



Next Generation Challenges: Innovation, Regeneration and Inclusion

Abstracts of the Joint International Conference
Organised by

- University of Primorska, Faculty of Management, Slovenia
- University of Trento, Department of Economics and Management, Italy
- University of Trieste, Department of Economics, Business, Mathematics and Statistics (DEAMS), Italy
- Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković,' Croatia

Trento, Italy • 5–8 June 2024

MIC 2024: Next Generation Challenges; Innovation, Regeneration and Inclusion

Abstracts of the Joint International Conference Organised by

University of Primorska, Faculty of Management, Slovenia

University of Trento, Department of Economics and Management, Italy

University of Trieste, Department of Economics, Business,
Mathematics and Statistics (DEAMS), Italy

Juraj Dobrila University of Pula, Faculty of Economics and Tourism

'Dr Mijo Mirković,' Croatia

Trento, Italy | 5–8 June 2024

Management International Conference

ISSN 2712-3766

Edited by Suzana Sedmak

Ana Grdović Gnip

Anita Trnavčević

Design and Layout Alen Ježovnik

Published by University of Primorska Press

Titov trg 4, 6000 Koper, Slovenia

hippocampus.si

Editor in Chief Jonatan Vinkler

Managing Editor Alen Ježovnik

Koper, Slovenia | June 2024

© 2024 University of Primorska Press

Electronic edition | Published under the terms
of the Creative Commons CC BY-SA 4.0 License

<https://www.hippocampus.si/ISBN/978-961-293-322-7.pdf>

<https://doi.org/10.26493/978-961-293-322-7>



**UNIVERSITÀ
DI TRENTO**
Dipartimento di
Economia e Management



**UNIVERSITÀ
DEGLI STUDI
DI TRIESTE**



**Fakultet ekonomije i turizma
"Dr. Mijo Mirković"**

Dipartimento di
leams Scienze Economiche, Aziendali,
Matematiche e Statistiche "Bruno de Finetti"



INTERCONNECTED WORLD-WIDE
INNOVATION ECOSYSTEM

**TRANSFORM
4EUROPE**

Kataložni zapis o publikaciji (CIP) pripravili
v Narodni in univerzitetni knjižnici v Ljubljani
COBISS.SI-ID 197103875
ISBN 978-961-293-322-7 (PDF)

Contents

Conference Organisers	· 4
Welcome Address by the Conference Chairs	· 5
Conference Aims	· 6
Programme Boards	· 7
Conference Programme	· 9
Keynote Speech: The Significance of Planetary Boundaries in Shaping Global Governance and Sustainability	· 10
Keynote Speech: Untangling the Complex Relationship between Business and Sustainability	· 11
Round Table: Museums as Public Spaces for Social Change	· 12
Meet the Editors	· 13
Pre-Conference Day	· 14

Sessions

Pre-Conference Day Presentations	· 19
Economics	· 20
Digitalisation I	· 21
Innovations	· 22
Green Transition	· 23
Education I	· 24
Management I	· 25
Sustainability I	· 26
Finance I	· 27
Entrepreneurship	· 28
Education II	· 29
Digital Innovation and Finance	· 30
Sustainability II	· 31
Social Issues	· 32
Human Resource Management	· 33
Poster Session	· 34
Management II	· 35
Digitalisation II	· 36
Finance II	· 37
Tourism	· 38

Conference Organisers

The conference is organised by partner institutions:

University of Primorska, Faculty of Management (Slovenia) is a higher education institution for education and research in the fields of social sciences and business management. The Faculty offers professional and university bachelor study programmes in Management, master study programmes in Management, Economics and Finance, Law for Management and Political Science, interdisciplinary master's study programme in Sustainable Development Management, and doctoral study programme in Management. Besides the study programmes leading to a degree, the Faculty also offers modules for groups or in-company training from the field of social sciences and business management with interdisciplinary links to economic, business, legal, organizational, and behavioural sciences.

University of Trento, The Department of Economics and Management (Italy) is a 50-year-old dynamic academic institution that is actively engaged in diverse fields of economic and management research. Recognized for its teaching quality, DEM offers a variety of study courses, including undergraduate courses in General Economics and Business Administration, as well as master's programmes in Economics and Company Legislation, Finance, Management, Sustainable Tourism Management, Behavioral and Applied Economics, International Management, European Master in Business Studies, Innovation Management, Data Science, European and International Studies, and International Security Studies. Additionally, DEM provides research doctorates (PhD) in Economics and Finance, Management, International Studies, and Sustainability (Susteems).

University of Trieste, The Department of Economics, Business, Mathematics and Statistics (DEAMS) promotes and coordinates teaching and research activities in the fields of economics and business sciences, statistical sciences, and mathematics applied to economics and social sciences. DEAMS undergraduate programmes include three degrees in Economics and Financial Markets, Business Administration and Management, Statistics and Informatics for Business, Finance and Insurance. At the graduate level, DEAMS offers three Master's degrees in Economy, Environment and Development, Business Strategy and Consulting, Statistical and Actuarial Sciences. It is also home to an international PhD in Circular Economy.

Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković' (Croatia) offers all levels of higher education: from undergraduate and graduate studies to postgraduate specialist and doctoral programmes of study. Scientific activities of the Faculty include research in the field of social sciences and organisation of international conferences as well as publishing of international scientific journals, including Economic Research and Review of Innovation and Competitiveness.

Welcome Address by the Conference Chairs

It is our distinct pleasure and privilege to welcome you to Trento, Italy, for the Management International Conference (MIC) 2024.

This year's MIC Conference is organised in partnership between the University of Primorska, Faculty of Management (Slovenia); University of Trento, Department of Economics and Management (Italy); University of Trieste, DEAMS – Department of Economics, Business, Mathematics, and Statistics (Italy); and Juraj Dobrila University of Pula, Faculty of Economics and Tourism 'Dr Mijo Mirković' (Croatia).

We extend our sincere appreciation to all participants and presenters for their valuable contributions and active participation. This year, we received 110 submissions, each subjected to a double-blind review process. Out of these, 89 are presented at the conference. We expect a total attendance of 110 participants. All paper abstracts are compiled in the Book of Abstracts. Authors are encouraged to submit full papers for consideration in the MIC 2024 Conference Proceedings or for inclusion in the regular or special issues of MIC supporting journals. The list of supporting journals is available on the conference website.

Our deepest gratitude is extended to our esteemed Keynote Speakers, Dr Lučka Kajfež Bogataj (University of Ljubljana, Slovenia), Dr Francesco Testa (Scuola Superiore Sant'Anna in Pisa, Italy), and Dr Antonella Zucchella (University of Pavia, Italy), as well as to all speakers participating in the Round Table discussion and in the Editors' Panel.

We also express our appreciation to the Chairs of the Pre-Conference Day, Dr Bob Bastian and Dr Andrea Caputo, along with all mentors, for organizing an engaging and enriching experience for PhD students.

Lastly, we extend our sincere thanks to all members of the programme boards and the Organisation Committee of MIC 2024. We wish everyone a highly successful and productive conference.

