

## Call for Papers

[www.euromed2015.com](http://www.euromed2015.com)

**The EuroMed Academy of Business announces the  
8<sup>th</sup> Annual Conference  
Verona, Italy  
September 16<sup>th</sup>-18<sup>th</sup>, 2015**

***INNOVATION, ENTREPRENEURSHIP AND SUSTAINABLE VALUE CHAIN IN  
A DYNAMIC ENVIRONMENT***

*The full table of all the conference tracks can be found at the end of the Call for Papers*

### **EMRBI Presidents**

Prof. Demetris Vrontis  
Executive Dean and Director  
University of Nicosia  
Nicosia, Cyprus

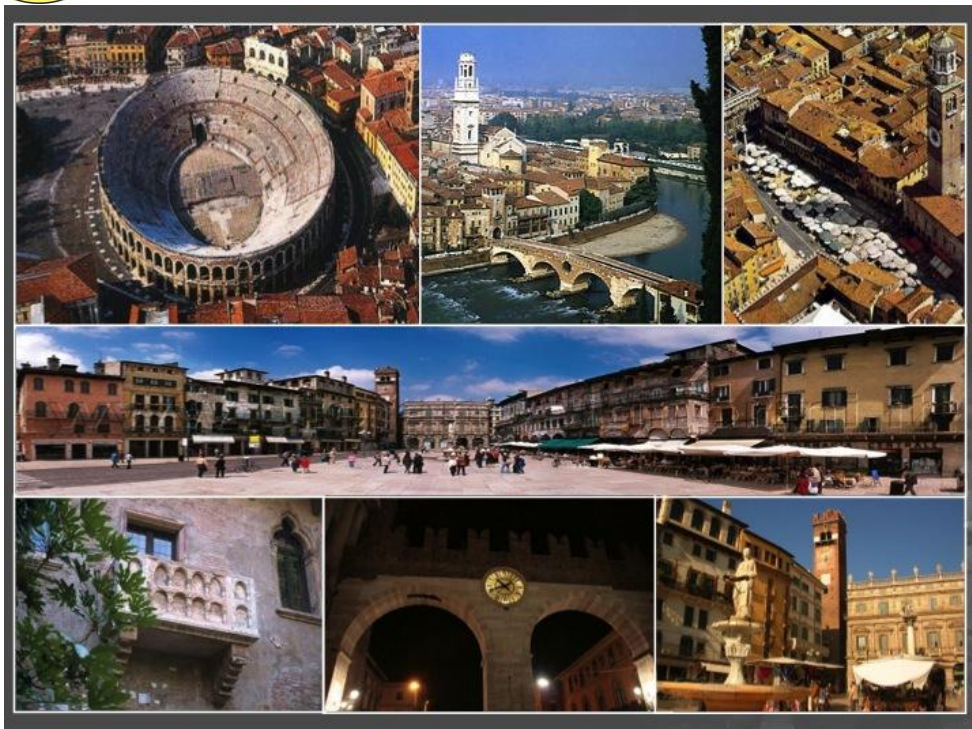
Prof. Yaakov Weber  
Director, Research Unit  
College of Management, Israel

### **Conference Chair and Organizing Committee:**

Diego Begalli (Chair), Antonio Borghesi, Federico Brunetti, Bettina Campedelli, Emanuele Carluccio, Stefano Pozzoli, Matteo Rossi, Salvatore Russo



**Organized and Hosted by:**  
**University of Verona, Verona, Italy**  
**Department of Business Administration**



## Conference Goals

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The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers are published in Special Issues in leading journals, and are driving international research and teaching programs.

The conference attracts hundreds of leading scholars from leading universities, as well as principal executives and politicians from all over the world.

Our goal is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business practitioners) are guiding and mentoring each other. We differentiate as we assist participants to network and publish their valuable work (see below: a. Publication Opportunities, b. Authors' Network and Collaboration Workshop and c. Meet the Editors Session). Our participants also form specialised teams applying and getting involved in EU project funding. You can visit our Research Project Workshop (see below) that will take place during the conference.

## Author Guidelines

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### **\* Submission Deadline: March 23<sup>rd</sup>, 2015**

Please submit your paper **or** abstract to [admin@emrbi.org](mailto:admin@emrbi.org) and to [submissions@emrbi.org](mailto:submissions@emrbi.org) by strictly adhering to the **Author Guidelines** and by using the **Manuscript Template** found on the conference website ([www.euromed2015.com](http://www.euromed2015.com)).

All manuscripts (including abstracts) will be double blind reviewed.

Please indicate, on the first page of the manuscript, the track number for submission. All conference tracks are included at the end of this call (brief track descriptions can be found at the conference website). Should you feel that your submission does not exactly fit in any of the tracks please indicate General Track. Alternatively, you may indicate the general area that you would like to have your manuscript reviewed under (eg Marketing, HRM, Strategic Management, Finance etc).

The maximum number of submitted papers or abstracts accepted per author (either single or co-author) is three.

### **Important Dates**

<b>* Notification to authors (for early submissions by February 27<sup>th</sup>)</b>	by April 20 <sup>th</sup> , 2015
<b>* Notification to authors (for submissions after February 27<sup>th</sup>)</b>	by May 8 <sup>st</sup> , 2015
<b>Early-bird registration</b>	Until July 18 <sup>th</sup> , 2015
<b>Late registration</b>	After July 18 <sup>th</sup> , 2015
<b>Deadline for inclusion in Book of Proceedings **</b>	August 31 <sup>st</sup> , 2015

\*\*Only papers or abstracts of participants registered until August 31<sup>st</sup>, 2015 will be included in the Book of Proceedings that will be distributed at the conference. Papers and/or abstracts of participants who will register after the above date will be included in the final book of proceedings that will be distributed after the conference.

