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(Article begins on next page)



**10th Annual Conference of the
EuroMed Academy of Business**

**Global and national business theories and practice:
bridging the past with the future**

Edited by: Demetris Vrontis,
Yaakov Weber,
Evangelos Tsoukatos

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FOREWORD

The Annual Conference of the EuroMed Academy of Business aims to provide a unique international forum to facilitate the exchange of cutting-edge information through multidisciplinary presentations on examining and building new theory and business models for success through management innovation.

It is acknowledged that the conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

This year the conference attracted over 270 people from over 50 different countries. Academics, practitioners, researchers and Doctoral students throughout the world submitted original papers for conference presentation and for publication in this Book. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts involving all functional areas of business.

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It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Track Chairs and Reviewers for reviewing the many papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success.

The last but not the least important acknowledgment goes to all those who submitted and presented their work at the conference. Their valuable research has highly contributed to the continuous success of the conference.

TABLE OF PAPERS

INTELLECTUAL CAPITAL AND ENABLING FACTORS FOR STARTUPS IN A BUSINESS ECOSYSTEM PERSPECTIVE	37
<i>Abbate, Tindara¹; Accordino, Patrizia²; La Rocca, Eloira Tiziana¹; Rupo, Daniela¹</i>	37
A SUGGESTED NEW METHOD OF INNOVATION: INTRODUCING THE INTEGRATED QUALITY FUNCTION DEPLOYMENT FOR PRODUCTS & SERVICES	53
<i>Abu-Assab, Samah</i>	53
PERCEIVED VALUE OF BRANDS: THE EFFECTS OF BRAND ATTRACTIVENESS AND BRAND TRUSTWORTHINESS	64
<i>Akturan, Ulun</i>	64
ADVANCING THE PRIVATE HEALTHCARE MANAGEMENT SYSTEM IN LEBANON AND THE MIDDLE EAST - INTRODUCING NEW MEDICAL BENEFITS BY THIRD PARTY ADMINISTRATORS	73
<i>Al Khoury, Wissam¹; Bekhazi, Helene¹; Al Khoury, Grace²</i>	73
INTERLINKING EMOTIONAL INTELLIGENCE AND CUSTOMER RELATIONSHIP MARKETING IN THE LEBANESE RETAIL BANKING SECTOR.....	92
<i>Al Khoury, Grace; Thrassou, Alkis; Kaufmann, Hans Ruediger</i>	92
SOCIAL ENTERPRISES AS DRIVERS OF LOCAL DEVELOPMENT: A FRAMEWORK	107
<i>Andreottola, Francesco¹; Massaro, Maria Rita²</i>	107
THE IMPACT OF PUBLIC RESEARCH ON INDUSTRY INNOVATION: A TECHNOLOGY-LEVEL PERSPECTIVE IN THE GREEN ENERGY FIELD.....	113
<i>Ardito, Lorenzo; Messeni Petruzzelli, Antonio; Albino, Vito</i>	113
THE EFFECTS OF PAY DISPERSION BETWEEN EXECUTIVES AND EMPLOYEES OF AN ORGANIZATION ON FIRM PERFORMANCE: EVIDENCE FROM TURKEY	119
<i>Ataay, Aylin</i>	119
THE EFFECTS OF PAY DISPERSION BETWEEN EXECUTIVES AND EMPLOYEES OF AN ORGANIZATION ON FIRM PERFORMANCE: EVIDENCE FROM TURKEY	131
<i>Aylin Ataay</i>	131
INVOLVING CUSTOMERS IN NEW SERVICE DEVELOPMENT: PAST, PRESENT AND FUTURE	143
<i>Athanasopoulou, P.¹; Giovanis, A.N.²; Karounis, V.¹; Tsoukatos, E.³</i>	143

RE-AFFIRMING THE NEED FOR SYSTEMS THINKING IN SOCIAL SCIENCES: A VIABLE SYSTEMS VIEW OF SMART CITY	152
<i>Barile, Sergio¹; Saviano, Marialuisa²; Caputo, Francesco³</i>	<i>152</i>
SOCIAL MEDIA IMPACT ON NPO BRAND EQUITY: CONCEPTUALIZING THE TRENDS AND PROSPECTS	168
<i>Belenioti, Zoe- Charis¹; Vassiliadis, Chris A.²</i>	<i>168</i>
SOCIAL RESPONSIBILITY IN BANKING: A BIBLIOGRAPHIC REVIEW	179
<i>Bellomo, Mario; La Rosa, Fabio</i>	<i>179</i>
FOR LOVE AND MONEY! EMPLOYEES, VOLUNTEERS AND ECONOMIC PERFORMANCES IN USA NONPROFIT ART ORGANIZATIONS.....	193
<i>Besana, Angela; Esposito, Annamaria.....</i>	<i>193</i>
CAN A HIGH WOMEN QUOTA IN SUPERVISORY BOARDS INFLUENCE ENTERPRISE SUCCESS?	206
<i>Binder, B.C.K.</i>	<i>206</i>
THE POWER OF NARRATION (STORY) FOR LEARNING AND FOR LIFE: BRIDGING PAST AND FUTURE.....	220
<i>Bombelli, M. Cristina¹; Jirkovska, Blanka²; Sawyer, Carol H.³; Wallace, Annika E.⁴; Walling, Barbara⁵.....</i>	<i>220</i>
REDUCING COSTS OR INCREASING MARKETING: STRATEGIC SUGGESTIONS FOR TOURISM FIRMS IN CRISIS SITUATIONS	225
<i>Bremser, Kerstin¹; Alonso-Almeida, María del Mar²; Llach, Josep³</i>	<i>225</i>
FEATURES AND BUSINESS OPPORTUNITIES OF PIEDMONT AGRITOURISMS	237
<i>Broccardo, Laura; Culasso, Francesca; Giacosa, Elisa; Truant, Elisa</i>	<i>237</i>
FRAMING THE TEMPORAL DIMENSIONS OF A BRAND	247
<i>Brunetti, Federico¹; Confente, Ilenia¹; Kucharska, Wioleta²; Kaufmann, Hans Ruediger³</i>	<i>247</i>
HOW FOUNDERS VIEW THE DEVELOPMENT OF CUSTOMER- AND BRAND-ORIENTED CAPABILITIES OF THEIR YOUNG FIRM.....	257
<i>Buttenberg, Katharina.....</i>	<i>257</i>
TOWARDS A LIFE-CYCLE MODEL OF INTER-FIRM NETWORKS: PHYSIOLOGICAL AND PATHOLOGICAL PATHWAYS OF EVOLUTION	274
<i>Cantele, Silvia; Vernizzi, Silvia.....</i>	<i>274</i>

THE ROLE OF BIG DATA IN VALUE CO-CREATION FOR THE KNOWLEDGE ECONOMY	287
<i>Caputo, Francesco¹; Evangelista, Federica²; Perko, Igor³; Russo, Giuseppe².....</i>	<i>287</i>
CAN BRAND ENTERTAINMENT STRENGTHEN A BRAND?.....	298
<i>Caratù, Myriam; Sfodera, Fabiola</i>	<i>298</i>
TECHNOLOGY TRANSFER AS DRIVER OF SMART GROWTH: A QUADRUPLE / QUINTUPLE INNOVATION FRAMEWORK APPROACH.....	313
<i>Carayannis, Elias¹; Caputo, Francesco²; Del Giudice, Manlio³.....</i>	<i>313</i>
RECENT ISSUES ON CORPORATE GOVERNANCE: THE EFFECTS OF THE “PRECAUTIONARY RECAPITALISATION”	334
<i>Cardi, Mavie.....</i>	<i>334</i>
ENHANCING TOURISM DURING 2007-2013 PROGRAMMING PERIOD IN ROMANIA: THE CASE OF BRASOV GROWTH POLE	345
<i>Catana, Aida; Manea, Daniela; Titan, Emilia.....</i>	<i>345</i>
POLITICAL CORPORATE SOCIAL RESPONSIBILITY IN THE TURKISH BUSINESS CONTEXT ...	352
<i>Cemek, Elif.....</i>	<i>352</i>
THE RELATIONSHIP BETWEEN LEADERSHIP COMPETENCIES AND SUCCESSFUL ORGANISATIONAL CHANGE	365
<i>Chatzoglou, Prodromos¹; Dimitrellos, Georgios²; Chatzoudes, Dimitrios¹; Aggelidis, Vasileios¹.....</i>	<i>365</i>
MARKETING AND PR ACTIVITIES OF THE LEADING WORLD UNIVERSITIES: MODERN TOOLS AND DEVELOPMENT TRENDS	380
<i>Chernysheva, Anna; Kalygina, Valentina; Zobov, Alexander.....</i>	<i>380</i>
THE LONG-TERM EFFECTS OF CVDS ON ECONOMIC DEVELOPMENT: THE CASE OF BANGALORE.....	391
<i>Chinnaswamy, Anitha K.¹; Garcia-Perez, Alexeis¹; Marshall, Ian M.¹; Naguib, Raouf².....</i>	<i>391</i>
CROWD-FOODING. THE ROLE OF CROWDFUNDING PLATFORMS IN THE FOOD INDUSTRIES OPEN INNOVATION	405
<i>Cillo, Valentina¹; Cardinali, Silvio²; Dell'Anno, Davide³; Bertoldi, Bernardo⁴.....</i>	<i>405</i>
GOVERNANCE OF NON-PROFIT INSTITUTIONS: A MANAGERIAL ISSUE?.....	423
<i>Civitillo, Renato</i>	<i>423</i>

