



9th International Research Meeting in Business and Management

IRMBAM 2018

IPAG Nice, 5-7 July 2018



IPAG Business School



South Champagne Business School



University of Nice



Telfer School of Management



University of Bern



9th International Research Meeting in
Business & Management
(IRMBAM-2018)

Let us dare the interdisciplinarity!

Welcoming Note

It is our great pleasure to cordially welcome you to the IRMBAM-2018, which is jointly organized by IPAG Business School, South Champagne Business School, Telfer School of Management, University of Bern, and University of Nice Sophia Antipolis.

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

For this year's conference, we are very much honored to have two outstanding Keynote Speakers in the field of management and entrepreneurship: Professor David Allen (*TCU Neeley School of Business, United States & University of Warwick, United Kingdom*) and Professor Shaker Zahra (*Carlson School of Management, University of Minnesota, United States*).

We also have the opportunity to welcome Guest Speakers: 1/ for the Subconference in Environmental Economics, Professor Nicolas Treich (*Toulouse School of Economics, France*) and Professor Knut Einar Rosendahl (*Norwegian University of Life Science, Norway*); 2/ for the Subconference in Family Business, Professor Alessandro Minichilli (*Bocconi University, Italy*); 3/ for the Special Session in Law & Management, Professor Auriane Lamine (*Catholic University of Louvain, Belgium*); 4/ for the Special Session on Commodity Finance, Professor Brian Lucey (*Trinity Business School, Ireland*).

We would also like to express our sincere thanks to all of them for supporting this scientific event. We would like also extend our appreciation to all those who submitted, reviewed competitive papers, and participate as presenters, session chairs, discussants, and attendees. Special thanks also go to scientific committee members and to the Editors-in-Chief of the journals associated with the conference.

We believe that you will have an intellectually stimulating conference.

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

Frederic Teulon
Executive Director for Research
IPAG Business School

Summary

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Conference Overview

This 9th International Research Meeting in Business and Management welcomes submissions in Accounting, Management, Banking & Finance, Marketing, Geopolitics, and Economics areas for presentation. Accepted papers are scheduled for presentation at regular sessions of academic research:

- Accounting and Financial Accounting
- Banking, Insurance and Finance
- Entrepreneurship
- Strategic Management
- Marketing
- Business Ethics, Inclusive Management & CSR
- Law and Management
- Logistics, Circular Economy and Digital Economy
- Theoretical and Applied Economics
- Economic and Management Issues in Developing Economies
- Public Economics, Public Administration and Management
- Health Care Management and Information Technology
- Geopolitics
- Cross-cultural Management and HRM
- Innovation and Knowledge Management
- Commodity Finance: Recent Trends and New Developments

IRMBAM-2018 Subconferences

Subconference in Family Business

This subconference presents both theoretical and empirical contributions on identity and emotional ownership in family firms, growth and labor demand, succession and financial risk in family firms. The keynote speech will be held by Alessandro Minichilli (*Bocconi University, Italy*). The subconference will also benefit from the participation of the IRMBAM's keynote speaker Shaker Zahra (*University of Minnesota, USA*).



Organizer: **Andrea Calabro**, *IPAG Business School, France*

Subconference in Environmental Economics

This subconference presents both theoretical and empirical contributions on environmental economics and resource and energy economics, with emphasis on climate change economics; green growth; welfare, discounting and sustainable development; uncertainty and irreversibilities in dynamic resource use; the nexus between population, economic growth and the environment; environmental policy; as well as empirical studies that focus on economic aspects of the environment. The keynote lectures will be held by Knut Einar Rosendahl (*Norwegian University of Life Science, Norway*) and Nicolas Treich (*Toulouse School of Economics, France*).

Organizers:

Ingmar Schumacher, *IPAG Business School, France*; **Eric Strobl**, *University of Bern, Switzerland*;
Cees Withagen, *IPAG Business School, France & VU University, Netherlands*.



Keynote Speakers

Professor David G. Allen, TCU Neeley School of Business, United States & Distinguished Research Environment Professor, University of Warwick, United Kingdom & Editor-in-Chief, Journal of Management



David G. Allen, is Associate Dean for Graduate Programs and Professor of Management, Entrepreneurship, and Leadership at the Neeley School of Business at Texas Christian University; Distinguished Research Environment Professor at Warwick Business School; and Editor-in-Chief of the Journal of Management.

Professor Allen earned his Ph.D. from the Beebe Institute of Personnel and Employment Relations at Georgia State University. His teaching, research, and consulting cover a wide range of topics related to people and work, with a particular focus on the flow of human capital into and out of organizations.

His award-winning research has been regularly published in the field's top journals, such as *Academy of Management Journal*, *Human Relations*, *Human Resource Management*, *Journal of Applied Psychology*, *Journal of Management*, *Journal of Organizational Behavior*, *Organization Science*, *Organizational Research Methods*, and *Personnel Psychology*, and he is the author of the book *Managing Employee Turnover: Dispelling Myths and Fostering Evidence-Based Retention Strategies*. Professor Allen is a Fellow of the American Psychological Association, the Society for Industrial and Organizational Psychology, and the Southern Management Association.

Professor Shaker A. Zahra, Department Chair, Robert E. Buuck Chair of Entrepreneurship, Professor of Strategy, Carlson School of Management, University of Minnesota, United States



Shaker A. Zahra is the Department Chair, Robert E. Buuck Chair of Entrepreneurship and Professor of Strategy in the Carlson School of Management at the University of Minnesota. He is also the Academic Director of the Gary S. Holmes Entrepreneurship Center. He has served also as the Academic Co-Director of Carlson Ventures Enterprises as well as the Founding Co-Director of the Center for Integrative Leadership at University of Minnesota. Previously, Shaker was Paul T. Babson Distinguished Professor of Entrepreneurship at Babson College and Professor of Strategy & Entrepreneurship at Georgia State University. He has been a visiting or guest professor at several universities in Europe, the Middle East and Asia. Shaker has also held the 3TU Chair in International Entrepreneurship at the University of Twente in the Netherlands.

Shaker's research examines: (1) entrepreneurial knowledge and capability development in global industries; (2) international entrepreneurship & capability development; and (3) the role of corporate entrepreneurship in knowledge creation, absorption and conversion. His research has appeared in leading journals such as: *Academy of Management Journal*, *Academy of Management Review*, *Academy of Management Executive*, *Strategic Management Journal*, *Journal of Management*, *Organization Science*, *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of Business Venturing*, *Journal of Organizational Behavior*, *Decision Sciences*, *Information Systems Research*, *Industrial & Corporate Change*, *Research Policy*, *Human Relations*, *Academy of Management Perspectives*, *Academy of Management Learning and Education*, among others. Shaker has also published or (co) edited 12 books and conference proceedings.

Shaker has served on over 25 journal editorial boards as well as a Track Chair for: Decision Sciences Institute, Academy of International Business, and Southern Management Association (3 times). He has also served as the Director of the Babson Kauffman Entrepreneurship Research Conference (BKERC/BCERC) and as the Chair of the Entrepreneurship Division of the Academy of Management.

Guest Speakers

Subconference in Environmental Economics



Nicolas Treich

Professor of Economics Toulouse School of Economics, France

Nicolas Treich is research director at INRA, member of LERNA and IDEI at Toulouse School of Economics, and co-editor-in-chief of the Geneva of Risk and Insurance Review. His research concerns risk and decision theory, environmental economics and benefit-cost analysis. Currently his research focuses on animal welfare.



Knut Einar Rosendahl

Professor of Economics Norwegian University of Life Sciences, Norway

Knut Einar Rosendahl is a Professor at the Norwegian University of Life Sciences. His research concerns environmental economics and energy markets. Currently his research focuses on designing effective emission trading and uncertainties in the European electricity market.

Subconference in Family Business



Alessandro Minichilli

Associate Professor of Management, Bocconi University & Director of Research, SDA Bocconi School of Management, Italy

Alessandro Minichilli research focuses on the governance structures of family controlled firms, and has appeared in several leading international journals. He teaches Corporate Governance in graduate, MBA, and executive course at Bocconi.

Special Sessions in Law and Management



Auriane Lamine

Associate Professor of Law, Catholic University of Louvain, CRIDES Research Center, Belgium & Associate Fellow of the CERCRID, University Jean Monnet, France

Auriane Lamine is a legal scholar who specializes in labour law and a philosophy. She is a specialist of International, European and Belgian labour law. Her recent work focuses on the comparative study of collective bargaining systems, the law of multinational firms and transnational company agreements.

Special Sessions in Commodity Finance



Brian Lucey

Professor of Finance at the Trinity Business School, Ireland

Brian Lucey serves as the Editor for *International Review of Financial Analysis* since 2013. He is the Founding Editor of *Journal of Behavioral and Experimental Finance*, and also the Editor-in-Chief of *Financial Research Letters*.

Scientific Committee

Fouad Ben Abdelaziz, *NEOMA Business School, France*
Adel Ben Youssef, *University Nice Sophia Antipolis, France*
Marco Bigelli, *University of Bologna, Italy*
Sabri Boubaker, *South Champagne Business School, France*
Tristan Boyer, *IPAG Business School, France*
Maria Giuseppina Bruna, *IPAG Business School, France*
Andrea Calabro, *IPAG Business School, France*
Ines Chaieb, *Swiss Finance Institute, Switzerland*
Chia-Lin Chang, *National Chung Hsing University, Taiwan*
Raphaël Chiappini, *University Nice Sophia Antipolis, France*
Pierre Chollet, *University of Montpellier, France*
Ephraim Clark, *Middlesex University, United Kingdom*
Roberto Di Pietra, *Università degli Studi di Siena, Italy*
René Díaz-Pichardo, *South Champagne Business School, France*
David Ding, *Massey University, New Zealand*
Sadok El Ghouli, *University of Alberta, Canada*
Jean-Marc Ferrandi, *Oniris Nantes, France*
John W. Goodell, *University of Akron, United States*
Dimitrios Gounopoulos, *University of Bath, United Kingdom*
Kamel Jedidi, *Columbia Business School, United States*
Dima Jamali, *American University of Beirut, Lebanon*
Georgios P. Kouretas, *Athens University of Economics and Business, Greece*
Ali M. Kutan, *Southern Illinois University, United States*
Van Son Lai, *Laval University, Canada*
Renaud Lunardo, *Kedge Business School, France*
Bachir Mazouz, *University of Quebec, Canada*
Michael McAleer, *Erasmus University Rotterdam, Netherlands*
Jean-Yves Moisseron, *IRD, France*
Mustafa Ozbilgin, *Brunel University London, United Kingdom*
Jean-Marie Peretti, *ESSEC Business School and IAS, France*
Gwenael Piasser, *IPAG Business School, France*
Jean-Michel Sahut, *IDRAC Business School, France*
Ingmar Schumacher, *IPAG Business School, France*
Benoît Sévi, *Nantes University, France*
Eric Strobl, *University of Bern, Switzerland*
Carolyn Strong, *Cardiff University Business School, United Kingdom*
Ariane Szafarz, *Université Libre de Bruxelles, Belgium*
Frédéric Teulon, *IPAG Business School, France*
Loredana Ureche-Rangau, *University of Picardy, France*
Janis Zaima, *Menlo College, Atherton, United States*
Stelios Zyglidopoulos, *University of Glasgow, United Kingdom*

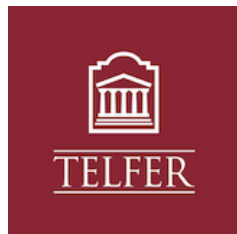
Conference Co-chairs



Asli Kozan
IPAG Business School



Damien Chaney
South Champagne Business School



Samir Saadi
Telfer School of Management,
University of Ottawa



Eric Strobl
University of Bern



Patrick Musso
University of Nice Sophia Antipolis

Organizing committee

- Serap Atan, *IPAG Business School*
- Damien Chaney (co-chair), *South Champagne Business School*
- Asli Kozan (co-chair), *IPAG Business School*
- David Moroz, *South Champagne Business School*
- Patrick Musso (co-chair), *University Nice Sophia Antipolis*
- Duc Khuong Nguyen, *IPAG Business School*
- Bruno Pecchioli, *South Champagne Business School*
- Samir Saadi (co-chair), *Telfer School of Management*
- Eric Strobl (co-chair), *University of Bern*
- Frédéric Teulon, *IPAG Business School*
- Tra Tran, *IPAG Business School*

Publication Opportunites

Special Issues



European Journal of International Management (EJIM) has a special issue that welcomes the submission of selected conference papers, after being presented at IRMBAM-2018.



Special Issue of European Journal of Comparative Economics on "Impact of the liberalization and capitalization of energy market: a way for emerging countries" under the Guest-editorship of Prof. Stephane Goutte (University of Paris 8, France).



Journal of
***Risk and Financial
Management***

The Journal of Risk and Financial Management has a special issue on "Trends in Emerging Markets Finance, Institutions and Money" that welcomes the submission of selected conference papers, after being presented at IRMBAM-2018.



***administrative
sciences***

A Special Issue of "Administrative Sciences" on "Innovation in the Public Sector: Determinants, Process and Performance Impacts" under the Guest-editorship of Dr. Marco Buso (University of Padova) and Dr. Tra Tran (IPAG Business School). Please see the [Call for Papers](#) for more details.

Associated Journals

In consultation with the conference organizers and the Editors-in-Chiefs of Economic Modelling, Emerging Markets, Finance & Trade and Journal of Innovation Economics and Management, authors of selected papers will be invited to submit their papers to a regular issue of these journals.



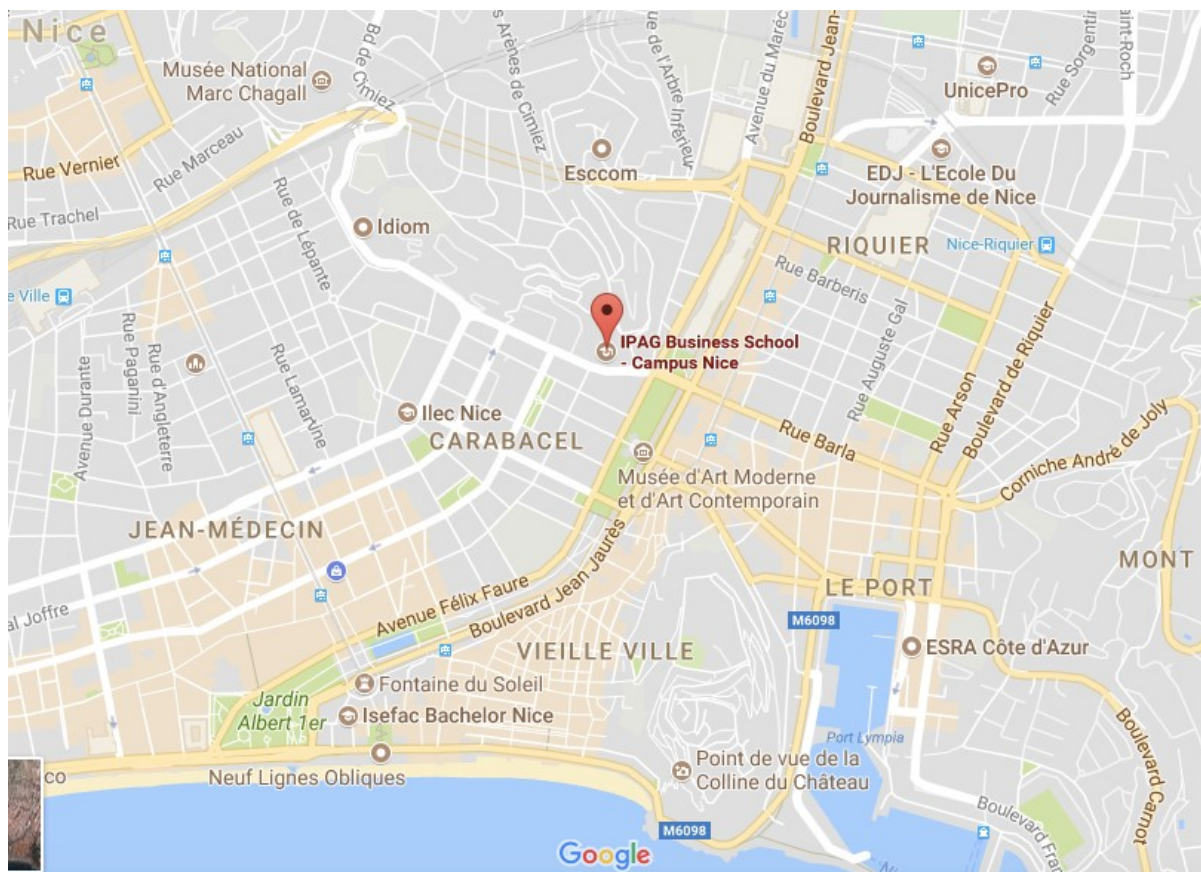
Conference venue

Address:

IPAG Business School
4 Boulevard Carabacel,
06000 Nice

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 04 93 13 78 78
 - Taxi G7 08 99 86 51 27



The Program at a Glance

Thursday, July 5, 2018

08:30 – 09:00	Registration & Coffee	Ground Floor
09:00 – 09:15	Welcome and Opening Remarks	Amphitheatre New York
	<p>Asli Kozan, Professor of Strategic Management, IPAG Business School, France (Conference Co-Chair)</p> <p>Damien Chaney, Professor of Marketing, South Champagne Business School, France (Conference Co-Chair)</p> <p>Samir Saadi, Telfer School of Management, University of Ottawa, Canada (Conference Co-Chair)</p>	

09:15 – 10:00 Keynote Address I

9:15 – 10:00	<p>Professor David G. Allen</p> <p>TCU Neeley School of Business, United States</p> <p>Distinguished Research Environment Professor, University of Warwick, United Kingdom</p> <p>Editor-in-Chief of Journal of Management</p>	Amphitheatre New York
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10:00 – 10:30	Coffee Break	Ground Floor
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10:30 – 12:00 Parallel Sessions (A)

10:30 – 12:00	A: Banking, Insurance and Finance I Contemporary Corporate Finance I	London, 3 rd Floor
10:30 – 12:00	A: Banking, Insurance and Finance II Financial Risk, Dynamics Connectedness and Diversification	Stockholm, 4 th Floor
10:30 – 12:00	A: Entrepreneurship I Entrepreneurship : Development and Growth	Geneve, 1 st Floor
10:30 – 12:00	A: Strategic Management I Strategy process	Warszawa, 3 rd Floor
10:30 – 12:00	A: Marketing I Consumer-brand relationship	Paris, 2 nd Floor

10:30 – 12:00	A: Business Ethics, Inclusive Management & CSR I Responsabilité sociétale élargie et nouveaux leviers de la performance <i>*This session will be held in French</i>	Oslo, 4 th Floor
10:30 – 12:00	A: Logistics, Circular Economy and Digital Economy I New trends in production and logistics: Digitalization and big data	Budapest, 2 nd Floor
10:30 – 12:00	A: Public Economics, Public Administration and Management I Public Debt Management	Praha, 2 nd Floor
10:30 – 12:00	A: Subconference in Family Business Research I Familiness, Emotional Dissonance and Enterpriseness in Family Firms	Berlin, 3 rd Floor
10:30 – 12:00	A: Subconference in Environmental Economics I Eric's empirical session in environmental economics	Kopenhag, 3 rd Floor
12:00 – 14:00	Lunch Break	
14:00 – 15:30 Parallel Sessions (B)		
14:00 – 15:30	B: Banking, Insurance and Finance III Contemporary Corporate Finance II	London, 3 rd Floor
14:00 – 15:30	B: Banking, Insurance and Finance IV Asset Allocation and Expected Returns	Stockholm, 4 th Floor
14:00 – 15:30	B: Strategic Management II Government and business	Budapest, 2 nd Floor
14:00 – 15:30	B: Marketing II Comportement du consommateur	Paris, 2 nd Floor
14:00 – 15:30	B: Business Ethics, Inclusive Management & CSR II CSR & Finance issues	Oslo, 4 th Floor
14:00 – 15:30	B: Theoretical and Applied Economics I Microeconomics and applications	Lisboa, 1 st Floor
14:00 – 15:30	B: Public Economics, Public Administration and Management II Public Policies for Energy Issues	Praha, 2 nd Floor

14:00 – 15:30	B: Innovation and Knowledge Management I	Amsterdam, 3 rd Floor
14:00 – 15:30	B: Subconference in Family Business Research II Identity and Emotional Ownership in Family Firms	Berlin 3 rd Floor
14:00 – 15:30	B: Subconference in Environmental Economics II Invited Speakers	Kopenhag, 3 rd Floor
14:00 – 15:30	B: Géopolitics I <i>*This session will be held in French</i>	Warszawa, 3 rd Floor
15:30 – 16:00	Coffee Break	Ground Floor
16:00 – 17:30 Parallel Sessions (C)		
16:00 – 17:30	C: Accounting and Financial Accounting I Financial Accounting and Earnings Management	Budapest, 2 nd Floor
16:00 – 17:30	C: Banking, Insurance and Finance V Banking and Financial Services Industry	London, 3 rd Floor
16:00 – 17:30	C: Marketing III International marketing	Paris, 2 nd Floor
16:00 – 17:30	C: Business Ethics, Inclusive Management & CSR III CSR, Green practices and firm performance	Oslo, 4 rd Floor
16:00 – 17:30	C: Logistics, Circular Economy and Digital Economy II Circular, collaborative economy and networks	Praha, 2 nd Floor
16:00 – 17:30	C: Theoretical and Applied Economics II Microeconomics and applications	Amsterdam, 3 rd Floor
16:00 – 17:30	C: Cross-cultural Management and HRM I	Stockholm, 4 th Floor
16:00 – 17:30	C: Subconference in Family Business Research III Innovation and Dynamic Capabilities in Family Firms	Berlin, 3 rd Floor
16:00 – 17:30	C: Subconference in Environmental Economics III Common(s) problems of the world	Kopenhag, 3 rd Floor
16:00 – 17:30	C: Géopolitics II <i>*This session will be held in French</i>	Warszawa, 3 rd Floor

19:00 – 23:00 Gala Dinner
 HYATT REGENCY NICE
 Palais de la Méditerranée
 13 Promenade des Anglais, 06000 Nice
<https://nice.regency.hyatt.com/>

Friday, July 6, 2018

09:00 – 09:30	Registration & Coffee	Ground Floor
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09:30 – 11:00 Parallel Sessions (D)

09:30 – 11:00	D: Special Session on "Commodity Finance: Recent Trends and New Developments" I	Amphitheatre New York
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09:30 – 11:00	D: Marketing IV Marketing strategy	Paris, 2 nd Floor
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09:30 – 11:00	D: Business Ethics, Inclusive Management & CSR IV Ethics, CSR and business development	Oslo, 4 th Floor
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09:30 – 11:00	D: Law and Management I Economics Law and Environment <i>* This session will be held in French</i>	Geneve, 1 st Floor
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09:30 – 11:00	D: Theoretical and Applied Economics III Advances in Economics	Stockholm, 4 th Floor
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09:30 – 11:00	D: Economic and Management Issues in Developing Economies I	Praha, 2 nd Floor
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09:30 – 11:00	D: Subconference in Family Business Research IV Plenary session	Berlin, 3 rd Floor
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09:30 – 11:00	D: Subconference in Environmental Economics IV Resources and curses	Kopenag, 3 rd Floor
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09:30 – 11:00	D: Géopolitics III <i>*This session will be held in French</i>	Warszawa, 3 rd Floor
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11:00 – 11:15	Coffee Break	Ground Floor
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11:15 – 12:00 Keynote Address II

	<p>Professor Shaker A. Zahra Department Chair, Robert E. Buuck Chair of Entrepreneurship, Professor of Strategy, Carlson School of Management, University of Minnesota, United States</p>	<p>Amphitheatre New York</p>
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12:00 – 14:00 Lunch Break

14:00 – 15:30 Parallel Sessions (E)

14:00 – 15:30	E: Banking, Insurance and Finance VI Contemporary Corporate Finance III	London, 3 rd Floor
14:00 – 15:30	E: Special Session on "Commodity Finance: Recent Trends and New Developments" II	Stockholm, 4 th Floor
14:00 – 15:30	E: Banking, Insurance and Finance VII Monetary Policies	Praha, 2 nd Floor
14:00 – 15:30	E: Strategic Management III M&As and internationalization	Budapest, 2 nd Floor
14:00 – 15:30	E: Entrepreneurship II Perspectives francophones en entrepreneuriat	Lisboa, 1 st Floor
14:00 – 15:30	E: Marketing V Consumer behavior	Paris, 2 nd Floor
14:00 – 15:30	E: Business Ethics, Inclusive Management & CSR V Stakeholders' management, inclusiveness & Integrated Reporting	Oslo, 4 th Floor
14:00 – 15:30	E: Law and Management II Corporate Social Responsibility and Law <i>* This session will be held in French</i>	Geneve, 1 st Floor
14:00 – 15:30	E: Theoretical and Applied Economics IV Energy and Ecology	Amsterdam, 3 rd Floor
14:00 – 15:30	E: Subconference in Family Business Research V Growth and Labor Demand in Family Firms	Berlin, 3 rd Floor
14:00 – 15:30	E: Subconference in Environmental Economics V Good papers in environmental economics	Kopenhag, 3 rd Floor

14:00 – 15:30	E: Géopolitics IV <i>*This session will be held in French</i>	Warszawa, 3 rd Floor
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15:30 – 16:00	Coffee Break	
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16:00 – 17:30 Parallel Sessions (F)

16:00 – 17:30	F: Special Session on "Commodity Finance: Recent Trends and New Developments" III	Stockholm, 4 th Floor
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16:00 – 17:30	F: Banking, Insurance and Finance VIII Hedging and Equilibrium in Financial Markets	London, 3 rd Floor
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16:00 – 17:30	F: Marketing VI Marketing theory	Paris, 2 nd Floor
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16:00 – 17:30	F: Business Ethics, Inclusive Management & CSR VI HR Management Issues	Oslo, 4 th Floor
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16:00 – 17:30	F: Law and Management III Special session on Corporate Social Responsibility & Law <i>* This session will be held in French</i>	Geneve, 1 st Floor
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16:00 – 17:30	F: Subconference in Family Business Research VI Internationalization of Family Firms	Berlin, 3 rd Floor
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16:00 – 17:30	F: Subconference in Environmental Economics VI Too much water is bad for you	Kopenhagen, 3 rd Floor
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16:00 – 17:30	F: Géopolitics V <i>*This session will be held in French</i>	Warszawa, 3 rd Floor
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17:30 – 17:45	Coffee Break	
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17:45 – 19:15 Parallel Sessions (F^{bis})

17:45 – 19:15	F ^{bis} : Accounting and Financial Accounting II Cost of Capital, Ownership and Governance <i>*This session will be held in French</i>	Berlin, 3 rd Floor
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17:45 – 19:15	F ^{bis} : Banking, Insurance and Finance IX Banking Operations, Risk and Management	London, 3 rd Floor
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17:45 – 19:15	F ^{bis} : Business Ethics, Inclusive Management & CSR VII	Oslo, 4 th Floor
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17:45 – 19:15	Fbis: Subconference in Environmental Economics VII Resources for the future	Kopenhagen, 3 rd Floor
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Saturday, July 7, 2018

08:30 – 09:00	Registration & Coffee	Ground Floor
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09:00 – 10:30 Parallel Sessions (G)

09:00 – 10:30	G: Accounting and Financial Accounting III Issues in Business Finance and Accounting	Kopenhagen, 3 rd Floor
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09:00 – 10:30	G: Banking, Insurance and Finance X Volatility Transmission and Risk Management	London, 3 rd Floor
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09:00 – 10:30	G: Strategic Management IV Strategic human capital	Stockholm, 4 th Floor
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09:00 – 10:30	G: Marketing VII Branding	Paris, 2 nd Floor
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09:00 – 10:30	G: Business Ethics, Inclusive Management & CSR VIII Symbolism, Ritualism and Values in Corporate Social Responsibility	Oslo, 4 th Floor
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09:00 – 10:30	G: Theoretical and Applied Economics V Macroeconomics	Budapest, 2 nd Floor
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09:00 – 10:30	G: Economic and Management Issues in Developing Economies II	Warszawa, 3 rd Floor
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09:00 – 10:30	G: Subconference in Family Business Research VII Goals, Values and Idiosyncrasies in Family Firms	Berlin, 3 rd Floor
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10:30 – 11:00	Coffee Break	
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11:00 – 12:30 Parallel Sessions (H)

11:00 – 12:30	H: Banking, Insurance and Finance XI Price Dynamics, Risk Spillovers and Hedging	Stockholm, 4 th Floor
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11:00 – 12:30	H: Banking, Insurance and Finance XII Frontiers in Corporate Finance	London, 3 rd Floor
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11:00 – 12:30	H: Marketing VIII Services marketing	Paris, 2 nd Floor
11:00 – 12:30	H: Business Ethics, Inclusive Management & CSR IX Gender & Inclusion: International Issues	Oslo, 4 rd Floor
11:00 – 12:30	H: Economic and Management Issues in Developing Economies III	Praha, 2 nd Floor
11:00 – 12:30	H: Innovation and Knowledge Management II	Kopenhag, 3 rd Floor
11:00 – 12:30	H: Subconference in Family Business Research VIII Succession and Financial Risk in Family Firms	Berlin, 3 rd Floor

The Program in Details

Thursday, July 5, 2018

08:30 – 09:00	Registration & Coffee	Ground Floor
09:00 – 09:15	Welcome and Opening Remarks	Amphitheatre New York
	<p>Asli Kozan, Professor of Strategic Management, IPAG Business School, France (Conference Co-Chair)</p> <p>Damien Chaney, Professor of Marketing, South Champagne Business School, France (Conference Co-Chair)</p> <p>Samir Saadi, Telfer School of Management, University of Ottawa, Canada (Conference Co-Chair)</p>	

09:15 – 10:00 Keynote Address I

9:15 – 10:00	<p>Professor David G. Allen</p> <p>TCU Neeley School of Business, United States</p> <p>Distinguished Research Environment Professor, University of Warwick, United Kingdom</p> <p>Editor-in-Chief of Journal of Management</p>	Amphitheatre New York
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10:00 – 10:30	Coffee Break	Ground Floor
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10:20 – 12:00 Parallel Sessions (A)

10:30 – 12:00	<p>A: Banking, Insurance and Finance I</p> <p>Contemporary Corporate Finance I</p>	London, 3 rd Floor
	<p>Chair: Zhaoyang Gu, Chinese University of Hong Kong, Hong Kong</p>	Discussant
	<p>Dividend policy and economic policy uncertainty: A puzzle!</p> <p>Najah Attig (Saint Mary's University, Canada), Sadok El Ghouli (University of Alberta, Canada), Xiaolan Zheng (University of Nottingham Ningbo, China)</p>	<p>Syrine Sassi</p> <p>(South Champagne Business School, France)</p>
	<p>Product market competition and labor investment efficiency</p> <p>Sabri Boubaker (South Champagne Business School & IRG, University of Paris-Est Créteil, France), Viet Anh Dang (University of Manchester, United Kingdom), Syrine Sassi (South Champagne Business School, France)</p>	<p>Hamdi Driss</p> <p>(Saint Mary's University, Canada)</p>
	<p>Does competition affect ratings quality? Evidence from Canadian corporate bonds</p>	<p>Zhaoyang Gu</p> <p>(Chinese University of Hong Kong)</p>

	Kee-Hong Bae (York University, Canada), Hamdi Driss (Saint Mary's University, Canada), Gordon S. Roberts (York University, Canada)	Hong Kong, Hong Kong)
	Security classification decisions and subsequent earnings management? Evidence from China Zhaoyang Gu (Chinese University of Hong Kong, Hong Kong), Amy Sun (University of Houston, United States), Brian Wang (Central University of Finance and Economics, China), Jian Xue (Tsinghua University, China)	Najah Attig (Saint Mary's University, Canada)