## **Publication Opportunities**

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All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in the [Conference Proceedings Citation Index](#) — an integrated index within [Web of Science](#). This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers will also be considered for publication in the following journals (presented in alphabetic order), most of which are internationally ranked or/and ISI/Scopus approved. Some of these journals will devote and publish a special issue based on conference papers.

1. [\*\*EuroMed Journal of Business - EMRBI's official Journal\*\*](#)
2. [\*\*British Food Journal\*\*](#)
3. [\*\*Global Business and Economics Review\*\*](#)
4. [\*\*Group and Organization Management\*\*](#)
5. [\*\*Human Resource Management Review\*\*](#)
6. [\*\*Technology, Innovation, Entrepreneurship and Competitive Strategy\*\*](#)
7. [\*\*International Journal of Digital Culture and Electronic Tourism\*\*](#)
8. [\*\*International Journal of Economic Behavior\*\*](#)
9. [\*\*International Journal of Financial Markets and Derivatives\*\*](#)
10. [\*\*International Journal of Globalisation and Small Business\*\*](#)
11. [\*\*International Journal of Managerial and Financial Accounting\*\*](#)
12. [\*\*International Journal of Markets and Business Systems\*\*](#)
13. [\*\*International Journal of Organizational Analysis\*\*](#)
14. [\*\*International Journal of Technology Marketing\*\*](#)
15. [\*\*International Studies of Management and Organization\*\*](#)
16. [\*\*Journal of Customer Behaviour\*\*](#)
17. [\*\*Journal for Global Business Advancement\*\*](#)
18. [\*\*Journal for International Business and Entrepreneurship Development\*\*](#)
19. [\*\*Journal of Managerial and Financial Accounting\*\*](#)
20. [\*\*Journal of Promotion Management\*\*](#)
21. [\*\*Journal of Transnational Management\*\*](#)
22. [\*\*Journal of the Knowledge Economy\*\*](#)
23. [\*\*Piccola Impresa / Small Business\*\*](#)
24. [\*\*Sinergie\*\*](#)
25. [\*\*Social Business\*\*](#)
26. [\*\*The Marketing Review\*\*](#)
27. [\*\*Thunderbird International Business Review\*\*](#)
28. [\*\*Transnational Marketing Journal\*\*](#)
29. [\*\*World Review of Entrepreneurship, Management & Sustainable Development\*\*](#)

**ADDITIONAL PUBLICATION OPPORTUNITIES WILL BE ANNOUNCED SHORTLY**

For more information please see publication opportunities on the conference **website**.

## **OTHER CONFERENCE AND PRE-CONFERENCE ACTIVITIES**

### **Research Project Workshop**

With this Research Project Workshop, The EuroMed Academy of Business (EMAB) expands on its successful past and present research co-operation. It encourages concerted research activities amongst its members and the creation of a wider EMAB research pool.

The workshop is based on a selection of concrete research calls for which a consortium of members might apply as a result of the workshop. Resulting from work and discussions done in previous Research Workshops, a strategic new partnership (MoU) and various research projects are currently being developed, i.e. on Gender Dynamics in Boards, Quality Management or Branding. Further, at the workshop, participants' suggestions for funded research proposals will be discussed and evaluated. The workshop represents a real additional value for members and conference participants and constitutes a part of the 8<sup>th</sup> EMRBI Conference. It will provide you with and discusses the following topics:

- General Key Success Criteria for Proposals
- Information on Current Projects and Changes of Funding Priorities
- Screening and Timely Selecting Projects based on EMAB and/or Members' Priorities
- Creation of an EMAB research consortium (i.e. utilizing Diversity and Past-Experience of Members; Nexus between Academia and Industry)
- Process and Timeline for Project Proposal Design (including Team Formation, Task Allocation and Milestones)
- Budgeting of Proposals

The workshop will take place on the 16<sup>th</sup> of September. The exact Time and Location of the workshop will be announced in due course at the conference website. Please, register for the workshop, sending an email to Prof Hans Ruediger Kaufmann [Kaufmann.r@unic.ac.cy](mailto:Kaufmann.r@unic.ac.cy)

### **Authors' Networking and Collaboration Workshop**

The workshop aims at exploring ways that will lead to the formation of a strong network of EMAB members collaborating in:

- Commonly writing journal papers and conference presentations
- Producing appropriate findings by undertaking collaborative research projects
- Promoting EMAB as primary or secondary authors' affiliation

**Rationale:** We all have “millions” of ideas for research projects and/or papers that for months or years remain hidden in desk drawers and computer files, usually due to time limitations. A network of researchers and authors can provide the means for commonly materializing ideas that would otherwise remain unexploited. Indicating EMAB as primary and/or secondary affiliation of authors will lead to the creation of a strong literature “brand name”.