Dr Anita Trnavčević
Dr Oksana Tokarchuk
Dr Guido Bortoluzzi
Conference Chairs

Conference Aims

Innovation, regeneration, and inclusion are central pillars of the future agenda for strong societies and economies, as they are key to overcoming challenges and driving sustainable growth in a rapidly changing world. It is recognised by researchers and policymakers, as well as by individuals, that it is their responsibility to improve the quality of life while preserving the environment for future generations. Economies and societies must therefore plan, act, and create a future that leaves room for future generations.

The Next Generation EU instrument, an ambitious recovery plan launched by the European Union, recognises the critical role of the four pillars embedded in green and digital foundations in shaping the future. As we navigate through an ever-evolving and complex world, it is crucial to address the challenges that lie ahead. Scientists and researchers have a responsibility to explore, investigate, and make the world a better place.

The MIC 2024 conference aims to explore the next generation challenges facing different industries, sectors, and fields, with a particular focus on fostering innovation, building resilience, promoting regeneration, and ensuring inclusivity – it is open to all contributions that address the next generation challenges. The conference also aims to bring together academics, professionals, and experts from management, economics, human resource management, organizational studies, finances, accounting, and other related fields, while providing a unique platform for knowledge exchange and collaboration.

As always, MIC 2024 welcomes researchers to join the conference community, share their expertise and experience, provide new empirical evidence, and engage in theoretical discussions.

Programme Boards

Conference Chairs

Dr Anita Trnavčević, University of Primorska, Slovenia

Dr Oksana Tokarchuk, University of Trento, Italy

Dr Guido Bortoluzzi, University of Trieste, Italy

Pre-Conference Day Chairs

Dr Bob Bastian, University of Trento, Italy

Dr Andrea Caputo, University of Trento, Italy, and University of Lincoln, UK

Scientific Committee

Dr Kirk Anderson, Memorial University, Canada

Dr Reinhard Bernsteiner, MCI The Entrepreneurial School, Austria

Dr Štefan Bojnec, University of Primorska, Slovenia

Dr Hani El-Chaarani, Beirut Arab University, Lebanon

Dr Ksenija Černe, Juraj Dobrila University of Pula, Croatia

Dr Patrizia de Luca, University of Trieste, Italy

Dr Maria Della Lucia, University of Trento, Italy

DDr Imre Fertő, Corvinus University of Budapest, Hungary

Dr József Fogarasi, Óbuda University, Hungary

and Partium Christian University, Romania

Dr Maria Antónia Gonçalves Rodrigues, Polytechnic of Porto, Portugal

Dr Małgorzata Gotowska, University of Science and Technology, Poland

Dr Rune Ellemose Gulev, Kiel University of Applied Sciences, Germany

Dr Florin Ionita, Bucharest University for Economic Studies, Romania

Dr Anna Jakubczak, University of Science and Technology, Poland

Dr Maria Jakubik, Ronin Institute, USA

Dr Pekka Kess, University of Oulu, Finland

Dr Massimiliano Kaucic, University of Trieste, Italy

Dr Branko Kavšek, University of Primorska, Slovenia

Dr Danijela Križman Pavlović, Juraj Dobrila University of Pula, Croatia

Dr Atanu Kumar Nath, Western Norway University of Applied Sciences, Norway

Dr Mitja Ruzzier, University of Primorska, Slovenia

Dr Erica Santini, University of Trento, Italy

Dr Cezar Scarlat, University Politehnica of Bucharest, Romania

Dr Marcello Signorelli, University of Perugia, Italy

Dr Dean Sinković, Juraj Dobrila University of Pula, Croatia

Dr Brandon William Soltwisch, Tulane University, USA, USA

Dr Marinko Škare, Juraj Dobrila University of Pula, Croatia

Dr Janez Šušteršič, Re-forma, Research and Development, Ltd., Slovenia

Dr Giorgio Valentini, University of Trieste, Italy

Dr Donata Vianelli, University of Trieste, Italy

Dr Robert Zenzerović, Juraj Dobrila University of Pula, Croatia

Organising Committee

University of Primorska, Faculty of Management, Slovenia

Suzana Sedmak, MSc

Dr Ana Grdović Gnip

Staša Ferjančič Rosso

Dr Tatjana Horvat

Robi Regoršek

Matevž Malej

University of Trento, Department of Economics and Management, Italy

Dr Bob Bastian

Dr Andrea Caputo

Dr Maria Della Lucia

Dr Giulia Dore

Dr Erica Santini

*University of Trieste, Department of Economics, Business,
Mathematics and Statistics, Italy*

Dr Guido Bortoluzzi

Dr Grazia Garlatti Costa

Dr Rubina Romanello

Dr Gabriele Sbaiz

Dr Giorgio Valentinuz

Dr Donata Vianelli

*Juraj Dobrila University of Pula, Faculty of Economics and Tourism
'Dr Mijo Mirković' (Croatia)*

Dr Dean Sinković

Editorial Office

Alen Ježovnik, University of Primorska Press, Slovenia

Conference Programme

Wednesday, 5 June 2024 – Pre-Conference Day for PhD Students

- 10.00–11.00 Registration and Coffee (School of Innovation)
- 11.00–11.15 Welcome Address
- 11.15–12.05 Elevator Pitches
- 12.05–13.00 Interactive Discussion: What is the Meaning of Doing Research?
- 13.00–14.00 Lunch (Department of Economics and Management)
- 14.00–15.00 Mentor Sessions
- 15.00–15.45 Keynote Speech: Dr Antonella Zucchella, Formulating Impactful Research Questions
- 15.45–16.00 Coffee Break
- 16.00–17.00 Meet the Editor in Chief Session
- 17.00–17.45 Mentor Sessions
- 17.45–18.00 Closing Words
- 18.00–20.00 Social Event for PhD Students (Ristorante Borgo Nuovo)

Thursday, 6 June 2024

- 08.30–14.00 Registration (Department of Economics and Management)
- 09.00–10.15 Parallel Sessions
- 10.15–10.30 Conference Opening
- 10.30–11.30 Keynote Speech: Dr Francesco Testa, Untangling the Complex Relationship between Business and Sustainability
- 11.30–12.00 Coffee Break
- 12.00–13.00 Keynote Speech: Dr Lučka Kajfež Bogataj, The Significance of Planetary Boundaries in Shaping Global Governance and Sustainability
- 13.00–14.30 Lunch
- 14.30–16.00 Parallel Sessions
- 16.00–16.15 Coffee Break
- 16.30 Round Table: Museums As Public Spaces and Agents of Social Change (Trento Philharmonic Society)
- 19.30 Conference Dinner (Locanda Margon)

Friday, 7 June 2024

- 08.30–13.00 Registration (Department of Economics and Management)
- 09.00–10.30 Parallel Sessions
- 10.30–11.00 Poster Session with Coffee Break
- 11.00–12.30 Meet the Editors
- 12.30–14.00 Lunch
- 14.00–15.30 Parallel Sessions
- 15.30 Conference Closing and Farewell

Saturday, 9 June 2024

- 09.00–11.00 Trento Guided Tour

Keynote Speech: The Significance of Planetary Boundaries in Shaping Global Governance and Sustainability

Thursday, 6 June 2024 • 12.00–13.00 • Sala Conferenze

Keynote Speaker: Dr Lučka Kajfež Bogataj



Lučka Kajfež Bogataj is professor emeritus at the University of Ljubljana, Slovenia. Her areas of research include biometeorology, climate change impacts on ecosystems and human well-being. Her expertise as a climate scientist is internationally recognized and she was, as a member of the Intergovernmental Panel on Climate Change (2002–2016) the joint recipient of the Nobel Peace Prize in 2007. She was also a member of the Steering Committee for the Global Climate Observation System at the World Meteorological Organisation. In 2016 she became a member of the UNESCO

Expert Group on the Declaration on Ethical Principles in Relation to Climate Change. She was listed among Women Who Inspire Europe in 2012 by the European Institute for Gender Equality. She has shared her expertise at many national and international conferences and in various media.