10:30 – 12:00	A: Banking, Insurance and Finance II Financial Risk, Dynamics Connectedness and Diversification	Stockholm, 4th Floor
	Chair: Nikolas Topaloglou , Athens University of Economics and Business, Greece & IPAG Business School, France	Discussant
	Exchange rate exposure of the financial sector of Pakistan Rizwan Mushtaq (University of Paris 1, France), Shumaila Zareen (Iqra University, Pakistan)	Nikolas Topaloglou (Athens University of Economics and Business, Greece & IPAG Business School, France)
	Dynamic connectedness of global currencies: A conditional Granger causality approach Tan Le (University of Rennes 1, France & Hue University, Vietnam), Franck Martina (University of Rennes 1, France), Duc Khuong Nguyen (IPAG Business School, France)	Shumaila Zareen (Iqra University, Pakistan)
	Diversification, integration and cryptocurrency market Nikolas Topaloglou (Athens University of Economics and Business, Greece & IPAG Business School, France)	Tan Le (University of Rennes 1, France & Hue University, Vietnam)

10:30 – 12:00	A: Entrepreneurship I Entrepreneurship : Development and Growth	Geneve, 1st Floor
	Chair: Myriam Razgallah , University of Grenoble Alpes, France	Discussant
	Letting go of the oil addiction: Oil, entrepreneurship and franchising in Algeria Hachemi Aliouche (University of New Hampshire, United States), Dominique Bonet Fernandez (IPAG Business School, France), Manel Guechtouli (IPAG Business School, France), Widad Guechtouli (HEC	Michele Ambaye (Pau Business School, France)

	Alger, Algeria)	
	Dynamic of resource mobilization process in the social entrepreneurship context Myriam Razgallah (University of Grenoble Alpes, France)	Hachemi Aliouche (University of New Hampshire, United States)
	Internationalisation strategies for small French wineries Michele Ambaye (Pau Business School, France)	Michel Dalmas (EMLV Business School, France)
	Measure of agility for small and medium-sized business Michel Dalmas (EMLV Business School, France)	Myriam Razgallah (University of Grenoble Alpes, France)

10:30 – 12:00	A: Strategic Management I Strategy process	Warszawa, 3rd Floor
	Chair: Tim Ford , Bournemouth University, United Kingdom	Discussant
	Enterprise risk management (ERM) in theory and practice Camelia Dumitriu (University of Quebec at Montreal, Canada)	Raphael Lissillour (IPAG Business School, France)
	The co-production critical mix: the relationship between the small enterprise and business support Tim Ford (Bournemouth University, United Kingdom), Julie Robson (Bournemouth University, United Kingdom), Peter Erdelyi (Bournemouth University, United Kingdom)	Camelia Dumitriu (University of Quebec at Montreal, Canada)
	A strategic alignment to leverage the role of corporate university: A qualitative case study of Chinese high-technology company ZTE Raphael Lissillour (IPAG Business School, France), Yandong Wang (IPAG Business School, France), Min Li (South China University of Technology, China)	Tim Ford (Bournemouth University, United Kingdom)

10:30 – 12:00	A: Marketing I Consumer-brand relationship	Paris, 2nd Floor
	Chair: Damien Chaney , South Champagne Business School, France	Discussant
	A principal-agent perspective on consumer co-	Sandra Arrivé

	<p>production: Crowdfunding and the redefinition of consumer power Damien Chaney (<i>South Champagne Business School, France</i>)</p>	(<i>IPAG Business School, France</i>)
	<p>Is brand content actually a non-merchant marketing tactic? Understanding the logics behind the practice thanks to the thought-world and the economies of worth theories Sandra Arrivé (<i>IPAG Business School, France</i>)</p>	<p>Stefania Masè (<i>University of Pau & IPAG Business School, France</i>)</p>
	<p>Consumers reaction to artification Stefania Masè (<i>University of Pau & IPAG Business School, France</i>), Elena Cedrola (<i>University of Macerata, Italy</i>), Cristina Davino (<i>University of Naples Federico-II, Italy</i>), Geneviève Cohen-Cheminet (<i>University of Paris Sorbonne, France</i>)</p>	<p>Damien Chaney (<i>South Champagne Business School, France</i>)</p>

10:30 – 12:00	<p>A: Business Ethics, Inclusive Management & CSR I Responsabilité sociétale élargie et nouveaux leviers de la performance <i>*This session will be held in French</i></p>	Oslo, 4th Floor
	<p>Chair: André Boyer, <i>University of Nice Sophia Antipolis, France</i></p>	Discussant
	<p>Elargir le périmètre d'action sociétale des entreprises: L'exemple des salariés-aidants Maria Giuseppina Bruna (<i>IPAG Business School, France</i>), Nathalie Montargot (<i>La Rochelle Business School, France</i>)</p>	<p>Faranak Farzaneh (<i>HEC Montréal, Canada</i>)</p>
	<p>Les réseaux sociaux internes d'entreprise comme dispositifs ascendants de promotion de l'égalité professionnelle F/H: 2 exemples du secteur informatique Hervé Tiffon (<i>Business School, France</i>), Marie Jose Scotto (<i>IPAG Business School, France</i>)</p>	<p>Christine Naschberger (<i>Audencia Business School, France</i>)</p>
	<p>Perceptions de stéréotypes de genre parmi les étudiants? Etude dans deux établissements de l'enseignement supérieur Christine Naschberger (<i>Audencia Business School, France</i>), Yasmine Fouin (<i>Audencia Business School, France</i>)</p>	<p>Manel Guechtouli (<i>IPAG Business School, France</i>)</p>
	<p>Relation entre motivation et implication organisationnelle une étude dans le secteur de l'hôtellerie en France</p>	<p>L'Hocine Houanti (<i>La Rochelle Business School, France</i>)</p>

	Abderrahman Jahmane (<i>IPAG Business School, France</i>), Béchir Ben Lahouel (<i>IPAG Business School, France</i>)	
10:30 – 12:00	A: Logistics, Circular Economy and Digital Economy I New trends in production and logistics: Digitalization and big data	Budapest, 2nd Floor
	Chair: Isabelle Petit , <i>IPAG Business School, France</i>	Discussant
	The contribution of industry 4.0 in creating agility within SME Robert Pellerin (<i>Polytechnique Montreal, Canada</i>)	Isabelle Petit (<i>IPAG Business School, France</i>)
	Human-capital Intensive firms and disruptive technologies: 3 cases in the logistics industry Dominique Bonet Fernandez (<i>IPAG Business School, France</i>), Laurence Saglietto (<i>GREDEG, University of Nice Sophia Antipolis, France</i>), Alban Quillaud (<i>GREDEG, University of Nice Sophia Antipolis, France</i>), Gilles Paché (<i>University of Aix-Marseille, France</i>)	Robert Pellerin (<i>Polytechnique Montreal, Canada</i>)
	Enhancing responsive manufacturing processes in the automotive industry Peter Nemeth (<i>Széchenyi István University, Hungary</i>), Andrea Rankl (<i>Széchenyi István University, Hungary</i>)	Dominique Bonet Fernandez (<i>IPAG Business School, France</i>)
	Measuring the social impact of circular economy: Which metrics and indicators? Isabelle Petit (<i>IPAG Business School, France</i>), Dominique Bonet Fernandez (<i>IPAG Business School, France</i>)	Peter Nemeth (<i>Széchenyi István University, Hungary</i>)
10:30 – 12:00	A: Public Economics, Public Administration and Management I Public Debt Management	Praha, 2nd Floor
	Chair: Christophe Schalck , <i>Paris School of Business, France</i>	Discussant
	Public private partnerships adoption: Strategy for enhancing the budget mismanagement of the public sector? Phuong Tra Tran (<i>IPAG Business School & Sorbonne Business School, France</i>), Simon Porcher (<i>Sorbonne Business School, France</i>)	Christophe Schalck (<i>Paris School of Business, France</i>)
	Rethinking public debt, governance and economic	Housseem Rachdi

	growth in transition countries: A PSTR framework Karim Bouchrara (<i>IHEC Carthage, Tunisia</i>), Housseem Rachdi (<i>IHEC Carthage, Tunisia & IPAG Business School, France</i>), Khaled Guesmi (<i>IPAG Business School, France & Telfer School of Management, University of Ottawa, Canada</i>)	(<i>IHEC Carthage, Tunisia & IPAG Business School, France</i>)
	Non-linearities in public debt management behaviour: Evidence from France Christophe Schalck (<i>Paris School of Business, France</i>)	Gwenaël Piaser (<i>IPAG Business School, France</i>)

10:30 – 12:00	A: Subconference in Family Business Research I Familianness, Emotional Dissonance and Enterpriseness in Family Firms	Berlin, 3rd Floor
	Chair: Andrea Calabrò , <i>IPAG Business School, France</i>	Discussant
	Familianness as a strategic determinant - The unconventional growth of family business Paola Olimpia Achard (<i>University of L'Aquila, Italy</i>), Valentina Castello (<i>University of L'Aquila, Italy</i>), Antonina Di Berardino (<i>University of L'Aquila, Italy</i>)	Hermann Frank (<i>WU Vienna University of Economics and Business, Austria</i>)
	Conceptualizing business families in family business research: The introduction of enterpriseness Hermann Frank (<i>WU Vienna University of Economics and Business, Austria</i>), Julia Suess-Reyes (<i>WU Vienna University of Economics and Business, Austria</i>), Elena Fuetsch (<i>WU Vienna University of Economics and Business, Austria</i>), Alexander Kessler (<i>WU Vienna University of Economics and Business, Austria</i>)	Laura Hoekx (<i>Hasselt University, Belgium</i>)
	The influence of familianness on the level of emotional dissonance in family firm top management teams: The moderating role of psychological safety Laura Hoekx (<i>Hasselt University, Belgium</i>), Frank Lambrechts (<i>Hasselt University, Belgium</i>), Pieter Vandekerckhof (<i>Hasselt University, Belgium</i>), Wim Voordeckers (<i>Hasselt University, Belgium</i>)	Antonina Di Berardino (<i>University of L'Aquila, Italy</i>)

10:30 – 12:00	A: Subconference in Environmental Economics I Eric's empirical session in environmental economics	Kopenhagen, 3rd Floor
	Chair: Eric Strobl , <i>University of Bern, Switzerland & IPAG Business School, France</i>	Discussant NA
	Biodiversity and economic land use Eric Strobl (<i>University of Bern, Switzerland & IPAG</i>)	

	<i>Business School, France), Robert Elliott (University of Birmingham, United Kingdom), Matthew Cole (University of Birmingham, United Kingdom)</i>	
	The effectiveness of protecting species through legislation: The case of sea turtle friendly lighting ordinances Michael Brei (<i>University of the West Indies, Jamaica & University of Paris Nanterre, France</i>), Agustin Perez-Barahona (<i>University of Cergy-Pontoise, France</i>), Eric Strobl (<i>University of Bern, Switzerland & IPAG Business School, France</i>)	
	Deforestation and the role of institutions and environmental policies in the Brazilian legal Amazon Robert Elliott (<i>University of Birmingham, United Kingdom</i>), Vilane Sales (<i>University of Birmingham, United Kingdom</i>), Eric Strobl (<i>University of Aix-Marseille & IPAG Business School, France & University of Bern, Switzerland</i>)	

12:00 – 14:00 Lunch Break

14:00 – 15:30 Parallel Sessions (B)

14:00 – 15:30	B: Banking, Insurance and Finance III Contemporary Corporate Finance II	London, 3 rd Floor
	Chair: Sabri Boubaker , <i>South Champagne Business School, France</i>	Discussant
	Are institutional investors under-investing in family controlled corporations? Aloran Barua (<i>University of Saskatchewan, Canada</i>), Marie Racine (<i>University of Saskatchewan, Canada</i>), George Tannous (<i>University of Saskatchewan, Canada</i>)	Samir Saadi (<i>Telfer School of Management, University of Ottawa, Canada</i>)
	Liquidation, fire sale, and acquirer's private information Michi Nishihara (<i>Osaka University, Japan</i>), Takashi Shibata (<i>Tokyo Metropolitan University, Japan</i>)	George Tannous (<i>University of Saskatchewan, Canada</i>)
	Societal trust and corporate innovation Narjess Boubakri (<i>American University of Sharjah, United Arab Emirates</i>), Imed Chkir (<i>University of Ottawa, Canada</i>), Hui Zhu (<i>University of Ontario Institute of Technology, Canada</i>), Samir Saadi (<i>Telfer</i>	Sabri Boubaker (<i>South Champagne Business School, France</i>)

	<i>School of Management, University of Ottawa, Canada)</i>	
	Do good as others are doing well: An evidence from corporate employee welfare policy Asad Ali-Rind (<i>University of Paris-Est, France</i>), Sabri Boubaker (<i>South Champagne Business School, France</i>), Souad Lajili-Jarjir (<i>University of Paris-Est, France</i>)	Michi Nishihara (<i>Osaka University, Japan</i>)

14:00 – 15:30	B: Banking, Insurance and Finance IV Asset Allocation and Expected Returns	Stockholm, 4th Floor
	Chair: Skander Lazrak , <i>Brock University, Canada</i>	Discussant
	What drives active share? Active allocation vs. active selection Aymen Karoui (<i>York University, Canada</i>), Saurin Patel (<i>University of Western Ontario, Canada</i>)	Anh Duy Nguyen (<i>University of Auvergne Clermont-Ferrand, France</i>)
	Who makes the market during stressed period? HFTs vs. Dealers Xu Ke (<i>University of Victoria, Canada</i>)	Skander Lazrak (<i>Brock University, Canada</i>)
	Idiosyncratic volatility, extreme return, short-term reversal and cross-sectional expected returns Anh Duy Nguyen (<i>University of Auvergne Clermont-Ferrand, France</i>)	Aymen Karoui (<i>York University, Canada</i>)
	Pure momentum is priced Lemeng Chen (<i>Brock University, Canada</i>), Skander Lazrak (<i>Brock University, Canada</i>)	Xu Ke (<i>University of Victoria, Canada</i>)

14:00 – 15:30	B: Strategic Management II Government and business	Budapest, 2nd Floor
	Chair: Julia Puaschunder , <i>Columbia University & The New School, United States</i>	Discussant
	The positive feelings of locational attachment to government support: Making Suntech Power failed Jianxiang Bi (<i>Bristol Business School, United Kingdom</i>)	Asli Kozan (<i>IPAG Business School, France</i>)
	A conceptual framework on rent extraction from firms by politicians Asli Kozan (<i>IPAG Business School, France</i>)	Julia Puaschunder (<i>Columbia University & The New School, United States</i>)
	The future is now: How joint decision making curbs hyperbolic discounting but blurs social responsibility in the public policy domain Julia Puaschunder (<i>Columbia University & The New</i>	Jianxiang Bi (<i>Bristol Business School, United Kingdom</i>)

	<i>School, United States), Gary Schwarz (Nottingham University, United Kingdom)</i>	
14:00 – 15:30	B: Marketing II Comportement du consommateur	Paris, 2nd Floor
	Chair: Bénédicte Bourcier Béquaert, ISC Paris, France	Discussant
	La beauté n'a-t-elle vraiment pas d'âge ? Une étude exploratoire sur la beauté des mannequins séniors auprès des femmes séniors Bénédicte Bourcier Béquaert (ISC Paris, France), Corinne Chevalier (University of Paris-Sud Paris-Saclay, France)	Baptiste Braquet (IPAG Business School, France)
	Déterminants de la satisfaction des clients en cas de recouvrement de service : Le cas des perturbations ferroviaires inopinées chez SNCF Transilien Baptiste Braquet (IPAG Business School, France), Dominique Bonet Fernandez (IPAG Business School & University of Aix-Marseille, France)	Bénédicte Bourcier Béquaert (ISC Paris, France)
	L'expérience de la douleur à travers le spectacle : Une étude dans les stades de rugby Clement Dubreuil (IPAG Business School, France)	Manar Ibraheem (Graduate School Of Management Nice, France)
	Les réponses des clients à l'environnement de service dans l'hôtellerie de luxe: Les effets modérateurs de l'âge et du genre Manar Ibraheem (Graduate School Of Management Nice, France), Nadine Tournois (Graduate School of Management Nice, France)	Clement Dubreuil (IPAG Business School, France)
14:00 – 15:30	B: Business Ethics, Inclusive Management & CSR II CSR & Finance issues	Oslo, 4th Floor
	Chair: Po-Hsin Ho, National Taipei University, Taiwan	
	Do socially responsible firms pay their right part of taxes? Evidence from European Union firms Yosra Makni (FSEG, University of Sfax, Tunisia), Houda Affes (TELUQ University, Canada), Ikram Trigui (University of Sfax, Tunisia)	Akhaya Kumar Nayak (Indian Institute of Management Indore, India)
	The influence of corporate social responsibility concern activities on bank loan Po-Hsin Ho (National Taipei University, Taiwan), Chien	Syrine Sassi (South Champagne Business School,

