in 2016, where he taught for two decades before joining Texas A&M University and the University of Notre Dame. Prior to his first appointment with ASU, Luis taught at the University of Colorado at Boulder. A highly cited scholar, his research focuses on the relationships of international management, strategic management, executive compensation, and family businesses.

One of the most published authors among the "big eight" management journals, he has published more than 250 articles in the Academy of Management Journal, Academy of Management Review, Strategic Management Journal, and Administrative Science Quarterly, among others. Prior to entering academia, Professor Gomez-Mejia worked for eight years in human resources for the city of Minneapolis and Data Control Corp. He has also served as a consultant to numerous organizations including IBM Corp., DuPont, and Honeywell International Inc. For the past seven years, he has consistently appeared in the Thomson Reuters Highly Cited Researchers list, ranking in the top one percent of researchers in economics and business worldwide.

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# Keynote Speaker



## Dimitrios Buhalis

**Director eTourismLab,  
Bournemouth University, United Kingdom**

Professor Dimitrios Buhalis is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is a Strategic Management and Marketing expert with a specialization in Information Communication Technology applications in the Tourism, Travel, and Hospitality industries.

His research pioneers smart and ambient intelligence tourism with a particular focus on innovation, entrepreneurship, and destination ecosystems management. He is the Editor in Chief of Tourism Review and the Editor in Chief of the Encyclopedia of Tourism Management and Marketing. Professor Buhalis has written and co-edited more than 25 books and 400 scientific articles. Professor Dimitrios Buhalis was recognised as a Highly Cited Researcher 2020, 2021 and 2022 by Clarivate™. He is featured in the Stanford University's database of the world's top 2% of scientists. He is the 3rd most cited for tourism, 2nd most cited for hospitality, 10th on strategy, and 29th in Marketing on Google Scholar with more than 58000 citations and h-index 103. For more information, books, articles and presentations see [www.buhalis.com](http://www.buhalis.com).

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# Best Paper Award

IRMBAM2023 presents **1 Best Paper Awards:**

- A Best Paper Award in **Family Business Research** sponsored by the **STEP Project Global Consortium**



The recipient of the award:

- Addresses a significant family business phenomenon.
- Shows appropriate consideration of relevant theoretical and empirical literature.
- Offers reasonable interpretations of the research results and suggests promising directions for future research.
- Yields information that is both practically and theoretically relevant and important.
- Presented logically, succinctly, and clearly.

Selection and presentation of the award:

- The Chairs of Track 1: Entrepreneurship & Family Business select three submissions to nominate for this prestigious award and will select the winner.
- The Award is presented during the **Gala Dinner on July 6, 2023**.

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# Scientific Committee

**Rodrigo Basco**, American University of Sharjah, United Arab Emirates  
**Walid Ben Amar**, Telfer School of Management, Canada  
**Mahamadou Biga-Diambeidou**, UCLouvain, LouRIM  
**Dominique Bonet Fernandez**, IPAG Business School, France  
**Maria-Giuseppina Bruna**, IPAG Business School, France  
**André Boyer**, IPAG Business School, France  
**Andrea Calabrò**, IPAG Business School, France  
**Elena Cedrola**, Macerata University, Italy  
**Julien Chevallier**, University Paris VIII and IPAG Business School, France  
**Lamia Chourou**, Telfer School of Management, Canada  
**Michael Christofi**, Cyprus University of Technology, Cyprus  
**Ticiano Costa Jordao**, Faculty of Transportation Sciences, Czechia  
**Ilaria Dalla Pozza**, IPAG Business School, France  
**Manlio Del Giudice**, Link University, Rome, Italy.  
**Manal El Abboubi**, FSJES AGADAL Université Momahamed V- Rabat, Maroc  
**Faranak Farzaneh**, IPAG Business School, France  
**Samuel Fosso Wamba**, Toulouse Business School, France  
**Shaphali Gupta**, MICA, India  
**Ahmed Imran Hunjra**, Rabat Business School, Maroc  
**Duc Khuong Nguyen**, IPAG Business School, France  
**Asli Kozan**, IPAG Business School, Paris  
**Vivian Lara dos Santos Silva**, University of São Paulo, Brazil  
**Raphaël Lissillour**, IPAG Business School, France  
**Ted Loch-Temzelides**, Rice University, USA  
**Adnane Maalaoui**, IPAG Business School, France  
**Maria Sylvia Macchione Saes**, Faculty of Economics and Administration, Brazil  
**Stefania Masè**, IPAG Business School, France  
**Philip McIlkenny**, Telfer School of Management, Canada  
**Ingmar Schumacher**, IPAG Business School, France  
**Beatrice Siadou-Martin**, University of Montpellier, France  
**Virginie Thevenin**, IPAG Business School, France  
**Mariateresa Torchia**, International University of Monaco, Monaco  
**Tra Tran**, IPAG Business School, France  
**Julia Vincent**, IPAG Business School, Paris  
**Hans-Jorg von Mettenheim**, IPAG Business School, France

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# Conference Co-Chairs



**Andrea Calabrò & Tra Tran,**  
IPAG Business School,  
France



**Ted Loch-Temzelides,**  
Rice University,  
United States



**Philip McIlkenny,**  
Telfer School of Management,  
University of Ottawa,  
Canada



**Patrick Musso,**  
University Nice Sophia Antipolis,  
France

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# Organizing Committee



**Andrea Calabrò**  
IPAG Business School  
France



**Tra Tran**  
IPAG Business School  
France



**Philip McIlkenny**  
Telfer School of Management, University of Ottawa  
Canada



**Duc Khuong Nguyen**  
IPAG Business School  
France



**Ted Loch-Temzelides**  
Rice University  
United States



**Huong Giang Nguyen**  
Paris Saclay University & IPAG Business School  
France



**Wissal Zribi**  
ESC  
Tunisia



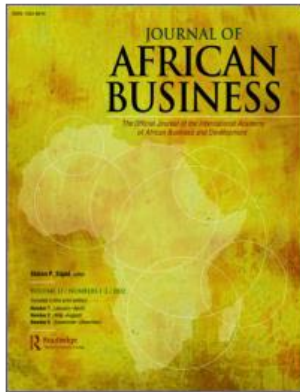
**Mariya Dimova**  
IPAG Business School  
France



**Eric Forman**  
IPAG Business School  
France

# Publication Opportunities

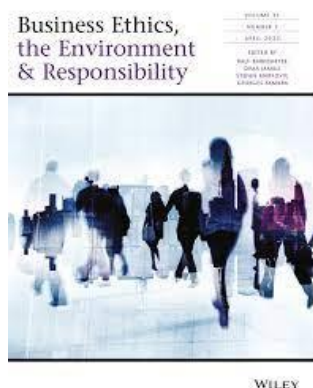
## Special Issues



Special Issue of Journal of African Business under the Guest-editorship of Prof. Maria Giuseppina Bruna, Prof. Mahamadou Biga Diambeidou, Prof. Dt Ogilvie, Prof. Jean-Paul Tchankam, and Prof. Ababacar Mbengue.

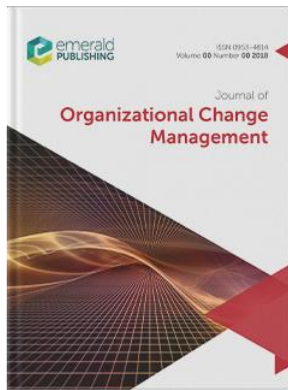


Special Issue of International Marketing Review (attached to track 6) under the Guest-editorship of Prof. Michael Christofi, Prof. Grigorios Lamprinakos, Prof. Duc Khuong Nguyen and Prof. Phuong Tra Tran.



Special Issue of Business Ethics, the Environment and Responsibility under the Guest-editorship of Prof. Andrea Calabrò, Prof. Alejandro Escriba Esteve, Prof. Tulsi Jayakumar, Prof. Marta Riera, Prof. Georges Samara and Prof. Mariateresa Torchia.

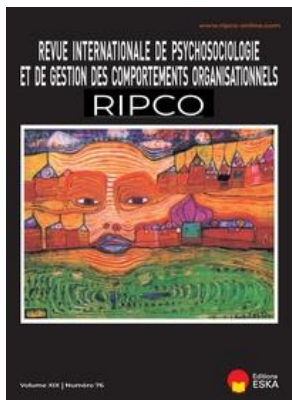
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Special Issue of Journal of Organizational Change Management under the Guest-editorship of Prof. Mahamadou Biga Diambeidou, Prof. Maria Giuseppina Bruna, Prof. Valérie Swaen, and Prof. Ahmed Imran Hunjura.



Question(s) de management journal welcomes best papers convergent with its editorial line for fast reviewing process.



Revue internationale de psychosociologie welcomes best papers convergent with its editorial line for reviewing process.



The academic review Management & Sciences Sociales, chaired by Prof. Zahir YANAT (ISTEC Paris, France), welcomes best papers convergent with its editorial line.

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## Associated Journals

In consultation with the Editors-in-Chief of Annals of Operations Research (IF: 4.46), Journal of Economic Asymmetries (CiteScore: 2.8), and Journal of Forecasting (IF: 2.627) RAUSP Management Journal, authors of selected papers will be invited to submit their manuscripts to a regular issue of these journals with fast-track review.