The workshop will take place on the 16<sup>th</sup> of September. The exact Time and Location of the workshop will be announced in due course at the conference website. Please,

register for the workshop, sending an email to Dr Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

## Meet the Editors Session

In order to enhance our conference participants' network, every year we hold a **Meet the Editors** session. At this session, taking place during the conference, all Journal Editors, Associate Editors or Guest Editors who participate at the Conference present their journals to the Conference Participants. This also gives the opportunity to participants to network and meet with the editors and benefit from any publishing opportunities.

**Editors or Associate Editors** who will participate at the Conference should communicate with D. Yioula Melanthiou [melanthiou.y@unic.ac.cy](mailto:melanthiou.y@unic.ac.cy) and confirm their participation.

## Doctoral Seminars

The EuroMed Academy of Business announces three Doctoral Seminars that will take place preceding the **EuroMed 2015 Annual Conference**. These will be held on September 16<sup>th</sup> 2015 in Verona, Italy.

All participants in the Doctoral seminars are eligible for the EMAB Award for the **Best Doctoral Dissertation Proposal** and will be **exempted** from the conference registration fees. **The Institute offers a limited number of Scholarships of up to Euro 600 each.**

Presented papers and abstracts will be published in ISI Thompson Reuters accredited conference proceedings. The deadline for sending a paper to the Doctoral Workshop is the 15<sup>th</sup> July 2015.

### 1. Doctoral Seminar on M&A

The seminar will provide a unique opportunity for doctoral students to further develop their research ideas, learn about the challenges of conducting M&A research and building a successful academic career in this field, and broaden their professional networks. The format of the Seminar will facilitate a constructive and supportive discussion among doctoral students and participating faculty on topics of broad interest such as new trends in conducting high-impact M&A research, managing the dissertation stage and the job search process, and successful entry into the academic career. In addition, students will receive concrete feedback on their individual current research projects as well as ideas and guidance for their future research agenda.

For more details, please visit conference website or email Prof. Yaakov Weber [yweber@bezeqint.net](mailto:yweber@bezeqint.net) or Dr. Shlomo Tarba [tarba2003@gmail.com](mailto:tarba2003@gmail.com)

### 2. Doctoral Seminar on Management

The seminar will provide Doctoral students, from **all areas of Management Science**, with the opportunity to debate their research between their peers and a panel of distinguished research faculty.

The seminar is designed to facilitate productive discussions on a wide range of topics such as new research streams in Management research, doctoral research implementation strategies, methodological issues, successfully entering academia etc. All research projects that will be presented will receive concrete feedback as well as proposals and advice on their upcoming research scheme.



For more details, please visit the conference website or email Dr Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

### **3. Doctoral Seminar on Marketing**

The Seminar relates to all facets of Marketing Science (i.e. Strategic Marketing- i.e. Growth and Competitive Strategies, Branding, Corporate and Behavioral Branding; Relationship Marketing; E-Marketing), International Marketing, Marketing Communications, Consumer Behaviour and Consumerism, Social/Societal Marketing. Doctoral students will have the opportunity to get individual and detailed feedback on all stages of the PhD/DBA journey, presentations held as well as on intended future publications from peers, distinguished faculty and editors in an interactive and stimulating ambience cross-fertilizing ideas for future research and/or possible collaboration, networking and career development.

For more details, please, visit the conference website or email Prof. Demetris Vrontis ([vrontis.d@unic.ac.cy](mailto:vrontis.d@unic.ac.cy)) or Prof. Hans Ruediger Kaufmann ([kaufmann.r@unic.ac.cy](mailto:kaufmann.r@unic.ac.cy)).

## **AWARDS**

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### ***Conference Best and Highly Commended Paper Awards***

The best papers presented during the 8th annual conference of the EuroMed Academy of Business will be presented with an award. These papers will also be considered for publication in the EuroMed Journal of Business.

### ***Conference Best and Highly Commended Student Paper Awards***

The best papers presented by doctoral students during the 8<sup>th</sup> annual conference of the EuroMed Academy of Business will be presented with an award. These papers will also be considered for publication in the EuroMed Journal of Business.

### ***Conference Best Track Chair and Commended Track Chair Awards***

Best Track Chair Awards will be presented to Chairs who will best manage their track and review process.

### ***Conference Best Reviewer Awards***

As part of the EMRBI's goals and dedication to high quality reviewing process, "Best Reviewer" awards will be presented to a number of reviewers, whose reviews were of high quality, represented a clear contribution, as well as offered positive recommendations for paper and research improvements for authors.

### ***EuroMed Journal of Business Best and Highly Commended Paper Awards***

Sponsored by the EuroMed Journal of Business, published by Emerald. A "Best Paper" and three "Highly Commended Paper" awards will be presented at the conference and be accepted for publication in the EuroMed Journal of Business. Only full paper submissions will be considered for the awards.

## ***Emerald/EMRBI Award for Emerging Researchers***

Emerald Group Publishing Limited and the EuroMed Research Business Institute seek to promote excellence and innovation in business research by sponsoring the **2015 Emerald/EMRBI Business Research Award for Emerging Researchers**.

The Award-winning entry will receive a cash prize of €1,500, a certificate, a winner's logo to attach to correspondence, and publication in the *EuroMed Journal of Business* as a full paper. Runners-up will also be considered for publication in the EuroMed Research Business Institute.

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### **Conference Venue – University of Verona, Verona, Italy**

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The **8<sup>th</sup> EuroMed Conference** will take place on the 16<sup>th</sup> to 18<sup>th</sup> of September 2015, at the University of Verona in Verona, Italy.