	Pei-Tzu (<i>National Taipei University, Taiwan</i>)	<i>France</i>)
	Making the microfinance-based microenterprises sustainable: A CSV approach Biswanath Swain (<i>Indian Institute of Management Indore, India</i>), Akhaya Kumar Nayak (<i>Indian Institute of Management Indore, India</i>)	Ofelia Palermo (<i>Nottingham Trent University, United Kingdom</i>)
	Giving meaning to ambiguity in the societal performance-financial performance relationship. A literature review of empirical studies Bécher Ben Lahouel (<i>IPAG Business School, France</i>), Maria Giuseppina Bruna (<i>IPAG Business School, France</i>), Jean-Marie Peretti (<i>ESSEC Business School, France</i>)	Houda Affes (<i>TELUQ University, Canada</i>)

14:00 – 15:30	B: Theoretical and Applied Economics I Microeconomics and applications	Lisboa, 1st Floor
	Chair: Grega Smrkolj , <i>Newcastle University, United Kingdom</i>	Discussant
	Employee ownership and entrenchment strategies , Tristan Boyer (<i>IPAG Business School, France</i>), Gwenaël Piaser (<i>IPAG Business School, France</i>)	Elie Gray (<i>Toulouse Business School, France</i>)
	Using the Salop circle to study scale effects in schumpeterian growth models: Why inter-sectoral knowledge diffusion matters? Elie Gray (<i>Toulouse Business School, France</i>), André Grimaud (<i>Toulouse School of Economics & Toulouse Business School, France</i>)	Grega Smrkolj (<i>Newcastle University, United Kingdom</i>)
	Research among copycats: R&D, spillovers, and feedback strategies Grega Smrkolj (<i>Newcastle University, United Kingdom</i>), Florian Wagener (<i>University of Amsterdam, Netherlands</i>)	Gwenaël Piaser (<i>IPAG Business School, France</i>)

14:00 – 15:30	B: Public Economics, Public Administration and Management II Public Policies for Energy Issues	Praha, 2nd Floor
	Chair: Jarmila Botev , <i>OECD, France</i>	Discussant
	Driving factors for the success of crowdlending campaign for renewable energy	Carine Staropoli (<i>Paris School of</i>

	Faten Ben Slimane (<i>University of Paris Est Marne la Vallée, France</i>), Antoine Rousseau (<i>University of Paris Panthéon-Sorbonne, France</i>)	<i>Economics, France</i>
	Local governance of electricity distribution: Driver or obstacle for energy transition? Lessons from the French experience Phuong Tra Tran (<i>IPAG Business School & Sorbonne Business School, France</i>), Charles Bizien (<i>Sorbonne Business School & Vinci Energies, France</i>), Carine Staropoli (<i>Paris School of Economics, France</i>)	Marco Buso (<i>University of Padova, Italy</i>)
	Competition and regulation with smart grids Marco Buso (<i>University of Padova, Italy</i>), Marina Bertolini (<i>University of Padova, Italy</i>), Luciano Greco (<i>University of Padova, Italy</i>)	Jarmila Botev (<i>OECD, France</i>)
	Uncertainties around long term green investment multipliers and impact of mitigation policies Jarmila Botev (<i>OECD, France</i>), Dennis Dlugosch (<i>OECD, France</i>), Annabelle Mourougane (<i>IPAG Business School & OECD, France</i>)	Faten Ben Slimane (<i>University of Paris Est Marne la Vallée, France</i>)

14:00 – 15:30	B: Innovation and Knowledge Management I	Amsterdam, 3rd Floor
	Chair: Cheryl Marie Cordeiro , <i>University of Gothenburg, Sweden</i>	Discussant
	The significance of knowledge sharing platforms for open innovation success: A tale of two companies in dairy industry Wissal Ben Arfi (<i>IDRAC Business School, France</i>), Jean-Michel Sahut (<i>IDRAC Business School, France</i>), Rickard Enstroem (<i>Mac Ewan University School of Business, Canada</i>)	Cheryl Marie Cordeiro (<i>University of Gothenburg, Sweden</i>)
	Human capital and the capabilities applied to the business eco-innovation Raquel Ortega-Lapiedra (<i>University of Zaragoza, Spain</i>), Miguel Marco-Fondevila (<i>University of Zaragoza, Spain</i>), Alfonso Aranda-Usón (<i>University of Zaragoza, Spain</i>), Sabina Scarpellini (<i>University of Zaragoza, Spain</i>)	Ahmet Erkus (<i>Bahcesehir University, Turkey</i>)
	Conflict at work and individual's innovative disposition: The moderating effect of conflict handling styles	Wissal Ben Arfi (<i>IDRAC Business School, France</i>)

	Abdullah Sanver (<i>Bahcesehir University, Turkey</i>), Ahmet Erkus (<i>Bahcesehir University, Turkey</i>), Ela Unler (<i>Bahcesehir University, Turkey</i>)	
	Which user of technology? Using linguistics to broaden the research framework of acceptance of new technologies in remote services in multinational enterprises Cheryl Marie Cordeiro (<i>University of Gothenburg, Sweden</i>)	Raquel Ortega-Lapiedra (<i>University of Zaragoza, Spain</i>)

14:00 – 15:30	B: Subconference in Family Business Research II Identity and Emotional Ownership in Family Firms	Berlin 3rd Floor
	Chair: Hermann Frank , <i>WU Vienna University of Economics and Business, Austria</i>	Discussant
	Of the role of obligation in enacting identity in couple-based family businesses Angelo Bisignano (<i>Nottingham Trent University, United Kingdom</i>), Ofelia Palermo (<i>Nottingham Trent University, United Kingdom</i>)	Veronica Scuotto (<i>EMLV Business School, France</i>)
	Does the emotional ownership influence the succession process? A qualitative analysis on family SMEs Veronica Scuotto (<i>EMLV Business School, France</i>), Papa Armando (<i>Link Campus University, Italy</i>), Manlio Del Giudice (<i>Link Campus University, Italy</i>)	Petra Moog (<i>Siegen University, Germany</i>)
	When non-family members build the family firm's organizational identity: A case study Julia Vincent (<i>IPAG Business School, France</i>), Patrick Le (<i>Neoma Business School, France</i>), Camille Pradies (<i>EDHEC, France</i>)	Angelo Bisignano (<i>Nottingham Trent University, United Kingdom</i>)
	Values as antecedents of socio-emotional wealth in family businesses Petra Moog (<i>Siegen University, Germany</i>), Julian Ruf (<i>Siegen University, Germany</i>), Imanol Belausteguigoitia (<i>Instituto Tecnológico Autónomo de México, Mexico</i>)	Julia Vincent (<i>IPAG Business School, France</i>)

14:00 – 15:30	B: Subconference in Environmental Economics II Invited Speakers	Kopenhag, 3rd Floor
	Chair: Cees Withagen , <i>IPAG Business School, France & VU University, Netherlands</i>	

	Smart hedging against carbon leakage, Knut Einar Rosendahl (<i>Norwegian University of Life Sciences, Norway</i>)	
	Animal welfare and the external cost of meat Nicolas Treich (<i>Toulouse School of Economics, France</i>)	

14:00 – 15:30	B: Géopolitics I <i>*This session will be held in French</i>	Warszawa, 3rd Floor
	Chair: Alexandre Del Valle & Frédéric Teulon, <i>IPAG Business School, France</i>	Discussant NA
	Les villes françaises et la prévention de la radicalisation islamiste Xavier Latour (<i>University of Nice Sophia Antipolis & L'AFDSD, France</i>)	
	Racines et processus de la radicalisation Eric Denecé (<i>CF2R Communication, France</i>)	
	Les politiques publiques face à la radicalisation en France Christian Vallar (<i>University of Côte d'Azur, France</i>)	
	Face aux nouvelles formes de terrorisme, la justice est-elle adaptée ? Béatrice Brugere (<i>Unité Magistrats & The Economic, Social and Environmental Council, France</i>)	

15:30 – 16:00	Coffee Break	Ground Floor
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15:50 – 17:30 Parallel Sessions (C)

16:00 – 17:30	C: Accounting and Financial Accounting I Financial Accounting and Earnings Management	Budapest, 2nd Floor
	Chair: Thomas Kaspereit, <i>University of Luxembourg, Luxembourg</i>	Discussant
	Timing management of impaired asset write-down Avi Messica (<i>College of Management Academic Studies, Israel</i>)	Fabio Franzoi (<i>Zeppelin University, Germany</i>)
	The use of marketing expenditures to avoid negative revenue surprises	Thomas Kaspereit (<i>University of</i>)

	Dong Hyun Son (<i>Hankuk University of Foreign Studies, South Korea</i>)	<i>Luxembourg, Luxembourg</i>
	Earnings management in German listed family firms Fabio Franzoi (<i>Zeppelin University, Germany</i>), Mark Mietzner (<i>Zeppelin University, Germany</i>), Franziska Thelemann (<i>Zeppelin University, Germany</i>)	Avi Messica (<i>College of Management Academic Studies, Israel</i>)
	Detecting carbon emission disclosure management Thomas Kaspereit (<i>University of Luxembourg, Luxembourg</i>), Kerstin Lopatta (<i>University of Oldenburg, Germany</i>)	Dong Hyun Son (<i>Hankuk University of Foreign Studies, South Korea</i>)

16:00 – 17:30	C: Banking, Insurance and Finance V Banking and Financial Services Industry	London, 3rd Floor
	Chair: Jose Cao-Alvira , <i>Lehman College, United States</i>	Discussant
	The battle over bankers' bonuses: Relevant impact or a mountain out of a molehill Ekaterina Seregina (<i>Bocconi University, Italy</i>)	Jose Cao-Alvira (<i>Lehman College, United States</i>)
	The leverage anomaly in US bank stock returns Frank Venmans (<i>University of Mons, Belgium and London School of Economics, United Kingdom</i>)	Ekaterina Seregina (<i>Bocconi University, Italy</i>)
	On TARP, bank market power and agency securitization Jose Cao-Alvira (<i>Lehman College, United States</i>), Alexander Núñez-Torres (<i>Lehman College, United States</i>)	Frank Venmans (<i>University of Mons, Belgium and London School of Economics, United Kingdom</i>)

16:00 – 17:30	C: Marketing III International marketing	Paris, 2nd Floor
	Chair: Janine Hobeika , <i>Paris-Dauphine University, France</i>	Discussant
	The intangible barriers originated from animosity and ethnocentrism towards global trade: An evidence from Vietnam Xuan Quynh Tran (<i>Graduate School Of Management Nice, France</i>)	Jie Yu (<i>University of Paris-Dauphine, France & International University in Geneva, Switzerland</i>)
	Money attitude revisited with taboo and explained by cultural values Janine Hobeika (<i>Paris-Dauphine University, France</i>)	Xuan Quynh Tran (<i>Graduate School Of Management Nice, France</i>)

	The mobility of marketing strategy formation in the digital era: Studies from France and China Jie Yu (University of Paris-Dauphine, France & International University in Geneva, Switzerland)	Noama Abbas (University of Aix-Marseille, France)
	The quality of service of the space rehabilitated in a restaurant: A test of the moderating effect of acculturation Noama Abbas (University of Aix-Marseille, France)	Janine Hobeika (Paris-Dauphine University, France)

16:00 – 17:30	C: Business Ethics, Inclusive Management & CSR III CSR, Green practices and firm performance	Oslo, 4rd Floor
	Chair: Béchir Ben Lahouel, IPAG Business School, France	
	Green IT practices and financial performance: The empirical evidence from German publicly traded companies Wojciech Przychodzen (University of Deusto, Spain), Fernando Gómez-Bezares (University of Deusto, Spain), Justyna Przychodzen (University of Liverpool, United Kingdom)	Béchir Ben Lahouel (IPAG Business School, France)
	Evaluation, benchmarking and measure of eco-efficiency. A non-parametric approach Maria Giuseppina Bruna (IPAG Business School, France), Béchir Ben Lahouel (IPAG Business School, France), Jean-Marie Peretti (ESSEC Business School, France), Tri Vo (IPAG Business School, France).	Rey Dang (ICN Business School, France)
	Women on corporate boards and firm performance: Evidence from panel quantile regression Rey Dang (ICN Business School, France), L'Hocine Houanti (La Rochelle Business School, France), Jean-Michel Sahut (IDRAC Business School, France & HEG Fribourg / HES-SO, Switzerland), Marie-José Scotto (IPAG Business School, France)	Wojciech Przychodzen (University of Deusto, Spain)

16:00 – 17:30	C: Logistics, Circular Economy and Digital Economy II Circular, collaborative economy and networks	Praha, 2nd Floor
	Chair: E. Hachemi Aliouche, University of New Hampshire, United States	Discussant
	Governance of inter-organizational relations and supply chain management: The case of franchising networks	Manel Guechtouli (IPAG Business School, France)

	Thierry Allegre (<i>University of Aix-Marseille, France</i>), François Fulconis (<i>University of Avignon & University of Aix-Marseille, France</i>), Gilles Paché (<i>University of Aix-Marseille, France</i>)	
	The effect of car sharing on car sales Peter Schmidt (<i>Bocconi University, Italy</i>)	Fatma Bouattour (<i>Digital & Ethics, France</i>)
	Exploring the link between business intelligence capabilities and users satisfaction: The case of a large global manufacturing company Parisa Panahi (<i>University of Gothenburg, Sweden</i>), Manel Guechtouli (<i>IPAG Business School, Nice, France</i>)	Peter Schmidt (<i>Bocconi University, Italy</i>)
	Modeling the economic value of data as intangible assets: An overview of the literature Fatma Bouattour (<i>Digital & Ethics, France</i>), Younes Ben Zaied (<i>ESSEC Business School, France</i>), Nicolas Glady (<i>ESSEC Business School, France</i>)	Thierry Allegre (<i>University of Aix-Marseille, France</i>)

16:00 – 17:30	C: Theoretical and Applied Economics II Microeconomics and applications	Amsterdam, 3rd Floor
	Chair: Gwenaël Piaser , <i>IPAG Business School, France</i>	Discussant
	A formal look at regulations and labour market informality in emerging market economies, Annabelle Mourougane (<i>IPAG Business School & OECD, France</i>), Thomas Chaux (<i>OECD, France</i>), Alexandre Kopoin (<i>OECD, France</i>)	Gwenaël Piaser (<i>IPAG Business School, France</i>)
	Repeated reverse auctions John Wilson (<i>Ivey School of Management, Canada</i>)	Ayi Ayayi (<i>University of Quebec at Trois-Rivières, Canada</i>)
	A critical discussion of Yamashita's mechanisms or why is it difficult to tax a multinational corporation Gwenaël Piaser (<i>IPAG Business School, France</i>)	John Wilson (<i>Ivey School of Management, Canada</i>)
	Determinants of microcredit interest rates: Some implications for microenterprises Ayi Ayayi (<i>University of Quebec at Trois-Rivières, Canada</i>)	Annabelle Mourougane (<i>IPAG Business School & OECD, France</i>)

16:00 – 17:30	C: Cross-cultural Management and HRM I	Stockholm, 4 th Floor
	Chair: Didier Roche, <i>La Rochelle Business School, France</i>	Discussant
	Fresh eyes on cultural distance in cross border mergers and acquisitions Muriel Durand (<i>South Champagne Business School, France & Aarhus University, Denmark</i>)	Didier Roche (<i>La Rochelle Business School, France</i>)
	Job fairs and perceptions of company attractiveness: Evidence from Japanese companies recruiting overseas Yani Karavasilev (<i>Osaka School of International Public Policy, Japan</i>), Chika Yamanami (<i>Osaka School of International Public Policy, Japan</i>), Miki Kohara (<i>Osaka School of International Public Policy, Japan</i>)	Lynn Sparling (<i>Okanagan College, Canada</i>)
	Managers, what kind of management and leadership do your young sellers need? Didier Roche (<i>La Rochelle Business School, France</i>)	Muriel Durand (<i>South Champagne Business School, France & Aarhus University, Denmark</i>)
	High potential identification in non-profit leaders Lynn Sparling (<i>Okanagan College, Canada</i>), Heather Stewart (<i>Okanagan College, Canada</i>), Ian Macrae (<i>University College London, United Kingdom</i>)	Yani Karavasilev (<i>Osaka School of International Public Policy, Japan</i>)