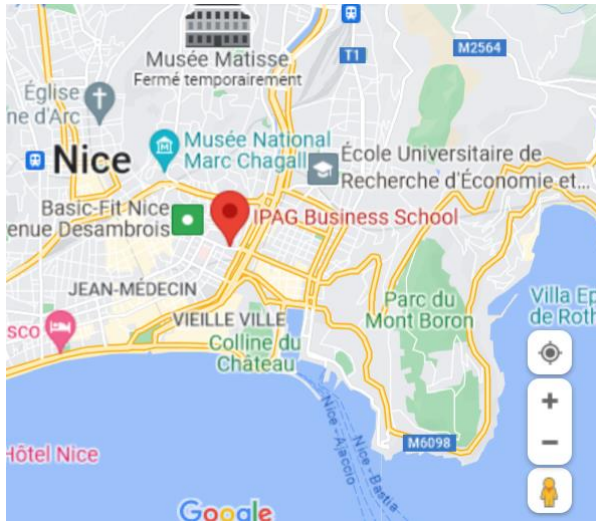


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# Conference Venue

## Address

[IPAG Business School, 4 Boulevard Carabacel, 06000, Nice, France](#)



## Access

- By tram: Line T1, station Garibaldi
- By bus:
  - Ligne d'Azur 17, station Défly
  - Ligne d'Azur 15, station Carabacel
- By taxi:
  - Taxi Riviera (+33) 04 93 13 78 78
  - Taxi G7 (+33) 08 99 86 51 27

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# The Program at a Glance

**Thursday, July 6, 2023**

<b>09:00 - 09:30</b>	<b>REGISTRATION &amp; COFFEE</b>	<b>Ground Floor</b>
<b>09:30 - 09:45</b>	<b>WELCOME AND OPENING REMARKS</b> <ul style="list-style-type: none"> <li>• Andrea Calabrò, <i>IPAG Business School</i></li> <li>• Tra Tran, <i>IPAG Business School</i></li> <li>• Philip McIlkenny, <i>Telfer School of Management, Canada</i></li> </ul>	<b>Amphitheatre New York</b> Ground Floor
<b>09:45 - 10:45 KEYNOTE ADDRESS I</b>		
<b>Keynote Speaker: DIMITRIOS BUHALIS</b> Director eTourismLab, Bournemouth University, UK  <b>Topic:</b> <i>Technology innovations for business reengineering and competitiveness: The impact of artificial intelligence, robots and metaverse</i>		<b>Amphitheatre New York</b> Ground Floor
<b>10:45 - 12:15 PARALLEL SESSIONS (A)</b>		
<b>10:45 - 12:15</b>	<b>A. Track 1: Beyond Borders: Exploring the Expansion of Firms Through Internationalization</b>	<b>Berlin</b> 3rd Floor
<b>10:45 - 12:15</b>	<b>A. Track 4: Human Ressources Challenges in Organizations</b>	<b>Amsterdam</b> 3rd Floor
<b>10:45 - 12:15</b>	<b>A. Track 5: Gender Issues and CSR</b>	<b>London</b> 3rd Floor
<b>10:45 - 12:15</b>	<b>A. Track 6: Digital Ecosystem and Governance</b>	<b>Warszawa</b> 3rd Floor

<b>10:45 - 12:15</b>	<b>A. Track 9: Applied &amp; Managerial Economics I</b>	<b>Paris</b> 2 <sup>nd</sup> Floor
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<b>12:15 - 13:30</b>	<b>LUNCH BREAK</b>	<b>4th Floor</b>
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### 13:30 - 15:00 PARALLEL SESSIONS (B)

<b>13:30 - 15:00</b>	<b>B. Track 3: Food Supply Chains</b>	<b>London</b> 3rd Floor
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<b>13:30 - 15:00</b>	<b>B. Track 2: Opportunities and Challenges of Globalization, Cooperative Strategies</b>	<b>Amsterdam</b> 3rd Floor
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<b>13:30 - 15:00</b>	<b>B. Track 4: Knowledge Development and Sharing in Organizations</b>	<b>Kopenhagen</b> 3rd Floor
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<b>13:30 - 15:00</b>	<b>B. Track 5: ESG Challenges and Social/ Environmental Performance</b>	<b>Berlin</b> 3rd Floor
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<b>13:30 - 15:00</b>	<b>B. Track 6: Digital Technologies and Stakeholders</b>	<b>Warszawa</b> 3rd Floor
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<b>13:30 - 15:00</b>	<b>B. Special Topic: AI and Organizations</b>	<b>Paris</b> 2nd Floor
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<b>15:00 - 15:30</b>	<b>INTERACTIVE COFFEE BREAK</b>	<b>Palermo</b> Ground Floor
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### 15:30 - 17:00 PARALLEL SESSIONS (C)

<b>15:30 - 17:00</b>	<b>C. Track 8: Financial Innovation</b>	<b>Kopenhagen</b> 3rd Floor
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<b>15:30 - 17:00</b>	<b>C. Track 10: Geopolitics and Wealth</b>	<b>Warszawa</b> 3rd Floor
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<b>15:30 - 17:00</b>	<b>C. Track 11 &amp; 12: Evolving Consumer Behavior: Beyond Stereotypes, Rarity, and Commodification</b>	<b>Amsterdam</b> 3rd Floor
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<b>15:30 - 17:00</b>	<b>C. Special Topic: Human and AI</b>	<b>London</b> 3rd Floor
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<b>15:30 - 17:00</b>	<b>C. Track 3: Green Institutions and Practices</b>	<b>Berlin</b> 3rd Floor
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<b>GALA DINNER<sup>2</sup></b> <b>HYATT REGENCY NICE, Palais de la Méditerranée</b> <b>13 Promenade des Anglais, 06000 Nice</b> <b>19:00 - 00:00</b>		
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## Friday, July 7, 2023

### 09:15 - 10:45 PARALLEL SESSIONS (D)

<b>09:15 - 10:45</b>	<b>D. Track 9: Applied &amp; Managerial Economics</b>	<b>Kopenhag</b> 3rd Floor
<b>09:15 - 10:45</b>	<b>D. Track 11 &amp; 12: Assessing New Goals for Memorable Experiences: The Intersection of Health and Well-Being in Service Marketing</b>	<b>Amsterdam</b> 3rd Floor
<b>09:15 - 10:45</b>	<b>D. Track 1: From Ideas to Impact: Fostering Sustainable Innovation and Digitalization</b>	<b>London</b> 3rd Floor
<b>09:15 - 10:45</b>	<b>D. Track 3: Transparency and People in Supply Chains</b>	<b>Berlin</b> 3rd Floor
<b>09:15 - 10:45</b>	<b>D. Track 5: CSR All over the World</b>	<b>Paris</b> 2nd Floor
<b>09:15 - 10:45</b>	<b>D. Track 8: Information, Markets, and Risk Management</b>	<b>Warszawa</b> 3rd Floor
<b>10:45 - 11:15</b>	<b>INTERACTIVE COFEE BREAK</b>	<b>Palermo</b> Ground Floor

<sup>2</sup> Dress code: business casual.



## 11:15 - 12:15 KEYNOTE ADDRESS II

### **Keynote Speaker: LUIS GOMEZ-MEJIA**

Regents Professor & Weatherup/Overby Chair in Leadership,  
Arizona State University, USA

**Topic:** *What makes family firms different: The role of socioemotional wealth in business decisions*

**Amphitheatre  
New York**  
(Ground Floor)

## 12:15 - 13:30 LUNCH BREAK

**4th Floor**

## 13:30 - 15:00 PARALLEL SESSIONS (E)

13:30 - 15:00

**E. Track 1: From Vision to Reality: Exploring the Entrepreneurial Journey in Family Businesses**

**London**  
3rd Floor

13:30 - 15:00

**E. Track 8: Banking Regulation, Financial Services, and Stability Banking**

**Kopenhagen**  
3rd Floor

13:30 - 15:00

**E. Track 5: COVID Crisis and CSR Challenges**

**Warszawa**  
3rd Floor

13:30 - 15:00

**E. Track 3: Circular Models and Regenerative Cultures**

**Berlin**  
3rd Floor

13:30 - 15:00

**E. Track 11 & 12: Influence of Socio-Demographics on New Consumer Behavior: Age, Generation, and Cultural Factors**

**Amsterdam**  
3rd Floor

15:00 - 15:30

**INTERACTIVE COFFEE BREAK**

**Palermo**  
Ground Floor

## 15:30 - 17:00 PARALLEL SESSIONS (F)

15:30 - 17:00

**F. Track 1: Leadership Dynamics and Family Firms: Continuity and Change**

**London**  
3rd Floor

<b>15:30 - 17:00</b>	<b>F. Track 8: Mutual Funds: Performance, Risk, and Allocation</b>	<b>Kopenhagen</b> 3rd Floor
<b>15:30 - 17:00</b>	<b>F. Special Topic: Human-AI and Risks</b>	<b>Amsterdam</b> 3rd Floor
<b>15:30 - 17:00</b>	<b>F. Track 2: Strategic Processes, Human Capital, and Dynamic Capabilities</b>	<b>Warszawa</b> 3rd Floor
<b>15:30 - 17:00</b>	<b>F. Track 5: From CSR Promises to Humanistic Management</b>	<b>Berlin</b> 3rd Floor

**END OF IRMBAM2023 - THANK YOU!**

# The Program in Details

**Thursday, July 6, 2023**

<b>09:00 - 09:30</b>	<b>REGISTRATION &amp; COFFEE</b>	<b>Ground Floor</b>
<b>09:30 - 09:45</b>	<b>WELCOME AND OPENING REMARKS</b> <ul style="list-style-type: none"> <li>• Andrea Calabrò, <i>IPAG Business School</i></li> <li>• Tra Tran, <i>IPAG Business School</i></li> <li>• Philip McIlkenny, <i>Telfer School of Management, Canada</i></li> </ul>	<b>Amphitheatre New York</b> Ground Floor

<b>09:45 - 10:45 KEYNOTE ADDRESS I</b>		
<b>Keynote Speaker: DIMITRIOS BUHALIS</b> Director eTourismLab, Bournemouth University, UK  <b>Topic:</b> <i>Technology innovations for business reengineering and competitiveness: The impact of artificial intelligence, robots and metaverse</i>		<b>Amphitheatre New York</b> Ground Floor

## 10:45 - 12:15 PARALLEL SESSIONS (A)

<b>10:45 - 12:15</b>	<b>A. Track 1: Beyond Borders: Exploring the Expansion of Firms through Internationalization</b>	<b>Berlin 3rd Floor</b>
<b>Chair: Issam Mejri, IPAG Business School, France</b>		<b>Discussant</b>
<b>Social networking sites and SME: What are the risks of using social networking sites internationally?</b> <b>Elodie Deprince</b> ( <i>UMONS, Belgium</i> )		<b>Maren Forier</b> ( <i>Hasselt University, Belgium</i> )
<b>The impact of the CEO's entrepreneurial orientation on internationalization: The moderating role of the CEO's legal literacy</b> <b>Maren Forier</b> ( <i>Hasselt University, Belgium</i> )		<b>Issam Mejri</b> ( <i>IPAG Business School, France</i> )
<b>International opportunity development in the internationalization of the family firms</b> <b>Issam Mejri</b> ( <i>IPAG Business School, France</i> )		<b>Elodie Deprince</b> ( <i>UMONS, Belgium</i> )