The present city of Verona derives from the roman city founded in the 1st century B.C. The roman origin of the city is testified by its architecture, urban planning, and by many historical buildings. Verona offers also many interesting places date back to Middle Ages. Verona was named in 2000 a UNESCO World Heritage Site.

Verona is one of the main tourist destinations in north-eastern Italy. It has two main emblems: the Arena and the William Shakespeare's story of Romeo and Juliet. The Arena is an ancient roman amphitheater built in AD 30. It is the 3rd roman amphitheater in Italy with respect to the size. During summer, inside the Arena the famous festival of opera and many concerts are given. Verona is also the location chosen by William Shakespeare for his story about the love between Romeo and Juliet.

The city and its province offer many interesting activities and places to tourists: churches, museums, amazing natural sites, famous wine regions, and attractive night life. It is also very near to attractive destinations like Venice, Dolomites, Milano (Expo 2015), and famous lakes.

For more information you can visit the following websites:

[http://www.turismoverona.eu/nqcontent.cfm?a\\_id=35298&lang=en](http://www.turismoverona.eu/nqcontent.cfm?a_id=35298&lang=en)

<http://www.tourism.verona.it/en>

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### **Conference Hotels**

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Attractive hotel rates for conference participants have been secured in some of the nicest hotels in Verona.

Details on accommodation options, pricing and booking instructions are available at <http://www.euromed2015.com>

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### **Organized Excursions**

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A selection of attractive tours has been arranged for conference participants.

Day tours - Saturday 19<sup>th</sup> of September 2015:

1. Garda lake tour
2. Historical Verona guided tour
3. Valpolicella tour with wine tasting experience

Please note that all tours have limited capacity are expected to be filled fast, hence, it is recommended to book your tour as soon as possible.

More details on tours will be available at <http://www.euromed2015.com>

## Programme Tracks and Track Chairs:

Please indicate, on the first page of your manuscript, the track number for submission. Should you feel that your submission does not exactly fit in any of the tracks below please indicate General Track. For a more detailed description of the conference tracks please visit the conference website <http://www.euromed2015.com>.

### 1. Corporate Social Responsibility

	Track Title	Track Chair/Chairs
1.	Managing and measuring CSR and sustainability	<b>Dr Silvia Cantele</b> , University of Verona <a href="mailto:silvia.cantele@univr.it">silvia.cantele@univr.it</a>
2.	Corporate Disclosure and Innovations	<b>Prof. John Dumay</b> , Macquarie University, Australia <a href="mailto:john.dumay@mq.edu.au">john.dumay@mq.edu.au</a> <b>Prof. Rosa Lombardi</b> , University of Rome "Link Campus" <a href="mailto:r.lombardi@unilink.it">r.lombardi@unilink.it</a>

### 2. Cross – Cultural Management

	Track Title	Track Chair/Chairs
3.	Cross-Cultural Management	<b>Prof. Yaakov Weber</b> , College of Management, Israel and EMRBI President <a href="mailto:yweber@bezeqint.net">yweber@bezeqint.net</a> and <b>Dr Evangelos Tsoukatos</b> , TEI of Crete and EMRBI Vice President <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>
4.	Intercultural Competence	<b>Prof. Hans Ruediger Kaufmann</b> , University of Nicosia and EMRBI Vice President <a href="mailto:kaufmann.r@unic.ac.cy">kaufmann.r@unic.ac.cy</a> <b>Dr Dolores Sanchez Bengoa</b> , International Business School at Vilnius University, Lithuania <a href="mailto:sanchezl@cytanet.com.cy">sanchezl@cytanet.com.cy</a> and <b>Ms Englezou Maria</b> , University of Gloucestershire <a href="mailto:maria.englezou@hotmail.com">maria.englezou@hotmail.com</a>



### 3. Diversity and Conflict

	Track Title	Track Chair/Chairs
5.	Managing Diversity and Promoting Collaboration in the Context of Conflict	<b>Prof. Helena Desivilya Syna</b> , Max Stern Yezreel Valley College (YVC), ISRAEL <a href="mailto:desiv@yvc.ac.il">desiv@yvc.ac.il</a>
6.	Women's Voices at Top Management in the Era of Complexity	<b>Prof. Helena Desivilya Syna</b> , Max Stern Yezreel Valley College (YVC), Israel <a href="mailto:desiv@yvc.ac.il">desiv@yvc.ac.il</a> and <b>Prof. Michal Palgi</b> , University of Haifa, Israel <a href="mailto:palgi@research.haifa.ac.il">palgi@research.haifa.ac.il</a>

### 4. Entrepreneurship

	Track Title	Track Chair/Chairs
7.	Evaluating and Quantifying Entrepreneurship	<b>Dr. Prabha Bhola, Rajendra</b> Indian Institute of Technology <a href="mailto:prabha@see.iitkgp.ernet.in">prabha@see.iitkgp.ernet.in</a>
8.	International entrepreneurship: Challenges in the 21st century	<b>Dr Luísa Carvalho</b> , Open University, Lisbon, Portugal <a href="mailto:luisam.carvalho@uab.pt">luisam.carvalho@uab.pt</a>
9.	Strategic Entrepreneurship	<b>Prof. Renato Pereira</b> , UAL and ISCTE-IUL, Lisbon, Portugal <a href="mailto:pereiren@hotmail.com">pereiren@hotmail.com</a> and <b>Prof. Álvaro Lopes Dias</b> , ISG, Lisbon, Portugal <a href="mailto:alvarodias@isg.pt">alvarodias@isg.pt</a>