Abstract. Imagine Earth as a delicate ecosystem, with interconnected cycles and systems that support life as we know it. Planetary boundaries serve as guardrails for human activity, defining the safe operating space within which we can thrive without causing irreversible harm to our planet. This framework guides us in navigating our actions to avoid tipping these delicate balances, ensuring that we don't disrupt vital biological and chemical processes that sustain Earth's systems. It's like having rules for a game: by respecting these boundaries, we protect the health and stability of our shared home. Increasingly recognized on a global scale, the concept of planetary boundaries is shaping how governments, organizations, and communities approach environmental management. It moves us away from traditional sector-focused strategies towards a holistic understanding of the limits within which human development can flourish sustainably.

Keynote Speech: Untangling the Complex Relationship between Business and Sustainability

Thursday, 6 June 2024 • 10.30–11.30 • Sala Conferenze

Keynote Speaker: Dr Francesco Testa



Francesco Testa is Full Professor of Sustainability of Management at the Scuola Superiore Sant'Anna in Pisa where he coordinates the research group on Life Cycle Management, Vice-Director of the Institute of Management and partner of the Spin-off Ergo srl. His main research areas concern the relationship between institutional pressures, motivational drivers and environmental and economic performance, circular economy business models and sustainable entrepreneurship. He has participated in numerous research projects promoted by the European Commission in the field of environmental management.

He is Associate Editor of *Business Strategy & Environment* and CSR&EM and member of the Editorial Board of *Organization & Environment*. He is the author of more than 100 articles, books and book chapters on these topics.

Abstract. According to the United Nations, the world is currently grappling with a Triple Planetary Crisis involving climate change, biodiversity loss, and pollution. These crises are highly interconnected, making the issue particularly challenging and complex. Such interconnection between the crises makes it clear that dealing with them independently is no longer sufficient. In such process the role of business is pivotal. It is imperative to take a holistic and integrated approach capable of grasping the complexity of nature and its relationship to human activities, of which companies are a prominent manifestation that needs to be deepened. Moving beyond short-term approach is essential. Embracing complexity by recognizing tensions can trigger creative solutions, necessary to make business really sustainable. However, in order to trigger a change of course and reverse the worrying trend of nature degradation, it is not enough to act only at an operational level. Practical solutions need to be complemented with a radical, ontological, change in the ways in which the relationship between humans and nature is conceived.

Round Table: Museums as Public Spaces for Social Change

Thursday, 6 June 2024 • 16.30 • Trento Philharmonic Society

Innovation, regeneration and inclusion are key pillars for building resilient societies and economies that can promote sustainable development, social welfare and environmental protection, with the active involvement of citizens and for the benefit of people and territories. These challenges are the focus of the scientific debate at the 2024 MIC Conference. The same goals are pursued by the PNRR iNEST-Interconnected Northeast Innovation Ecosystem project's Spoke 6 on Tourism, Culture and Creative Industries and the project's cross-cutting Citizen Engagement activities.

Within this framework, the Symposium discusses the role of museums as public spaces that are catalysts for innovation, agents of cultural regeneration, and promoters of social inclusion, including through museum network projects with a territorial base but a global reach.

- 16.30–16.45 Institutional greetings: Maria Cristina Pedicchio (University of Trieste), Representative of iNEST-Interconnected Northeast Innovation Ecosystem by CC3 Citizen Engagement Initiatives Alberto Montresor (University of Trento), Representative for Uni-Trento of CC3 iNEST
- 16.45–17.00 Chamber music performance by the Bonporti Conservatory of Trento and Riva del Garda
- 17.00-18.30 Introduced by: Maria Della Lucia e Giulia Dore (University of Trento), iNEST Spoke 6
Moderator: Michele Lanzinger (ICOM Italia)
Discussing: Antonella Arzone (Castelvecchio Museum, Verona), Isabella Colpo (University Museums of Padua, Padua), Ornella Dossi (MART, Trento), Patrizia Famà (MUSE, Trento), Brita Köhler (Museion, Bolzano), Leonardo Latella (Natural History Museum, Verona), Serena Mizzan (Immaginario Scientifico, Trieste)



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA

Spoke 6
Ca' Foscari University of Venice
i NEST

Tourism, Culture
and Creative Industries

Meet the Editors

Friday, 7 June 2024 • 11.00–12.30 • Sala Conferenze

The Editors Panel is a tailored session for all participants interested into gaining insight on the publication process and journal's metrics. It is an opportunity to meet the editors and their respective journals as well as raise any relevant concern related to the publication process. Exchanging views on experiences about manuscript preparation and proper journal selection or about the understanding of the journals' metrics, are just some of the covered topics.

Pre-Conference Day

Wednesday, 5 June 2024

Dear participants of the Pre-Conference Day,

Welcome to the Pre-Conference Day of the Management International Conference 2024! We are excited to have you join us in Trento for this exciting event. As the chairs of the conference, we extend our heartfelt gratitude to each one of you for your dedication to research and your commitment to advancing knowledge in the field of management.

This year's colloquium brings together a diverse group of doctoral students from various institutions and backgrounds. From the Czech Republic to Slovenia, from Lithuania to Italy, you represent the future of management scholarship. Your presence here enriches our discussions, encourages collaboration, and inspires new ideas.

Over the next few days, you will engage in stimulating conversations, attend thought-provoking sessions, and connect with seasoned researchers. Take full advantage of this unique opportunity to learn, share, and grow. Whether you're presenting your own work or actively participating in discussions, remember that your voice matters.

As you familiarize yourselves in the world of management research, we encourage you to form meaningful connections with your peers. Exchange ideas, challenge assumptions, and explore novel approaches. The Pre-Conference Day is not just about academic rigor; it's also about building lasting friendships and networks that will shape your future endeavors.

Once again, welcome to Trento! May this conference be an impulse for your intellectual journey, and may you leave with fresh insights, lasting memories, and a renewed passion for advancing management knowledge.

Safe travels, and let's make this Pre-Conference Day an unforgettable experience!