<b>Do I really need you? The impact of external advisors on M&amp;A dynamic capabilities</b> <b>Lars Schweizer</b> (Goethe-University Frankfurt, Germany), <b>Hollaender Christian</b> (Goethe-University Frankfurt, Germany)	<b>Issam Mejri</b> (IPAG Business School, France)
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10:45 - 12:15	A. Track 4: Human Ressources Challenges in Organizations	Amsterdam 3rd Floor
<b>Chair: Eva Zedlacher</b> , Webster Vienna Private University, Austria		<b>Discussant</b>
	<b>Determinants of employee turnover in French firms</b> <b>Sonia Yousfi</b> (University of Burgundy, France)	<b>Eva Zedlacher</b> (Webster Vienna Private University, Austria)
	<b>Are our attributions of blame simple or complex? A conceptual analysis and preliminary findings of observers' causal attributions for co-worker mistreatment in standardized video clips</b> <b>Eva Zedlacher</b> (Webster Vienna Private University, Austria)	<b>Sonia Yousfi</b> (University of Burgundy, France)
	<b>CFO Co-option and dividend payouts: The moderating role of CFO talent</b> Gianluca Ginesti (University of Naples "Federico II", Italy), <b>Domenico Campa</b> (International University of Monaco, Monaco)	<b>Philip McIlkenny</b> (Telfer School of Management, Ottawa, Canada & IPAG Business School, France)

10:45 - 12:15	A. Track 5: Gender Issues and CSR	London 3rd Floor
<b>Chair: Maria Giuseppina Bruna</b> , IPAG Business School, France		<b>Discussant</b>
	<b>Beyond the glass ceiling, the glass cliff: still a hidden reality</b> <b>Marie Jose Scotto</b> (IPAG Business School, France), <b>Coline Dottin</b> , Andre Boyer (IPAG Business School, France)	<b>Abderrahman Jahmane</b> (IPAG Business School, France)
	<b>Women and digital transformation in the organization: An analysis of inclusion strategies based on women's life stories</b> <b>Mounira Elbouti</b> (Paris Nanterre University, France)	<b>Marie Jose Scotto</b> (IPAG Business School, France)
	<b>The impact of governance on environmental performance, the mediating role of gender board diversity</b> <b>Abderrahman Jahmane</b> (IPAG Business School, France)	<b>Mounira Elbouti</b> (Paris Nanterre University, France)

10:45 - 12:15	A. Track 6: Digital Ecosystem and Governance	Warszawa 3rd Floor
<b>Chair: Tra Tran</b> , IPAG Business School, France		<b>Discussant</b>
	<b>A systems-based model for governing crowdsourcing platforms: Review and research agenda</b> <b>Juan Pablo Reyes Ochoa</b> (University Burgundy Franche-Comté, France)	<b>Thomas Schøtt</b> (University of Agder, Norway)

<b>Digital entrepreneurial ecosystems around the world: Supporting adoption and utilization of digital technology for innovation</b> <b>Thomas Schøtt</b> ( <i>University of Agder, Norway</i> )	<b>Cristina Strango</b> ( <i>LEO, University of Orleans, France</i> )
<b>EU populism and online social media horizons</b> <b>Cristina Strango</b> ( <i>LEO, University of Orleans, France</i> )	<b>Juan Pablo Reyes Ochoa</b> ( <i>University Burgundy Franche-Comté</i> )

<b>10:45 - 12:15</b>	<b>A. Track 9: Applied &amp; Managerial Economics I</b>	<b>Paris</b> 2nd Floor
<b>Chair: Ali Ardalan</b> , <i>Old Dominion University, United States</i>		<b>Discussant</b>
<b>An approach for improving the performance of training sites</b> John Fleming ( <i>The United States Navy</i> ), <b>Ali Ardalan</b> ( <i>Old Dominion University, United States</i> ),		<b>Terrence Chorvat</b> ( <i>George Mason University, United States</i> )
<b>The effect of income taxation on reference points and risk aversion</b> Elizabeth Chorvat ( <i>Mendoza College of Business, University of Notre Dame, United States</i> ), <b>Terrence Chorvat</b> ( <i>George Mason University, United States</i> )		<b>Linh Vu</b> ( <i>VNU Vietnam Japan University, Vietnam</i> )
<b>The impacts of alcoholic and non-alcoholic beverage tax on different income groups in Vietnam</b> <b>Linh Vu</b> ( <i>VNU Vietnam Japan University, Vietnam</i> )		<b>Ali Ardalan</b> ( <i>Old Dominion University, United States</i> )

<b>12:15 - 13:30</b>	<b>LUNCH BREAK</b>	<b>4th Floor</b>
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## 13:30 - 15:00 PARALLEL SESSIONS (B)

<b>13:30 - 15:00</b>	<b>B. Track 3: Food Supply Chains</b>	<b>London</b> 3rd Floor
<b>Chair: Vivian Lara dos Santos Silva</b> , <i>University of São Paulo, Brazil</i>		<b>Discussant</b>
<b>Assessment indicators for private policies against food loss and waste: Proposal of an assessment model</b> Gessuir Pigatto ( <i>São Paulo State University, Brazil</i> ), Giuliana Aparecida Santini Pigatto ( <i>São Paulo State University, Brazil</i> ), Fausto Makishi ( <i>Institute of Agricultural Sciences, Federal University of Minas Gerais, Brazil</i> ), Nicoli Carolini De Lazari Hatano ( <i>São Paulo State University, Brazil</i> ), Suzana Marcia Marangoni ( <i>São Paulo State University, Brazil</i> ), <b>Vivian Lara dos Santos Silva</b> ( <i>University of São Paulo, Brazil</i> )		<b>Dominique Bonet Fernandez</b> ( <i>IPAG Business School, France</i> )



<b>Governing greenhouse gas emissions neutrality: An exploratory research in dairy farming in the state of Sao Paulo - Brazil</b> Renan Machado Rosolem ( <i>São Paulo State University, Brazil</i> ), Paula Sarita Bigio Schnaider ( <i>University of São Paulo, Brazil</i> ), Marcela Vinholis De Mello Brandao ( <i>Brazilian Agricultural Research Corporation, Brazil</i> ), <b>Vivian Lara dos Santos Silva</b> ( <i>University of São Paulo, Brazil</i> )	<b>Raphael Lissillour</b> ( <i>IPAG Business School, France</i> )
<b>Plural forms and dynamic capabilities: An analysis of organizational arrangements adopted by cocoa processors in Brazil</b> Luciana Matsumura ( <i>University of São Paulo, Brazil</i> ), <b>Paula Sarita Bigio Schnaider</b> ( <i>University of São Paulo, Brazil</i> )	<b>Mariam Aboulkhouyl</b> ( <i>Avignon University, France</i> )

13:30 - 15:00	B. Track 2: Opportunities and Challenges of Globalization, Cooperative Strategies	Amsterdam 3rd Floor
<b>Chair: Jianxiang Bi</b> , <i>Bristol Business School, United Kingdom</i>		<b>Discussant</b>
<b>Resource allocation: The hidden power of cooperative exchange</b> <b>Jianxiang Bi</b> ( <i>Bristol Business School, United Kingdom</i> )		<b>Marina Van Geenhuizen</b> ( <i>IPAG Business School, France</i> )
<b>Global business: Convergence vs divergence</b> Nailin Bu ( <i>Queen's University, Canada</i> ), <b>Terry Wu</b> ( <i>Ontario Tech University, Canada</i> )		<b>Laurent Estachy</b> ( <i>KEDGE Business School, France</i> )
<b>Unleashing domestic firms' potential to innovate - The case of ICT in Indonesia</b> <b>Marina Van Geenhuizen</b> ( <i>Delft University of Technology, Netherlands</i> ), Liza Syamsuri ( <i>Delft University of Technology, Netherlands</i> ), Zenlin Roosenboom-Kwee ( <i>Delft University of Technology, Netherlands</i> )		<b>Jianxiang Bi</b> ( <i>Bristol Business School, United Kingdom</i> )
<b>Restructuring of supply chains and extraction of value following the invasion of Ukraine: The Biden hypothesis, heir to Franklin Delano Roosevelt?</b> Alexandre Del Valle ( <i>Telfer School of Management - University of Ottawa, Canada &amp; IPAG Business School, France</i> ), <b>Laurent Estachy</b> ( <i>KEDGE Business School, France</i> )		<b>Marina Van Geenhuizen</b> ( <i>Delft University of Technology, Netherlands</i> )

13:30 - 15:00	B. Track 4: Knowledge Development and Sharing in Organizations	Kopenhagen 3rd Floor
<b>Chair: Sana Boukhari</b> , <i>Mohammed V University of Rabat, Morocco</i>		<b>Discussant</b>
<b>Targeting soft skills development: understanding the Canadian context</b> <b>Polina Osadchaya</b> ( <i>Brock University, Canada</i> ), Barry Wright ( <i>Brock University, Canada</i> ), Milena Moraes, Luiz Almeida		<b>Sana Boukhari</b> ( <i>Mohammed V University of Rabat, Morocco</i> )
<b>The motivational drivers of successful knowledge sharing: A theoretical model and empirical validation</b> <b>Sana Boukhari</b> ( <i>Mohammed V University of Rabat, Morocco</i> )		<b>Polina Osadchaya</b> ( <i>Brock University, Canada</i> )

13:30 - 15:00	B. Track 5: ESG Challenges and Social/ Environmental Performance	Berlin 3rd Floor
<b>Chair: Marie-Noëlle Albert</b> , <i>University of Quebec at Rimouski, Canada</i>		<b>Discussant</b>
<b>ESG performance during crisis time: Evidence from Covid-19 pandemic</b> <b>Batoul El Mawla</b> ( <i>IPAG Business School</i> )		<b>Markku Kaustia</b> ( <i>Aalto University School of Business, Finland</i> )
<b>Exploring the nexus between corporate governance and corporate greenwashing: A study of firm and market level determinants</b> <b>Nazim Hussain</b> ( <i>University of Groningen, Netherlands</i> ), <b>Monika Wieczorek-Kosmala</b> ( <i>University of Economics in Katowice, Poland</i> )		<b>Batoul El Mawla</b> ( <i>IPAG Business School, France</i> )
<b>Are better ESG companies involved in more controversies?</b> <b>Markku Kaustia</b> ( <i>Aalto University School of Business, Finland</i> )		<b>Nazim Hussain</b> ( <i>University of Groningen, Netherlands</i> )