A WEB OF EMOTIONS –THE EFFECT OF ONLINE BRAND EXPERIENCE ON BRAND LOYALTY	442
<i>Cleff, Thomas; Walter, Nadine</i>	442
PRICE-SETTING STRATEGIES FOR PRODUCT INNOVATIONS IN THE MEDTECH INDUSTRY	459
<i>Cohen, Benjamin; Neubert, Michael</i>	459
SOCIAL MEDIA TECHNOLOGY USE AND MANAGERS PERCEPTION. A PRELIMINARY STUDY IN THE ITALIAN WINE INDUSTRY	474
<i>Crescimanno, Maria; Galati, Antonino; Tulone, Antonio; Tinervia, Salvatore</i>	474
SUCCESSFUL ORGANISATIONAL MODELS IN THE GREEK WINE INDUSTRY	486
<i>Crescimanno, Maria¹; Galati, Antonino¹; Tinervia, Salvatore¹; Iliopoulos, Constantine²; Theodorakopoulou, Irini²; Tulone, Antonio¹</i>	486
NEW PERSPECTIVES IN MANAGING RISKS IN SMES.....	499
<i>Crovini, Chiara</i>	499
UNDERSTANDING “CREATING SHARED VALUE”	513
<i>Daood, Antonio; Menghwar, Prem Sagar</i>	513
ANALYSING THE TRUMP AND BREXIT VOTERS.....	526
<i>Dos-Santos, Maria José Palma Lampreia dos Santos¹; Candeias, Teresa²; Diz, Henrique³</i>	526
THE EFFECTS OF GOOD GOVERNANCE AND DECENTRALISATION ON TECHNOLOGICAL DRIVEN CURRICULUM.	540
<i>Edoun, Emmanuel Innocents; Norris, Valdenisa C</i>	540
PRICING STRATEGIES IN THE LEBANESE PHARMACEUTICAL INDUSTRY	547
<i>El Nemar, Sam; Mallat, Amani</i>	547
CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE GOVERNANCE FOR NON-PROFIT ORGANIZATIONS AN EITHER / OR CHOICE?	562
<i>Eller, Helene</i>	562
THE URBAN FREE ZONES (UFZ). BETWEEN DISAPPROVAL, MISUNDERSTANDING AND RECOGNITION. AS A SPECIAL DEVELOPMENT TOOL FOR LOCAL FINANCE.....	575
<i>Esposito, Paolo; Ricci, Paolo; Iovino, Felicetta</i>	575
SWOT ANALYS: FROM BUSINESS ANALYSIS TO SOCIAL DIAGNOSIS.....	589
<i>Ferreira, Maria Emilia¹; Candeias, Teresa²</i>	589

RESTORING LEGITIMACY IN THE AFTERMATH OF CORPORATE SCANDALS: A MULTIPLE CASE-STUDY ANALYSIS ON CSR INITIATIVES	600
<i>Florio, Cristina; Sproviero, Alice F.</i>	600
SUSTAINABLE BUSINESS MODEL INNOVATION: AN OPPORTUNITY FOR THE FOOD INDUSTRY	614
<i>Franceschelli, Maria Vittoria¹; Santoro, Gabriele²</i>	614
ASSESSMENT OF THE INTERNATIONAL DEVELOPMENT LEVEL OF KAZAKHSTAN NATIONAL PHARMACEUTICAL COMPLEX	624
<i>Frolova, Elena¹; Andreeva, Elena²; Abdurahmanova, Zulparuza³</i>	624
BRAND HATE: A QUALITATIVE STUDY ON THE EXTREME NEGATIVE EMOTION TOWARD THE BRAND	638
<i>Gharbi, Dorra ; Smaoui, Fatma</i>	638
COST DEPLOYMENT IMPLEMENTATION: A CASE STUDY	652
<i>Giovando, Guido; Crovini, Chiara; Venturini, Stefano</i>	652
SUPPLY CHAIN CONNECTIONS AND THE TRIPLE BOTTOM LINE IN THE GLOBAL WINE INDUSTRY	665
<i>Golicic, Susan L.¹; Signori, Paola²; Flint, Daniel J.³</i>	665
DATA DRIVEN MARKETING FOR GROWTH AND PROFITABILITY	675
<i>Grandhi, Balakrishna; Patwa, Nitin; Saleem, Kashaf</i>	675
BUILDING BRAND LOYALTY THROUGH SOCIAL MEDIA IN TIMES OF ECONOMIC CRISIS: A GENDER AND GEN Y PERSPECTIVE OF LUXURY FASHION CONSUMERS IN SOUTH EAST EUROPE	695
<i>Gubatova, Zlatina¹; Kapoulas, Alexandros²; Cheng, Ranis³</i>	695
EVOLUTION OF FUNDING AND FINANCING IN PUBLIC HIGHER EDUCATION: CHALLENGES FOR PORTUGAL AND OTHER EUROPEAN COUNTRIES	706
<i>Guedes, Rui¹; Marta-Costa, Ana²; Ribeiro, Humberto³; Alves, Sandra⁴; Veloso, Cláudia⁵</i>	706
VALUATING RENEWABLE ENERGY INVESTMENTS WITHIN TRANSACTIONS: A COMPARATIVE REVIEW AMONG PRACTITIONERS	720
<i>Hürlimann, Christian¹; Bengoa, Dolores S.²</i>	720
FAMILY VS NO FAMILY BUSINESS IN WINE IDENTITY COMMUNICATION	740

<i>Iaia, Lea; Fait, Monica; Scorrano, Paola; Cavallo, Federica; Maizza, Amedeo</i>	740
DOES EMPLOYEE ENGAGEMENT AFFECT CLIENT LOYALTY IN B2B SERVICES?: A QUALITATIVE STUDY IN THE ADVERTISING INDUSTRY IN SERBIA	750
<i>Josic, Sinisa¹; Petrosyan, Armine²; Dimitriadis, Nikolaos³</i>	750
ON THE ROAD TO MEANING: A THINKING JOURNEY TO SPIRITUALITY IN PROFESSIONAL LIFE	762
<i>Kay, Avi</i>	762
PREDICTING FINANCIAL DISTRESS OF FIRMS. A STUDY ON BANKRUPTCY OF KINGFISHER AIRLINES	770
<i>Kolte, Ashutosh¹; Capasso, Arturo²; Rossi, Matteo²</i>	770
DETERMINANTS OF SPORT COMMITMENT AND PURCHASE INTENTION OF RUNNERS: AN EMPIRICAL EXAMINATION	785
<i>Koronios, Konstantinos; Kriemadis, Athanasios; Gkatsis, Georgia; Manousaridou, Genovefa</i>	785
THE TRADE EFFECTS OF ECONOMIC INTEGRATION IN EMERGING MARKET OF THE EURASIAN ECONOMIC UNION	794
<i>Kovalev, Victor; Falchenko, Oksana; Vyazovskaya, Veronika; Maydanik, Vera</i>	794
EFFECTIVENESS OF GOVERNMENTAL SUPPORT PROVIDED TO MONOTOWNS IN CIS COUNTRIES	807
<i>Kreidenko, Tatyana¹; Sorokina, Svetlana²; Adashova, Tatyana¹</i>	807
INTEGRATED REPORTING AND PREPARERS' ACCOUNTABILITY: A MATTER OF CONTEXT	817
<i>Lai, Alessandro¹; Melloni, Gaia²; Stacchezzini, Riccardo¹</i>	817
HOW INTEGRATED REPORTING MEETS THE INVESTORS AND OTHER STAKEHOLDERS' INFORMATION NEEDS	823
<i>Lai, Alessandro; Rossignoli, Francesca; Stacchezzini, Riccardo</i>	823
PRICE AVAILABILITY OF CAR RENTAL AS AN ALTERNATIVE OF CAR OWNERSHIP	830
<i>Leontyeva, Yulia; Mayburov, Igor</i>	830
HOW CUSTOMER EXPERIENCE ATTRIBUTES INFLUENCE CUSTOMER SATISFACTION AND ONLINE BANK CREDIBILITY	838
<i>Loureiro, Sandra Maria Correia¹; Sarmiento, Eduardo Moraes²</i>	838

THE OLIVE OIL PRICES DETERMINANTS FROM PRODUCTION TO RETAIL: A STUDY OF THE OLIVE OIL SECTOR IN PORTUGAL AND SPAIN	857
<i>Lousas, Carla¹; Ribeiro, Humberto²; Alves, Sandra³; Veloso, Cláudia⁴</i>	857
ASSESSMENT OF PROJECT SUCCESS RELATED TO THE TRIPLE CONSTRAINTS APPROACH IN MANAGERIAL DECISION-MAKING PROCESSES	873
<i>Louters, Exley; Edoun, E. Innocents</i>	873
TOWARDS THE ADOPTION OF PATIENT GENERATED HEALTH DATA: A TECHNOLOGY READINESS INVESTIGATION OF LAGOS STATE NIGERIA	891
<i>Maduka, Ikechukwu C.¹; Odetayo, Michael¹; Nkantah, Dianabasi¹; Garcia-Perez, Alexeis²; Cegarra-Navarro, Juan Gabriel³; Olayanju, Lateef O.⁴</i>	891
CASE STUDIES AND MANAGEMENT ACCOUNTING RESEARCH: EPISTEMOLOGICAL CONSIDERATIONS	907
<i>Makrygiannakis, Georgios</i>	907
AN INTRODUCTION TO BIOETHICAL RIGHTS	918
<i>Maniatis, Antonios</i>	918
THE RIGHT TO RECREATION (Ψ , X) WITH EMPHASIS ON TOURISM	932
<i>Maniatis, Antonios</i>	932
OPTIONS FOR DIAGNOSTICS OF ECONOMIC EVOLUTION TURNING POINTS	946
<i>Marek, Luboš¹; Hindls, Richard¹; Hronová, Stanislava²</i>	946
THE INFLUENCE OF PERSONAL AND ORGANIZATIONAL FACTORS ON ENTREPRENEURSHIP INTENTION: AN APPLICATION IN THE HEALTHCARE SECTOR.....	960
<i>Marques, Carla Susana¹; Valente, Sandra²; Lages, Marisa¹</i>	960
PROFILE OF WOMEN ENTREPRENEURS IN HEALTHCARE SETOR: AN EXPLORATORY STUDY	974
<i>Marques, Carla Susana¹; Mestre, Marta²; Nascimento, Maria M.³</i>	974
INFLUENCE OF UPDATING ENVIRONMENTAL KNOWLEDGE THROUGH LEARNING PROCESSES TO IMPROVE PERFORMANCE IN A TOURIST MARKET	987
<i>Martínez-Martínez, Aurora¹; Cegarra-Navarro, Juan Gabriel²; García-Pérez, Alexeis³</i>	987
THE SUCCESS OF CROSS BORDER ACQUISITIONS: DOES CULTURAL DISTANCE MATTER FOR CONSUMERS?	1002