Warm regards,

Bob Bastian and Andrea Caputo

Co-Chairs of the MIC Pre-conference day 2024

Keynote Speaker



Antonella Zucchella is Professor of Marketing and of Circular Entrepreneurship at the University of Pavia in Italy. She has been visiting professor in universities in Europe and the US and visiting researcher at Harvard Business School in 2019. Her research interests are in international entrepreneurship, international business, sustainability and circular entrepreneurship. She published several articles in international journals and is also author of books on entrepreneurship. She has been awarded by *International Business Review* for the best article in 2018, she received the Emerald

literati award for most outstanding paper in *Multinational Business Review* in 2017, twice awarded for the best paper in the International Business conference AIB. She has been keynote speaker in several international conferences.

Editors-in-Chief



Roger Strange is Professor of International Business in the Department of Strategy & Marketing, having joined the University of Sussex in September 2009. He was previously Professor of International Business at King's College London, where he was Head of Department from 1990 to 1995. Roger is a former President of the European International Business Academy (EIBA). He was the UK National Representative on the EIBA Board from 2009 to 2017. He organized the 2012 EIBA Annual Conference at Sussex and the 2007 AIB-UKI Annual Conference at King's College London.

He is currently Visiting Professor at the University of Pavia (Italy). Roger Strange is the Co-Editor-in-Chief of the *International Business Review*, and on the Editorial Boards of the *Journal of International Business Studies*, the *Journal of International Business Policy*, the *Journal of World Business*, the *Global Strategy Journal*, the *Asia Pacific Business Review*, and the *Journal of Management & Governance*. Roger is the author/editor of fourteen books, and over one hundred journal articles and book chapters. He is a co-author (with Pervez Ghauri & Kjell Grønhaug) of the popular textbook, *Research Methods in Business Studies* (Cambridge University Press, 2020). Roger is a Fellow of the Academy of International Business (AIB), a Fellow of the European International Business Academy (EIBA) and, in 2024, the recipient of the John H. Dunning Award for Lifetime Achievement.



Andrea Caputo is Associate Professor in Management at the University of Trento (Italy) and Professor of Strategy & Negotiation at the University of Lincoln (UK). He is the Editor-in-Chief of *Strategic Change*. He received his PhD from the University of Rome Tor Vergata, Italy. He has had academic experiences in various countries, including the United States, Jordan, Australia, United Kingdom, Spain, Italy, and Malta. His award-winning research was published in over 100 contributions concerning entrepreneurial decision-making, negotiation, digitalization and sustainability, internationalization, and strategic management of SMEs. In 2021, 2022, and 2023, he was ranked among World's Top 2% Scientists List of outstanding researchers prepared by Elsevier BV, Stanford University, USA.

Mentors



Ana Grdović Gnip is Associate Professor at the University of Primorska where she teaches microeconomics, econometrics and other macro-finance courses. Her primary scientific interests include fiscal policy and tax efficiency as well as EU economic governance. She has published in several high-ranked journals such as the *Journal of Financial Stability*, *Journal of Policy Modeling* or the *European Journal of Political Economy*. She is also a member of the Economic counseling committee of the Croatian President Zoran Milanović.



Stefano Amato is Assistant Professor in business administration and management at the University of Trento (Italy). He has been Post-Doctoral Researcher at IMT School for Advanced Studies Lucca (Italy). He earned his PhD from the University of Pisa (Italy) and has been a Visiting PhD Candidate at the Sheikh Saoud bin Khalid bin Khalid Al-Qassimi Chair in Family Business of American University of Sharjah (UAE) and at the Centre for Family Enterprise and Ownership (CeFEO) of Jönköping International Business School (Sweden). His main research interest focuses on small and medium-sized enterprises (SMEs), family businesses, and regional development.



Guido Bortoluzzi is Professor of Innovation Management and Entrepreneurship at the Department of Economics, Management, Mathematics and Statistics 'Bruno de Finetti' of the University of Trieste (Italy). He's also Core Faculty Member of the MIB Trieste School of Management and Academic Director of the MBA Programme in International Business. He holds a PhD in Management from the Ca' Foscari University of Venice. He has been a visiting lecturer at several international institutions worldwide, including the University of Northern Colorado (Greeley, USA), Lingnan (University) College (Guangzhou, PRC) and ISM University of Economics and Business (Vilnius, LT). His research interests deal with creativity and innovation processes, business modeling and the growth of SMEs. He has published his research in several academic journals, including *Harvard Business Review*, *Technovation*, *Journal of Business Research*, *International Marketing Review*, *Journal of International Management* and others.



Bob Bastian is Assistant Professor of Management at the University of Trento, Italy. Previously, he was a Visiting Research Fellow at the RUG in Groningen, The Netherlands. His research is focused on entrepreneurial judgment and decision-making in various uncertain and strategic contexts, mostly conducted in qualitative and experimental settings. More recently, he is analyzing how these decision-making processes relate to sustainability for the Grand Challenges of society.

PhD Students (with Title of Research)

Pier Luigi Giardino, Corporate Misconduct: Looking at Executives' Personality Traits

Seckin Celik, Sailing in the Open Sea: A Systematic Literature Review on Open Hardware – Unveiling Innovations, Challenges and Motivations across Industries

Silvia Delladio, Cross-Country Mental Health Regulations: Effect on Entrepreneurial Well-Being

Andrea Pavon, Exploring the Synergy of Digitalization and Sustainability in Business Performance: A Systematic Literature Review

- Leyla Vesnic, Sustainability and Strategy in Management Studies: A Systematic Literature Review
- Lorenzo La Porta, Micro-foundations of Entrepreneurial Decision-Making in the Face of Technological Discontinuity: A Systematic Literature Review
- Christian Toros, The Impact of Digital Technologies on Material Product Innovations
- Victoria Mogni, Regenerative Tourism from an Economic Perspective: A Systematic and Bibliometric Literature Review
- Chiara Marinelli, A Preliminary Study on Employees' Goal Alignment and Organisational Humane Entrepreneurship
- Doina Liliana Badea, Analysis of the Sovereign Risk Based on Debt Maturity Exposure
- Muhammad Kamal Subhani, Tourism Sector Development through Destination Brand Authenticity in Pakistan
- Rodrigo Costa Gomes, Exploring the Role of Artificial Intelligence in Management Decisions to Achieve Insurance Companies' Brand Positioning
- Yves Pouabe, Future of Services in the Tourism and Hospitality Industry: Investigating the Role of Service Robots in Shaping Consumers' Willingness to Pay
- Henrika Rugine, The Baltic States Maritime Industries Readiness for Circular Economy
- Erika Kovács, Possibilities and Risks of Using Digital Technologies (Telemedicine) a in Patient Care and Their Impact on the Health Service Outcome

Pre-Conference Day Presentations

Wednesday, 5 June 2024

Cross-Country Mental Health Regulations: Effect on Entrepreneurial Well-Being

Silvia Delladio, University of Trento, Italy

Keywords: legislation, Europe, entrepreneurship, well-being, EWCS, 2-ESENER

[Abstract](#)

Regenerative Tourism from an Economic Perspective:

A Systematic and Bibliometric Literature Review

Alejandro Alcalá-Ordóñez, University of Jaén, Spain

Juan Gabriel Brida, Universidad de la República Uruguay, Uruguay

Pablo Juan Cárdenas-García, University of Jaén, Spain

Victoria Mogni Graña, Universidad de la República Uruguay, Uruguay

Keywords: regenerative tourism, systematic literature review, economic impacts

[Abstract](#)

Sustainability and Strategy in Management Studies: A Systematic Literature Review

Leyla Vesnic, University of Trieste, Italy

Keywords: sustainability, strategy, strategic planning, strategic implementation, strategic control

[Abstract](#)

Micro-Foundations of Entrepreneurial Decision-Making in the Face of Technological Discontinuity: A Systematic Literature Review

Lorenzo La Porta, University of Trieste, Italy

Keywords: technological discontinuity, micro-foundations, decision-making, business strategy

[Abstract](#)

Exploring the Synergy of Digitalization and Sustainability in Business Performance: A Systematic Literature Review

Andrea Isabel Pavon Flores, University of Trieste, Italy

Keywords: digitalization, sustainability, business performance

[Abstract](#)

Corporate Misconduct: Looking at Executives' Personality Traits

Pier Luigi Giardino, University of Trento, Italy

Andrea Caputo, University of Trento, Italy, and University of Lincoln, United Kingdom

Keywords: personality traits, executives, corporate misconduct, systematic literature review

[Abstract](#)

Analysis of the Sovereign Risk Based on Debt Maturity Exposure

Doina Liliana Badea and Emilia Titan, Bucharest University of Economic Studies, Romania

Keywords: debt, maturity, sovereign risk

[Abstract](#)

Economics

Thursday, June 8 • 9.00–10.15 • Room 3D

Session Chair: Reinhard Neck

Optimal Fiscal Policies in Booms and in Recessions:

A Case Study for Slovenia

Reinhard Neck and Dmitri Blueschke, University of Klagenfurt, Austria
 Klaus Weyerstrass, Institute for Advanced Studies Vienna, Macroeconomics
 and Business Cycles Group, Austria
 Miroslav Verbič, University of Ljubljana, Slovenia

Keywords: economics, fiscal policy, dynamic optimization, Slovenia

[Abstract](#)

Human-Related Factors Influencing FDI Inflows in EU-Countries

Lóránd Králik, Partium Christian University, Romania
 József Fogarasi, Partium Christian University, Romania
 and Óbuda University, Hungary

Keywords: foreign direct investment, human development, labour productivity,
 labour costs

[Abstract](#)

EU Macro-Regional Strategies: Can We Assess Their Impact?

Ana Grdović Gnip and Andreja Pegan, University of Primorska, Slovenia

Keywords: EU macro-regional strategies, EUSAIR, EUSALP, EUSBSR, growth,
 synthetic control

[Abstract](#)

Unlocking the Nexus: Personal Remittances and Economic Drivers Shaping Housing Prices Across EU Borders

Maja Nikšić Radić, Siniša Bogdan, and Marina Barkidija Sotošek,
 University of Rijeka, Croatia

Keywords: European real estate market, personal remittances, housing prices
 economic drivers

[Abstract](#)

The Complementarity between Automation and Labour Contracts: Firm-Level Evidence from Italy

Silvio Traverso, University of Piemonte Orientale, Italy
 Massimiliano Vatiello, University of Trento, Italy,
 and Università della Svizzera Italiana, Switzerland
 Enrico Zaninotto, University of Trento, Italy

Keywords: automation, labour contracts, flexible capital, flexible labour

[Abstract](#)

Digitalisation I

Thursday, June 6 • 9.00–10.15 • Room 3E

Session Chair: Andrej Bertoneclj

Aligning the Data Strategy to the Ecosystem's Management:

The Case of Wärtsilä

Eleonora Masiero, Grazia Garlatti Costa, and Guido Bortoluzzi,
University of Trieste, Italy

Korinzia Toniolo, Alma Mater Studiorum University of Bologna, Italy

Keywords: servitisation strategies, ecosystems, digital technologies, case study

[Abstract](#)

The TESS of Cultural Tourism: The Digital Dimension

Călin Vegheș, Bucharest University of Economic Studies, Romania

Keywords: cultural tourism, cultural marketing, digital demand

[Abstract](#)

Sailing in the Open Sea: A Systematic Literature Review on Open Hardware – Unveiling Innovations, Challenges and Motivations Across Industries

Seckin Celik, University of Trento, Italy

Keywords: open hardware, innovation adoption, open-source product
development, collaboration

[Abstract](#)

Digital Transformation of Cultural Industry: A Topic Analysis of Research Dealing with Job Creation and Displacement

Andrej Bertoneclj and Tine Bertonecl, University of Primorska, Slovenia

Keywords: Industry 4.0, digital transformation, cultural industry, job creation
and displacement, automation, artificial intelligence, topic mining

[Abstract](#)

Innovations

Thursday, June 6 • 9.00–10.15 • Room 3F

Session Chair: Jean-Paul Van Belle

Addressing the 4IR: Analysing the Success Factors of South African Hubs Using SSM

Savannah Althoff-Thomson and Jean-Paul Van Belle,
University of Cape Town, South Africa

Keywords: technology innovation hubs, innovation success, Fourth Industrial Revolution (4IR), Soft Systems Methodology (SSM), South Africa

[Abstract](#)

From Eco-Innovations to Organizational and Regional Resilience: A Climate Change Perspective

Agnieszka Karman, Maria Curie Skłodowska University, Poland

Keywords: climate change, eco-innovations, resilience, region

[Abstract](#)

Affect-As-Information in the Process of Individual's Change Readiness Development

Eva Repovš, University of Ljubljana, Slovenia

Keywords: change readiness, feelings-as-information theory, qualitative study

[Abstract](#)

The Impact of Digital Technologies on Material Product Innovations

Christian Toros, University of Latvia, Latvia

Keywords: digitalization, digital technologies, innovations, material products

[Abstract](#)

Enhancing Open Innovation through Strategic Marketing Intelligence

Alessandro Comai, International University of Japan, Japan

Marcel Bogers, Eindhoven University of Technology, The Netherlands

Keywords: open innovation, marketing intelligence, market orientation

[Abstract](#)

Green Transition

Thursday, June 6 • 9.00–10.15 • Room 3G

Session Chair: Štefan Bojnec

Sustainability in the Adoption of Agri-Environmental-Climate Schemes

Štefan Bojnec, University of Primorska, Slovenia

Imre Fertő, Centre for Economic and Regional Studies, Hungary

Keywords: agri-environmental-climate programmes, adoption, selection model, duration analysis, Common Agricultural Policy

[Abstract](#)

Sustainability in Farming Businesses: How Do Business Models Embrace the Principles of the Circular Economy?