13:30 - 15:00	B. Track 6: Digital Technologies and Stakeholders	Warszawa 3rd Floor
<b>Chair: Michael Cristofi</b> , <i>Cyprus University of Technology, Cyprus</i>		<b>Discussant</b>
<b>SlOt robots and the enhancement of customer experiences in retail: unpacking the drivers of repeat purchase intention</b> <b>Ronan Jouan De Kervenoael</b> ( <i>Rennes School of Business, France</i> ), <b>Alexandre Schwob</b> ( <i>Excelia Group, France</i> ), <b>Rajibul Hasan</b> ( <i>Maynooth University, Ireland</i> ), <b>Psylla Evangelia</b>		<b>Doerte Foit</b> ( <i>Paderborn University, Germany</i> ),
<b>The dual transformation spectrum: an analysis of the key concepts and strategies in the realm of transformation, digitalization and sustainability</b> <b>Doerte Foit</b> ( <i>Paderborn University, Germany</i> ), <b>Sabrina Plass</b> ( <i>Paderborn University, Germany</i> )		<b>Rizwana Patel</b> ( <i>University of Central Lancashire, United Kingdom</i> )
<b>The impact of psychological factors on acceptance of IoT devices within a smart home environment</b> <b>Rizwana Patel</b> ( <i>University of Central Lancashire, United Kingdom</i> ), <b>Olga Kvasova</b> ( <i>University of Central Lancashire, United Kingdom</i> ), <b>Andrei Kuznetsov</b> ( <i>University of Central Lancashire, United Kingdom</i> )		<b>Ronan Jouan De Kervenoael</b> ( <i>Rennes School of Business, France</i> )

13:30 - 15:00	B. Special Topic: AI and Organizations	Paris 2nd Floor
<b>Chair: Margarida Romero</b> , <i>Innovation and Digital Laboratory for Education, France &amp; Center for Research and Intervention on Academic Success, Canada</i>		<b>Discussant</b>
<b>Clustering-based sector investing</b>		<b>André Boyer</b> ( <i>IPAG Business School, France</i> )

<b>Matteo Bagnara</b> (Goethe-University Frankfurt & Leibniz Institute for Financial Research SAFE, Germany), Milad Goodarzi (Goethe-University Frankfurt, Germany)	
<b>AI in Banking: leveraging unsupervised Learning approach to optimize human-machine collaboration</b> <b>André Boyer</b> (IPAG Business School, France), <b>Faranak Farzaneh</b> (IPAG Business School, France), <b>Andrea Pitrone</b> (Loop AI Group, France)	<b>Faranak Farzaneh</b> (IPAG Business School, France)
<b>What do we know about the Human-AI interaction?</b> <b>Faranak Farzaneh</b> (IPAG Business School, France)	<b>Matteo Bagnara</b> (Goethe-University Frankfurt & Leibniz Institute for Financial Research SAFE, Germany)

<b>15:00 - 15:30</b>	<b>INTERACTIVE COFFEE BREAK</b>	<b>Palermo</b> Ground Floor
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## 15:30 - 17:00 PARALLEL SESSIONS (C)

<b>15:30 - 17:00</b>	<b>C. Track 8: Financial Innovation</b>	<b>Kopenhagen</b> 3rd Floor
<b>Chair: Thuy Dao</b> , University Paris 8 & IPAG Business School, France		<b>Discussant</b>
<b>Connectedness and portfolios in emerging markets: ESG leaders vs. Conventional indexes</b> Maria De Boyrie (New Mexico State University, United States), <b>Ivelina Pavlova-Stout</b> (University of Houston - Clear Lake, United States)		<b>Thuy Dao</b> (University Paris 8 & IPAG Business School, France)
<b>Cryptocurrency market dynamic causality</b> <b>Thuy Dao</b> (University Paris 8 & IPAG Business School, France), Duc Khuong Nguyen (IPAG Business School, France), Ahmet Sensoy (Bilkent University, Greece)		<b>Ivelina Pavlova-Stout</b> (University of Houston - Clear Lake, United States)

<b>15:30 - 17:00</b>	<b>C. Track 10: Geopolitics and Wealth</b>	<b>Warszawa</b> 3rd Floor
<b>Chair: Alexandre Del Valle</b> , IPAG Business School, France		<b>Discussant</b>
<b>The value of wealth: A cross-country comparison</b> Andrea Aguirre Rojas (International University of Monaco, Monaco), Mariateresa Torchia (International University of Monaco, Monaco), <b>Vito Liuzzi</b> (International University of Monaco, Monaco), Patrice Sargenti (International University of Monaco, Monaco)		<b>Alexandre Del Valle</b> (IPAG Business School, France)
<b>How the sanctions against Russian energies are circumvented and how and the countries which help circumventing will they be able to resist Western pressures</b>		<b>Vito Liuzzi</b> (International

<b>Alexandre Del Valle</b> (IPAG Business School, France), Leslie Shaw, Frédéric Teulon (Ynov Business School, France)	University of Monaco, Monaco)
<b>The impact of environmental policies on the EKC of OECD countries: between environmental tax and environmental policy stringency</b> <b>Sahbi Farhani</b> (ISFFS, University of Sousse, Tunisia)	<b>Mihai Mutascu</b> (West University of Timisoara, Romania; Zeppelin University, Germany & Economics Laboratory of Orleans, France)
<b>Good or bad? Digitalisation and green preferences</b> <b>Mihai Mutascu</b> (West University of Timisoara, Romania; Zeppelin University, Germany & Economics Laboratory of Orleans, France), Florian Horky (Zeppelin University, Germany), Cristina Strango (West University of Timisoara, Romania & Economics Laboratory of Orleans, France)	<b>Sahbi Farhani</b> (ISFFS, University of Sousse, Tunisia)

15:30 - 17:00	C. Track 11 & 12: Evolving Consumer Behavior: Beyond Stereotypes, Rarity, And Commodification	Amsterdam 3rd Floor
<b>Chair: Stefania Masè</b> , IPAG Business School, France & <b>Virginie Thevenin</b> , IPAG Business School, France		<b>Discussant</b>
<b>Consumers' revision of negative initial assessments of marketing targets</b> <b>Subramanian Sivaramakrishnan</b> (University of Manitoba, Canada)		<b>Stefania Masè</b> (IPAG Business School, France), <b>Virginie Thevenin</b> (IPAG Business School, France)
<b>Luxury and e-commerce: Oxymoron or Complementarity?</b> Delphine Canonge Dumas (LARJE Laboratory, France & University of New Caledoni, New Caledonia), <b>Virginie De Barnier</b> (LARJE Laboratory, France & University of New Caledonia, New Caledonia)		<b>Subramanian Sivaramakrishnan</b> (University of Manitoba, Canada)
<b>From Veganuary to Veganism: consumption profiles for a lifestyle phenomenon</b> <b>Stefania Masè</b> (IPAG Business School, France), <b>Virginie Thevenin</b> (IPAG Business School, France)		<b>Virginie De Barnier</b> (LARJE Laboratory, France & University of New Caledonia, New Caledonia)

15:30 - 17:00	C. Special Topic: Human and AI	London 3rd Floor
<b>Chair: Caroline Chabert Delio</b> , IPAG Business School, France		<b>Discussant</b>
<b>Lifelong learning challenges in the era of artificial intelligence: a computational thinking perspective</b> <b>Margarida Romero</b> (Innovation and Digital Laboratory for Education, France & Center for Research and Intervention on Academic Success, Canada)		<b>Lina Baddouh</b> (Mohammed V University of Rabat, Morocco)

<b>Artificial Intelligence in human resources practices: An exploratory study</b> <b>Lina Baddouh</b> (Mohammed V University of Rabat, Morocco), Imane LouD. (Mohammed V University of Rabat, Morocco), Manal Elabboubi (Mohammed V University of Rabat, Morocco)	<b>Caroline Chabert Delio</b> (IPAG Business School, France)
<b>What and why Artificial Intelligence affects Airbnb: A bibliometric analysis</b> <b>Caroline Chabert Delio</b> (IPAG Business School, France)	<b>Margarida Romero</b> (Innovation and Digital Laboratory for Education, France & Center for Research and Intervention on Academic Success, Canada)

15:30 - 17:00	C. Track 3: Green Institutions and Practices	Berlin 3rd Floor
<b>Chair: Raphael Lissillour</b> , IPAG Business School, France		<b>Discussant</b>
<b>Bioplastics and the role of institutions in the design of sustainable post-consumer solutions</b> Vitor Batista (University of São Paulo, Brazil), Flavia Trentini (University of São Paulo, Brazil), Maria Teresa Freire (University of São Paulo, Brazil), <b>Vivian Lara dos Santos Silva</b> (University of São Paulo, Brazil)		<b>Dominique Bonet Fernandez</b> (IPAG Business School, France)
<b>The meso-institutions as a collaborative instrument of the circular economy: A comparative study of bioplastics between Brazil and France</b> <b>Larisse Oliveira Costa</b> (Centro Universitário Christus, Brazil & University of Littoral Côte d'Opale, France), Vitor Batista (University of São Paulo, Brazil), Flavia Trentini (University of São Paulo, Brazil), Vivian Lara dos Santos Silva (University of São Paulo, Brazil)		<b>Raphael Lissillour</b> , (IPAG Business School, France)
<b>Toward a practice turn within supply chain sustainability studies</b> <b>Raphael Lissillour</b> (IPAG Business School, France), Minelle Silva (Excelia Group, France)		<b>Vivian Lara dos Santos Silva</b> (University of São Paulo, Brazil)



**GALA DINNER<sup>3</sup>**  
**HYATT REGENCY NICE, Palais de la Méditerranée**  
**13 Promenade des Anglais, 06000 Nice**  
**19:00 - 00:00**



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<sup>3</sup> Dress code: business casual.