<i>Matarazzo, Michela</i> ¹ ; <i>Lanzilli, Giulia</i> ² ; <i>Resciniti, Riccardo</i> ²	1002
THE COST OF CAPITAL IN THE BOND MARKET. WHEN THE FIRMS ALLEGEDLY RESTATED EARNINGS	1010
<i>Felice Matozza</i> ¹ ; <i>Elisabetta Mafrolla</i> ² ; <i>Anna Maria Biscotti</i> ²	1010
APPLYING SECI MODEL TO TRANSFER ORGANIZATIONAL MEMORY THROUGH CORPORATE MUSEUMS	1031
<i>Matricano, Diego</i>	1031
GENDER ASYMMETRY IN BEHAVIORAL RESPONSES OF TRANSPORT FEE PAYERS	1039
<i>Mayburov, Igor</i> ^{1,2} ; <i>Leontyeva, Yulia</i> ¹	1039
IDENTIFICATION OF LEADERSHIP COMPETENCIES IN THE INTERNATIONAL ENVIRONMENT.....	1051
<i>Mazánek, Lukáš; Pekárek, Jan; Vraniak, Lukáš; Konečná, Zdenka</i>	1051
MANDATORY ENTREPRENEURS' CHARACTERISTICS TO NEW VENTURES' INTERNATIONALIZATION.....	1062
<i>Meneses, Raquel</i> ¹ ; <i>Moutinho, Nuno</i> ¹ ; <i>Azevedo, José</i> ²	1062
CONSUMER FAD DYNAMIC. THE GIN CASE.....	1075
<i>Meneses, Raquel; Almeida, Rui</i>	1075
ECONOMIC AND FINANCIAL BALANCE OF ITALIAN PLASTIC MANUFACTURERS DURING THE CRISIS (2008-2015).....	1089
<i>Migliaccio, Guido; De Blasio, Veronica</i>	1089
CITIZEN SATISFACTION IN ITALY: RESULTS FROM AN EMPIRICAL RESEARCH	1104
<i>Migliaccio, Guido</i> ¹ ; <i>Russo, Agostino</i> ²	1104
CAPITAL STRUCTURE AND PERFORMANCE: EVIDENCE FROM INDONESIA STOCK EXCHANGE	1118
<i>Miglietta, Nicola</i> ¹ ; <i>Battisti, Enrico</i> ¹ ; <i>Monge, Filippo</i> ²	1118
ENTREPRENEURSHIP UNTAPPED: TESTING TRAINING FOR START-UPS BY PHD STEM GRADUATES	1128
<i>Mihai-Yiannaki, Simona</i> ¹ ; <i>Varnava-Marouchou, Despina</i> ² ; <i>Konis, Elmos</i> ² ; <i>Hadjichristodoulou, Vassilia</i> ³	1128
LOCAL LIABILITIES AND INTERACTION BETWEEN NATIVE AND IMMIGRANT FIRMS	1140
<i>Milanesi, Matilde; Guercini, Simone</i>	1140

SERVICE QUALITY, CUSTOMER SATISFACTION AND CORPORATE IMAGE AS A KEY DRIVER OF CUSTOMER LOYALTY IN TRADITIONAL RETAIL.....	1154
<i>Miranda Veloso, Cláudia¹; Magueta, Daniel Margaça²; Fernandes, Paula Odete³; Rito-Ribeiro, Humberto Nuno⁴</i>	<i>1154</i>
IMPORTANCE OF CULTURAL INTELLIGENCE IN INDIAN MANAGEMENT EDUCATION	1169
<i>Naik, Kasturi¹; Bobade, Anita²</i>	<i>1169</i>
RELATIONSHIP BETWEEN WORKFORCE DIVERSITY AND EFFECTIVENESS OF INDIAN BPO ORGANIZATION	1186
<i>Naik, Kasturi¹; Bobade, Anita²</i>	<i>1186</i>
HOW LEAN GLOBAL START-UPS SELECT THEIR PRICING STRATEGIES, PRACTICES AND MODELS.....	1200
<i>Neubert, Michael.....</i>	<i>1200</i>
LEAN INTERNATIONALIZATION OF BORN GLOBAL FIRMS	1209
<i>Neubert, Michael¹; Van Der Krogt, Stijn².....</i>	<i>1209</i>
THE ROLE OF BUSINESS MODELS IN THE INTERNATIONAL GROWTH PATH OF STARTUPS	1220
<i>Onetti, Alberto ¹; Pisoni, Alessia ¹; Riva, Giada²</i>	<i>1220</i>
NETWORK PERSPECTIVE ON ESTABLISHMENT PROCESS IN TRANSITION ECONOMIES	1235
<i>Osarenkhoe, Aihie¹; Fjellström, Daniella¹; Abraha, Desalegn²; Awuah, Gabriel Baffour³</i>	<i>1235</i>
CLUSTERING AND NETWORKING AS A SINE QUA NON FOR SMES AND REGIONAL INTERNATIONAL COMPETITIVE ADVANTAGE.....	1258
<i>Osarenkhoe, Aihie; Fjellström, Daniella.....</i>	<i>1258</i>
CYBER RISK MANAGEMENT IN CREDIT COOPERATIVE BANKS: A CASE STUDY	1282
<i>Ossola, Giovanni; Giovando, Guido; Crovini, Chiara.....</i>	<i>1282</i>
AN EXPLORATORY STUDY ON CONSUMERS ATTITUDES TOWARDS ETHICAL FASHION CONSUMPTION: MOTIVATORS AND BARRIERS	1294
<i>Öztürk, Selen; Engizek, Nil.....</i>	<i>1294</i>
CORPORATE CRISIS IN ITALY: YOMO SPA.....	1309
<i>Pavone, Pietro¹; Migliaccio, Guido²</i>	<i>1309</i>
THE QUALITY OF MISSION STATEMENTS IN THE TOURISM INDUSTRY: AN EMPIRICAL ASSESSMENT.....	1325

<i>Penco, Lara; Profumo, Giorgia; Scarsi, Roberta</i>	1325
VALUE OF LISTED COMPANIES; ABNORMAL EARNINGS AND INNOVATIVENESS.....	1342
<i>Philipson, Sarah</i>	1342
U.MAKE.ID – A DIGITAL SOURCING PLATFORM PROJECT FOR THE FASHION BUSINESS: A THEORETICAL STUDY.....	1349
<i>Pina, Liliana¹; Reis, Benilde²; Rafael, Paulo³; Pereira, Madalena⁴; Miguel, Rui²</i>	1349
GREEN MARKETING AND ITS PERCEPTION BY YOUNG CONSUMERS OF THE “GENERATION Y”	1361
<i>Průša, Přemysl; Sadílek, Tomáš</i>	1361
TEAM PSYCHOLOGICAL SAFETY PREDICTING TEAM CREATIVITY: A CONDITIONAL INDIRECT EFFECT MODEL.....	1371
<i>Rego, Arménio¹; Melo, Ana Isabel²; Bluhm, Dustin J.³; Pina e Cunha, Miguel³; Valverde, Camilo⁵</i>	1371
E-COMMERCE STUDIES REVIEW: IMPLICATIONS AND FUTURE AGENDA FOR FIRMS AND CONSUMERS	1383
<i>Resciniti, Riccardo¹; Matarazzo, Michela²; De Vanna, Federica¹</i>	1383
VENTURE CAPITALIST’S INTERVENTION AND THE INTERNATIONALIZATION OF INTERNATIONAL NEW VENTURES (INVS) – PORTUGUESE CASE STUDY.....	1392
<i>Ribeiro, Paulo; Meneses, Raquel</i>	1392
CONCEPTUALIZING PUBLIC VALUE DESTRUCTION.....	1406
<i>Ricci, Paolo; Esposito, Paolo</i>	1406
IS THERE A MEDITERRANEAN CORPORATE GOVERNANCE SYSTEM? EVIDENCE FROM LITERATURE	1442
<i>Ricci, Paolo; Esposito, Paolo; Fusco, Floriana</i>	1442
DAVID BOWIE: ARTIST AND ENTREPRENEUR?	1454
<i>Rivetti, Francesca; Migliaccio, Mirella</i>	1454
ENERGY MANAGEMENT IN ITALIAN MUNICIPAL PUBLIC ADMINISTRATIONS: AN ORGANIZATIONAL CULTURAL PERSPECTIVE	1462
<i>Rizzi, Francesco¹; Annunziata, Eleonora²</i>	1462
HORIZONTAL ORGANIZATION AND LEADERSHIP: A GENERATIVE APPROACH FOR AN ETHIC DEVELOPMENT IN COMPLEX SYSTEMS.....	1485