Silvia Cantele, Silvia Vernizzi, and Vincenzo Riso, University of Verona, Italy

Keywords: agri-business, business model, sustainability, circular economy, biogas

[Abstract](#)

Impact of Agro-Environmental Schemes on Hungarian Winegrape Farms' Technical and Eco-Efficiency

József Fogarasi, Óbuda University, Hungary,

and Partium Christian University, Romania

Zoltán Bakucs, Centre for Economic and Regional Research,

and Óbuda University, Hungary

Lajos Baráth, Centre for Economic and Regional Research, Hungary

Keywords: technical efficiency, eco-efficiency, difference in differences, Hungarian winegrape farms

[Abstract](#)

Education I

Thursday, June 6 • 9.00–10.15 • Room 3H

Session Chair: Elizabeta Zirnstein

Social Entrepreneurship: How Social Innovation Can Be Tackled through Challenge-Based Learning and What Is the Impact on Students' Entrepreneurial Skills

Alessandra Scroccaro, University of Trento, Italy

Keywords: challenge-based learning, social innovation, social entrepreneurship, higher education institutions, entrepreneurial skills, management course

[Abstract](#)

Garbage In, Garbage Out – The Appropriate Use of Scales?

Borut Kodrič, Anita Trnavčević, Nada Trunk Širca, and Tine Bertoncel, University of Primorska, Slovenia

Keywords: higher education, questionnaire, measurement scale

[Abstract](#)

Artificial Intelligence in Education – Legal Issues

Elizabeta Zirnstein and Suzana Sedmak, University of Primorska, Slovenia

Keywords: artificial intelligence, education, EU regulation

[Abstract](#)

Is the Eco-Education the Remedy for Sustainable Future?

Dagmara Lewicka, Helena Starowicz-Rajca, and Paweł Zajac, AGH University of Krakow, Poland

Keywords: eco-education, employee green behavior, POS, employee eco-identity

[Abstract](#)

Management I

Thursday, June 6 • 14.30–16.00 • Room 3D

Session Chair: Benjamin Maury

Preliminary Results of Processes Monitoring: The Case of a Company in the Automotive Industry

Aleksander Janeš and Robert Pavlin, University of Primorska, Slovenia

Keywords: measurement, business processes, process technology, performance indicators, process capability, overall equipment efficiency, return on investment, monitoring system, automotive company

[Abstract](#)

Critical Success Factors for Six Sigma Implementation: Evidence from Slovenia

Dušan Gošnik, University of Primorska, Slovenia

Keywords: management, Six Sigma, implementation, success, factor

[Abstract](#)

Exploring Transformative Service Research: Innovating for Next Generation Challenges through Systematic Literature Review and Bibliometric Analysis

Maria Della Lucia, Erica Santini, and Muhammad Junaid Shahid Hasni, University of Trento, Italy

Keywords: transformative services, value co-creation, well-being, sustainability

[Abstract](#)

Business Environment, Management, and the Performance of Romania's Economy in the Year 2022 in the European and Global Context

Gyula Florian, Partium Cristian University, Romania

Ferenc Mózes Olivér Jakab, Szent László High School, Romania

Keywords: pandemic, economies, war, sustainability

[Abstract](#)

Alternative Data Taxonomy and Financial Decision Making

Benjamin Maury and Daniel Pasternack, Hanken School of Economics, Finland

Keywords: alternative data, unstructured data, big data, integrative model

[Abstract](#)

Sustainability I

Thursday, June 6 • 14.30–16.00 • Room 3E

Session Chair: Tine Bertoncel

Reviewing Sustainability for Business Models: Problematizing, Rather than Gap-Spotting

Bob Bastian, University of Trento, Italy
Andrea Caputo, University of Trento, Italy,
and University of Lincoln, United Kingdom
Maria Della Lucia, University of Trento, Italy

Keywords: sustainable business models, problematization

[Abstract](#)

Unveiling the Nexus Between Corporate Sustainability and Digital Communication

Rubina Romanello and Donata Vianelli, University of Trieste, Italy

Keywords: sustainability, sustainable growth, digital communication, digital channels

[Abstract](#)

The Baltic States Maritime Industries Readiness for Circular Economy

Henrika Ruginė, LCC International University, Lithuania

Keywords: circular economy, Baltic states, maritime industry

[Abstract](#)

Sustainability and Financial Performance: A Winning Duo in the Fashion Industry?

Samantha Barresi and Michele Bertoni, University of Trieste, Italy

Keywords: ESG, ESG performance, corporate financial performance, fashion industry, environmentally sensitive industries, socially sensitive industries

[Abstract](#)

Energy Sustainability and Robotic Integration: A Bibliometric Analysis

Tine Bertoncel, University of Primorska, Slovenia

Keywords: sustainability, energy efficiency, greentech technology, robotic systems, bibliometric analysis

[Abstract](#)

Finance I

Thursday, June 6 • 14.30–16.00 • Room 3F

Session Chair: Giorgio Valentinuz

The State of the Art on Corporate Risk Disclosure:

A Systematic Literature Review

Chiara Mio, Nicolas Canestraro, and Antonio Costantini,
Ca' Foscari University of Venice, Italy

Keywords: risk disclosure, risk reporting, non-financial risks, Directive 2014/95/EU, Directive 2022/2464/EU

[Abstract](#)

Introduction of Pan-European Personal Pension Product (PEPP) – Implications for European Pension Funds' Practices

Dražen Novaković and Dina Bičvić, Josip Juraj Strossmayer University
of Osijek, Croatia

Antonija Matić, Croatian Academic and Research Network – CARNET, Croatia

Keywords: PEPP, pension funds, fees, EU, Croatia

[Abstract](#)

Executive Compensation and Corporate Philanthropy in the Financial Sector: A Case Study of Banks in Poland

Marta Idasz-Balina, Kozminski University, Poland

Rafał Balina, Warsaw University of Life Sciences, Poland

Keywords: corporate philanthropy, bank, compensation, financial performance,
corporate social responsibility

[Abstract](#)

An Analysis of the Sustainable Bond Market and the New European Green Bond Standard

Giorgio Valentinuz, University of Trieste, Italy

Leonardo Massarutto, LungoRaggio Srl, Italy

Keywords: Sustainability Bond, Green Bonds, ICMA Principles, European Green
Bond Standard

[Abstract](#)

Entrepreneurship

Thursday, June 6 • 14.30–16.00 • Room 3G

Session Chair: Simona Kustec

Entrepreneurial State Management of Innovation: A Comprehensive Cross-Country Comparative Analysis of EU Democracies

Simona Kustec and Ana Zalokar, University of Primorska, Slovenia

Keywords: entrepreneurial state, state management, democracy, innovation, EU, statistical analysis

[Abstract](#)

An Exploration of an Entrepreneurial Solution to the Global Freshwater Crisis

Samuel Beck, Fu Jen University, Taiwan

Shane Rivera, Loyola Marymount University, United States

Keywords: wastewater recycling, global freshwater crisis, freshwater scarcity

[Abstract](#)

EU-Funded Romanian Startup SMEs: Lessons Learned from Initial Market Steps

Árpád Szabó and Tünde Zita Kovács, Partium Christian University, Romania

Keywords: SPEED program, startup SMEs, economic growth, formation, business strategy

[Abstract](#)

A Preliminary Study on Employees' Goal Alignment and Organisational Humane Entrepreneurship

Chiara Marinelli, Grazia Garlatti Costa, and Guido Bortoluzzi, University of Trieste, Italy

Keywords: humane entrepreneurship, goal alignment, sustainability

[Abstract](#)

Education II

Thursday, June 6 • 14.30–16.00 • Room 3H

Session Chair: Igor Rižnar

Everyman's ChatGPT

Igor Rižnar and Armand Faganel, University of Primorska, Slovenia

Keywords: AI, ChatGPT, DeepL, LLM, machine learning, machine translation

[Abstract](#)

The Practice Enterprise Model as a Tool for Innovative Teaching in Economics and Management Courses: A Case Study

Daniele Gualdi, University of Bologna, Italy

Keywords: management, accounting education, practice enterprise

[Abstract](#)

Service Learning International Start-Up in ASEAN (Association of South East Asian Nations): From Where to Where?