# Friday, July 7, 2023

## 09:15 - 10:45 PARALLEL SESSIONS (D)

09:15 - 10:45	D. Track 9: Applied & Managerial Economics II	Kopenhagen 3rd Floor
<b>Chair: Ali Ardalan</b> , <i>Old Dominion University, USA</i>		<b>Discussant</b>
<b>What do parents want? Parental spousal preferences in China</b> <b>Charlotte Wang</b> ( <i>IPAG Business School, France</i> )		<b>Giorgia El Houcine</b> ( <i>University Sidi Mohamed Ben Abdellah, Morocco</i> )
<b>Tourisme an developement of employment in Morocco what relationship</b> <b>Khalid El Houcine</b> ( <i>University Sidi Mohamed Ben Abdellah, Morocco</i> ), <b>Hamioui Aziz</b> ( <i>University Sidi Mohamed Ben Abdellah, Morocco</i> )		<b>Charlotte Wang</b> ( <i>IPAG Business School, France</i> )
09:15 - 10:45	D. Track 11 & 12: Assessing New Goals for Memorable Experiences: The Intersection of Health and Well-Being in Service Marketing	Amsterdam 3rd Floor
<b>Chair: Melanie Boninsegni</b> , <i>IPAG Business School, France</i>		<b>Discussant</b>
<b>Factors enhancing online food ordering experience: Context of full-service restaurants</b> <b>Amir Batouei</b> , <b>Mélanie F. Boninsegni</b> ( <i>IPAG Business School, France</i> ), <b>Xi Y. Leung</b> , <b>Ai Ping Teoh</b>		<b>Virginia Nyambura Mwangi</b> ( <i>University of Westminster, United Kingdom</i> )
<b>Prevalent elements of consumer wellbeing in wearable technology use: an interdisciplinary systematic review and future research agenda</b> <b>Virginia Nyambura Mwangi</b> ( <i>University of Westminster, United Kingdom</i> ), <b>Rachael Millard</b> ( <i>University of Westminster, United Kingdom</i> ), <b>Wendy Histon</b> ( <i>University of Westminster, United Kingdom</i> )		<b>Bayarassou Oula</b> ( <i>IPAG Business School, France</i> )
<b>The impact of e-wom on e-reputation and consequences on purchase intention in the context of influence marketing</b> <b>Chapelle Erine</b> ( <i>Influence Manager Junior</i> ), <b>Bayarassou Oula</b> ( <i>IPAG Business School, France</i> )		<b>Mélanie F. Boninsegni</b> ( <i>IPAG Business School, France</i> )
09:15 - 10:45	D. Track 1: From Ideas to Impact: Fostering Sustainable Innovation and Digitalization	London 3rd Floor
<b>Chair: Cinzia Colapinto</b> , <i>IPAG Business School, France</i>		<b>Discussant</b>
<b>Born sustainable: Promoted by the ecosystem for sustainable entrepreneurship</b>		<b>Inaya Wahidi</b>

<b>Thomas Schøtt</b> (University of Agder, Norway)	(IPAG Business School, France)
<b>SME's digital selling adoption in times of multiple crises: what about Lebanese entrepreneurs' intention?</b> <b>Inaya Wahidi</b> (IPAG Business School, France)	<b>Thomas Schøtt</b> (University of Agder, Norway)
<b>The entrepreneurial ecosystem in rural regions: Transforming entrepreneurs' values and engagement with sustainability</b> <b>Mahsa Samsami</b> (University of Agder, Norway)	<b>Cinzia Colapinto</b> (IPAG Business School, France)
<b>Fostering digital literacy among Small and Micro Enterprises: Digital transformation as an open and guided innovation process</b> <b>Cinzia Colapinto</b> (IPAG Business School, France), Coco Nunzia (University of Bologna, Italy), Finotto Vladi (Ca' Foscari University, Italy)	<b>Mahsa Samsami</b> (University of Agder, Norway)

<b>09:15 - 10:45</b>	<b>D. Track 3: Transparency and People in Supply Chains</b>	<b>Berlin</b> 3rd Floor
<b>Chair: Zylstra Andrew.</b> , ISC Paris, France		<b>Discussant</b>
<b>Mapping the research landscape: A bibliometric analysis of the relationship between supply chain and employee performance</b> <b>Monique Hameni</b> (University of Douala, Cameroon), Mohamed Salim Amri Sakhri (University of Jandouba, Tunisia)		<b>Andrew Zylstra</b> (ISC Paris, France)
<b>On the sustainability and transparency of supplier payments: How name-and-shame shortens payment periods in the supply chain</b> <b>Andrew Zylstra</b> (ISC Paris, France), Btissam Moncef (ISC Paris, France)		<b>Wilson John</b> (Ivey School of Management, Canada)
<b>Optimal slider design for offer solicitation</b> <b>John Wilson</b> (Ivey School of Management, Canada), <b>Chris Anderson</b> (Cornell University, United States)		<b>Monique Hameni</b> (University of Douala, Cameroon)

<b>09:15 - 10:45</b>	<b>D. Track 5: CSR All Over the World</b>	<b>Paris</b> 2nd Floor
<b>Chair: André Boyer</b> , IPAG Business School, France		<b>Discussant</b>
<b>Youth inclusion in Morocco through formal employment and entrepreneurship</b> <b>Jihane Elharizi</b> (University Mohamed V, Morocco), <b>Youssef Ouazzouz</b> (University Mohamed V, Morocco), Manel El Abboubi (Economia Hem Research Center, Morocco)		<b>Raphael Lissillour</b> (IPAG Business School, France)
<b>The effects of leadership behaviour on SME innovation performance in Ghana: the moderating role of strategic orientation</b> Janet Mensah, Amuzu Joshua, <b>Raphael Lissillour</b> (IPAG Business School, France)		<b>Helen Duh</b> (University of the Witwatersrand, South Africa)
<b>Brand factors sustaining preference for South Africa's Artisanal cheese entrepreneurs</b>		<b>Jihane Elharizi</b> (University Mohamed V, Morocco)

<b>Helen Duh</b> (University of the Witwatersrand, South Africa), Sikhumbuzo Maisela (University of the Witwatersrand, South Africa)	
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<b>09:15 - 10:45</b>	<b>D. Track 8: Information, Markets, and Risk Management</b>	<b>Warszawa</b> 3rd Floor
<b>Chairs: Duc Khuong Nguyen</b> , IPAG Business School, France		<b>Discussant</b>
<b>Practical guideline to efficiently detect insurance fraud in the era of machine learning</b> <b>Meryem Yankol-Schalck</b> (IPAG Business School, France), Denisa Banulescu Radu (Economics Laboratory of Orleans, France)		<b>Lee Seungho</b> (University of Aberdeen, United Kingdom)
<b>The impact of climate risk on bank profitability through liquidity creation channel: empirical evidence from G-7 countries</b> <b>Lee Seungho</b> (University of Aberdeen, United Kingdom), Alam Md Zahangir (University of Aberdeen, United Kingdom)		<b>Meryem Yankol-Schalck</b> (IPAG Business School, France)
<b>Information content when real estate funds deviate from benchmark</b> <b>Veasna Khim</b> (Universite de Lorraine, France), Eya Nassereddine (CEROS, France), Hery Razafitombo (Universite de Lorraine, France)		<b>Philip McIlkenny</b> (Telfer School of Management, Ottawa, Canada & IPAG Business School, France)
<b>Gender diversity on audit and compensation committees the impact on company financial risk and risk management</b> <b>Philip McIlkenny</b> (Telfer School of Management, Ottawa & IPAG Business School, Paris, Canada)		<b>Veasna Khim</b> (University of Lorraine, France)

<b>10:45 - 11:15</b>	<b>INTERACTIVE COFFEE BREAK</b>	<b>Palermo</b> Ground Floor
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<b>11:15 - 12:15 KEYNOTE ADDRESS II</b>		
<b>Keynote Speaker: LUIS GOMEZ-MEJIA</b> Regents Professor & Weatherup/Overby Chair in Leadership, Arizona State University, USA  <b>Topic:</b> <i>What makes family firms different: The role of socioemotional wealth in business decisions</i>		<b>Amphitheatre</b> <b>New York</b> (Ground Floor)

<b>12:15 - 13:30</b>	<b>LUNCH BREAK</b>	<b>4th Floor</b>
<b>13:30 - 15:00 PARALLEL SESSIONS (E)</b>		

13:30 - 15:00	E. Track 1: From Vision to Reality: Exploring the Entrepreneurial Journey in Family Businesses	London 3rd Floor
<b>Chair: Mariateresa Torchia</b> , <i>International University of Monaco, Monaco</i>		<b>Discussant</b>
<b>Family firms as acquirers - How SEW shapes acquisition motives of family-owned businesses and makes them successful buyers</b> <b>Christoph Boeckhaus</b> ( <i>University of Witten Herdecke, Germany</i> )		<b>Vanhees Rik</b> ( <i>Hasselt University, Belgium</i> )
<b>Entrepreneurial passion for working with family: scale development and validation</b> <b>Vanhees Rik</b> ( <i>Hasselt University, Belgium</i> ), Jelle Schepers ( <i>Hasselt University, Belgium</i> ), Pieter Vandekerckhof ( <i>Hasselt University, Belgium</i> ), Michiels Anneleen ( <i>Hasselt University, Belgium</i> )		<b>Christoph Boeckhaus</b> ( <i>University of Witten Herdecke, Germany</i> )
<b>Resilience in businesses and societies around the world: Enhancing innovation in businesses based on family tradition</b> <b>Mahsa Samsami</b> ( <i>University of Agder, Norway</i> )		<b>Mariateresa Torchia</b> ( <i>International University of Monaco, Monaco</i> )
<b>Exploring only child female CEOs as potential family business leaders! A fresh lens on the entrepreneurial orientation-family firm performance relationship</b> <b>Mariateresa Torchia</b> ( <i>International University of Monaco, Monaco</i> ), Carl Alberg ( <i>University of South-Eastern Norway</i> ), Alfredo Valentino ( <i>ESCE Business School</i> )		<b>Mahsa Samsami</b> ( <i>University of Agder, Norway</i> )
13:30 - 15:00	E. Track 8: Banking Regulation, Financial Services, and Stability Banking	Kopenhagen 3rd Floor
<b>Chair: Sunil Poshakwale</b> , <i>Cranfield School of Management, United Kingdom</i>		<b>Discussant</b>
<b>Financial instability in Lebanon - do the liquidity creation and performance of banks matter</b> <b>Georges Maroun</b> ( <i>University of Lorraine, France</i> ), Vincent Fromentin ( <i>University of Lorraine, France</i> )		<b>Julien Chevallier</b> ( <i>University of Paris 8, IPAG Business School, France</i> )
<b>Optimal forward guidance in monetary policy: Can central banks sway the public with projections?</b> <b>Christian Jensen</b> ( <i>University of South Carolina, United States &amp; University of Stavanger, Norway</i> )		<b>Sunil Poshakwale</b> ( <i>Cranfield School of Management, United Kingdom</i> )
<b>Cultural similarity and bank interconnectedness</b> <b>Sunil Poshakwale</b> ( <i>Cranfield School of Management, United Kingdom</i> ), Woo-Young Kang ( <i>Brunel University, United Kingdom</i> )		<b>Georges Maroun</b> ( <i>University of Lorraine, France</i> )
<b>Tracking pure systematic risk with realized betas for Bitcoin and Ethereum</b> <b>Julien Chevallier</b> ( <i>University of Paris 8, IPAG Business School, France</i> ), Bilel Sanhaji ( <i>Dionysian Economics Laboratory, France</i> )		<b>Christian Jensen</b> ( <i>University of South Carolina, United States &amp; University of Stavanger, Norway</i> )