<i>Rizziato, Erica</i>	1485
THE BALANCE OF POWER IN THE WORLD MANUFACTURING INDUSTRY	1500
<i>Rodionova, Irina¹; Shuvalova, Olga¹; Kokuytseva, Tatiana²</i>	1500
ANTECEDENTS TO BRAND HATE AMONG GENERATION Y: A CONSUMER CROSS-CULTURAL STUDY	1514
<i>Rodrigues, Clarinda¹; Rodrigues, Paula²</i>	1514
THE MULTISENSORY EXPERIENCE OF TASTE. THE EFFECTS OF SENSES AND BRAND IN WINE CONSUMPTION	1523
<i>Romanazzi, Salvatore; Petruzzellis, Luca</i>	1523
A SOUTH AFRICAN INDUSTRY PERCEPTIVE ON MODERN TRANSIT ADVERTISING MEDIA OPPORTUNITIES	1543
<i>Roux, Thérèse</i>	1543
UNDERVALUED AND DISORGANIZED? CLASSIFICATION AND APPRAISAL OF CONTEMPORARY OUT-OF-HOME ADVERTISING IN SOUTH AFRICA	1556
<i>Roux, Thérèse; Babst, Melanie; de Jager, Johan</i>	1556
EMPLOYEE LEARNING IN INTERCULTURAL INTERACTIONS - GROUNDED THEORY	1569
<i>Rozkwitalska, Malgorzata</i>	1569
THE MEDIATING EFFECT OF INNOVATION ON THE RELATIONSHIP BETWEEN INTANGIBLE RESOURCES AND EXPORT PERFORMANCE	1581
<i>Rua, Orlando Lima¹; França, Alexandra²</i>	1581
THE ADOPTION OF ACCRUAL ACCOUNTING IN THE PUBLIC SECTOR: A CASE WITHIN ITALIAN UNIVERSITIES	1596
<i>Rupo, Daniela¹; Loprevite, Salvatore²; Sidoti, Salvatore¹</i>	1596
PROPULSIVE LEADERSHIP CHARACTERISTICS FOR UPGRADING NEW GENERATION OF LEADERS IN TRANSITION SOCIETIES	1615
<i>Samardžija, Jasminka</i>	1615
TAYLORISM AND AMAZON: SCIENTIFIC MANAGEMENT AT THE WORLD'S MOST SUCCESSFUL RETAIL COMPANY	1629
<i>Schein, Andrew</i>	1629
WHAT IS SMART LEADERSHIP IN LUXEMBOURG?	1640

<i>Schinzel, Ursula</i>	1640
WHAT IS SUCCESS OR FAILURE IN M&AS? A STAKEHOLDER PERSPECTIVES	1673
<i>Schriber, Svante¹; Meglio, Olimpia²</i>	1673
OVERCOMING “IMPERFECTIONS” OF TECHNOLOGICAL CHANGE: THE BORDERLESS NATURE OF ENTREPRENEURSHIP IN OPEN INNOVATION MODEL.....	1685
<i>Scuotto, Veronica¹; Usai, Antonio²; Murray, Alan³; Fiano, Fabio⁴</i>	1685
ENTREPRENEURSHIP EDUCATION AS A PROCESS.....	1694
<i>Sepe, Enrica¹; Castaldi, Laura²; Iscaro, Valentina²; Turi, Claudio²</i>	1694
CONSUMER PERCEPTIONS AND USES OF SOCIAL MEDIA AROUND VARSITY CUP RUGBY: A TRADITIONAL SOUTH AFRICAN UNIVERSITY	1706
<i>Serra, Pamela</i>	1706
OWNERSHIP STRUCTURE AND FINANCIAL PERFORMANCE OF COMPANIES IN THE FRENCH STOCK MARKET INDEX CAC 40: IS THE FRENCH GOVERNMENT A PERFORMING SHAREHOLDER?	1717
<i>Spurr, Michael¹; Goehlich, Veronique¹; Fournier, Guy²</i>	1717
BIG DATA IN SME - FINDINGS OF AN EMPIRICAL STUDY.....	1732
<i>Sterk, Matthias; Graue, Carolin; Britzelmaier, Bernd</i>	1732
PROMOTING INTERNET USAGE: AN ANALYSIS OF NONUSERS.....	1751
<i>Teerakapibal, Surat</i>	1751
MANDATORY DISCLOSURE OF NON-FINANCIAL INFORMATION: A STRUCTURED LITERATURE REVIEW	1757
<i>Testarmata, Silvia; Sergiacomi, Silvia; Fortuna, Fabio</i>	1757
LINKING MOTIVATION WITH CREATIVITY IN GREECE.....	1777
<i>Thrassou, Alkis¹; Orfanos, Dimosthenis²; Tsoukatos, Evangelos³</i>	1777
EXAMINING THE ECONOMIC FACTORS THAT INFLUENCE THE TECHNICAL EFFICIENCY IN GOAT FARMS IN GREECE.....	1791
<i>Tsiouni, Maria¹; Aggelopoulos, Stamatis²; Papanagioutou, Evangelos¹; Chioteris, Cpyridon²</i>	1791
EXPLORING ALTERNATIVE VIEWS ON CLUTCHES OF UKUTHWALA IN THE PATRIARCHAL CULTURE OF SOUTH AFRICA: BALANCING OF HUMAN RIGHTS.....	1801
<i>Van der, Bank; Christiena, Maria</i>	1801

SHAREHOLDER DILEMMA: WHAT STAKE TO OFFER TO FINANCIAL INVESTORS? PROPOSALS BASED ON FINANCIAL PRINCIPLES.....	1814
<i>Vashakmadze, T.; Martirosyan, E.; Sergeeva, A.</i>	<i>1814</i>
SCREENING AND SCORING PROCESS IN M&A DEALS OF SERIAL ACQUIRERS. EVIDENCE FROM THE RUSSIAN AND INTERNATIONAL MARKETS.....	1823
<i>Vashakmadze, Teimuraz; Martirosyan, Emil; Sergeeva, Anastasia; Krechun Margarita</i>	<i>1823</i>
WHEN THINGS GO WRONG: UNTANGLING THE ORIGINS OF INTER-FIRM NETWORK TERMINATION	1843
<i>Vernizzi, Silvia;Cantele, Silvia.....</i>	<i>1843</i>
DIGITISATION AND BRANDING EVOLUTION: AN INTEGRATIVE CONCEPTUAL FRAMEWORK	1855
<i>Vernuccio, Maria.....</i>	<i>1855</i>
EFFSAMWMIX : AN EFFICIENT STOCHASTIC MULTI-ARMED BANDIT ALGORITHM BASED ON A SIMULATED ANNEALING WITH MULTIPLICATIVE WEIGHTS	1866
<i>Villari, Bobby Chaitanya; Abdulla, Mohammed Shahid</i>	<i>1866</i>
PORTFOLIO CHOICE DECISION MAKING WITH <i>NBP-EFFSAMWMIX</i> : A STOCHASTIC MULTI- ARMED BANDIT ALGORITHM USING NAÏVE BANDIT PORTFOLIO APPROACH.....	1881
<i>Villari, Bobby Chaitanya; Abdulla, Mohammed Shahid FPM Student, IT & Systems Area.....</i>	<i>1881</i>
WHAT COMES FIRST, THE CHICKEN OR THE EGG: THE UNDERPINNING TECHNOLOGY OR BUSINESS MODEL?	1896
<i>Vinaik, Rubal; Zubac, Angelina.....</i>	<i>1896</i>
LEGITIMACY THEORY AND SUSTAINABILITY REPORTING. EVIDENCE FROM ITALY.	1908
<i>Vitolla, Filippo; Rubino, Michele.....</i>	<i>1908</i>
THE SOLAR PV SECTOR. EVOLUTION AND GROWTH OF INNOVATION IN THE SECTORAL SYSTEM.....	1922
<i>Xue, Han¹; Jorge, Niosi².....</i>	<i>1922</i>

TABLE OF ABSTRACTS

MARKET DOCTRINE (MD), CREATIVITY, AND NEW PRODUCT PERFORMANCE IN INTERNATIONAL MARKETS.....	1938
<i>Abboud, Amer; Shoham, Aviv</i>	1938
DEROGATION EFFECT OF USING SUCCESSFUL VERSUS ATTRACTIVE SPOKESPERSON IN ADVERTISING: A COMPARATIVE STUDY BETWEEN THE NETHERLANDS AND BRAZIL	1941
<i>Adıgüzel, Feray¹; Buranello, Renata²</i>	1941
INTERNATIONAL DIFFERENCES IN SPORT EVENT SPONSORSHIP EFFECTIVENESS.....	1944
<i>Adıgüzel, Feray¹; Kennett, Christopher²</i>	1944
IMPULSIVE BUYING AND SHOPPING MOTIVATIONS IN EMERGENT AND MATURE MARKETS	1947
<i>Adıgüzel, Feray</i>	1947
THE IMPACT OF EXISTENTIAL GUILT APPEAL ON CONSUMER INTENTION TO PURCHASE CAUSE-RELATED PRODUCT OR TO DONATE TO CHARITY	1950
<i>Adomaviciute, Karina; Urbonavicius, Sigitas; Urbutyte, Ieva</i>	1950
IMPACT OF STRESS AND JOB SATISFACTION ON MENTAL WELL BEING OF HEALTHCARE PROFESSIONALS	1952
<i>Aggarwal - Gupta, Meenakshi¹; Vatharkar, Poonam²</i>	1952
FAMILY BUSINESS EFFICACY AND PERFORMANCE	1957
<i>AL Kayid, Wejdan Saeed; Zhongqi, Jin; Ramakrishnan, Sumeetra; Priporas, Costas</i>	1957
ESTIMATION OF MANAGERIAL DISCRETION IN ACCRUALS USING FIRM LIFE CYCLE	1959
<i>Almand, Andrew¹; Cantrell, Brett²; Dickinson, Victoria²</i>	1959
EXPLORING THE EFFECTS OF BRAND COMMUNITY CENTRIC MODEL ON FANDOM AND BRANDOM OF FOOTBALL FANS.....	1962
<i>Alon, Anat Toder; Shuv-Ami, Avichai</i>	1962
AN ASSESSMENT OF CUSTOMER RETENTION WITH SELF-SERVICE TECHNOLOGY: A COMPARATIVE STUDY BETWEEN INTERNET BANKING AND MOBILE BANKING IN SAUDI ARABIA.....	1965
<i>Alsiehemy, Ali; Battor, Moustafa; Pantano, Eleonora; Dennis, Charles</i>	1965