16:00 – 17:30	C: Subconference in Family Business Research III Innovation and Dynamic Capabilities in Family Firms	Berlin, 3 rd Floor
	Chair: Donata Mussolino, <i>University of Naples Federico II, Italy</i>	Discussant
	The effects of family involvement on R&D input and output: Agency or stewardship Kathryn Feng (<i>China Europe International Business School, China</i>), Roland Spekle (<i>Nyenrode Business University, Netherlands</i>)	Céline Barredy (<i>University of Lorraine, France</i>)
	Firm characteristics and innovation activity: A study of the Italian family firms Alessandro Capocchi (<i>University of Milano-Bicocca, Italy</i>), Andrea Amaduzzi (<i>University of Milano-Bicocca, Italy</i>), Murad Harasheh (<i>University of Milano-Bicocca, Italy</i>), Riccardo Melloni (<i>University of Milano-Bicocca, Italy</i>)	Kathryn Feng (<i>China Europe International Business School, China</i>)

	Outside directors and family business boards of directors: a dynamic capabilities perspective Céline Barredy (<i>University of Lorraine, France</i>), Julien Batac (<i>Univeristy of Bordeaux, France</i>)	Murad Harasheh <i>(University of Milano-Bicocca, Italy)</i>
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16:00 – 17:30	C: Subconference in Environmental Economics III Common(s) problems of the world	Kopenhag, 3rd Floor
	Chair: Nicolas Querou , <i>Center for Environmental Economics, France</i>	Discussant NA
	Interacting collective action problems in the commons, Nicolas Querou (<i>Center for Environmental Economics, France</i>)	
	Connectedness to nature, urbanization and the environment Emeline Bezin (<i>Paris School of Economics, France</i>), Ingmar Schumacher (<i>IPAG Business School, France</i>)	
	The Impact of Government Debt on Environmental Policy Ingmar Schumacher (<i>IPAG Business School, France</i>), Benteng Zou (<i>University of Luxembourg, Luxembourg</i>)	

16:00 – 17:30	C: Géopolitics II <i>*This session will be held in French</i>	Warszawa, 3rd Floor
	Chair: Laurent Reverso , <i>University of Toulon, France</i>	Discussant NA
	La question de la radicalisation et l'accueil des demandeurs d'asile : Enjeux et perspectives, le cas de la Belgique Johan Bourlard (<i>Belgian Federal Agency for the Reception of Asylum Seekers, Belgium</i>)	
	France : Quelle politique en dehors du tout sécuritaire ? Bernard Godard (<i>Former civil servant, French Interior Ministry, France</i>)	
	Les frères musulmans, matrice du terrorisme islamiste contemporain raconté à l'épreuve du terrain, de l'Égypte à la Catalogne... Emmanuel Razavi (<i>Globalgeonews, Spain</i>)	

19:00 – 23:00 GALA DINNER

HYATT REGENCY NICE

Palais de la Méditerranée

13 Promenade des Anglais, 06000 Nice

<https://nice.regency.hyatt.com/>



Friday, July 6, 2018

09:00 – 09:30 Registration & Coffee Ground Floor

09:30 – 11:00 Parallel Sessions (D)

09:30 – 11:00	D: Special Session on "Commodity Finance: Recent Trends and New Developments" I	Amphitheatre New York
	Chair: Sabri Boubaker, <i>South Champagne Business School, France</i> , Duc Khuong Nguyen, <i>IPAG Business School, France</i>	Discussant NA
	Directions and Trends in International Energy Price Research - Bibliometric Evidence Invited Speaker: Professor Brian Lucey (<i>Trinity College Dublin, Ireland & Editor-in-Chief of International Review of Financial Analysis</i>)	
	Gold and the VIX and their carbon-reducing roles in investment portfolios Dirk G. Baur (<i>University of Western Australia Business School, Australia</i>), Josua Oll (<i>University of Hamburg, Germany</i>)	

09:30 – 11:00	D: Marketing IV Marketing strategy	Paris, 2 nd Floor
	Chair: Cataldo Zuccaro, <i>University of Quebec at Montreal, Canada</i>	Discussant
	What conditions are critical for effective customer empowerment strategies launched by brands? Hajer Bachouche (<i>South Champagne Business School, France</i>), Ouidade Sabri (<i>Sorbonne Business School, France</i>)	Elisa Conti (<i>IPAG Business School, France</i>)
	Designing promotional offers for customer retention: The case of wireless telephony Cataldo Zuccaro (<i>University of Quebec at Montreal, Canada</i>)	Marwa Meddeb (<i>University of Aix-Marseille, France</i>)
	The antecedents and consequences of low pricing strategy in a turbulent economy Emna Arfa (<i>University of Tunis El-Manar, Tunisia</i>), Kaouther Saied – Benrached (<i>University of Tunis El-</i>	Hajer Bachouche (<i>South Champagne Business School, France</i>)

	<i>Manar, Tunisia</i>), Marwa Meddeb (<i>University of Aix-Marseille, France</i>), Jean-Louis Moulins (<i>University of Aix-Marseille, France</i>)	
	The return on investment from destination digital marketing activity: Evidence from London Elisa Conti (<i>IPAG Business School, France</i>)	Cataldo Zuccaro (<i>University of Quebec at Montreal, Canada</i>)

09:30 – 11:00	D: Business Ethics, Inclusive Management & CSR IV Ethics, CSR and business development	Oslo, 4th Floor
	Chair : Béchir Ben Lahouel , <i>IPAG Business School, France</i>	Discussant
	Exploring the influence of ethics as a tourism alternative for the student travel market Jeanette McDonald (<i>IPAG Business School, France</i>), Dominique Bonet Fernandez (<i>IPAG Business School, France</i>), Nathalie Montargot (<i>La Rochelle Business School, France</i>).	Andrea Pérez (<i>University of Cantabria, Spain</i>)
	A study of the impact of CSR news on market value in different industries Andrea Pérez (<i>University of Cantabria, Spain</i>), María Del Mar García De Los Salmones (<i>University of Cantabria, Spain</i>), Carlos López-Gutiérrez (<i>University of Cantabria, Spain</i>).	Jeanette McDonald (<i>IPAG Business School, France</i>)

09:30 – 11:00	D: Law and Management I Economics Law and Environment <i>* This session will be held in French</i>	Geneve, 1st Floor
	Chair: Benjamin Vincendeau (<i>IPAG Business School, France</i>)	Discussant
	La prise en considération de l'économie circulaire par l'Etat Emmanuel Jouini (<i>IPAG Business School, France</i>)	Benjamin Vincendeau (<i>IPAG Business School, France</i>)
	Gestion des déchets et économie circulaire. Le point de vue comparé du droit français et du droit vietnamien Alexandre Levillain (<i>IPAG Business School, France</i>), Virginie Bourdou (<i>IPAG Business School</i>), Thi Viet Ha Nguyen (<i>IPAG Business School</i>)	Dominique Bonet-Fernandez (<i>IPAG Business School, France</i>)
	Quels sont les futurs enjeux du droit économique de	Alexandre Levillain

	l'environnement ? Konstantin Ilchev (<i>University of Sophia-Antipolis, Nice</i>)	(<i>IPAG Business School, France</i>)
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09:30 – 11:00	D: Theoretical and Applied Economics III Advances in Economics	Stockholm, 4th Floor
	Chair: Philippe Delquié , <i>George Washington University, United States</i>	Discussant
	Discrimination, voice, and trust: An experimental approach Awatif Al Habsi (<i>Georgetown University, Qatar</i>), Yara AlKahala (<i>Georgetown University, Qatar</i>), Mohammad Taimur Ali (<i>Georgetown University, Qatar</i>)	Philippe Delquié (<i>George Washington University, United States</i>)
	EU structural funding of transport infrastructure in CEEC and its effect on FDI inflows and trade Viatcheslav Avioutskii (<i>ESSCA Angers, France</i>), Mouloud Tensaout (<i>University of Maine, France</i>)	Yara AlKahala (<i>Georgetown University, Qatar</i>)
	Measuring risk tolerance as maximum affordable loss: Empirical evidence from business executives Philippe Delquié (<i>George Washington University, United States</i>)	Viatcheslav Avioutskii (<i>ESSCA Angers, France</i>)

09:30 – 11:00	D: Economic and Management Issues in Developing Economies I	Praha, 2nd Floor
	Chair: David Allouche , <i>ESSCA Angers, France</i>	Discussant
	Les motivations de départ sont-elles semblables à celles du retour au pays d'origine? Cas des migrants du Moyen-Orient David Allouche (<i>ESSCA Angers, France</i>), Yehudith Khan (<i>Tel Hai College, Israel</i>)	Franck Dedieu (<i>IPAG Business School, France</i>)
	Le patriotisme économique français: Le cas de 50 grands groupes industriels Franck Dedieu (<i>IPAG Business School, France</i>)	David Allouche (<i>ESSCA Angers, France</i>)

09:30 – 11:00	D: Subconference in Family Business Research IV Plenary session	Berlin, 3rd Floor
	Chair: Andrea Calabrò , <i>IPAG Business School, France</i>	
	Family Business Management, Governance and Transgenerational Entrepreneurship	

	Alessandro Minichilli (<i>Bocconi University, Italy</i>), Shaker Zahra (<i>University of Minnesota, United States</i>)	
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09:30 – 11:00	D: Subconference in Environmental Economics IV Resources and curses	Kopenag, 3rd Floor
	Chair: Gerard Van Der Meijden , <i>VU University Amsterdam, Netherlands</i>	Discussant NA
	OPEC, Shale Oil and Global Warming Hassan Benchekroun (<i>McGill University, Canada</i>), Gerard Van Der Meijden (<i>VU University Amsterdam, Netherlands</i>), Cees Withagen (<i>IPAG Business School, France & VU University, Netherlands</i>)	
	An oligopoly fringe non-renewable resource game in the presence of a renewable substitute Cees Withagen (<i>IPAG Business School, France & VU University, Netherlands</i>), Hassan Benchekroun (<i>McGill University, Canada</i>), Gerard Van Der Meijden (<i>VU University Amsterdam, Netherlands</i>)	
	Levelized cost of consumed electricity Tunç Durmaz (<i>Yildiz Technical University, Turkey</i>), Aude Pommeret (<i>IREGE, University of Savoie Mont Blanc, France</i>)	

09:30 – 11:00	D: Géopolitics III <i>*This session will be held in French</i>	Warszawa, 3rd Floor
	Chair: Jean-Yves Moisseron , <i>IPAG Business School & IRD, France</i>	Discussant NA
	L'État islamique pris aux mots Myriam Benraad (<i>University of Limrick, Ireland & Middle East Studies Association, United States</i>)	
	Islams en Europe : la gestion étatique manquée ? : L'exemple des communautés turques en Europe entre loyauté et radicalisation Khattar Abou Diab (<i>Conseile Géopolitique-Perspectives, France</i>)	
	Le président Al-Sissi face au terrorisme en Egypte Rolland Lombardi (<i>University of Aix-Marseille, France</i>)	

11:00 – 11:15	Coffee Break	Ground Floor
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11:15 – 12:00 Keynote Address II

	Professor Shaker A. Zahra Department Chair, Robert E. Buuck Chair of Entrepreneurship, Professor of Strategy, Carlson School of Management, University of Minnesota, United States	Amphitheatre New York
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12:00 – 14:00 Lunch Break

14:00 – 15:30 Parallel Sessions (E)

14:00 – 15:30	E: Banking, Insurance and Finance VI Contemporary Corporate Finance III	London, 3 rd Floor
	Chair: Navin Chopra , <i>Kellogg School of Management, Northwestern University, United States</i>	Discussant
	Large shareholders, control contestability and firm productivity Sabri Boubaker (<i>South Champagne Business School, France</i>), Wael Rouatbi (<i>Montpellier Business School, France</i>)	Lilia Rekik (TELUQ University, Canada)
	The detrimental effect of economic policy uncertainty on firms' working capital Wassim Dbouk (<i>American University of Beirut, Lebanon</i>), Lama Moussawi-Haidar (<i>American University of Beirut, Lebanon</i>), Mohamad Jaber (<i>Ryerson University, Canada</i>)	Saqib Aziz (Rennes School of Business, France)
	Derivatives use and corporate governance in the financial crisis: An empirical analysis Lilia Rekik (<i>TELUQ University, Canada</i>)	Wael Rouatbi (Montpellier Business School, France)
	A behavioral perspective on corporate dividend policy: Evidence from France Saqib Aziz (<i>Rennes School of Business, France</i>), Dhoha Trabelsi (<i>ESCE, France</i>), Jean-Jacques Liti (<i>University of Rennes 1, France</i>)	Wassim Dbouk (American University of Beirut, Lebanon)
14:00 – 15:30	E: Special Session on "Commodity Finance: Recent Trends and New Developments" II	Stockholm, 4 th Floor
	Chair: Christoph Wegener , <i>IPAG Business School,</i>	Discussant

	<i>France & Hannover University, Germany</i>	
	Time-varying persistence in real oil prices and its determinant Robinson Kruse (<i>University of Cologne, Germany</i>), Christoph Wegener (<i>IPAG Business School, France & Hannover University, Germany</i>)	Sana Ben Kebaier (<i>University of Paris Dauphine, France & University of Tunis, Tunisia</i>)
	Forecasting high frequency realized volatility of oil with exogenous regressors Tony Klein (<i>TU Dresden, Germany</i>), Hans-Jörg Von Mettenheim (<i>IPAG Business School, France & Hannover University, Germany</i>), Thomas Walther (<i>University of St. Gallen, Switzerland</i>), Christoph Wegener (<i>IPAG Business School, France & Hannover University, Germany</i>)	Saker Sabkha (<i>University of Claude Bernard Lyon I, France</i>)
	Nonlinearities in the oil fluctuation effects on the sovereign credit risk Saker Sabkha (<i>University of Claude Bernard Lyon I, France</i>)	Christoph Wegener (<i>IPAG Business School, France & Hannover University, Germany</i>)
	The role of investor sentiment in the contemporaneous dynamics of energy commodity futures prices: A Discrete Wavelet Transformation Sana Ben Kebaier (<i>University of Paris Dauphine, France & University of Tunis, Tunisia</i>)	Hans-Jörg Von Mettenheim (<i>IPAG Business School, France & Hannover University, Germany</i>)

14:00 – 15:30	E: Banking, Insurance and Finance VII Monetary Policies	Praha, 2nd Floor
	Chair: Duc Khuong Nguyen , <i>IPAG Business School, France & Indiana University, United States</i>	Discussant
	Quantify the quantitative easing: Impact on bond liquidity and corporate debt issuance Karamfil Todorov (<i>London School of Economics, United Kingdom</i>)	Zornitsa Todorova (<i>Bocconi University, Italy</i>)
	Network effects of monetary policy: Evidence from global value chains Zornitsa Todorova (<i>Bocconi University, Italy</i>)	Simona Nistor (<i>Babes-Bolyai University, Romania</i>)
	Nonlinear dynamics in stock returns: do risk aversion, investor sentiment and monetary policy shocks matter?	Karamfil Todorov (<i>London School of Economics, United Kingdom</i>)

	Mariam Dahmene (<i>University of Sousse, Tunisia</i>)	<i>Kingdom</i>)
	The impact of policy interventions on systemic risk across banks Simona Nistor (<i>Babes-Bolyai University, Romania</i>), Steven Ongena (<i>University of Zürich & Swiss Finance Institute, Switzerland & KU Leuven, Belgium</i>)	Mariam Dahmene (<i>University of Sousse, Tunisia</i>)

14:00 – 15:30	E: Strategic Management III M&As and internationalization	Budapest, 2nd Floor
	Chair: Jonathan Peillex , <i>EMLV Business School, France</i>	Discussant
	International standardization and localization in knowledge-intensive service organizations: A case of UK universities' internationalization in China Xiaoqing Li (<i>Brunel University, United Kingdom</i>)	Le Wang (<i>Goethe University, Germany</i>)
	Friends or foes: Bilateral institutional relations and ownership choice in cross-border acquisitions by emerging market firms Jonathan Peillex (<i>EMLV Business School, France</i>)	Xiaoqing Li (<i>Brunel University, United Kingdom</i>)
	Long-term performance of technology acquisitions: The role of acquisition program diversity, innovation and alliance portfolio size, evidence from the pharmaceutical industry Le Wang (<i>Goethe University, Germany</i>), Lars Schweizer (<i>Goethe University, Germany</i>)	Jonathan Peillex (<i>EMLV Business School, France</i>)