### 5. Finance

	Track Title	Track Chair/Chairs
10.	Accounting, management accounting and auditing in ERP environments	<b>Prof. Constantinos J. Stefanou</b> , <a href="mailto:stefanou@acc.teithe.gr">stefanou@acc.teithe.gr</a> Alexander Technological Educational Institute of Thessaloniki, Greece <b>Prof. Charalambos Spathis</b> , <a href="mailto:hspathis@econ.auth.gr">hspathis@econ.auth.gr</a> Aristotle University of Thessaloniki, Greece
11.	Business Economics and Finance after the 2008 crash	<b>Dr John Sorros</b> <a href="mailto:sorros@unipi.gr">sorros@unipi.gr</a> University of Piraeus, Greece <b>Dr Stavros E. Arvanitis</b> <a href="mailto:starvan@staff.teicrete.gr">starvan@staff.teicrete.gr</a> Technological Educational

## 5. Finance

	Track Title	Track Chair/Chairs
		Institute of Crete, Greece and <b>Dr Theodoros V. Stamatopoulos</b> <a href="mailto:stamth@staff.teicrete.gr">stamth@staff.teicrete.gr</a> Technological Educational Institute of Crete, Greece
12.	New Fiscal and Monetary Policy trends in view of economic and currency reap	<b>Dr Simona Mihai-Yiannaki</b> , European University, Cyprus <a href="mailto:S.Mihai@euc.ac.cy">S.Mihai@euc.ac.cy</a>
13.	Drivers of investors' risk tolerance under the behavioural finance perspective	<b>Ms Georgia Mouzoura</b> , University of Gloucestershire, UK <a href="mailto:georgiamouzoura@connect.glos.ac.uk">georgiamouzoura@connect.glos.ac.uk</a> and <b>Dr Evangelos Tsoukatos</b> , TEI of Crete, Greece and EMRBI <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>
14.	Sustainable Growth and Development (environment, society and economy).	<b>Dr Ruth Rios-Morales</b> , Zurich University of Applied Sciences, Switzerland <a href="mailto:ruthriosmorales@bluewin.ch">ruthriosmorales@bluewin.ch</a>
15.	Economy and Finance Reconsidered, Social and Solidarity Economy and common pool resources management	<b>Prof. Bernard PARANQUE</b> , Kedge Business School <a href="mailto:bernard.paranque@kedgebs.com">bernard.paranque@kedgebs.com</a>

## 6. Innovation

	Track Title	Track Chair/Chairs
16.	Creativity, innovation and global entrepreneurship	<b>Dr Marios Trigkas</b> , Aristotelion University of Thessaloniki, Greece <a href="mailto:mtrigkas@for.auth.gr">mtrigkas@for.auth.gr</a> <b>Ms Karagouni Glykeria</b> , <a href="mailto:karagg@teilar.gr">karagg@teilar.gr</a> and <b>Prof. Ioannis Papadopoulos</b> , <a href="mailto:papad@teilar.gr">papad@teilar.gr</a> TEI of Larissa, Greece
17.	Creativity and Innovation in Teaching in Universities versus employability in the Euro-Mediterranean region	<b>Dr Simona Mihai-Yiannaki</b> , European University, Cyprus <a href="mailto:S.Mihai@euc.ac.cy">S.Mihai@euc.ac.cy</a>
18.	Innovation and Start-ups	<b>Prof. Manlio Del Giudice</b> , University of Rome "Link Campus" <a href="mailto:m.delgiudice@unilink.it">m.delgiudice@unilink.it</a> <b>Prof. Stefano Fontana</b> ,

## 6. Innovation

	Track Title	Track Chair/Chairs
		University of Rome "La Sapienza" <a href="mailto:stefano.fontana@uniroma1.it">stefano.fontana@uniroma1.it</a> <b>Prof. Rosa Lombardi</b> , University of Rome "Link Campus" <a href="mailto:r.lombardi@unilink.it">r.lombardi@unilink.it</a>
19.	Innovation Strategy in the Family Business Phenomenon	<b>Prof. Elisa Giacosa</b> <a href="mailto:elisa.giacosa@unito.it">elisa.giacosa@unito.it</a> <b>Dr Stefano Bresciani</b> <a href="mailto:stefano.bresciani@unito.it">stefano.bresciani@unito.it</a> and <b>Prof. Francesca Culasso</b> <a href="mailto:francesca.culasso@unito.it">francesca.culasso@unito.it</a> University of Turin
20.	Innovation in corporate finance	<b>Prof. Giusy Chesini</b> University of Verona, Italy <a href="mailto:giusy.chesini@univr.it">giusy.chesini@univr.it</a> and <b>Dr Elisa Giaretta</b> University of Verona, Italy <a href="mailto:elisa.giaretta@univr.it">elisa.giaretta@univr.it</a>
20a	Innovation in Services	<b>Dr Apostolos Giovanis</b> , TEI of Athens, Greece <a href="mailto:agiovanis@teiath.gr">agiovanis@teiath.gr</a> and <b>Dr Pinelopi Athanassopoulou</b> , University of Peloponnese, Greece <a href="mailto:apinelopi@hotmail.com">apinelopi@hotmail.com</a>