13:30 - 15:00	E. Track 5: COVID Crisis and CSR Challenges	Warszawa 3rd Floor
<b>Chair: Aditi Sengupta</b> , Auburn University, United States		<b>Discussant</b>
<b>Firm resilience during the Covid-19 crisis: Do green performance and digital technology function as catalysts?</b> Nirosha Hewa Wellalage (University of Waikato, New Zealand), Ahmed Imran Hunjra (International University of Rabat, Morocco), <b>Maria Giuseppina Bruna</b> (IPAG Business School, France), Jean-Michel Sahut (IDRAC Business School, France)		<b>Manel Guechtouli</b> (IPAG Business School, France)
<b>The dark side of virtual work: Evidence from Covid 19 pandemic, the case of the Z generation?</b> <b>Manel Guechtouli</b> (IPAG Business School, France), <b>Widad Guechtouli</b> (HEC Alger, Algeria)		<b>Marie-Noëlle Albert</b> , (University of Quebec at Rimouski, Canada),
<b>Performance through benevolence: humanistic social entrepreneurship</b> <b>Marie-Noëlle Albert</b> , (University of Quebec at Rimouski, Canada), Caroline Houle, <b>Nadia Lazzari Dodeler</b> (University of Quebec, Canada)		<b>Maria Giuseppina Bruna</b> (IPAG Business School, France)
13:30 - 15:00	E. Track 3: Circular Models and Regenerative Cultures	Berlin 3rd Floor
<b>Chair: Andrew Zylstra</b> , ISC France		<b>Discussant</b>
<b>The circular supply chain, pivotal to green reindustrialization</b> Dominique Bonet (IPAG Business School, France), <b>François-Michel Lambert</b> , Anaïs Leblanc		<b>François Fulconis</b> (Avignon University, France)
<b>Critical thinking, creativity, and agency for the development of regenerative cultures</b> <b>Margarida Romero</b> (Innovation and Digital Laboratory for Education, France & Center for Research and Intervention on Academic Success, Canada), Sylvie Barma (Laval University, Canada), Isaac Guillaume (University of Côte d'Azur, France), Girard Marc Andre, Heiser Laurent (University of Côte d'Azur, France)		<b>Mariam Aboulkhouyoul</b> (Avignon University, France)
<b>Is book publishing on the road to sustainable SC? The French case through the place and role of a meta-organisation, the Syndicat National de l'Édition</b> <b>Carole Poirel</b> (Transport and Logistics Research Center, France)		<b>Dominique Bonet</b> (IPAG Business School, France))
<b>Packaging in circular supply chains: Challenge for the automotive industry</b> <b>Mariam Aboulkhouyoul</b> (Avignon University, France), François Fulconis (Avignon University, France), Patrick Pujo (Aix-Marseille University, France)		<b>Carole Poirel</b> (Transport and Logistics Research Center, France)

<b>13:30 - 15:00</b>	<b>E. Track 11 &amp; 12: Influence of Socio-Demographics on New Consumer Behavior: Age, Generation, and Cultural Factors</b>	<b>Amsterdam</b> 3rd Floor
<b>Chair: Ferial Benabdeslem</b> , IAE & IPAG Business School, France		<b>Discussant</b>
<b>I'm willing to save for my retirement but I don't want to get "old". Analysis of the effects of ageism stereotypes and age anxiety</b> <b>Nicolas Olivier</b> (Lille University), Ladwein Richard (Lille University), Berriche Amira (Lille University)		<b>Ferial Benabdeslem</b> (IAE & IPAG Business School, France)
<b>Generative communication impact on the consumer: the moderating effect of self-construal</b> <b>Ferial Benabdeslem</b> (IAE, IPAG Business School, France)		<b>Charlotte Wang</b> (IPAG Business School, France)
<b>Parent-offspring conflict over mate choice: An experimental investigation using a Chinese marriage market</b> Jeanne Bovet (Institute for Advanced Study in Toulouse, France), Eva Raiber (Institute for Advanced Study in Toulouse, France), Weiwei Ren (Yunnan Normal University, China), <b>Charlotte Wang</b> (IPAG Business School, France), Paul Seabright (Institute for Advanced Study in Toulouse, France)		<b>Nicolas Olivier</b> (Lille University)

<b>15:00 - 15:30</b>	<b>INTERACTIVE COFFEE BREAK</b>	<b>Palermo</b> Ground Floor
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## 15:30 - 17:00 PARALLEL SESSIONS (F)

<b>15:30 - 17:00</b>	<b>F. Track 1: Leadership Dynamics and Family Firms: Continuity and Change</b>	<b>London</b> 3rd Floor
<b>Chair: Elisa Conti</b> , IPAG Business School, France		<b>Discussant</b>
<b>How do Finance Managers shape family firms? A look at those non-family managers, who drive reporting innovation and family firm performance</b> <b>Christoph Boeckhaus</b> (University Witten Herdecke, Germany)		<b>Agnieszka Rzepka</b> (Lublin University of Technology, Poland)
<b>Leaders as forerunners of organizational change</b> <b>Agnieszka Rzepka</b> (Lublin University of Technology, Poland)		<b>Giorgia D'Allura</b> University of Catania, Italy
<b>Women leaders in family firms, multiple roles, and business performance: An intergenerational perspective</b> <b>Elisa Conti</b> (IPAG Business School, France), Andrea Calabrò (IPAG Business School, France), Rocio Martinez-Jimenez (University of Jaen, Spain), Mariateresa Torchia (International University of Monaco, Monaco)		<b>Christoph Boeckhaus</b> (University Witten Herdecke, Germany)



<b>Family firms and corporate heritage: What is the link?</b> <b>Giorgia D'Allura</b> (University of Catania, Italy), Quarato Fabio (Bocconi University, Italy), Dagnino Giovanni Battista (LUMSA, Italy), Merlo Elisabetta (Bocconi University, Italy)	<b>Elisa Conti</b> (IPAG Business School, France)
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15:30 - 17:00	F. Track 8: Mutual Funds: Performance, Risk, and Allocation	Kopenhagen 3rd Floor
	<b>Chair: Aurobindo Ghosh</b> , Singapore Management University, Singapore	<b>Discussant</b>
	<b>Portfolio's weighted political risk and mutual fund performance: A text-based approach</b> Duc Khuong Nguyen (IPAG Business School, France), <b>Huong Giang Nguyen</b> (National Economics University, Vietnam & Paris Saclay University, France), Khanh Hoang (University of Economics Ho Chi Minh City, Vietnam), Quan M. P. Nguyen (University of Sussex, United Kingdom), Philippe Gillet (Paris Saclay University, France)	<b>Veasna Khim</b> (University of Lorraine, France)
	<b>Mesuring skills in European funds active management</b> <b>Veasna Khim</b> (University of Lorraine, France), Hery Razafitombo (University of Lorraine, France)	<b>Aurobindo Ghosh</b> (Singapore Management University, Singapore)
	<b>Governance matter: Morningstar Stewardship grades and mutual fund performance</b> <b>Aurobindo Ghosh</b> (Singapore Management University, Singapore), Jerry Cao (Hang Seng University of Hong Kong, Hong Kong), Goh Jeremy (Singapore Management University, Singapore), Ng Wee Seng (National University of Singapore, Singapore)	<b>Huong Giang Nguyen</b> (National Economics University, Vietnam & Paris Saclay University, France)
	<b>Exploring the role of digital finance in small business lending: The case of FX12</b> <b>Arturo Capasso</b> (Università degli Studi del Sannio, Italy)	<b>Aurobindo Ghosh</b> (Singapore Management University, Singapore)

15:30 - 17:00	F. Special Topic: Human-AI and Risks	Amsterdam 3rd Floor
	<b>Chair: Faranak Farzaneh</b> , IPAG Business School, France	<b>Discussant</b>
	<b>AI development and ethical issues: shifting from a static to a dynamic perspective</b> Sahut Jean-Michel (IDRAC, France), Eric Braune (INSEEC Business School, France), <b>Raphael Lissillour</b> (IPAG Business School, France)	<b>Faranak Farzaneh</b> (IPAG Business School, France)
	<b>AI and Biodiversity: A 5 Whys approach</b> <b>Faranak Farzaneh</b> (IPAG Business School, France), Tatiana Aynie (IPAG Business School, France)	<b>André Boyer</b> (IPAG Business School, France)
	<b>The impact of Artificial Intelligence on love: the role of dating sites</b> <b>André Boyer</b> (IPAG Business School, France)	<b>Raphael Lissillour</b>