INTENSIFYING THE POWER OF THE PORTUGUESE LANGUAGE: COMMUNICATING ON SCIENCE	1968
<i>Alves, Gisela; Martins, Moisés de Lemos</i>	1968
HOW TRUST AND COOPERATION HAVE AN IMPACT ON INTERNATIONAL BUSINESS: A CASE STUDY	1970
<i>Alves, Gisela</i>	1970
MULTI-CHANNEL AND OMNICHANNEL MARKETING: THE NEW TRENDS IN DIGITAL MARKETING COMMUNICATIONS	1972
<i>Amirkhanpour, Monaliz¹; Vrontis, Demetris²</i>	1972
MEASURING THE ECONOMIC EFFECTS OF TOURISM: THE CASE STUDY OF ITALY	1975
<i>Andreottola, Francesco; Massaro, Maria Rita</i>	1975
THE STATE OF UNIVERSITY – BUSINESS COOPERATION IN GREECE	1978
<i>Angelopoulou, Konstantina¹; Tsoukatos, Evangelos²</i>	1978
AUTONOMY, INNOVATION MATURITY AND INTRAPRENEURSHIP AS DRIVERS OF INNOVATION MANAGEMENT PROCESSES: EVIDENCE FROM THE WATER SECTOR	1982
<i>Annunziata, Eleonora¹; Pellegrini, Chiara¹; Rizzi, Francesco²; Frey, Marco¹</i>	1982
MANAGEMENT OBJECTIVES IN M&A DECISIONS: A DEPARTURE FROM RATIONALITY? ...	1984
<i>Arnold, Nicole¹; Bengoa, S. D.²</i>	1984
COMMUNICATION SKILLS OF ENTRY-LEVEL ACCOUNTANTS IN GREECE	1989
<i>Asonitou, Sofia¹; Tourna, Eleni¹; Koukouletsos, Kostas²; Touloumis, Konstantinos¹</i>	1989
IMPACT OF CORPORATE GOVERNANCE MECHANISM ON FIRM PERFORMANCE: EVIDENCE FROM AN EMERGING MARKET	1991
<i>Ataay, Aylin</i>	1991
WOMENOMICS: IS THE WORKFORCE READY?	1994
<i>Averianova, Irina¹; Nae, Niculina²</i>	1994
LINKING CONSUMER BEHAVIOR, VIRAL MARKETING AND CINEMATOGRAPHY: A PRACTICAL APPLICATION FOR NGOS	1995
<i>Avgeropoulou, Katerina; Melanthiou, Yioula; Pappasolomou, Ioanna</i>	1995
ESCAPE EXPERIENCES IN LIGHTHOUSE TOURISM: A PHOTO ELICITATION PERSPECTIVE	1997
<i>Azevedo, António J. A.</i>	1997

DO COUNTRY-SPECIFIC FACTORS AFFECT THE VALUE RELEVANCE OF BRAND VALUE? AN EMPIRICAL ANALYSIS	2000
<i>Bagna, Emanuel¹; Dicuonzo, Grazia²; Perrone, Andrea²; Dell'Atti, Vittorio²</i>	<i>2000</i>
A COMPARATIVE CROSS COUNTRY ANALYSIS OF BANK MARKETING STRATEGIES DURING THE CURRENT GLOBAL FINANCIAL CRISIS	2002
<i>Balomenou, Chrysanthi; Akriviadi, Amalia</i>	<i>2002</i>
THE CRUCIAL ROLE OF LENDER OF LAST RESORT AS ONE OF THE MAJOR MEANS OF THE BANKING SAFETY NET, ESPECIALLY IN CRISIS AND RECESSION PERIODS	2008
<i>Balomenou, Chrysanthi</i>	<i>2008</i>
SMES, SOCIAL MEDIA AND INTERNATIONALIZATION: AN EXPLORATIVE RESEARCH	2013
<i>Bartoloni, Sara; Pascucci, Federica</i>	<i>2013</i>
THE SOCIAL RESPONSIBILITY IN BANKING: REVIEW AND RESEARCH PERSPECTIVES.....	2016
<i>Bellomo, Mario Filippo Paolo; La Rosa, Fabio</i>	<i>2016</i>
A CHOICE OF SOCIALLY RESPONSIBLE INSTRUMENTS: SME STUDY IN 6 COUNTRIES	2018
<i>Belyaeva, Zhanna¹; Lopatkova, Yana¹; Kislyak, Nadezhda¹; Rudawska, Edyta²</i>	<i>2018</i>
CONSUMER-BRAND ENGAGEMENT THROUGH WEBSITE STIMULI.....	2021
<i>Bilro, Ricardo; Loureiro, Sandra Maria Correia</i>	<i>2021</i>
DOES THE PRESENCE OF WOMEN IN SUPERVISORY BOARDS INFLUENCE FIRM PERFORMANCE?	2025
<i>Binder, B.C.K.</i>	<i>2025</i>
MARKETING DOCTRINE AS A PRECURSOR TO NEW PRODUCT DEVELOPMENT AND INTERNATIONAL PERFORMANCE: TOWARDS A TESTABLE THEORETICAL MODEL	2028
<i>Boulos, Jumana Shukri; Shoham, Aviv</i>	<i>2028</i>
DOES MONEY BUY YOU HAPPINESS?	2031
<i>Bozcuk, Aslihan.....</i>	<i>2031</i>
HRM-PATIENT ORIENTATION AND TEAMWORK CLIMATE LINKAGE IN HEALTH CARE INSTITUTIONS: THE ROLE OF CALLING AND PROSOCIAL MOTIVATION	2034
<i>Bučiuėnienė, Ilona¹; Goštautaitė, Bernadeta¹; Žemyna Milašauskienė².....</i>	<i>2034</i>
HRM-PATIENT ORIENTATION AND TEAMWORK CLIMATE LINKAGE IN HEALTH CARE INSTITUTIONS: THE ROLE OF CALLING AND PROSOCIAL MOTIVATION	2038

<i>Bučiuėnienė, Ilona¹; Goštautaitė, Bernadeta¹; Žemyna Milašauskienė².....</i>	2038
INNOVATION NETWORK DYNAMICS IN THE AEROSPACE CLUSTER IN TUSCANY.....	2042
<i>Capone, Francesco; Zampi Vincenzo.....</i>	2042
MANAGING ORGANIZATIONAL AND BRAND IDENTITY IN FAMILY FIRM: PRELIMINARY EVIDENCES FROM AN ITALIAN CASE	2045
<i>Casprini, Elena¹; Ticci, Camilla²; Zanni, Lorenzo²</i>	2045
CRITICAL SUCCESS FACTORS OF THE MERGERS AND ACQUISITIONS PERFORMANCE: INTERRELATIONSHIP OF PLANNING STAGE (PRE-MERGER) AND INTEGRATION PROCESS (POST-MERGER)	2048
<i>Chew, Grace</i>	2048
FOOD WASTE REDUCTION AND SHELF LIFE EXTENSION: THE CASE STUDY OF OLIVE PATE	2051
<i>Chiara, Filomena¹; Pellegrini, Giustina^{1*}; Contò, Francesco¹.....</i>	2051
A MODEL ON ANTECEDENTS OF DIGITAL PIRACY BEHAVIOUR.....	2053
<i>Christofi, Anna-Maria¹; Coudounaris, Dafnis N.².....</i>	2053
DEVELOPMENT OF SOCIAL ENTERPRISE: DISTRIBUTION OF PROFIT OR NON-DISTRIBUTION CONSTRAINT?.....	2054
<i>Cosentino, Antonietta¹; Di Stefano, Cristina²; Magistro, Angela¹.....</i>	2054
A NEW PERSPECTIVE IN BUSINESS EVALUATION: MEASURING SOCIAL IMPACT VALUE. A CASE STUDY ON ITALIAN WORK INTEGRATION COOPERATIVES.....	2060
<i>Cosentino, Antonietta¹; Bongiovanni, Laura²; Cesari, Alberto²; Di Stefano, Cristina³.....</i>	2060
ANTECEDENTS OF BRAND EQUITY OF NORDIC UNIVERSITIES AND MODERATING EFFECTS	2063
<i>Coudounaris, Dafnis N.¹; Kvasova, Olga².....</i>	2063
IS PUBLIC SUPPORT A BAD FOR THE DISSEMINATION OF CROWDFUNDING AMONG INNOVATIVE START UP FIRMS?	2064
<i>Cucari, Nicola; Ghi, Alessandra; Orlando, Beatrice; Renzi, Antonio</i>	2064
SHARING KNOWLEDGE TO INCREASE FOOD VALUE CHAIN: THE INTRODUCTION OF DSS BY SUPPLY CHAIN LEADER DRIVING FARMER'S MANAGERIAL CULTURAL CHANGE.....	2068
<i>Cupertino, Sebastiano; Vitale, Gianluca; Riccaboni Angelo.....</i>	2068