## 7. International Business and Management

	Track Title	Track Chair/Chairs
21.	International Business and Management	<b>Dr Ziva Rozen-Bachar</b> <a href="mailto:zivarozenb@gmail.com">zivarozenb@gmail.com</a>
22.	Supply Chain Management and Resilience	<b>Prof. Martin Christopher</b> , Cranfield University, UK <a href="mailto:m.g.christopher@cranfield.ac.uk">m.g.christopher@cranfield.ac.uk</a> and <b>Dr Barbara Gaudenzi</b> , University of Verona, Italy <a href="mailto:barbara.gaudenzi@univr.it">barbara.gaudenzi@univr.it</a>
22a	Pharmaceutical enterprise and supply chain management systems	<b>Dr Ahmad Alibabaei</b> Shahid Beheshti University of Medical Sciences <a href="mailto:A.Alibabaei@sbmu.ac.ir">A.Alibabaei@sbmu.ac.ir</a>
23.	Chinese Direct Investments in Europe	<b>Prof. Bernd Britzelmaier</b> , Pforzheim University

## 7. International Business and Management

	Track Title	Track Chair/Chairs
		<a href="mailto:bernd@britzelmaier.de">bernd@britzelmaier.de</a>
24.	Different organizations; different business process management methodologies for business values	<b>Dr Ahmad Alibabaei</b> Shahid Beheshti University of Medical Sciences <a href="mailto:A.Alibabaei@sbmu.ac.ir">A.Alibabaei@sbmu.ac.ir</a>
25.	Technology application management in banking	<b>Prof. Saroj Kumar Datta</b> VIT Business School, VIT University <a href="mailto:dattasaroj@gmail.com">dattasaroj@gmail.com</a> <b>and</b> <b>Ms Sukanya Kundu</b> Alliance Business School, Alliance University, Bangalore, India <a href="mailto:sk54015@gmail.com">sk54015@gmail.com</a>

## 8. Marketing

	Track Title	Track Chair/Chairs
26.	Marketing: Theory and Practice	<b>Prof. Demetris Vrontis</b> , University of Nicosia, Cyprus and EMRBI President <a href="mailto:vrontis.d@unic.ac.cy">vrontis.d@unic.ac.cy</a>
27.	International, Cross-cultural and Transnational Marketing	<b>Dr Yioula Melanthiou</b> <a href="mailto:melanthiou.y@unic.ac.cy">melanthiou.y@unic.ac.cy</a> University of Nicosia, Cyprus
28.	Consumer Brand Relationships	<b>Prof. Hans Ruediger Kaufmann</b> , University of Nicosia and EMRBI <a href="mailto:Kaufmann.r@unic.ac.cy">Kaufmann.r@unic.ac.cy</a>
29.	Consumer behaviour	<b>Dr Ioanna Papasolomou</b> <a href="mailto:papasolomou.i@unic.ac.cy">papasolomou.i@unic.ac.cy</a> and <b>Dr Yioula Melanthiou</b> <a href="mailto:melanthiou.y@unic.ac.cy">melanthiou.y@unic.ac.cy</a> University of Nicosia, Cyprus
30.	Modern marketing paradigm: A Combination of High-tech & Sustainable Marketing Strategy	<b>Md. Shahriar Parvez</b> , City University, Bangladesh <a href="mailto:mshahriar_educator@yahoo.co.uk">mshahriar_educator@yahoo.co.uk</a> and <b>Mohammad Fateh Ali Khan Panni</b> , City University, Bangladesh fkpanni@yahoo.com
31.	Advertising Reinvented	<b>Prof. Patrícia Dias*</b> Catholic University of Portugal, <a href="mailto:pdias@fch.lisboa.ucp.pt">pdias@fch.lisboa.ucp.pt</a> and <b>Dr. Inês Teixeira-Botelho</b>

## 8. Marketing

	Track Title	Track Chair/Chairs
		<i>Lusófona</i> University, Portugal <a href="mailto:inesbotelho@hotmail.com">inesbotelho@hotmail.com</a> *Corresponding track chair
32.	Innovative Practices in Services Marketing	<b>Dr. Bhavesh Vanparia</b> , Tolani Institute of Management Studies, Adipur-INDIA. <a href="mailto:bhavindh@gmail.com">bhavindh@gmail.com</a> and <b>Dr. Evangelos Tsoukatos</b> , TEI of Crete - EuroMed Research Business Institute. <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>
33.	Neuromarketing	<b>Dr. Bhavesh Vanparia</b> , Tolani Institute of Management Studies, Adipur-INDIA. <a href="mailto:bhavindh@gmail.com">bhavindh@gmail.com</a> and <b>Dr. Evangelos Tsoukatos</b> , TEI of Crete - EuroMed Research Business Institute. <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>
34.	The study of brand equity as a relationship between brand personality and consumer personality	<b>Ms Irma Shyle</b> , Polytechnic University of Tirana, Albania <a href="mailto:irmitash@yahoo.com">irmitash@yahoo.com</a>
35.	Consumption culture	<b>Dr Carmen Rodríguez Santos</b> , University of León, Spain <a href="mailto:carmen.santos@unileon.es">carmen.santos@unileon.es</a> and <b>Prof. Ruediger Kaufmann Hans</b> , University of Nicosia and EMRBI Vice President <a href="mailto:kaufmann.r@unic.ac.cy">kaufmann.r@unic.ac.cy</a>
36.	Brands and their stakeholders: loving and hating relationships in a dynamic environment	<b>Prof. Sandra Loureiro</b> , ISCTE-IUL-business school <a href="mailto:sandramloureiro@netcabo.pt">sandramloureiro@netcabo.pt</a>