Vishalache Balakrishnan, University of Malaya, Malaysia

Keywords: service learning, internationalization, sustainability

[Abstract](#)

From University Statistic Classroom to IT Company: Using MS Copilot in Grounding Data

Matevž Malej, University of Primorska, Slovenia

Vladimir Djurdjić, Actual I.T. group, Slovenia

Keywords: generative AI, statistics, grounding data, Actual I.T.

[Abstract](#)

Digital Innovation and Finance

Friday, June 7 • 9.00–10.30 • Room 3D

Session Chair: Dušan Lesjak

Exploring South Africa Artists' Sentiments towards Non-Fungible Tokens

Salma Noor Mahomed and Jean-Paul Van Belle,
University of Cape Town, South Africa

Keywords: Non-fungible tokens (NFTs), art market, blockchain technology, South Africa, technology adoption

[Abstract](#)

Future Challenges and Concerns in Cryptocurrency

Dušan Lesjak, University of Primorska, Slovenia

Keywords: cryptocurrencies, financial transactions, regulatory framework, public perceptions, academic insights, digital financial systems, legislative measure

[Abstract](#)

Developing Transversal Skills: Applied Artificial Intelligence in Finance

Aleksandra Porjazoska Kujundziski, Damir Rahmani, Hiqmet Kamberaj, Ervin Domazet, Neslihan Ademi, and Amra Feta,
International Balkan University, North Macedonia

Francisco Lopez Valverde and Sergio Gálvez Rojas, University of Malaga, Spain
Eduard Petlenkov and Kristina Vassiljeva, Tallinn University of Technology, Estonia

Ivan Štajduhar, University of Rijeka, Croatia

Tobias Hagen, Offenburg University of Applied Sciences, Germany

Anton Gradišek, Jožef Stefan Institute, Slovenia

Aleksander Zidanšek, Jožef Stefan International Postgraduate School, Slovenia

Keywords: applied artificial intelligence, transversal skills, teaching platform

[Abstract](#)

Determinants of Initial Coin Offering's Success: The Role of Social Networks Visibility, Crowd Involvement and Human Capital

Silvia Blasi, University of Verona, Italy

Elena Sapienza and Silvia Rita Sedita, University of Padua, Italy

Keywords: initial coin offering, crowdfunding, social visibility, human capital, regulation

[Abstract](#)

Sustainability II

Friday, June 7 • 9.00–10.30 • Room 3E

Session Chair: Sergej Gričar

Addressing Challenges in Bicycle Daily Commuting in Slovenia

Sergej Gričar, University of Novo mesto, Slovenia

Štefan Bojnec, University of Primorska, Slovenia

Keywords: sustainability, bikes, Slovenia, commuting

[Abstract](#)

Greenhushing: A Systematic Literature Review

Lucia Gatti, University of Trento, Italy

Keywords: greenhushing, greenwashing, green communication, green marketing

[Abstract](#)

Place-Attached Family Firms and CSR Orientation: The Mediating Role of Local Embeddedness

Stefano Amato, University of Trento, Italy

Paolo Di Toma and Ulpiana Kocollari, University of Modena and Reggio Emilia, Italy

Keywords: corporate social responsibility, place attachment, local embeddedness, location, family firms, causal mediation analysis, Italy

[Abstract](#)

Green Marketing Through a Neuromarketing Perspective

Indre Razbadauskaite Venske, LCC International University, Lithuania

Keywords: green marketing, neuromarketing, consumer behaviour

[Abstract](#)

Social Issues

Friday, June 7 • 9.00–10.30 • Room 3F

Session Chair: Ana Arzenšek

How Self-Centered Is Generation Z? The Influence of Self-Centeredness on Sustainable Behaviour

Brindusa Mariana Bejan and Ciprian Marcel Pop, Babeş-Bolyai University Cluj-Napoca, Romania

Keywords: generation Z, egocentrism index, next generation, sustainable behaviour

[Abstract](#)

Gender Equality: A Pathway to Monitoring and Implementation

Štefan Bojnec, Patricia Blatnik, and Jan Frančeškin, University of Primorska, Slovenia

Keywords: education, science, gender equality, equal opportunities, inclusive university

[Abstract](#)

Emotional Intelligence in Dental Teams at the Dental Clinic of University Clinical Centre Ljubljana – A Pilot Study

Martina Drevenšek, University of Ljubljana, Slovenia
Ana Arzenšek, University of Primorska, Slovenia

Keywords: emotional intelligence, ESCQ, good clinical practice, UCC Ljubljana Dental Clinic

[Abstract](#)

Researching Development Experience – Some Insights from Managers of Generation Y

Morena Paulišić, Juraj Dobrila University of Pula, Croatia

Keywords: talents, development experience, managers, generation Y

[Abstract](#)

Human Resource Management

Friday, June 7 • 9.00–10.30 • Room 3G

Session Chair: Andreja Pegan

Motivating Employees to Apply Knowledge at Work: The Case of Lithuanian Banks

Laima Jeseviciute-Ufartiene and Raminta Andreja Ligeikiene,
Kauno kolegija Higher Education Institution, Lithuania

Keywords: knowledge management, employees' motivation, human resource management

[Abstract](#)

Investing in Talent: Managerial Training and Its Impact on Firm Performance in Uncertain Times

Oksana Tokarchuk and Roberto Gabriele, University of Trento, Italy
Anna Menozzi, University of Piemonte Orientale, Italy

Keywords: dynamic capabilities, firm performance, managerial training

[Abstract](#)

Third Sector Professionals in the Delivery of Public Services in Slovenia

Andreja Pegan, University of Primorska, Slovenia

Keywords: third sector, public services, public service delivery, professionals, social policy, welfare

[Abstract](#)

Finders, Keepers; Losers, Weepers. An Empirical Analysis on the Ability to Recognize Talent in the NBA

Alberto Alvisi, University of Padua, Italy

Keywords: talent management, recruiting skills, human capital

[Abstract](#)

Human Resource Management, Employee Well-Being and Performance: A Systematic Review

Diep Thi Phuong Thao and Petra Horváthová, VSB – Technical University of Ostrava, Czech Republic

Keywords: HRM, employee well-being, performance

[Abstract](#)

Poster Session

Friday, June 7 • 10.30–11.00, 3rd Floor Hall

Exploring the Role of Artificial Intelligence in Management Decisions to Achieve Insurance Companies' Brand Positioning