ENTREPRENEURSHIP AS A CONTEXTUAL PHENOMENA.....	2071
<i>Czarczynska, Anna¹; Mosquera, José Luis Naya².....</i>	<i>2071</i>
THE PIVOTAL ROLE OF ORGANIZATIONAL LEARNING AS A LINK BETWEEN EXPORTER'S ORIENTATIONS AND CAPABILITIES AND BETWEEN INTERNATIONAL PERFORMANCES .	2075
<i>Dahan, Gavriel¹; Shoham, Aviv².....</i>	<i>2075</i>
THE IMPACT OF INTERNAL AND EXTERNAL ORGANIZATIONAL ORIENTATIONS ON FIRM PERFORMANCE.....	2077
<i>Dahan, Gavriel¹; Shoham, Aviv²; Asseraf, Yoel³.....</i>	<i>2077</i>
ECONOMIC ANIMOSITY, NATIONALISM, AND COUNTRY IMAGE: "US VS. OTHERS" IN TIMES OF CRISIS.....	2080
<i>De Nisco, Alessandro¹; Papadopoulos, Nicolas²; Napolitano, Maria Rosaria³; Mainolfi, Giada¹.....</i>	<i>2080</i>
THE VALUE RELEVANCE OF CORPORATE SOCIAL RESPONSIBILITY IN THE EUROPEAN STOCK MARKETS: THE INFLUENCE OF STANDARD ETHICS RATING	2083
<i>Dicuonzo, Grazia; Ricciardi, Francesca; Dell'Atti, Vittorio.....</i>	<i>2083</i>
PREDICTING THE PRESENT AND FUTURE OF AQUAPONICS WITH GOOGLE TRENDS.....	2085
<i>Dos Santos, Maria José Palma Lampreia.....</i>	<i>2085</i>
COMMUNITY BASED BUSINESS MODEL PROPOSITION	2090
<i>Drummond, Damon</i>	<i>2090</i>
EFFECT OF CULTURAL INTELLIGENCE AND PROFESSIONAL COMMITMENT ON WELL-BEING OF EXPATRIATES AND HOST COUNTRY NATIONALS.....	2091
<i>Duyar, Veli Deniz; Erkuş, Ahmet</i>	<i>2091</i>
"DELIBERATED INTUITION" IN STOCK PRICE FORECASTING	2092
<i>Endress, Tobias; Gear, Tony.....</i>	<i>2092</i>
THE IMPACT OF STUDYING IN A SOCIOECONOMICALLY DIFFERENT SOCIETY COMPARED TO THE HOME COUNTRY ON WORK RELATED VALUES: EVIDENCE FROM CYPRIOT WORKERS WHO WERE EDUCATED IN THE UK.....	2094
<i>Epaminonda, Epaminondas.....</i>	<i>2094</i>
INTERRELATIONS BETWEEN PERCEIVED ATTRIBUTES AND THEIR INFLUENCE ON PREFERENCE OF USER INTERFACES	2096
<i>Eytam, Eleanor</i>	<i>2096</i>

STUDENTS' PERCEPTIONS ON SMART CITY INITIATIVES: EVIDENCES FROM ITALY AND RUSSIA	2098
<i>Ferraris, Alberto¹; Belyaeva, Zhanna²</i>	<i>2098</i>
ADOPTION OF RISK MANAGEMENT IN SMES: A SYSTEMATIC LITERATURE REVIEW	2101
<i>Ferreira de Araújo Lima, Priscila; Verbano, Chiara; Crema, Maria</i>	<i>2101</i>
TOWARD DEVELOPING A PRACTICAL MODEL FOR SUCCESSFUL GENERATIONAL TRANSITION IN THE FAMILY BUSINESS	2105
<i>Flynn, JoAnn; Duesing, Robert J.</i>	<i>2105</i>
THE COST OF EQUITY OF TOO BIG TO FAIL BANKS (TBTF). A COMPARATIVE STUDY BETWEEN CAPM, THE METHOD BASED ON THE RECIPROCAL OF P/E MULTIPLE AND ACTUARIAL METHOD	2108
<i>Fontana, Stefano; Coluccia, Daniela; Solimene, Silvia; Rosati, Serena</i>	<i>2108</i>
RETAILERS' INVENTORY STRATEGY ON PURCHASING-CONSUMPTION CYCLE MODEL OF CONSUMERS	2111
<i>Fujimoto, Hisao</i>	<i>2111</i>
THE CHOICE OF CREATIVE COMMONS LICENSE	2114
<i>Gambardella, Massimiliano</i>	<i>2114</i>
THE ROLE OF CENTRAL BANKS IN THE RECENT FINANCIAL CRISIS. CAUSES AND CONSEQUENCES OF THE CRISIS AND COUNTERMEASURES TAKEN.....	2116
<i>Georgakoulias, Athanasios; Koulakiotis, Athanasios.....</i>	<i>2116</i>
BANK COMPANY RELATIONSHIPS FOR STRENGTHENING AN INTERNATIONAL COMPETITION. ANALYSIS OF ITALIAN CONTEXT	2119
<i>Giacosa, Elisa¹; Mazzoleni, Alberto²</i>	<i>2119</i>
GLOBAL BANNING OF A DIFFUSED CONTROVERSIAL PRACTICE: DEINSTITUTIONALIZATION IN THE SOCCER INDUSTRY	2120
<i>Gurses, Kerem¹; Giones, Ferran²; Mehtakumar, Kandarp³</i>	<i>2120</i>
EMERGING-MARKET FIRMS' CROSS-BORDER ACQUISITION COMPLETION: INSTITUTIONAL IMAGE AND STRATEGIES	2123
<i>He, Xinming¹; Zhang, Jianhong²</i>	<i>2123</i>
CROSS-BORDER MERGER AMONG NORDIC BANKS – A LONGITUDINAL STUDY	2124

<i>Hyder, S. Akmal; Osarenkhoe, Aihie</i>	2124
CUSTOMER RELATIONSHIP MANAGEMENT TECHNOLOGY USE OF SALESPEOPLE.....	2127
<i>Itani, Omar S.</i>	2127
TOURIST EXPERIENCE AND VIRTUAL REALITY: THE CASE OF NURAGICA PROJECT.....	2128
<i>Izzo, Filomena¹; Solinas, Maria Carmela²; Pinna, Paolo Alberto²</i>	2128
PROJECTIFICATION OF THE NON-GOVERNMENTAL SECTOR IN POLAND.....	2130
<i>Jalocha, Beata; Bogacz-Wojtanowska, Ewa</i>	2130
EMERGING MARKET MULTINATIONALS FROM LATIN AMERICA: ANALYZING THE INTERNATIONALIZATION PATTERNS AND M&AS CORPORATE STRATEGIES OF MEXICO'S LARGEST COMPANIES.....	2133
<i>Jarque, Eduardo</i>	2133
AN INVESTIGATION OF WAITERS' OCCUPATIONAL IDENTITY (WOI): A LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK.....	2137
<i>Jerez, M.J. ; Melewar, TC; Foroudi, P.; Stylidis, D.</i>	2137
CYPRUS AND THE U.K.: DELIVERING NUTRITIONAL ADVICE SERVICES THROUGH DIGITAL TECHNOLOGY.....	2141
<i>Kakouri, Stella K.¹, Scott, Peter² and Scott, Tamsin³</i>	2141
THE IMPACT OF SOCIAL MEDIA BRAND COMMUNICATION ON BRAND EQUITY FOR YOUNG CONSUMERS: INTERNATIONAL HIGH STREET FASHION BRANDING IN CHINA.....	2146
<i>Kan, Yuna; Dennis, Charles; Melewar, TC; Foroudi, Pantea</i>	2146
NATIONAL INNOVATION SYSTEM IN SMALLER NATIONS; THE CASE OF MONTENEGRO.....	2148
<i>Karadzic, Vesna¹; Manijeh, Reyhani²</i>	2148
IDENTIFYING SUCCESS FACTORS IN FOOD EXPORTS: AN APPLICATION OF THE BEST-WORST SCALING METHOD.....	2151
<i>Karipidis, Philippos¹; Chrysochou, Polymeros²; Karypidou, Ioanna³</i>	2151
TITLE- DEVELOPMENT AND VALIDATION OF A SCALE FOR TEAM TASK ROLES, TEAM TASK TYPES AND TASK INTERDEPENDENCIES.....	2153
<i>Karve, Shailaja¹; Pandey, Aparna²; Malankar, Shweta³</i>	2153
SPONTANEOUS VS. INDUCED CLUSTERS: NETWORKS AND COMPETITIVE ADVANTAGE.....	2156
<i>Kavadarlı, Altın; Öz, Özlem²</i>	2156

THE IMPACT OF DIGITAL NETWORKS ON MANAGERIAL DECISION MAKING: PRACTICALITIES AND PARADOXES.....	2158
<i>Kay, Avi</i>	2158
EMERGENCE OF COMPLEX NEW ARRANGEMENTS: THE STATE RESPONSES TO GLOBAL BUSINESS DIVERSITY.....	2161
<i>Kayasan, Oskar; Saghir, Nadine</i>	2161
MARGINAL REVOLUTION: ROLE OF INTERMEDIARY IN INTEGRATION OF STREET VENDORS IN FORMAL ECONOMY	2162
<i>Kella, Chintan; Rimac, Tomislav; Gurses, Kerem; Turner, Karynne</i>	2162
POSITIVE AND NEGATIVE ASPECTS OF MANAGER'S POLITICAL BEHAVIOUR.....	2165
<i>Kidron, Aviv¹; Vinarski –Peretz, Hedva²</i>	2165
SUPERVISOR COMMITMENT VERSUS ORGANIZATIONAL COMMITMENT.....	2166
<i>Kidron, Aviv</i>	2166
THE BUSINESS MODEL CANVAS AS THE KEY TO A COMPANY'S SUCCESS.....	2167
<i>Klimova, Olena</i>	2167
ROLE OF DIGITAL COMMUNICATIONS IN SOCIAL SUPERMARKETS IN CROATIA.....	2169
<i>Knezevic, Blazenka; Skrobot, Petra; Delic, Mia</i>	2169
CUSTOMER ORIENTED STRATEGY AND BUSINESS PERFORMANCE: EVIDENCE FROM THE TOURISM AND HOSPITALITY INDUSTRY	2171
<i>Kriemadis, Thanos; Papaioannou, Alkistis; Rizos John; Koronios, Konstantinos</i>	2171
REMITTANCE BEHAVIOR OF PERMANENT MIGRANTS.....	2174
<i>Kushnirovich Nonna</i>	2174
INNOVATIVE SKILLS MANAGEMENT FOR THE AGRICULTURAL ENTREPRENEUR	2178
<i>Lachapelle, Nathalie</i>	2178
FOR THE STUDY OF DEVELOPMENT GOVERNMENTAL STRATEGY TO SUPPORT THE ENTREPRENEURIAL EDUCATION IN GEORGIA	2180
<i>Lekashvili, Eka</i>	2180
AVAILABILITY OF CAR RENTAL AS AN ALTERNATIVE OF CAR OWNERSHIP	2183
<i>Leontyeva, Yulia¹; Mayburov, Igor²</i>	2183