## 9. Organizational Behaviour and Human Resources Management

	Track Title	Track Chair/Chairs
37.	Organizational Behaviour: Theory, Cases and Practice	<b>Prof. Peter Stokes*</b> <a href="mailto:p.stokes@chester.ac.uk">p.stokes@chester.ac.uk</a> <b>Dr Neil Moore</b> , <a href="mailto:n.moore@chester.ac.uk">n.moore@chester.ac.uk</a> <b>Prof. Caroline Rowland</b>



## 9. Organizational Behaviour and Human Resources Management

	Track Title	Track Chair/Chairs
		<a href="mailto:c.rowland@chester.ac.uk">c.rowland@chester.ac.uk</a> , University of Chester, UK. and <b>Mr. Peter Scott</b> , Liverpool John Moores University, UK <a href="mailto:p.scott123@btinternet.com">p.scott123@btinternet.com</a> * corresponding track chair
38.	Human Resource Management	<b>Dr Niki Kyriakidou</b> Leeds Beckett University <a href="mailto:n.kyriakidou@leedsbeckett.ac.uk">n.kyriakidou@leedsbeckett.ac.uk</a> and <b>Dr Crystal Zhang</b> Coventry University <a href="mailto:c.zhang@coventry.ac.uk">c.zhang@coventry.ac.uk</a>
39.	Challenges on sustainable employability and innovative HRD practices	<b>Dr Niki Kyriakidou</b> Leeds Beckett University <a href="mailto:n.kyriakidou@leedsbeckett.ac.uk">n.kyriakidou@leedsbeckett.ac.uk</a>
40.	Early Labour Market Careers and Competencies: Apprenticeships and Work-based Learning	<b>Ms Teresa Torres-Coronas</b> <a href="mailto:teresa.torres@urv.cat">teresa.torres@urv.cat</a> <b>Dr Maria-Arantzazu Vidal-Blasco</b> <a href="mailto:mariaarantzazu.vidal@urv.cat">mariaarantzazu.vidal@urv.cat</a> <b>Prof. Mario Arias-Oliva</b> <a href="mailto:mario.arias@urv.cat">mario.arias@urv.cat</a> Universitat Rovira i Virgili, Spain
40a	Information Systems human capital development and career planning; tools for human capital retention	<b>Dr Ahmad Alibabaei</b> Shahid Beheshti University of Medical Sciences <a href="mailto:A.Alibabaei@sbmu.ac.ir">A.Alibabaei@sbmu.ac.ir</a>

## 10. Public Management

	Track Title	Track Chair/Chairs
41.	Public and Non-profit Management	<b>Prof. Stephen Osborne</b> , University of Edinburgh <a href="mailto:Stephen.Osborne@ed.ac.uk">Stephen.Osborne@ed.ac.uk</a> <b>Dr. Salvatore Russo</b> , Ca' Foscari University of Venice <a href="mailto:salvus@unive.it">salvus@unive.it</a>
42.	Public-Private Partnerships (PPPs) in administrative contracts. Regulations and managerial implications for New Public Management	<b>Dr Antonios Maniatis</b> , Technological Educational Institute of Ionian Islands, Greece <a href="mailto:maniatis@dikaio.gr">maniatis@dikaio.gr</a>

## 11. Strategic Management

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	Track Title	Track Chair/Chairs
43.	Strategic Management: Theory and Practice	<b>Dr Shlomo Tarba,</b> <a href="mailto:tarba2003@gmail.com">tarba2003@gmail.com</a> The University of Sheffield, UK
44.	Dynamic Capabilities, Intellectual Capital and Intellectual Property Rights: past, present and future insights	<b>Prof. Raffaele Trequattrini,</b> <a href="mailto:trekraf@tiscali.it">trekraf@tiscali.it</a> University of Cassino and Southern Lazio, Italy <b>Prof. Giuseppe Russo,</b> <a href="mailto:giuseppe.russo@unicas.it">giuseppe.russo@unicas.it</a> University of Cassino and Southern Lazio, Italy <b>Prof. Rosa Lombardi,</b> <a href="mailto:r.lombardi@unilink.it">r.lombardi@unilink.it</a> University of Rome "Link Campus" and <b>Dr Fabio Nappo,</b> <a href="mailto:f.nappo@unicas.it">f.nappo@unicas.it</a> University of Cassino and Southern Lazio
45.	Strategic options in a dynamic environment	<b>Prof. Andrea Beretta Zanoni,</b> University of Verona, <a href="mailto:andrea.berettazanoni@univr.it">andrea.berettazanoni@univr.it</a>
46.	Cross-border Mergers and Acquisitions	<b>Dr Emanuel Gomes,</b> <a href="mailto:E.Gomes@bham.ac.uk">E.Gomes@bham.ac.uk</a> University of Birmingham, UK <b>Dr Mohammad Faisal Ahammad</b> Nottingham Business School <a href="mailto:mohammad.ahammad@ntu.ac.uk">mohammad.ahammad@ntu.ac.uk</a>
47.	Cooperatives as an alternative economic model in the 21st century	<b>Dr Sara Edom,</b> Ashkelon Academic College <a href="mailto:Sara.edom@gmail.com">Sara.edom@gmail.com</a>
48.	Business Competitiveness Drivers in the Post Crisis Era	<b>Prof. Fotini Psimarni-Voulgari,</b> TEI of Crete, Greece <a href="mailto:fvoulgari@staff.teicrete.gr">fvoulgari@staff.teicrete.gr</a> <b>Dr Christos Lemonakis,</b> Pancretan Bank, Greece <a href="mailto:Culemon2004@yahoo.gr">Culemon2004@yahoo.gr</a>