Rodrigo Costa Gomes, University of Évora and University of Beira Interior, Portugal

Marta da Conceição Cruz Silvério, University of Évora, Portugal

Pedro Mota Veiga, University of Maia and University of Beira Interior, Portugal

Keywords: artificial intelligence, brand positioning, insurance companies, insurance managers

[Abstract](#)

Digital Game-Based Learning (DGBL) in Mathematics Education: The Next Generation Teachers Challenges

Edith Debrenti, Partium Christian University, Romania

Keywords: Keywords: game-based learning, digital game-based learning, STEM

[Abstract](#)

Management II

Friday, June 7 • 14.00–15.30 • Room 3D

Session Chair: Patricia Blatnik

Strategic Implementation of Circular Economy Principles in Business for Sustainable Growth

Albana Berisha Qehaja, University of Prishtina 'Hasan Prishtina,' Kosovo

Keywords: strategic implementation, circular economy, sustainability, business strategies, competitive advantage, resource utilization

[Abstract](#)

Trade Show Performance: A Systematic Literature Review and Directions for Future Research

Anita Proszowska, AGH University of Krakow, Poland

Keywords: trade shows, trade show performance, trade show effectiveness

[Abstract](#)

Promoting Gender Equality at the University of Primorska

Štefan Bojnec, Patricia Blatnik, and Jan Frančeškin, University of Primorska, Slovenia

Keywords: gender equality, educational institutions, managerial staff, middle management, academic staff, international mobility

[Abstract](#)

The Effect of Translation Quality on Ideal Consumers' Price: Evidence from a Between-Group Design Experiment

Chiara Marinelli, University of Trieste, Italy

Marco Balzano, Ca' Foscari University of Venice, Italy, and SKEMA Business School, France

Guido Bortoluzzi, University of Trieste, Italy

Keywords: instructions, translation, language quality

[Abstract](#)

Advancing Professional Development in the Museum Educational Landscape: A Law & Management Perspective

Maria Della Lucia and Giulia Dore, University of Trento, Italy

Michele Tamma, Ca' Foscari University of Venice, Italy

Keywords: museum education, digital transformation, accessibility, expertise, Continuous Professional Development

[Abstract](#)

Digitalisation II

Friday, June 7 • 14.00–15.30 • Room 3E

Session Chair: Terezie Krestová

A Case Study on the Impact of Digital Transformation in Management Accounting: Interplay between Different Levels of Organizational Management and Accountants

Nicola Sarain and Eleonora Masiero, University of Trieste, Italy

Michael Kend, RMIT University, Australia

Keywords: digital transformation, management accounting, innovation theory, accountability

[Abstract](#)

The Human Capital Digital Readiness in the European Union Countries

Johanna Tripo and Tünde Zita Kovács, Partium Christian University, Romania

Keywords: DESI index, human capital, digital skills, STEM education, panel regression

[Abstract](#)

The Application of Digitalisation in Human Resource Management

Terezie Krestová, Václav Friedrich, and Petra Chlopečíková,

VSB – Technical University of Ostrava, Czech Republic

Keywords: human resource management, digitalisation, organisational size, economy sector

[Abstract](#)

Knowledge-Based Hierarchies and Emerging Technologies

Fabio Pieri, University of Trento and Centro Studi Luca d'Agliano, Italy

Ali Tariq, University of Trento, Italy

Massimiliano Vatiere, University of Trento, Italy, and Università della Svizzera italiana, Switzerland

Keywords: knowledge-based hierarchy, span of control, emerging technologies

[Abstract](#)

Evaluating the Level of Digitalization in Czech Companies

Lucja Matusiková and Kateřina Stanovská, VŠB – Technical University,

Czech Republic

Keywords: strategic management, management, digitalization, questionnaire survey

[Abstract](#)

Finance II

Friday, June 7 • 14.00–15.30 • Room 3F

Session Chair: Matthew Pauley

Navigating the Herd: A Bibliometric Examination of Investor Psychology in Financial Markets

PS Arundhathi, University of Calicut, India

Matthew Pauley, Middlesex University, United Kingdom

KB Libison, University of Calicut, India

Keywords: herding behavior, investor psychology, financial markets, bibliometric analysis, performance analysis

[Abstract](#)

Unlocking Unicorn Success: Socio-Demographic Factors Shaping ESG Performance

Silvia Delladio and Tesfaye Salarin, University of Trento, Italy

Keywords: unicorns, ESG, socio-demographic characteristics, NCA, FsQCA

[Abstract](#)

The Capital Structure of Companies in the Italian Wine Sector

Kristina Kregar, University of Trieste, Italy, and University of Rijeka, Croatia

Fabrizio Rossi, University of Trieste, Italy

Keywords: Italian wine sector, capital structure, consumer preferences, market dynamics

[Abstract](#)

Investing in the Sense of ESG

Mária Bohdalová and Vladimír Valach, Comenius University Bratislava, Slovakia

Keywords: ESG risk, RepRisk, Socially responsible investing, Portfolio choice, ESG-Markowitz model

[Abstract](#)

Tourism

Friday, June 7 • 14.00–15.30 • Room 3G

Session Chair: Tünde Zita Kovács

Tourism Sector Development Through Destination Brand Authenticity in Pakistan

Muhammad Kamal Subhani and Terezie Krestova,
VSB – Technical University of Ostrava, Czech Republic

Keywords: destination brand authenticity, destination brand familiarity, destination brand self-congruence, revisit intention, recommendation attention

[Abstract](#)

Aqua est Dominus!

Tünde Zita Kovács, Partium Christian University, Romania
Beáta Bittner, University of Debrecen, Hungary
Lajos Fazekas, Aquaticum Debrecen Kft., Hungary
Johanna Tripo, Partium Christian University, Romania

Keywords: SPA, tourism, COVID-19, war, panel regression

[Abstract](#)

Productivity of the Slovenian Tourist Accommodation Sector

Jan Frančeskin and Štefan Bojnec, University of Primorska, Slovenia

Keywords: hospitality, accommodation companies, company size, company location, total factor productivity, Malmquist index

[Abstract](#)

Positive Impact of Experiential and Beer Tourism, a Case of Rinkušiai Brewery in Biržai Region, Lithuania

Aušrinė Černiauskienė, Kauno Kolegija Higher Education Institution, Lithuania

Keywords: craft beer tourism, experiential tourism, beer tourism, gastronomic tourism

[Abstract](#)

Evaluating Consumer Willingness to Pay for Robot-Delivered Services in Tourism and Hospitality

Yves Pouabe, Free University of Bozen-Bolzano, and University of Trento, Italy
Serena Volo, Free University of Bozen-Bolzano, Italy
Oksana Tokarchuk, University of Trento, Italy
Paolo Figini, University of Bologna, Italy

Keywords: willingness to pay, service robots, discrete choice experiment, tourism and hospitality industry

[Abstract](#)

Tutors or Hosts? Examining the Role of Tour Guides in History Museums: A Netnography Study

Maria Della Lucia and Rana Muhammad Umar, University of Trento, Italy

Keywords: history museums, tour guide, visitor engagement, netnography, professional development programs

[Abstract](#)