THE EFFECT OF DIGITAL VARIABLES ON PERCEIVED EMPLOYABILITY IN AN ETHNIC MINORITY AND HEGEMONIC GROUP.....	2184
<i>Lissitsa, Sabina¹; Chachashvili-Bolotin, Svetlana²</i>	2184
EXPOSURE TO BULLYING AND JOB BURNOUT: THE PROTECTIVE ROLE OF JOB RESOURCES	2187
<i>Livne, Yael; Goussinsky, Ruhama</i>	2187
LOVE AND RESPECT IN THE SOCCER INDUSTRY.....	2190
<i>Loureiro, Sandra Maria Correia¹; Kaufmann, Hans Ruediger²</i>	2190
EFFECT OF EMPLOYEE THRIVING ON INNOVATIVE WORK BEHAVIOUR	2196
<i>Lyndon, Shiji¹; Rawat, Preeti¹; Varghese, Billy Sam²</i>	2196
LOCAL COMMUNITY AND TOURISTS - PERCEPTIONS ABOUT THE IMPACTS OF TOURISM IN THE HISTORIC ZONE OF PORTO.....	2198
<i>Magalhães, Carla; Marques, Isabel; Candeias, Maria Teresa</i>	2198
STAKEHOLDER'S PERCEIVED REPUTATION OF LOCAL GOVERNMENT OF SOUTH AFRICA	2200
<i>Maleho, Lazarus Mohapi</i>	2200
SMES FARMING SUSTAINABILITY: THE ROLE OF AGRIFOOD HUBS	2201
<i>Malindretos, George ¹; Moschouris Socratis², Kinanlis Panagiotis¹</i>	2201
THE RIGHT TO CONTAINING CLIMATE CHANGE (CCC).....	2204
<i>Maniatis, Antonios</i>	2204
ENTREPRENEURIAL THINKING AND ACTING IN GERMAN HOTELS – AN ANALYSIS FROM AN INDIVIDUAL AND ORGANIZATIONAL POINT OF VIEW	2207
<i>Männicke, Jörg¹; Baierl, Ronny²; Freyer, Walter³</i> ;	2207
FREEDOM AND PROSPERITY: COMPARATIVE ANALYSIS OF POST-COMMUNIST NATIONS	2214
<i>Mardanov, Ismatilla</i>	2214
BRAND EQUITY: A PROBABILISTIC APPROACH ON BRAND PREFERENCE	2217
<i>Martins, Marta; Brandão, Amélia; Santos, Luís Delfim</i>	2217
INSTITUTIONAL PILLARS IN CSR IN THE RUSSIAN OIL INDUSTRY	2220
<i>Mathews, Martin; Benyaminova, Alina</i>	2220

VERNACCIA DI SAN GIMIGNANO: A BUSINESS-CASE ANALYSIS TO RE-POSITION AN ITALIAN ORIGIN LABELLED WHITE WINE.....	2225
<i>Mattiacci, Alberto¹; Caratù, Myriam¹; Fisichella, Chiara².....</i>	2225
TOWARDS A ROUTE TO MARKET FRAMEWORK FOR EUROPE WIDE AMBIENT ASSISTED LIVING TECHNOLOGY SOLUTIONS.....	2228
<i>McConalogue, Eoghan; Davis, Paul.....</i>	2228
HEDGE FUNDS PERFORMANCE TRACKING FOR CYPRUS, U.K. AND IRELAND.....	2230
<i>Mihai Yiannaki, Simona</i>	2230
BORN GLOBAL FAMILY FIRMS.....	2232
<i>Musso, Fabio; Francioni, Barbara; Masili, Giorgia</i>	2232
THE EFFECT OF NEPOTISM / WASTA ON HR PRACTICES IN LEBANESE AND TUNISIAN COMPANIES	2234
<i>Nakhle, Samer F.¹; Yahiaoui, Dorra²; Vrontis, Demetris³; Naddour, Fadi⁴.....</i>	2234
DOES FUND RAISING TRIGGER THE INTERNATIONALIZATION OF STARTUPS?.....	2239
<i>Onetti, Alberto; Pisoni, Alessia.....</i>	2239
THE VISITOR EMOTIONAL EXPERIENCE AT A HERITAGE SITE: A CASE STUDY – THE AUSCHWITZ-BIRKENAU DEATH CAMP.....	2242
<i>Oren Gila¹; Poria Yaniv²; Reichel Arie²</i>	2242
THE ROLE OF SELF AWARENESS AND SELF EFFICACY ON CAREER DECISION MAKING OF THE STUDENTS	2245
<i>Özek, Hande¹; Ferraris, Alberto²</i>	2245
ORGANIZATION STUDIES MEET FILM STUDIES: THE CASE OF ISTANBUL’S FILM CLUSTERS	2248
<i>Özlem, Öz¹; Kaya, Özkaracalar²</i>	2248
EXPLORING ATTITUDES AND RESPONSIBLE BEHAVIOR TOWARDS THE PHYSICAL ENVIRONMENT AMONG ELEMENTARY SCHOOL STUDENTS IN GREECE.....	2250
<i>Melanthiou, Yioula¹; Papasolomou, Ioanna¹; Kountouros, Haris²</i>	2250
THE EFFECTS OF DOWNWARD LINE EXTENSIONS ON CONSUMER BRAND ATTITUDE: THE CASE OF THE EUROPEAN PREMIUM AUTOMOTIVE MARKET.....	2254
<i>Pedrosa, Gabriel; Nobre, Helena.....</i>	2254

FAMILY BUSINESS' RESPONSES TO CONSUMER DEMANDS CONSIDERING ALL THE SUPPLY CHAIN OF THE FOOD MARKET	2257
<i>Pellicelli, Anna Claudia¹; Bollani, Luigi²</i>	2257
COMPETITIVE ADVANTAGE IN AIRLINE MANAGEMENT	2259
<i>Pellicelli, Anna Claudia</i>	2259
VERMOUTH: THE REVENGE OF THE KING OF APERITIF WINES IN THE NEW MIXOLOGY ERA	2260
<i>Pellicelli, Anna Claudia</i>	2260
THE DETECTION OF FALSE FINANCIAL STATEMENTS USING ACCOUNTING RATIOS: AN EMPIRICAL INVESTIGATION	2261
<i>Pisciotta, Raffaella; Dicuonzo, Grazia</i>	2261
THE TREND OF HEALTH CARE TOURISM: LITERATURE REVIEW	2263
<i>Pjero (Beqiraj), Elenica¹; Kamberi, Fatjona²; Mechili, Enkeleint Aggelos³</i>	2263
ONLINE BUYING INTENTIONS OF WINE CONSUMERS: THE ROLE OF KNOWLEDGE AND SOCIAL MEDIA	2268
<i>Pucci, Tommaso¹; Casprini, Elena²; Nosi, Costanza³; Zanni, Lorenzo¹</i>	2268
RELIGIOSITY AND ORGANIC FOOD CONSUMPTION. TOWARDS A DEEPER UNDERSTANDING	2272
<i>Raggiotto, Francesco¹; Mason, Michela Cesarina¹; Moretti, Andrea¹; Cardinali, Silvio²</i>	2272
DETERMINANTS OF CREDIT TO SMES - EMPIRICAL EVIDENCE FROM SUPPLY SIDE PERSPECTIVE IN MUMBAI REGION	2275
<i>Raghu, Kumari P.S; Pankaj, Trivedi</i>	2275
REDEPLOYMENT OF BRAND ASSETS FOLLOWING M&A BY EMERGING MARKET FIRMS ...	2277
<i>Rahman, Mahabubur</i>	2277
WHY WE CONSUME FINANCIAL SELF-HELP? A THICK EXPLANATION USING CONSUMER TALES	2279
<i>Rahman, Kaleel</i>	2279
A MODERATED MEDIATION MODEL FOR THE ROLES OF TEAM LEARNING IN PROMOTING TEAM INNOVATION IMPLEMENTATION AND PREFORMANCE.....	2281
<i>Rashkovits, Sarit¹; Livne, Yael²</i>	2281