	(IPAG Business School, France)
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15:30 - 17:00	F. Track 2: Strategic Processes, Human Capital, and Dynamic Capabilities	Warszawa 3rd Floor
<b>Chair: John Hegarty</b> , IPAG Business School, France		<b>Discussant</b>
<b>Business strategy and employees: Effects and impacts</b> <b>Sarka Zapletalova</b> (Silesian University in Opava, Czech Republic)		<b>John Hegarty</b> (IPAG Business School, France) <b>Regis Maubrey</b> (IPAG Business School, France)
<b>A reflexive inquiry into the process of discovery in organizational scholarship</b> <b>John Hegarty</b> (IPAG Business School, France), <b>Regis Maubrey</b> (IPAG Business School, France)		<b>Sarka Zapletalova</b> (Silesian University in Opava, Czech Republic)

15:30 - 17:00	F. Track 5: From CSR Promises to Humanistic Management	Berlin 3rd Floor
<b>Chair: André Boyer</b> , IPAG Business School, France		<b>Discussant</b>
<b>Employer branding, a tool for employee retention? The impact of national cultures on HR policies and employer branding</b> Chloe Assous (IPAG Business School, France), Hugo Caballero (IPAG Business School, France), <b>Marie Jose Scotto</b> (IPAG Business School, France), <b>Jeanette McDonald</b> (IPAG Business School, France)		<b>Ndione Mamadou</b> (High Institute of Sciences, France)
<b>The modern theoretical foundations of CSR</b> <b>Benjamin Vincendeau</b> (IPAG Business School, France)		<b>Mohamed Akli Achabou</b> (IPAG Business School, France)
<b>Is it financially worthwhile for luxury companies to embrace sustainability?</b> Abderrahman Jahmane (IPAG Business School, France), <b>Mohamed Akli Achabou</b> , (IPAG Business School, France)		<b>Marie Jose Scotto</b> (IPAG Business School, France) <b>Jeanette McDonald</b> (IPAG Business School, France)
<b>Between universalism and particularism in management: the case of a SME transport company in a French Parisian suburb</b> <b>Marie Jose Scotto</b> (IPAG Business School, France), <b>Ndione Mamadou</b> (High Institute of Sciences, France), Haddadj Slimane (IAE, France)		<b>Benjamin Vincendeau</b> (IPAG Business School, France)

**END OF IRMBAM2023 - THANK YOU!**

# List of Participants

Lastname	First name	Affiliation
<b>A</b>		
Aboulkhouyoul	Mariam	<i>University of Avignon, France</i>
Achabou	Mohamed Akli	<i>IPAG Business School, France</i>
Albert	Marie Noelle	<i>University of Quebec at Rimouski, Canada</i>
Ardalan	Ali	<i>Old Dominion University, United States</i>
Asgarkhani	Leila	<i>Resicieties European Project -University of Stavanger, Norway</i>
Ayuma Zangina	Mavis	<i>Resicieties European Project - University of Stavanger, Norway</i>
Aziz	Hamioui	<i>University Sidi Mohamed Ben Abdellah, Morocco</i>
<b>B</b>		
Baddouh	Lina	<i>Mohammed V University of Rabat, Morocco</i>
Bagnara	Matteo	<i>Leibniz Institute for Financial Research SAFE, Germany</i>
Bayaa Rassou	Oula	<i>IPAG Business School, France</i>
Bélisle	Deny	<i>University of Sherbrooke, Canada</i>
Benabdeslem	Feriel	<i>IPAG Business School, France</i>
Bi	Jianxiang	<i>University of the West of England, United Kingdom</i>
Bigio Schnaider	Paula Sarita	<i>University of São Paulo, Brazil</i>
Nissimoff		
Böckhaus	Christoph	<i>University of Witten Herdecke, Germany</i>
Bonet Fernandez	Dominique	<i>IPAG Business School, France</i>
Boneva	Joanna	<i>International University of Monaco, Monaco</i>
Boninsegni	Melanie F	<i>IPAG Business School, France</i>
Boukhari	Sanaa	<i>University Mohamed V, Morocco</i>
Boyer	André	<i>IPAG Business School, France</i>
Bruna	Maria	<i>IPAG Business School, France</i>
	Giuseppina	
Buhalis	Dimitrios	<i>Bournemouth University, United Kingdom</i>
<b>C</b>		
Calabrò	Andrea	<i>IPAG Business School, France</i>
Campa	Domenico	<i>International University of Monaco, Monaco</i>
Canonge Dumas	Delphine	<i>LARJE Laboratory, France &amp; University of New Caledoni, New Caledonia</i>
Capasso	Arturo	<i>Università degli Studi del Sannio, Italy</i>
Chabert Delio	Caroline	<i>IPAG Business School, France</i>
Cheikhrouhou	Soumaya	<i>University of Sherbrooke, Canada</i>
Chevallier	Julien	<i>IPAG Business School, France</i>
Chorvat	Elizabeth	<i>Mendoza College of Business, University of Notre Dame, United States</i>

Chorvat	Terrence	<i>George Mason University, United States</i>
Christofi	Michael	<i>Cyprus University of Technology, Cyprus</i>
Colapinto	Cinzia	<i>IPAG Business School, France</i>
Conti	Elisa	<i>IPAG Business School, France</i>
Costa Jordao	Ticiano	<i>Technological University of Prague, Czechia</i>
<b>D</b>		
D'Allura	Giorgia	<i>University of Catania, Italy</i>
Dao	Thuy	<i>IPAG Business School, France</i>
De Barnier	Virginie	<i>LARJE Laboratory, France &amp; University of New Caledonia, New Caledonia</i>
Del Valle	Alexandre	<i>Telfer School of Management, University of Ottawa, Canada &amp; IPAG Business School, France</i>
Deprince	Elodie	<i>UMONS, Belgium</i>
Dimova	Mariya	<i>IPAG Business School, France</i>
Duh	Helen	<i>University of The Witwatersrand, South Africa</i>
<b>E</b>		
El Houcine	Khalid	<i>University Sidi Mohamed Ben Abdellah, Morocco</i>
El Mawla	Batoul	<i>IPAG Business School, France</i>
Elbouti	Mounira	<i>IPAG Business School, France</i>
Elharizi	Jihane	<i>Mohamed V University, Morocco</i>
Estachy	Laurent	<i>KEDGE Business School, France</i>
<b>F</b>		
Farhani	Sahbi	<i>ISFFS, University of Sousse, Tunisia</i>
Farzaneh	Faranak	<i>IPAG Business School, France</i>
Figueiras	Hélder dos Santos	<i>Resicieties European Project - Porto Business School, Portugal</i>
Foit	Dörte	<i>University of Paderborn, Germany</i>
Forier	Maren	<i>Hasselt University, Belgium</i>
Forman	Eric	<i>IPAG Business School, France</i>
Fulconis	François	<i>University of Avignon, France</i>
Furtado	Dwayne	<i>Resicieties European Project - Porto Business School, Portugal</i>
<b>G</b>		
Ghosh	Aurobindo	<i>Singapore Management University, Singapore</i>
Gómez-Mejía	Luis	<i>Arizona State University, United States</i>
Guechtouli	Manel	<i>IPAG Business School, France</i>
Gugler	Philippe	<i>University of Fribourg, Switzerland</i>
<b>H</b>		
Hameni	Monique	<i>University of Douala, Cameroon</i>
Hamioui	Aziz	<i>University Sidi Mohamed Ben Abdellah, Morocco</i>
Hansen	Niku	<i>Resicieties European Project - University of Stavanger, Norway</i>
Hassan	Zohaib	<i>Resicieties European Project - University of Stavanger, Norway</i>

Hegarty	John	<i>IPAG Business School, France</i>
Histon	Wendy	<i>Westminster Business School, United Kingdom</i>
Hussain	Nazim	<i>University of Groningen, Netherlands</i>

## J

Jahmane	Abderrahman	<i>IPAG Business School, France</i>
Jensen	Christian	<i>University of South Carolina, United States</i>
Jouan De Kervenoael	Ronan	<i>Rennes School of Business, France</i>

## K

Kaustia	Markku	<i>Aalto University, Finland</i>
Khim	Veasna	<i>University of Lorraine, France</i>
König	Claudia	<i>University of São Paulo, Brazil</i>
Kozan	Asli	<i>IPAG Business School, France</i>
Kvasova	Olga	<i>University of Central Lancashire, Cyprus</i>

## L

Lambert	François-Michel	
Lazzari Dodeler	Nadia	<i>University of Quebec, Canada</i>
Lee	Seungho	<i>University of Aberdeen, United Kingdom</i>
Lissillour	Raphael	<i>IPAG Business School, France</i>
Liuzzi	Vito	<i>International University of Monaco, Monaco</i>
Loch-Temzelides	Ted	<i>Rice University, United States</i>

## M

Maia	Tiago	<i>Resicieties European Project - Porto Business School, Portugal</i>
Maillard	Olivier	<i>IPAG Business School, France</i>
Marek	Martin	<i>Resicieties European Project - Czech technology university, Czech</i>
Maroun	Georges	<i>University of Lorraine, France</i>
Mase	Stefania	<i>IPAG Business School, France</i>
Mcdonald	Jeanette	<i>IPAG Business School, France</i>
Mcilkenny	Philip	<i>University of Ottawa, Canada</i>
Mejri	Issam	<i>IPAG Business School, France</i>
Mutascu	Mihai Ioan	<i>West University of Timisoara, Romania</i>
Mwangi	Virginia	<i>University of Westminster, United Kingdom</i>

## N

Neuzil	Tomas	<i>Resicieties European Project - Czech technology university, Czech</i>
Nguyen	Linh	<i>Resicieties European Project - University of Stavanger, Norway</i>
Nguyen	Duc Khuong	<i>IPAG Business School, France</i>
Nguyen	Huong Giang	<i>Paris Saclay University, France</i>
Nicolas	Olivier	<i>University of Lille, France</i>

## O

Oliveira Costa	Larisse	<i>Centro Universitário Christus, Brazil &amp; University of Littoral Côte d'Opale, France</i>
Osadchaya	Polina	<i>Brock University, Canada</i>
Ouazzouz	Youssef	<i>University Mohamed V, Morocco</i>