14:00 – 15:30	E: Entrepreneurship II Perspectives francophones en entrepreneuriat	Lisboa, 1st Floor
	Chair: Adnane Maalaoui , <i>IPAG Business School, France</i>	Discussant
	Effet de la tendance au rajeunissement sur l'intention entrepreneuriale chez les personnes âgées, Adnane Maalaoui (<i>IPAG Business School, France</i>), Imen Safraou (<i>Paris School Of Business, France</i>), Judith Partouche (<i>Paris School Of Business, France</i>)	Jean-Michel Sahut (<i>IDRAC Business School, France</i>)
	L'innovation produit : Ses déterminants et retombées au sein des entreprises artisanales (cas de certaines pâtisseries de la région de Sfax) Amina Omrane (<i>FSEG, University of Sfax & IHEC Carthage, Tunisia</i>), Emna Kassis (<i>FSEG, University of Sfax & IHEC Carthage, Tunisia</i>)	Adnane Maalaoui (<i>IPAG Business School, France</i>)

	<p>Capital psychologique et capital social de l'entrepreneur Math Mazra (<i>University of Maroua-Cameroon, Cameroon</i>), Jean-Michel Sahut (<i>IDRAC Business School, France</i>), Lubica Hikkerova (<i>IPAG Business School, France</i>), Guillaume Marceau (<i>University of Aix-Marseille, France</i>)</p>	<p>Amina Omrane (<i>FSEG, University of Sfax & IHEC Carthage, Tunisia</i>)</p>
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14:00 – 15:30	E: Marketing V Consumer behavior	Paris, 2nd Floor
	Chair: Yu Wang , <i>California State University Long Beach, United States</i>	Discussant
	<p>The antecedents of halal consumption pattern: the mediator role of trust and lifestyle Nik Kamariah Nik Mat (<i>University of Utara Malaysia, Malaysia</i>), Yaty Sulaiman (<i>University of Utara Malaysia, Malaysia</i>), Noor Hasmini Abd-Ghani (<i>University of Utara Malaysia, Malaysia</i>)</p>	<p>Vesna Cado (<i>International University of Monaco, Monaco</i>)</p>
	<p>Exploring the consumption of connected objects as a source of psychological well-being Leila El Kamen (<i>TELUQ University, Canada</i>)</p>	Nik Kamariah Nik Mat (<i>University of Utara Malaysia, Malaysia</i>)
	<p>Moments of care: When patient experience goes luxury Vesna Cado (<i>International University of Monaco, Monaco</i>), Maria Kreuzer (<i>International University of Monaco, Monaco</i>), Karine Raies (<i>INSSEC Business School, France</i>)</p>	<p>Yu Wang (<i>California State University Long Beach, United States</i>)</p>
	<p>The role of regulatory disclosure in cause marketing Yu Wang (<i>California State University Long Beach, United States</i>), Aradhna Krishna (<i>University of Michigan, United States</i>), Uday Rajan (<i>University of Michigan, United States</i>)</p>	<p>Leila El Kamen (<i>TELUQ University, Canada</i>)</p>

14:00 – 15:30	E: Business Ethics, Inclusive Management & CSR V Stakeholders' management, inclusiveness & Integrated Reporting	Oslo, 4th Floor
	Chair : Manel Guechtouli , <i>IPAG Business School, France</i>	Discussant
	<p>Stakeholders management in the defense sector Andreas Tsalias (<i>University of Peloponnese, Greece</i>),</p>	George Redhead (<i>University of East</i>)

	Nikolaos Pentsas (<i>University of Peloponnese, Greece</i>)	Anglia, United Kingdom)
	A discursive interaction approach to professional identity building: The case of community interpreters in South Korea Taeyoung Yoo (<i>Hankuk University of Foreign Studies, South Korea</i>)	André Boyer (<i>University of Nice Sophia Antipolis, France</i>)
	A study on the extent of the adoption of integrated reporting standards by public listed companies in Malaysia Benedict Arulanandam (<i>Sunway College, Malaysia</i>), Lee Ran (<i>HELP University College, Malaysia</i>)	Andreas Tsalas (<i>University of Peloponnese, Greece</i>)
	Adopting "place": How an entrepreneurial sense of belonging can help revitalise communities George Redhead (<i>University of East Anglia, United Kingdom</i>), Zografia Bika (<i>University of East Anglia, United Kingdom</i>)	Taeyoung Yoo (<i>Hankuk University of Foreign Studies, South Korea</i>)

14:00 – 15:30	E: Law and Management II Corporate Social Responsibility and Law <i>* This session will be held in French</i>	Geneve, 1st Floor
	Chair: Alexandre Levillain , <i>IPAG Business School, France</i>	Discussant
	Les obstacles à une régulation efficace de la Responsabilité sociétale des entreprises transnationales Marie-Caroline Caillet (<i>Be-linked-Greenflex, France</i>)	Alexandre Levillain (<i>IPAG Business School, France</i>)
	La mise en place de systemes d'alerte éthique dans les entreprises : entre dispositif de management et gestion du risque juridique Florian Malaterre (<i>Celsa, University of Sorbonne, France</i>)	Virginie Bourdou (<i>IPAG, Business School, France</i>)
	Les chartes éthiques, normes fondamentales des entreprises multinationales ? Benjamin Vincendeau (<i>IPAG Business School, France</i>)	Thi Viet Ha Nguyen (<i>IPAG Business School, France</i>)

14:00 – 15:30	E: Theoretical and Applied Economics IV Energy and Ecology	Amsterdam, 3rd Floor
	Chair: Shigeru Matsumoto , <i>Aoyama Gakuin University,</i>	Discussant

	Japan	
	Allocating CO2 allowances to emitters in China: A multi-objective decision approach, Minxing Jiang (<i>Jinan University, China</i>), Bangzhu Zhu (<i>Jinan University, China</i>), Julien Chevallier (<i>University of Paris 8 & IPAG Business School, France</i>)	Shigeru Matsumoto (<i>Aoyama Gakuin University, Japan</i>)
	How have the energy savings obtained from the Japanese Top Runner Program been lost? Nozomu Inoue (<i>Aoyama Gakuin University, Japan</i>), Shigeru Matsumoto (<i>Aoyama Gakuin University, Japan</i>)	Julien Chevallier (<i>University of Paris 8 & IPAG Business School, France</i>)

14:00 – 15:30	E: Subconference in Family Business Research V Growth and Labor Demand in Family Firms	Berlin, 3rd Floor
	Chair: Céline Barredy, <i>University of Lorraine, France</i>	Discussant
	Peter Pan syndrome: The fear to choose among growth and domestic dimension in family business Donata Mussolino (<i>University of Naples Federico II, Italy</i>), Alessandro Cirillo (<i>University of Foggia, Italy</i>)	Arnd Koelling (<i>Berlin School of Economics and Law, Germany</i>)
	Family managed firms and labor demand - size matters, but only the small ones are different Arnd Koelling (<i>Berlin School of Economics and Law, Germany</i>)	Rosalia Santulli (<i>University of Salerno, Italy</i>)
	Types of TMT composition and family firm performance: The mediating role of orientations toward organic and acquisitive growth Rosalia Santulli (<i>University of Salerno, Italy</i>), Andrea Calabrò (<i>IPAG Business School, France</i>), Mariateresa Torchia (<i>International University of Monaco, France</i>), Carmen Gallucci (<i>University of Salerno, Italy</i>)	Donata Mussolino (<i>University of Naples Federico II, Italy</i>)

14:00 – 15:30	E: Subconference in Environmental Economics V Good papers in environmental economics	Kopenhagen, 3rd Floor
	Chair: Yacob Tsur, <i>Hebrew University of Jerusalem, Israel</i>	Discussant NA
	Resource windfalls and public debt: The role of political myopia Yacov Tsur (<i>Hebrew University of Jerusalem, Israel</i>), Ohad Raveh (<i>Hebrew University of Jerusalem, Israel</i>)	

	Environment, health and labor market Xavier Pautrel (<i>University of Angers, France</i>)	
	Backward- and forward-looking shadow prices in inclusive wealth accounting: An example of renewable energy capital Rintaro Yamaguchi (<i>National Institute for Environmental Studies, Japan</i>)	

14:00 – 15:30	E: Géopolitics IV * This session will be held in French	Warszawa, 3 rd Floor
	Chair: Rolland Lombardi, <i>University of Aix-Marseille, France</i>	Discussant NA
	La Communication francophone de Daesh Pierre Conesa (<i>Former high civil servant, French MOD, France</i>)	
	Peut-on lutter juridiquement contre la radicalisation religieuse? La réponse de la Cour Européenne des Droits de l'Homme Laurent Reverso (<i>University of Toulon, France</i>)	
	La radicalisation et la déradicalisation au Nord-Caucase Viatcheslav Avioutskii (<i>ESSCA Angers, France</i>)	

15:30 – 16:00	Coffee Break	
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16:00 – 17:30 Parallel Sessions (F)

16:00 – 17:30	F: Special Session on "Commodity Finance: Recent Trends and New Developments" III	Stockholm, 4 th Floor
	Chair: Federico Platania, <i>EMLV Business School, France</i>	Discussant
	Cross herding between the U.S. and the oil market: A sectoral analysis Ahmed Bensaïda (<i>University of Sousse, Tunisia</i>), Houda Litimi (<i>University of Sousse, Tunisia</i>), Oussama Abdallah (<i>University of Rennes, France</i>)	David Moroz (<i>South Champagne Business School, France</i>)
	Interdependence among agricultural commodity	Federico Platania

	markets, macroeconomic factors, crude oil and commodity index Jose M. Fernandez-Diaza (<i>University of Bath, United Kingdom</i>), Bruce Morley (<i>University of Bath, United Kingdom</i>)	(EMLV Business School, France)
	The hedonic price for whisky: Distiller's reputation, age and vintage Bruno Pecchioli (<i>South Champagne Business School, France</i>), David Moroz (<i>South Champagne Business School, France</i>)	Houda Litimi (<i>University of Sousse, Tunisia</i>)
	Long-term swings and seasonality in energy markets Federico Platania (<i>EMLV Business School, France</i>)	Bruce Morley (<i>University of Bath, United Kingdom</i>)

16:00 – 17:30	F: Banking, Insurance and Finance VIII	London, 3rd Floor
	Hedging and Equilibrium in Financial Markets	
	Chair: Cuong Le Van , <i>Paris School of Economics & IPAG Business School, France</i>	Discussant
	Financial markets with hedging complements Alain Chateauneuf (<i>IPAG Business School & Paris School of Economics, France</i>), Bernard Cornet (<i>University of Kansas, United States & Paris School of Economics, France</i>)	Cuong Le Van (<i>Paris School of Economics & IPAG Business School, France</i>)
	CAT bond spreads via HARA utility and nonparametric tests Denis-Alexandre Trottier (<i>Laval University, Canada</i>), Van Son Lai (<i>IPAG Business School, France & Laval University, Canada</i>), Anne-Sophie Charest (<i>Laval University, Canada</i>)	Nadège Ribau-Peltre (<i>University of Lorraine, France</i>)
	Equilibrium with international assets and goods markets: Why is the Law of One Price required? Stefano Bosi (<i>University of Paris-Saclay, France</i>), Patrice Fontaine (<i>EMLV, France</i>), Cuong Le Van (<i>Paris School of Economics & IPAG Business School, France</i>)	Alain Chateauneuf (<i>IPAG Business School & Paris School of Economics, France</i>)
	A methodology to avoid over-diversification of funds: An application case for equity fund of funds in bull market Nadège Ribau-Peltre (<i>University of Lorraine, France</i>), Pascal Damel (<i>University of Lorraine, France</i>), Hoai An Le Thi (<i>University of Lorraine, France</i>)	Van Son Lai (<i>IPAG Business School, France & Laval University, Canada</i>)

16:00 – 17:30	F: Marketing VI Marketing theory	Paris, 2 nd Floor
	Chair: Alexander J. Kull, University of San Diego, United States	Discussant
	How to create closeness with the final client? Contribution of the theories of self-expansion and attachment Tiphaine Gorlier (IPAG Business School, France), Géraldine Michel (Sorbonne Business School, France)	Alexander J. Kull <i>(University of San Diego, United States)</i>
	Managing luxury businesses: A literature review and research agenda Domenico Campa (International University of Monaco, Monaco), Mariateresa Torchia <i>(International University of Monaco, Monaco)</i>	Tiphaine Gorlier <i>(IPAG Business School, France)</i>
	Branding implications of artificial intelligence Alexander J. Kull (University of San Diego, United States), Ilaria Dalla Pozza <i>(IPAG Business School, France)</i>	Domenico Campa <i>(International University of Monaco, Monaco)</i>

16:00 – 17:30	F: Business Ethics, Inclusive Management & CSR VI HR Management Issues	Oslo, 4 th Floor
	Chair: Marie-José Scotto, IPAG Business School, France	Discussant
	Vacillate between humans and robots in the workplace: the role of ecological factors Faranak Farzaneh (HEC Montréal, Canada), André Boyer <i>(University of Nice Sophia Antipolis, France)</i>	Pierre Piré-Lechalard <i>(ESC Clermont Graduate School of Management, France)</i>
	Dissemination of CSR in organizations according to cultural factors: adoption-appropriation or adoption-assimilation. Case of European oil companies Pierre Piré-Lechalard (ESC Clermont Graduate School of Management, France)	Claude Alavoine <i>(IPAG Business School, France)</i>
	Ethnic inclusiveness of the central state government and economic growth in Sub-Saharan Africa Pierre Pecher (Aix-Marseille School of Economics, France), Frédéric Gaspart <i>(UCL, Belgium)</i>	Brahim Gaies <i>(IPAG Business School, France)</i>

16:00 – 17:30	F: Law and Management III Special session on Corporate Social Responsibility &	Geneve, 1 st Floor
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	Law * <i>This session will be held in French</i>	
	Chair: Benjamin Vincendeau, IPAG Business School, France	
	Une régulation européenne de la RSE est-elle envisageable ? Invited speaker : Auriane Lamine, UCL, Belgium	

16:00 – 17:30	F: Subconference in Family Business Research VI Internationalization of Family Firms	Berlin, 3rd Floor
	Chair: Angelo Bisignano, Nottingham Trent University, United Kingdom	Discussant
	Short-term pains or long-term gains? Alexander Laue (University of Rome Tor Vergata, Italy), Andrea Calabrò (IPAG Business School, France)	Claudia Pongelli (LUISS University, Italy)
	Family-centered goals, geographic focus, and family firms' internationalization: A study on export performance Claudia Pongelli (LUISS University, Italy), Alfredo Valentino (LUISS University, Italy), Andrea Calabrò (IPAG Business School, France), Matteo Caroli (LUISS University, Italy)	Xiaoxiang Zhang (University of Sussex, United Kingdom)
	Chinese family SMEs and their export behaviour: A multiple dimensional socio-emotional wealth framework combining family control status and family generation Xiaoxiang Zhang (University of Sussex, United Kingdom), Jie Wen (University of Sussex, United Kingdom), Xiaotian Zhang (University of Southern Denmark, Denmark)	Alexander Laue (University of Rome Tor Vergata, Italy)

16:00 – 17:30	F: Subconference in Environmental Economics VI Too much water is bad for you	Kopenhagen, 3rd Floor
	Chair: David Maddison, University of Birmingham, United Kingdom	Discussant NA
	Identifying the Information Effect of Flood Events: A Near-Miss Hedonic Approach Robert Elliot (University of Birmingham, United Kingdom), David Maddison (University of Birmingham, United Kingdom), Allan Beltran (London School of Economics and Political Science, United Kingdom)	

	Weather shocks, food prices and food security: Evidence from South Africa Zaneta Kubik (<i>University of Paris 1 Panthéon Sorbonne, France</i>), Julian May (<i>DST-NRF Centre of Excellence in Food Security, South Africa</i>)	