WHO BENEFITS MORE FROM TRANSFORMATIONAL LEADERSHIP? THE CASE OF TEACHERS' BURNOUT UNDER NORMAL VERSUS EXTREME WORK DEMANDS	2284
<i>Rashkovits, Sarit¹; Livne, Yael²</i>	2284
ANTECEDENTS OF ORGANIZATIONAL FIELD REGULATORY CHANGE: LINKING INDIVIDUAL PROFILES OF SOCIAL ENTREPRENEURS WITH THEIR REGULATORY NEEDS AND PRIORITIES?	2287
<i>Rimac, Tomislav; Gurses, Kerem</i>	2287
LUXURY CONSUMER-BRAND RELATIONSHIPS – THE IMPORTANCE OF SELF IN BRAND LOVE	2290
<i>Rodrigues, Paula¹; Rodrigues, Clarinda²; Brandão, Amélia³; Costa, Paula¹</i>	2290
CORPORATE GOVERNANCE INDEXES: A PRACTICAL APPLICATION ON ITALIAN SME'S..	2295
<i>Roffia, Paolo</i>	2295
FROM EMPLOYEE SATISFACTION TO CUSTOMER TRUST: A MODERATED MEDIATION MODEL IN THE ITALIAN CHAMBERS OF COMMERCE	2297
<i>Romanazzi, Salvatore¹; Ambrosino, Gabriella²</i>	2297
AN EXAMINATION OF RESIDENTS' SUPPORT FOR TOURISM DEVELOPMENT: A CASE STUDY IN THE CITY OF YOGYAKARTA	2302
<i>Roostika, Ratna</i>	2302
NETWORKING SMES FOR KNOWLEDGE SHARING: PRELIMINARY EVIDENCES FROM A SURVEY	2305
<i>Rossignoli, Francesca</i>	2305
KINDNESS, FRED VERSUS NIC: MACHIAVELLIAN LEADERSHIP IN THE 21 ST CENTURY	2309
<i>Rowland, Caroline¹; Thomas, Mike²</i>	2309
PERCEIVING DESTINATION QUALITY ON THE LEVEL OF THE ORGANIZATION/TOURISM SERVICE PROVIDER	2312
<i>Ryglova, Katerina¹; Rasovska, Ida²; Králíková, Andrea¹; Stojarova, Sarka¹; Sacha, Jakub³</i> ;	2312
EXAMINING THE IMPACT OF EMPLOYEE SOCIAL MEDIA USAGE ON EMPLOYEE WORD OF MOUTH: THE ROLE OF BONDING SOCIAL TIES	2317
<i>Sakka, Georgia</i>	2317
HOW QUALITY OF LIFE INDICATORS CAN DEFINE CARE PROCESSES PERFORMANCE?	2320

<i>Salvatore, Fiorella Pia¹; Crema, Maria²; Contò, Francesco¹; Fiore, Mariantonietta¹</i>	2320
THE ROLE OF HUMAN RESOURCES FOR INBOUND OPEN INNOVATION.....	2324
<i>Santoro, Gabriele</i>	2324
MORAL REASONING AND CORPORATE PLANNING.....	2327
<i>Santosuosso, Pierluigi</i>	2327
INTERNATIONALIZATION PROCESS OF FAMILY SMES: EVIDENCE FROM ITALY	2330
<i>Schiesari, Roberto; Bollani, Luigi; Battisti, Enrico</i>	2330
THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME	2332
<i>Schipani, Cindy¹; Dworkin, Terry²</i>	2332
WORKING IN VIRTUAL TEAMS: THE ROLE OF TEAM CONNECTEDNESS, KNOWLEDGE SHARING AND TEAM DIVERSITY.....	2335
<i>Schreiber, Ezolda; Van Dijk, Dina; Drory, Amos</i>	2335
DESTINATION MARKETING IN THE UNITED KINGDOM AND ORGANIZATIONAL AMBIDEXTERITY: EXPLOITATIVE DILEMMAS AND EXPLORATIVE PROSPECTS?	2341
<i>Scott, Peter¹; Stokes, Peter²; Rowland, Caroline³; Gordon, David²</i>	2341
EXPLORATORY TEST OF A NEW FOOTBALL CLUB AGGRESSION SCALE	2344
<i>Shuv-Ami, Avichai; Alon, Anat Toder</i>	2344
EXPLORATORY TEST OF A NEW SCALE FOR SPORT FANS SOCIAL AND PERSONAL IDENTITIES	2348
<i>Shuv-Ami, Avichai; Alon, Anat Toder</i>	2348
DISCLOSURE VIA SOCIAL MEDIA AND MARKET REACTION WITHIN THE STAKEHOLDER THEORY.....	2353
<i>Solimene, Silvia; Coluccia, Daniela; Fontana, Stefano</i>	2353
A GENERALISED PROPENSITY SCORE ANALYSIS TO INVESTIGATE INFLUENCE OF AGRICULTURAL RESEARCH SYSTEMS ON GHGS EMISSIONS.....	2361
<i>Spada, Alessia; Fiore, Mariantonietta; Contò, Francesco</i>	2361
SUBSIDIARY'S DUAL RELATIONAL EMBEDDEDNESS FOR THE MANAGEMENT OF KNOWLEDGE NETWORKS IN EUROPEAN MULTINATIONAL FIRMS.....	2364
<i>Tardivo, Giuseppe¹; Ferraris, Alberto²; Bresciani, Stefano¹</i>	2364

THE CUSTOMER EXPERIENCE WITH SELF-SERVICE TECHNOLOGIES IN SERVICE ENCOUNTERS.....	2368
<i>Teixeira, Antonio Samuel¹; Nobre, Helena²; Simões, Cláudia³.....</i>	<i>2368</i>
EXPLORING INTERVAL-VALUED SCALES: A COMPARISON OF SCALE ATTRIBUTES BETWEEN INTERVAL VALUED AND SEMANTIC DIFFERENTIAL SCALES	2371
<i>Themistocleous, Christos¹; Pagiaslis, Anastasios¹; Smith, Andrew¹; Christian Wagner²</i>	<i>2371</i>
MONTREAL'S MULTIMEDIA AND VIDEOGAME INDUSTRY: THE SOURCES OF ITS COMPETITIVENESS AND INNOVATION CAPACITY	2374
<i>Tremblay, Diane-Gabrielle</i>	<i>2374</i>
FARM BUSINESS RESOURCES, GOALS AND STRATEGIES: IMPLICATIONS FOR ACCELERATING THE CERTIFICATION	2377
<i>Tselempis, Dimitrios; Karipidis, Philippos; Pavlouidi Alexandra</i>	<i>2377</i>
THE EFFECTS OF CEO NARCISSISM AND CORPORATE BRAND REPUTATION ON FIRM PERFORMANCE.....	2379
<i>Turner, Karynne</i>	<i>2379</i>
CONSUMER MOTIVES IN TIMES OF ECONOMIC RECESSION: ADOPTION OF THE MEANS END THEORY.....	2382
<i>Tzimas Dionysios¹, Karipidis Philippos², Kontogeorgos Achilles³.....</i>	<i>2382</i>
RECENT DEVELOPMENTS IN THE HYDROCARBON ENERGY MARKETS IN THE EASTERN MEDITERRANEAN	2384
<i>Vasilopoulou, Panagiota.....</i>	<i>2384</i>
FEAR OF TERRORISM AND THE COSMOPOLITAN VALUE SYSTEM REFLECTED IN THE TOURISTS' PERCEPTION OF COUNTRY IMAGE AND TRAVEL DECISION	2387
<i>Vereb, Vanda¹; Nobre, Helena²; Farhangmehr, Minoo¹.....</i>	<i>2387</i>
CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE SOCIAL PERFORMANCE.....	2390
<i>Vinarski -Peretz Hedva</i>	<i>2390</i>
DETERMINANTS OF YOUTH'S TRUST IN THE RETAIL BANKING SECTOR IN TURBULENT TIMES	2393
<i>Viterbo, Marília Ribeiro; Azevedo, António J. A.</i>	<i>2393</i>

THE IMPORTANCE OF SOUND IN THE GAMING AREA OF A CASINO	2396
<i>Wannenburg, Elizma; Drotsky, Tonie; De Jager, Johan</i>	2396
THE IMPACT OF THE SUBSIDIARY'S INTRAPRENEURIAL CAPACITY ON THE EVOLUTION OF MNC'S STRATEGIC ORIENTATION IN THE EURO-MEDITERRANEAN REGION	2399
<i>Yahiaoui, Dorra¹; Chebbi, Hela²</i>	2399
AN EXAMINATION OF THE INFLUENCE OF ISLAMIC BRAND LOVE ON BRAND LOYALTY, WORD OF MOUTH AND PURCHASE INTENTION: AN EMPIRICAL STUDY IN SAUDI ARABIA	2405
<i>Yousef, Waleed; Melewar, T.C.;Dennis, Charles; Foroudi, Pantea</i>	2405
STYLES OF GOVERNANCE AND COMPANY PERFORMANCE. NEW INTERDISCIPLINARY MODEL APPLIED TO BEST PERFORMING AUTOMOTIVE INDUSTRY GIANTS	2407
<i>Zanda, Stefania</i>	2407
ECONOMIC AND SOCIAL COMMUNICATION NETWORKS: STRUCTURAL COMPARISON ..	2408
<i>Zvereva, Olga M.; Kondratyev, Andrey; Zverev, Fedor</i>	2408

COMPETITIVE ADVANTAGE IN AIRLINE MANAGEMENT

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ABSTRACT

The airline industry is characterized by challenges in its management strategies, operating in an interesting environment.

First of all, the demand for transport of passengers and goods is increasing significantly: it is a growing sector. Secondly, the intervention of state authorities is strong (landing rights, flight paths, prices, ownership of capital). Most of all, the method of competition influences strategies: hub and spoke, or point-to-point routes? Finally, digital innovation is engaging audiences and improving customer experience.

The nature of the sector, in particular the fact that the plants are "mobile," gives alliances based on shared code, marketing, terminals, airports and reservation systems. There are many alliances in this industry and their popularity is growing.

This paper analyzes the main key performance indicators for airlines, and the most important issue in Airline management.

Keywords :airline management competitive advantage, , strategic alliances,

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