## P

Patel	Rizwana	<i>University of Central Lancashire, United Kingdom</i>
Paupério	Mariana	<i>Resicieties European Project - Porto Business School, Portugal</i>
Pavlova-Stout	Ivelina	<i>University of Houston - Clear Lake, United States</i>
Pinho	Duarte Nuno	<i>Resicieties European Project - Porto Business School, Portugal</i>
Pires	Carla	<i>Resicieties European Project - Porto Business School, Portugal</i>
Pitrone	Andrea	<i>Loop AI Group, Italy</i>
Poirel	Carole	<i>Transport and Logistics Research Center, France</i>
Poshakwale	Sunil	<i>Cranfield School of Management, Cranfield University, United Kingdom</i>

## R

Raut	Sophie	<i>Resicieties European Project - University of Stavanger, Norway</i>
Reyes Ochoa	Juan Pablo	<i>University Burgundy Franche-Comté, France</i>
Ribeiro	Paulo	<i>Resicieties European Project - Porto Business School, Portugal</i>
Romero	Margarida	<i>Innovation and Digital Laboratory for Education, France &amp; Center for Research and Intervention on Academic Success, Canada</i>
Rzepka	Agnieszka	<i>University of Côte d'Azur, France</i>

## S

Salameh	Riham	<i>Resicieties European Project - University of Stavanger, Norway</i>
Samsami	Mahsa	<i>University of Agder, Norway</i>
Sargenti	Patrice	<i>International University of Monaco, Monaco</i>
Schalck	Christophe	<i>IPAG Business School, France</i>
Schalck	Meryem	<i>IPAG Business School, France</i>
Schøtt	Thomas	<i>University of Agder, Norway</i>
Schweizer	Lars	<i>Goethe-University Frankfurt, Germany</i>
Scotto	Marie José	<i>IPAG Business School, France</i>
Shahgholi	Roya	<i>Resicieties European Project - University of Stavanger, Norway</i>
Silva	Vivian Lara	<i>University of São Paulo, Brazil</i>
Sivaramakrishnan	Subramanian	<i>Asper School of Business, University of Manitoba, Canada</i>
Strango	Cristina	<i>University of Orléans, France</i>

## T

Teulon	Frédéric	<i>Ynov Business School, France</i>
Thevenin	Virginie	<i>IPAG Business School, France</i>
Torchia	Mariateresa	<i>International University of Monaco, Monaco</i>
Tran	Tra	<i>IPAG Business School, France</i>
Trentini	Flavia	<i>University of São Paulo, Brazil</i>

## V

Van Geenhuizen	Marina	<i>Delft University of Technology, Netherlands</i>
Vanhees	Rik	<i>Hasselt University, Belgium</i>
Vincendeau	Benjamin	<i>IPAG Business School, France</i>
Vu	Linh	<i>VNU Vietnam Japan University, Vietnam</i>

## W

Wahidi	Inaya	<i>IPAG Business School, France</i>
Wang	Charlotte	<i>IPAG Business School, France</i>
Westbrooke	Tegg	<i>University of Stavanger, Norway</i>
Wilson	John	<i>Ivey Business School, Canada</i>
Wu	Terry	<i>Ontario Tech University, Canada</i>

## Y

Yousfi	Sonia	<i>University of Burgundy, France</i>
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## Z

Zapletalova	Sarka	<i>Silesian University in Opava, Czechia</i>
Zargarimarandi	Helia	<i>Resicities European Project - University of Stavanger, Norway</i>
Zedlacher	Eva	<i>Webster Vienna Private University, Austria</i>
Zylstra	Andrew	<i>ISC Paris, France</i>



# Participants by Country

	Austria	1
	Belgium	3
	Brazil	3
	Cameroon	1
	Canada	9
	Cyprus	2
	Czech Republic	4
	Finland	1
	France	63
	Germany	4
	Gibraltar	1
	Italy	6
	Monaco	5
	Morocco	7
	Netherlands	2
	Norway	12
	Japan	2
	Portugal	10
	Poland	1
	Republic of Korea	2
	Romania	1
	Singapore	1
	South Africa	1
	Spain	5
	Switzerland	1
	Tunisia	2
	United Kingdom	8
	United States	8
	Vietnam	5

# Practical Information

## Registration and information desk

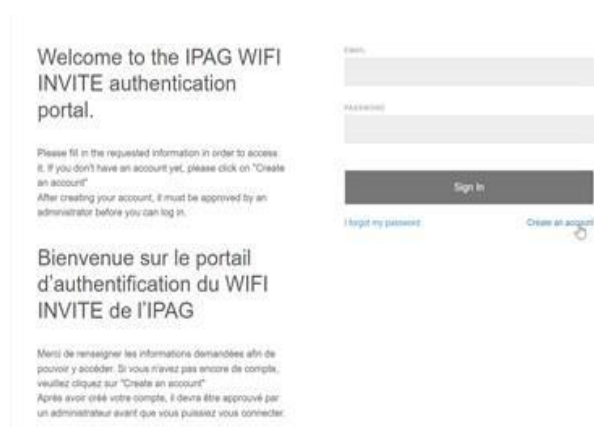
The registration and information desk will be open throughout the entire Conference.

## Badges

The name badge given to you when you registered ensures your admission to the Conference venue. Please make sure you always wear it. It is also necessary to wear your name badge during lunches and at social events.

## Wi-Fi connection

Wi-Fi connection is available at the conference venue from July 6th morning to July 7th until the closing. Once arrival at IPAG Business School, please look for the **"IPAG Invité"** network in your Wi-Fi device system. The following screen will appear, click on **create an account** to have access.



Welcome to the IPAG WIFI INVITE authentication portal.

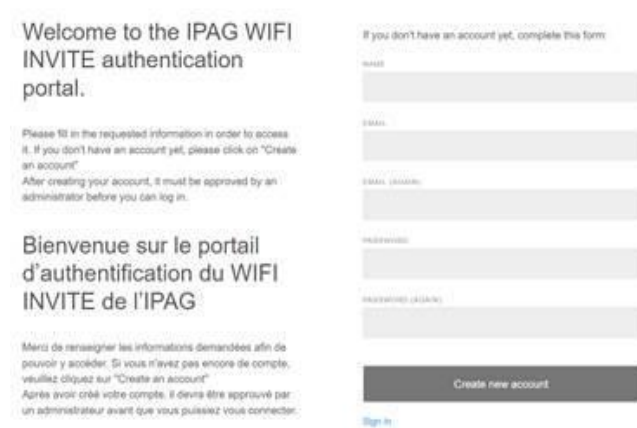
Please fill in the requested information in order to access it. If you don't have an account yet, please click on "Create an account". After creating your account, it must be approved by an administrator before you can log in.

Bienvenue sur le portail d'authentification du WIFI INVITE de l'IPAG

Merci de renseigner les informations demandées afin de pouvoir y accéder. Si vous n'avez pas encore de compte, veuillez cliquer sur "Create an account". Après avoir créé votre compte, il devra être approuvé par un administrateur avant que vous puissiez vous connecter.

Form fields: EMAIL, PASSWORD, SIGN IN, I forgot my password, Create an account.

Afterwards fill in the **required information** and **choose a password**. You will be able to access the Wi-Fi in a few minutes.



Welcome to the IPAG WIFI INVITE authentication portal.

Please fill in the requested information in order to access it. If you don't have an account yet, please click on "Create an account". After creating your account, it must be approved by an administrator before you can log in.

Bienvenue sur le portail d'authentification du WIFI INVITE de l'IPAG

Merci de renseigner les informations demandées afin de pouvoir y accéder. Si vous n'avez pas encore de compte, veuillez cliquer sur "Create an account". Après avoir créé votre compte, il devra être approuvé par un administrateur avant que vous puissiez vous connecter.

If you don't have an account yet, complete this form:

Form fields: NAME, EMAIL, EMAIL (SECOND), PASSWORD, PASSWORD (AGAIN), Create new account, Sign in.

#IRMBAM2023

### **Program changes**

General announcements, changes and updates to the IRMBAM2023 Program will be made available by uploading on the IRMBAM2023 webpage an updated version.

### **Useful IPAG contacts**

IRMBAM secretary: [irmbam2023@sciencesconf.org](mailto:irmbam2023@sciencesconf.org)

Conference organizers: [a.calabro@ipag.fr](mailto:a.calabro@ipag.fr)

### **Instructions for presentations and discussion**

Each parallel session lasts 90 minutes.

Parallel sessions can have 3 or 4 papers.

The suggested time allocation is: 15-20 minutes for presentation, 5-10 minutes for discussion.

Chairs are invited to use any residual time for allowing further discussion from the audience.

Chairs also make sure that the time available is divided equally among the papers to be presented.

Each author will serve as discussant in his/her own session. Please make sure to read the paper in advance and when not available in the [system](#) please ask directly via email.

### **Medical assistance, hospitals**

Please contact the information desk if you need medical assistance during the conference hours.

# Tourism and Cultural Experiences



## LA PROMENADE DES ANGLAIS

« La promenade des Anglais » (English walk) is an avenue following the seaside. Because of its history and its exceptional situation (by the sea, lined by prestigious hotels), it is one of the most famous avenues of the world.

## THE TOWN OF NICE

Nice is a stunning seaside location with an old town, and with an architecture under Italian influence. No place in France compares to Nice. Cours Saleya the famous flower market), place Massena... not to be missed.



## THE MUSEUM OF MODERN ART - MAMAC

A museum dedicated to modern art and contemporary art. 4 000 square meters of display space will allow visitors to enjoy artistic works of Yves Klein or Nikky de Saint Phalle.



### **SAINT NICOLAS CATHEDRAL**

The most important religious building of the orthodox cult outside Russia. The Russian orthodox cathedral was opened in 1912, thanks to the generosity of Russia's Tsar Nicolas II.



### **THE CIMIEZ SPOT (NORTH-EAST OF THE TOWN)**

The Arena, the roman ruins, the archeological museum, the garden of the monastery (a panoramic view on Nice and the Bay of Angels).

### **OTHER IDEAS:**

- The "Marc Chagall" Museum (36 avenue du Dr Ménard, Nice)
- The bowling Nice Acropolis (5 Esplanade Kennedy, Nice)
- Go to Monaco and visit the Océanographique Museum

Embrace the boundless possibilities unveiled at IRMBAM2023, and let inspiration shape your path to transformative research and a brighter future.





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