16:00 – 17:30	F: Géopolitics V <i>*This session will be held in French</i>	Warszawa, 3rd Floor
	Chair: Viatcheslav Avioutskii , <i>ESSCA Angers, France</i>	Discussant NA
	Mode de diffusion de l'Islam et radicalisation Jean-Yves Moisseron (<i>IPAG Business School & IRD, France</i>)	
	Les origines historiques et textuelles de la violence islamique ou la rencontre entre la prophétie et les hors la loi Abderrahmane Mekkaoui (<i>Hasan II University of Casablanca, Morocco & University of Bourgogne Franche Comté, France</i>)	
	Réformer l'islam pour sortir de l'impasse? Razika Adnani , (<i>French Foundation of Islam, France</i>)	

17:30 – 17:45	Coffee Break
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17:45 – 19:15 Parallel Sessions (F^{bis})

17:45 – 19:15	F^{bis}: Accounting and Financial Accounting II Cost of Capital, Ownership and Governance <i>*This session will be held in French</i>	Berlin, 3rd Floor
	Chair: Dorra Najjar , <i>IPAG Business School, France</i>	Discussant
	Structure de propriété et structure du capital: Cas des entreprises françaises Sourour Ben Saad (<i>University of Sousse, Tunisia</i>), Lotfi Belkacem (<i>University of Sousse, Tunisia</i>)	Dorra Najjar (<i>IPAG Business School, France</i>)
	La proximité entre le dirigeant et administrateurs effraie-t-elle les actionnaires? Cédric Vanappelghem (<i>University of Grenoble,</i>	Sourour Ben Saad (<i>University of Sousse, Tunisia</i>)

	France), Véronique Blum (University of Grenoble, France), Pascal Nguyen (University of Grenoble, France)	
	Le Carried Interest: Quel est le traitement fiscal le plus approprié? Dorra Najjar (IPAG Business School, France)	Cédric Vanappelghem (University of Grenoble, France)

17:45 – 19:15	Fbis: Banking, Insurance and Finance IX Banking Operations, Risk and Management	London, 3rd Floor
	Chair: Vincent Fromentin, University of Lorraine, France	Discussant
	Banking integration: The case of ASEAN Ha Dao (Banking University, Vietnam), Phuong Le (University of Paris-Sud, France), Tri Vo (IPAG Business School, France & University of Economics, Vietnam)	Rihem Braham (University of Sousse, Tunisia)
	Do bank activities and funding strategies of foreign and state-owned banks have a differential effect on risk taking in Central and Eastern Europe? Ion Lapteacru (University of Montesquieu - Bordeaux IV, France)	Vincent Fromentin (University of Lorraine, France)
	The role of political patronage on risk-taking behavior of banks in Middle East and North Africa region Rihem Braham (University of Sousse, Tunisia), Lotfi Belkacem (University of Sousse, Tunisia), Christian De Peretti (University of Claude Bernard-Lyon 1, France)	Ha Dao (Banking University, Vietnam)
	The long-term relationship between Fitch ratings and the market value of banks Vincent Fromentin (University of Lorraine, France)	Ion Lapteacru (University of Montesquieu - Bordeaux IV, France)

17:45 – 19:15	Fbis: Business Ethics, Inclusive Management & CSR VII	Oslo, 4th Floor
	Chair: Mohamed Akli Achabou & Marie-José Scotto, IPAG Business School, France	
	Impact du e-mentorat sur le relation mentoree au sein d'un réseau féminin dans un contexte de création d'entreprise: Le cas du programme Global Mentoring du réseau PWN Côte d'Azur Marie-José Scotto (IPAG Business School, France),	Faranak Farzaneh (HEC Montréal, Canada)

	André Boyer (<i>University of Nice Sophia Antipolis, France</i>), Kelly Lefebvre (<i>IPAG Business School, France</i>)	
	Une analyse du capital-investissement à impact social en termes de culture organisationnelle Sandra Montchaud (<i>Sciences Po Aix, France</i>)	Béchir Ben Lahouel (<i>IPAG Business School, France</i>)
	L'engagement RSE est-il un facteur différenciant sur le marché de la mode en France ? Mohamed Akli Achabou (<i>IPAG Business School, France</i>)	Sandra Montchaud (<i>Sciences Po Aix, France</i>)

17:45 – 19:15	F^{bis}: Subconference in Environmental Economics VII Resources for the future	Kopenhag, 3rd Floor
	Chair: Katheline Schubert, Paris School of Economics & University of Paris 1, France	Discussant NA
	Energy transition with variable and intermittent renewable electricity generation Katheline Schubert (<i>Paris School of Economics & University of Paris 1, France</i>), Aude Pommeret (<i>IREGE, University of Savoie Mont Blanc, France</i>)	
	Renewable technology adoption and the macroeconomy Ted Loch-Temzelides (<i>Rice University, United States</i>)	

Saturday, July 7, 2018

08:30 – 09:00 Registration & Coffee Ground Floor

09:00 – 10:30 Parallel Sessions (G)

09:00 – 10:30	G: Accounting and Financial Accounting III Issues in Business Finance and Accounting	Kopenhag, 3 rd Floor
	Chair: Susanne Weinberg, <i>Stockholm Business School, Sweden</i>	Discussant
	The effect of voluntary XBRL adoption on audit fees: Evidence from Belgium Yosra Makni (<i>FSEG, University of Sfax, Tunisia</i>), Sana Masmoudi (<i>ESC, University of Sfax, Tunisia</i>), Nawar Boujelbene (<i>FSEG, University of Sfax, Tunisia</i>)	Susanne Weinberg (<i>Stockholm Business School, Sweden</i>)
	The effect of governance mechanisms on the financial and stockmarket performance: The case of Canadian companies Hanen Ghorbel (<i>High School of Business Sfax, Tunisia</i>), Manel Kolsi (<i>University of Economic Sciences and Business of Sfax, Tunisia</i>)	Yosra Makni (<i>FSEG, University of Sfax, Tunisia</i>)
	EVA® vs. ROE as strategic corporate goals: A microeconomic approach Louis De Mesnard (<i>University of Bourgogne Franche-Comté, France</i>)	Hanen Ghorbel (<i>High School of Business Sfax, Tunisia</i>)
	Short-termism and the financial consequences: A look at the outcome vs forecast turnover and the ROA development Susanne Weinberg (<i>Stockholm Business School, Sweden</i>), Tor Brunzell (<i>Stockholm Business School, Sweden</i>)	Louis De Mesnard (<i>University of Bourgogne Franche-Comté, France</i>)

09:00 – 10:30	G: Banking, Insurance and Finance X Volatility Transmission and Risk Management	London, 3 rd Floor
	Chair: Mazin A. M. Al Janabi, <i>EGADE Business School, Mexico</i>	Discussant
	How do volatility regimes affect the pricing of quality and liquidity in the stock market? Tarik Bazgour (<i>EMLV Business School, France</i>)	Ahmed Bensaïda (<i>University of Sousse, Tunisia</i>)

	<p>Are financial markets efficient at a high frequency? A neural network and pattern recognition analysis? Christian De Peretti (<i>University of Claude Bernard Lyon I & University of Orléans, France</i>), Carole Siani (<i>University of Claude Bernard Lyon I, France</i>)</p>	<p>Mazin A. M. Al Janabi (<i>EGADE Business School, Mexico</i>)</p>
	<p>Good and bad volatility spillovers: An asymmetric connectedness Ahmed Bensaïda (<i>University of Sousse, Tunisia</i>), Houda Litimi (<i>University of Sousse, Tunisia</i>), Oussama Abdallah (<i>University of Rennes, France</i>)</p>	<p>Tarik Bazgour (<i>EMLV Business School, France</i>)</p>
	<p>Constrained optimization parameters for the computation of investable portfolios Mazin A. M. Al Janabi (<i>EGADE Business School, Mexico</i>)</p>	<p>Christian De Peretti (<i>University of Claude Bernard Lyon I & University of Orléans, France</i>)</p>

09:00 – 10:30	G: Strategic Management IV Strategic human capital	Stockholm, 4th Floor
	Chair: William Castellano , <i>Rutgers University, United States</i>	Discussant
	<p>CEO Performance in severe crises: The role of newcomer Sharmin Sazedj (<i>Nova School of Business and Economics & Bank of Portugal, Portugal</i>), José Tavares (<i>Nova School of Business and Economics, Portugal</i>), João Amador (<i>Nova School of Business and Economics & Bank of Portugal, Portugal</i>)</p>	<p>Claude Alavoine (<i>IPAG Business School, France</i>)</p>
	<p>Contract human capital HR architecture: A framework for managing talent in the gig economy William Castellano (<i>Rutgers University, United States</i>)</p>	<p>Sharmin Sazedj (<i>Nova School of Business and Economics & Bank of Portugal, Portugal</i>)</p>
	<p>Connecting personality factors and strategic orientations in negotiation: An exploratory study Claude Alavoine (<i>IPAG Business School, France</i>)</p>	<p>William Castellano (<i>Rutgers University, United States</i>)</p>

09:00 – 10:30	G: Marketing VII Branding	Paris, 2nd Floor
	Chair: Isabelle Aimé , <i>IPAG Business School, France</i>	Discussant

	<p>A history of the brand management system Isabelle Aimé (IPAG Business School, France), Fabienne Berger-Remy (Sorbonne Business School, France), Marie-Eve Laporte (Sorbonne Business School, France)</p>	<p>Andria Andriuzzi (IPAG Business School, France)</p>
	<p>The influence of launching an esport brand on the meaning of an incumbent sport brand Marjorie Bertschy (International University of Monaco, Monaco), Hans Muhlbacher (International University of Monaco, Monaco)</p>	<p>Isabelle Aimé (IPAG Business School, France)</p>
	<p>"You talkin' to them?" The detrimental effects of brand conversation on consumers' attitude Andria Andriuzzi (IPAG Business School, France), Géraldine Michel (Sorbonne Business School, France)</p>	<p>Marjorie Bertschy (International University of Monaco, Monaco)</p>

09:00 – 10:30	<p>G: Business Ethics, Inclusive Management & CSR VIII Symbolism, Ritualism and Values in Corporate Social Responsibility</p>	Oslo, 4th Floor
	<p>Chair: Maria Giuseppina Bruna, IPAG Business School, France</p>	Discussant
	<p>The Polivalence of Fear Ofelia Palermo (Nottingham Trent University, United Kingdom), Henrique Duarte (Instituto Universitário de Lisboa, Portugal)</p>	<p>André Boyer (University of Nice Sophia Antipolis, France)</p>
	<p>"Islamic ethics and spirit of capitalism": The case of MÜSIAD in Turkey Laure Dikmen (CEREGE, IAE, University of Poitiers, France), Karim Trabelsi (University of Sfax, Tunisia), Selçuk Uygur (Brunel University, United Kingdom)</p>	<p>Jean-Etienne Joullié (Gulf University for Science and Technology, Kuwait)</p>
	<p>Does empathy matter to corporate social responsibility? Narjess Boubakri (American University of Sharjah, United Arab Emirates), Lamia Chourou (Telfer School of Management, University of Ottawa, Canada), Jocelyn Grira (United Arab Emirates University, United Arab Emirates), Samir Saadi (Telfer School of Management, University of Ottawa, Canada)</p>	<p>Ofelia Palermo (Nottingham Trent University, United Kingdom)</p>
	<p>The rhetorical foundation of managerial authority: A hierarchy of language and values for managers Robert Spillane (Macquarie University, Australia), Jean-</p>	<p>Maria Giuseppina Bruna (IPAG Business School,</p>

	Etienne Joullié (<i>Gulf University for Science and Technology, Kuwait</i>)	France)
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09:00 – 10:30	G: Theoretical and Applied Economics V Macroeconomics	Budapest, 2nd Floor
	Chair: Brahim Gaies , <i>IPAG Business School, France</i>	Discussant
	Inflation connectedness across industries: The case of South Korea Melisa Bilgin (<i>Koc University, Turkey</i>), Kamil Yilmaz (<i>Koc University, Turkey</i>)	Brahim Gaies (<i>IPAG Business School, France</i>)
	Macroeconomic expectations under heterogeneous beliefs: A dynamic analysis using individual survey data Imane El Ouadghiri (<i>EMLV Business School, France</i>)	Melisa Bilgin (<i>Koc University, Turkey</i>)
	Financial globalization and growth: How does financial instability matter? Brahim Gaies (<i>IPAG Business School, France</i>)	Imane El Ouadghiri (<i>EMLV Business School, France</i>)

09:00 – 10:30	G: Economic and Management Issues in Developing Economies II	Warszawa, 3rd Floor
	Chair: Pei Liu , <i>Newcastle University, United Kingdom</i>	Discussant
	Challenges and opportunities of MNEs in Russian market: Grounded theory approach Mariia L. Gorbunova (<i>University of Nizhni Novgorod, Russia</i>)	Pei Liu (<i>Newcastle University, United Kingdom</i>)
	To what extent do ownership affect firms' innovation activities? Evidence from China Pei Liu (<i>Newcastle University, United Kingdom</i>), Jiayuan Xin (<i>Newcastle University Business School, United Kingdom</i>)	Nhung Hong An (<i>USAID Vietnam GIG Program & Chemonics International, Vietnam</i>)
	Motivational factors in international non-governmental organizations in Vietnam Nhung Hong An (<i>USAID Vietnam GIG Program & Chemonics International, Vietnam</i>), Ayi Ayayi (<i>University of Quebec at Trois Rivières, Canada</i>)	Mariia L. Gorbunova (<i>University of Nizhni Novgorod, Russia</i>)

09:00 – 10:30	G: Subconference in Family Business Research VII Goals, Values and Idiosyncrasies in Family Firms	Berlin, 3rd Floor
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	Chair: Kishor Goswami, Indian Institute of Technology Kharagpur, India	Discussant
	On the goals of family firms: Why are family firms more stakeholder-oriented? Baris Istipliler (<i>University of Mannheim, Germany</i>), Jan-Philipp Ahrens (<i>University of Mannheim, Germany</i>), Christian Hauser (<i>Chur University of Applied Sciences, Germany</i>)	Jose Antonio Clemente (<i>Polytechnic University of Valencia, Spain</i>)
	Family firm idiosyncrasies in knowledge diversity and causation logics Robert Randolph (<i>University of Nevada, United States</i>), Esra Memili (<i>University of North Carolina at Greensboro, United States</i>), Hanqing Chevy Fang (<i>Missouri University of Science and Technology, United States</i>), Allison Pearson (<i>Mississippi State University, United States</i>), Dilek Zamantili-Nayir (<i>Marmara University, Turkey</i>)	Baris Istipliler (<i>University of Mannheim, Germany</i>)
	Asset tangibility, family intangibles, information and leverage: The effect of family control on firms' financial decisions César Camisón (<i>University of Valencia, Spain</i>), Jose Antonio Clemente (<i>Polytechnic University of Valencia, Spain</i>), Sergio Camison-Haba (<i>University of Valencia, Spain</i>)	Esra Memili (<i>University of North Carolina at Greensboro, United States</i>)

10:30 – 11:00 Coffee Break

11:00 – 12:30 Parallel Sessions (H)

11:00 – 12:30	H: Banking, Insurance and Finance XI Price Dynamics, Risk Spillovers and Hedging	Stockholm, 4th Floor
	Chair: Stéphanie Ligot, Sorbonne Management School, France	Discussant
	Price risk and hedging strategies in Nord Pool electricity market evidence with sector indexes Souhir Ben Amor (<i>IHEC Sousse, Tunisia</i>), Henri Boubaker (<i>IPAG Business School, France & IHEC of Sousse, Tunisia</i>), Lotfi Belkacem (<i>IHEC Sousse, Tunisia</i>)	Abdoulkarim Idi Cheffou (<i>EDC Paris Business School, France</i>)
	Assessing downside and upside risk spillovers across conventional and socially responsible stock markets	Houda Jendoubi (<i>ESSEC, Tunisia</i>)

	Nabila Jawadi (<i>IPAG Business School, France</i>), Fredj Jawadi (<i>University of Evry, France</i>), Abdoulkarim Idi Cheffou (<i>EDC Paris Business School, France</i>), Hachmi Ben Ameer (<i>INSEEC Business School, France</i>)	
	The impacts of fragmentation on the price discovery dynamics: Determining the contributions of multilateral trading facilities and regulated market Stéphanie Ligot (<i>Sorbonne Management School, France</i>), Roland Gillet (<i>Sorbonne Management School, France & Solvay Brussels School, Belgium</i>)	Souhir Ben Amor (<i>IHEC Sousse, Tunisia</i>)
	Exchange rate regime, inflation targeting and macroeconomic performance Houda Jendoubi (<i>ESSEC, Tunisia</i>)	Stéphanie Ligot (<i>Sorbonne Management School, France</i>)