## 12. Tourism

	Track Title	Track Chair/Chairs
49.	Tourism	<b>Prof. Vitor Ambrósio,</b> Escola Superior de Hotelaria e Turismo do Estoril, Portugal <a href="mailto:vitor.ambrosio@eshte.pt">vitor.ambrosio@eshte.pt</a>
50.	Web marketing in tourism destinations	<b>Prof. Amedeo Maizza,</b> University of Salento, Italy <a href="mailto:amedeo.maizza@unisalento.it">amedeo.maizza@unisalento.it</a>

## 12. Tourism

	Track Title	Track Chair/Chairs
51.	The future of tourist destination competitiveness in a sustainable view	<b>Dr Milena Viassone</b> , University of Turin, Italy <a href="mailto:milena.viassone@unito.it">milena.viassone@unito.it</a>
52.	Place Branding	<b>Prof. Eugene D. Jaffe</b> , Ruppin Academic Center, Israel <a href="mailto:eugenej@ruppin.ac.il">eugenej@ruppin.ac.il</a>

## 13. Wine, Food and Agribusiness Management

	Track Title	Track Chair/Chairs
53.	Wine and Agribusiness	<b>Prof. Stephen Charters</b> Burgundy Business School, France, <a href="mailto:steve.charters@escdijon.eu">steve.charters@escdijon.eu</a> <b>Prof. Roberta Capitello</b> University of Verona, Italy <a href="mailto:roberta.capitello@univr.it">roberta.capitello@univr.it</a> and <b>Dr. Antonino Galati</b> University of Palermo, Italy <a href="mailto:antonino.galati@unipa.it">antonino.galati@unipa.it</a>
54.	Agribusiness Economics & Management: Policy, Financing and Decision Support Systems in Agriculture	<b>Dr Stamatis Aggelopoulos</b> , Alexander Technological Educational Institute of Thessaloniki, Greece <a href="mailto:stamagg@farm.teithe.gr">stamagg@farm.teithe.gr</a>
55.	Agribusiness in Rural Development	<b>Dr Abu Zafar Mahmudul Haq</b> , City University, Dhaka, Bangladesh <a href="mailto:zafarhaq34@gmail.com">zafarhaq34@gmail.com</a> <a href="mailto:lamisa67@yahoo.com">lamisa67@yahoo.com</a>
56.	Food marketing and sustainability	<b>Dr Riccardo Vecchio</b> University of Naples Federico II <a href="mailto:Riccardo.vecchio@unina.it">Riccardo.vecchio@unina.it</a> and <b>Ms Azzurra Annunziata</b> University of Naples Parthenope <a href="mailto:Azzurra.annunziata@uniparthenope.it">Azzurra.annunziata@uniparthenope.it</a>
57.	Food and agriculture: shifting to a consumer-led model	<b>Prof. Philippos Karipidis</b> , Alexander Technological Educational Institute of Thessaloniki, Greece <a href="mailto:philika@farm.teithe.gr">philika@farm.teithe.gr</a> and <b>Dr Stamatis Aggelopoulos</b> , Alexander Technological Educational Institute of Thessaloniki, Greece <a href="mailto:stamagg@farm.teithe.gr">stamagg@farm.teithe.gr</a>

### 13. Wine, Food and Agribusiness Management

	Track Title	Track Chair/Chairs
58.	Sustainable and Socially Responsible Food Supply Chains	<p><b>Prof. Philippos Karipidis</b>, Alexander Technological Educational Institute of Thessaloniki, Greece <a href="mailto:philika@farm.teithe.gr">philika@farm.teithe.gr</a> and <b>Dr Efthimia Tsakiridou</b>, Aristotle University of Thessaloniki, Greece <a href="mailto:efitsaki@auth.gr">efitsaki@auth.gr</a></p>
58a	New network models for the development of the agri-food sector	<p><b>Prof. Francesco Conto</b> <a href="mailto:francesco.conto@unifg.it">francesco.conto@unifg.it</a> and <b>Dr Mariantonietta Fiore</b> <a href="mailto:mariantonietta.fiore@unifg.it">mariantonietta.fiore@unifg.it</a> Department of Economics, University of Foggia</p>

### 14. General Tracks

	Track Title	Track Chair/Chairs
59.	<b>Business Analytics</b>	<p><b>Prof. Saroj Kumar Datta</b> VIT Business School, VIT University <a href="mailto:dattasaroj@gmail.com">dattasaroj@gmail.com</a> and <b>Ms Sukanya Kundu</b> Alliance Business School, Alliance University, Bangalore, India <a href="mailto:sk54015@gmail.com">sk54015@gmail.com</a></p>
60.	General Track	<p><b>Dr Evangelos Tsoukatos</b>, TEI of Crete, Greece and EMRBI VP of Operations and Development <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a></p>