11:00 – 12:30	H: Banking, Insurance and Finance XII Frontiers in Corporate Finance	London, 3rd Floor
	Chair: Kai-Shi Chuang , <i>Tunghai University, Taiwan</i>	Discussant
	IPO valuation process in the French market Hanane Dakhli (<i>South Champagne Business School, France</i>)	Kai-Shi Chuang (<i>Tunghai University, Taiwan</i>)
	Rating of sovereign securities of Sub-Saharan Africa countries: are the public governance factors relevant? Babacar Sène (<i>University of Cheikh Anta Diop of Dakar, Senegal</i>), Ibrahima Thiam (<i>University of Thiès, Senegal</i>), Modou Dieng (<i>University Alioune DIOP of Bambey, Senegal</i>)	Hanane Dakhli (<i>South Champagne Business School, France</i>)
	Private placements, market discounts and firm performance: The perspective of corporate life cycle analysis Kai-Shi Chuang (<i>Tunghai University, Taiwan</i>)	Babacar Sène (<i>University of Cheikh Anta Diop of Dakar, Senegal</i>)

11:00 – 12:30	H: Marketing VIII Services marketing	Paris, 2nd Floor
	Chair: Arcadio Cerda , <i>University of Talca, Chile</i>	Discussant
	Impact of the skills-based training model on the perceived quality of service and student loyalty to a university in Chile Arcadio Cerda (<i>University of Talca, Chile</i>), Milton Inostroza (<i>University of Talca, Chile</i>), Leidy Garcia	Muhammad Akib Warraich (<i>University of Management and Technology, Pakistan</i>)

	(University of Talca, Chile)	
	Polygamous service relationships: a study of consumers and their banks Alisa Minina (IPAG Business School, France & Stockholm University, Sweden)	Arcadio Cerda (University of Talca, Chile)
	Franchising in social sectors in emerging markets: Insights from education service franchise in Pakistan Muhammad Akib Warraich (University of Management and Technology, Pakistan), Dildar Hussain (Rennes School of Business, France), Yasir Rashid (University of Management and Technology, Pakistan)	Alisa Minina (IPAG Business School, France & Stockholm University, Sweden)

11:00 – 12:30	H: Business Ethics, Inclusive Management & CSR IX Gender & Inclusion: International Issues	Oslo, 4rd Floor
	Chair: Nathalie Montargot , La Rochelle Business School, France	
	The role of ethics, responsibility and sustainability in international accreditations Maria Giuseppina Bruna (IPAG Business School, France), Jamie Smith (IPAG Business School, France)	Nathalie Montargot (La Rochelle Business School, France)
	University students' perceptions and attitudes toward sexual harassment A. Tarik Timur (Eastern Mediterranean University, Cyprus), Alheri Magaji (Eastern Mediterranean University, Cyprus), Seldjan Timur (Eastern Mediterranean University, Cyprus)	Marie-José Scotto (IPAG Business School, France)
	Feminization of the labor force in Algerian companies. The CEVITAL group, a pioneering company? Rey Dang (ICN Business School, France), Marie-José Scotto (IPAG Business School, France), Manel Guechtouli (IPAG Business School, France), L'Hocine Houanti (La Rochelle Business School, France)	Jeanette McDonald (IPAG Business School, France)

11:00 – 12:30	H: Economic and Management Issues in Developing Economies III	Praha, 2nd Floor
	Chair: Greg Clydesdale , Lincoln University, New Zealand	Discussant
	Does international arbitration affect economic growth in Latin America? Edgardo Cayon (CESA Business School, Colombia),	Laurence Frank (Air Force Research Center, France)

	Juan Santiago Correa (CESA Business School, Colombia), Lina De La Espriella (CESA Business School, Colombia)	
	The fast rise of COMAC in the global aircraft industry: The fast lane for capacity building Laurence Frank (Air Force Research Center, France)	C. Peeth Kartha (University of Michigan-Flint, United States)
	An empirical investigation of the impact of ISO 9001 certification C. Peeth Kartha (University of Michigan-Flint, United States)	Greg Clydesdale (Lincoln University, New Zealand)
	Silicon valley, trajectories and government policy Greg Clydesdale (Lincoln University, New Zealand)	Juan Santiago Correa (CESA Business School, Colombia)

11:00 – 12:30	H: Innovation and Knowledge Management II	Kopenhagen, 3rd Floor
	Chair: Nadia Yin Yu , Neoma Business School, France	Discussant
	Using electronic knowledge repositories for knowledge sharing: Theoretical model and empirical validation Sanaa Boukhari (Mohammed V University in Rabat, Morocco)	Safa Lechab (Blida 2 University, Algeria)
	The dashboards for better managerial performance of public hospitals Safa Lechab (Blida 2 University, Algeria), Sanaa Lechab (Blida 2 University, Algeria)	Sanaa Boukhari (Mohammed V University in Rabat, Morocco)
	The relationship between employee turnover and innovation performance in French firms Sonia Yousfi (University of Bourgogne Franche-Comté, France), Diego Legros (University of Bourgogne Franche-Comté, France)	Nadia Yin Yu (Neoma Business School, France)
	What it takes to have innovative teams? Combination of knowledge integration and team climate perspective Nadia Yin Yu (Neoma Business School, France), Riki Takeuchi (University of Texas, United States), Zhijun Chen (Shanghai University of Finance and Economics, China)	Sonia Yousfi (University of Bourgogne Franche-Comté, France)

11:00 – 12:30	H: Subconference in Family Business Research VIII Succession and Financial Risk in Family Firms	Berlin, 3 rd Floor
	Chair: Esra Memili , <i>University of North Carolina at Greensboro, United States</i>	Discussant
	Rural home-based handloom micro-entrepreneurship and financial risk attitude: An across state study in North East India Kishor Goswami (<i>Indian Institute of Technology Kharagpur, India</i>), Kalpana Handique (<i>Indian Institute of Technology Kharagpur, India</i>)	Huiping Xian (<i>University of Sheffield, United Kingdom</i>)
	Succession in Marwari family business in India: A qualitative study Smriti Agarwalla (<i>Independent Consultant, India</i>), Neharika Vohra (<i>Indian Institute of Management Ahmedabad, India</i>), Supriya Sharma (<i>Indian Institute of Management Ahmedabad, India</i>)	Kishor Goswami (<i>Indian Institute of Technology Kharagpur, India</i>)
	Negotiating the female leader role within family business succession in China Huiping Xian (<i>University of Sheffield, United Kingdom</i>), Nan Jiang (<i>University of Westminster, United Kingdom</i>)	Neharika Vohra (<i>Indian Institute of Management Ahmedabad, India</i>)

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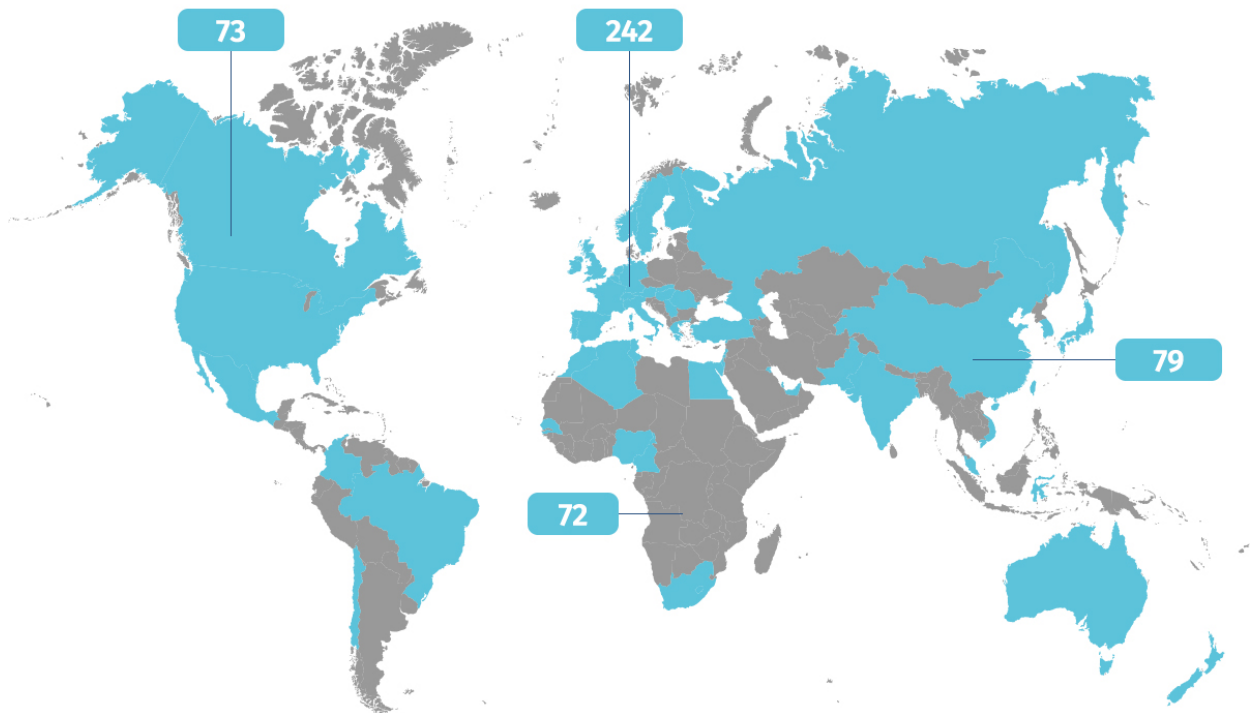
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	Denmark	1
	France	127
	Germany	9
	Greece	2
	Hong Kong	2
	Hungary	1
	India	3
	Ireland	2
	Israel	3
	Italy	12
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	Luxembourg	2
	Malaysia	2
	Mexico	1
	Monaco	4
	Morocco	2
	Netherlands	2
	New Zealand	1
	Norway	1
	Pakistan	2
	Portugal	1
	Qatar	1
	Romania	1

	Senegal	1
	South Korea	2
	Spain	7
	Sweden	4
	Switzerland	2
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The International Research Meeting in Business and Management (IRMBAM) is among the leading conferences in Europe. This year, 466 high-quality submissions from 50 countries have been received.



AN INTERNATIONAL IMPACT

EUROPE [242] France [129], UK [26], Germany [16], Italy [17], Spain [10], Belgium [8], Switzerland [4], Netherlands [3], Greece [6], Ireland [3], Monaco [3], Portugal [3], Sweden [3], Austria [2], Norway [2], Slovakia [2], Finland [1], Hungary [1], Luxemburg [1], Romania [1], Serbia [1]

ASIA & OCEANIA [79] India [12], Pakistan [11], China [7], Vietnam [7], Israel [6], South Korea [5], Turkey [5], Japan [5], Hong Kong [4], Australia [3], Russia [3], Kuwait [2], New Zealand [2], Taiwan [2], Malaysia [2], Indonesia [1], Lebanon [1], Qatar [1]

NORTH & SOUTH AMERICA [73] USA [37], Canada [27], Chile [5], Colombia [2], Brazil [1], Mexico [1]

AFRICA [72] Tunisia [36], Algeria [16], Morocco [11], South Africa [3], Egypt [2], Cameroon [1], Nigeria [1], Senegal [1], United Arab Emirates [1]

Facts and Figures since 2010

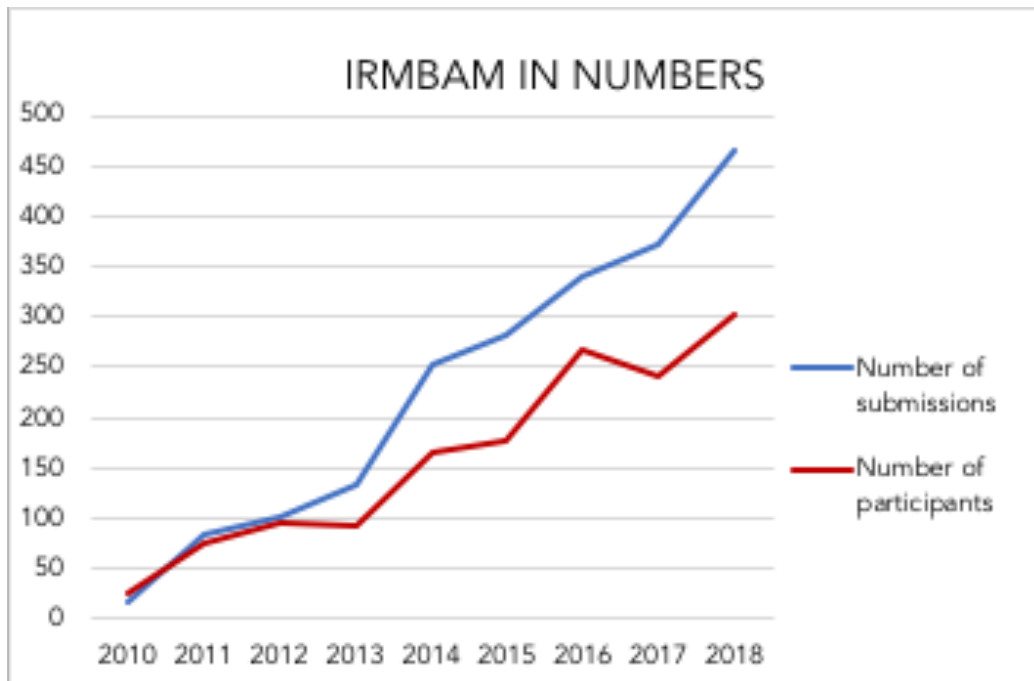


Year	Submissions	Accepted Papers	Conference participants	Institutions represented	Countries represented
IRMBAM-2018	466	278	301	198	45
IRMBAM-2017	372	198	241	153	38
IRMBAM-2016	341	201	266	151	40
IRMBAM-2015	281	159	178	97	23
IRMBAM-2014	252	127	165	85	27
IRMBAM-2013	133	80	94	42	10
IRMBAM-2012	101	76	95	37	9
IRMBAM-2011	85	59	76	34	6
IRMBAM-2010	16	11	25	12	4

IRMBAM has become increasingly visible in the last few years while keeping an original positioning.

The 2018 program consists of 78 sessions and will bring 256 presenters from universities across the world. The IRMBAM is highly competitive: More than 450 submitted papers have been reviewed. Unfortunately, many good papers could not be included in the final program due to limited space.

The Nice July Meeting is slowly but firmly taking its place among the major European conferences in economics and management.



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 wear it at all times. It is also necessary to wear your name badge also during lunch and at the social events.

Wi-Fi connection

Wi-Fi connection is available at the conference venue from July 5th morning to July 7th until the closing.

Program changes

General announcements, changes and updates to the programme will be displayed at the registration desk.

Useful IPAG contacts

IRMBAM secretary: c.tawfik@ipag.fr

Conference organisers: tra.tran@ipag.fr , asli.kozan@ipag.fr

Instructions for presentations

Each parallel session lasts 90 minutes.

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.

Medical assistance, hospitals

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

Upcoming conferences

PFMC 2018

6th Paris Financial Management Conference (PFMC)

December 17-19, 2018

<https://pfmc2018.sciencesconf.org/>

Keynote speakers:

- Uptal Battacharya (*Hong Kong University of Science and Technology, China*)
- William Megginson (*University of Oklahoma, United States*)

Venue: IPAG Business School, 184 Boulevard Saint Germain, 75006 Paris

Important dates:

- Submission deadline: July 31, 2018

Papers in sustainable finance and CSR are welcome.

ISEFI 2019

7th International Symposium on Environment and Energy Finance Issues (ISEFI)

Paris, May 23-24, 2019

<https://isefi.sciencesconf.org/>

Important dates:

- Call for papers: September 2018
- Submission deadline: March 3, 2019

IRMBAM 2019 (10th anniversary)

10th International Research Meeting on Business and Management (IRMBAM)

Nice, July 8-10, 2019

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

Venue: IPAG Business School, 4 boulevard Carabacel, 06000 Nice

Important dates:

- Call for papers: October 2018
- Submission deadline: April 6, 2019

Tourism and cultural spots



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

Notes

Notes

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S S S M

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3,500 students

130 partner universities throughout the world

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