

📅 October, 4th - 6th 2017 📍 Olbia, OT

# The 6th International Research Symposium (2017)

Theme: "Entrepreneurship & SMEs in Emerging Markets: Competitiveness and innovation in Knowledge Economy"

## PROGRAM

### WEDNESDAY, 4 OCTOBER 2017

- 11.30 – 16.00** Welcome desk on Department of Economics and Business, University of Sassari, Olbia Costa Smeralda Airport, first floor
- 16.30** **Opening Addresses**
- Francesco Morandi*, University of Sassari, Symposium Chairman  
*Jayachandran*, School of Business, Montclair State University, President SGBED  
*Antonio Usai*, University of Sassari, Symposium host coordinator  
*Silvio Cardinali*, Politecnica delle Marche University, Vice-President SGBED
- 17.00** **Addresses by the Principal Sponsors**
- Settimo Nizzi*, Mayor of Olbia  
*Silvio Pippobello*, CEO of GEASAR SpA  
*Alessandro Casella*, President of AMP Tavolara Punta Coda Cavallo
- 17.30** **Lectio Magistralis – Lodovici Hall**
- Entrepreneurship & SMEs in Emerging Markets: Competitiveness & innovation in Knowledge Economy*  
**Shlomo Y. Tarba**, Head of Department of Strategy & International Business, University of Birmingham, UK
- 19.00** **Welcome Cocktail with Sardinian wine and food in Costa Smeralda Airport**
- 20.30** **Transfer to the hotels – free time to visit Olbia**

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**THURSDAY, 5 OCTOBER 2017**

**8.30**                      **Transfer from hotels to University of Sassari, Olbia Costa Smeralda Airport**

**9.00**                      **Session I (Einaudi Hall) – *management, competitiveness and finance***

**Introduction e chair by Piyush Sharma**, Curtin University (Australia) and Hong Kong Polytechnic University

*The effect of Population Ageing on Entrepreneurship*, Gabriele Ruiu, Marco Breschi

*A framework for analysis of strategy development in the franchising sector in emerging market*, Frederigo Araujo Turolla, Vanessa Pilla Bretas, Thelma Valeria Rocha, Renata Fernandes Galhanone, Jefferson Galett

*The SME in the Ceec need the same support and incentive as big multinational*, Dusan Soltes

*Social Capital and Economic Growth in Croatia*, Radman-Funarić, Mirjana; Pisker, Barbara; Radman, Mateo Ivan

*In Search for Signaling of Biotech Entrepreneurship in Financial Crisis: Applying Bayesian MCMC Analysis*, Takao Fujiwara

*Entrepreneurship and innovation in emerging markets: a system governance approach for enhancing SMEs viability*, Francesco Polese Maria V. Ciasullo, Orlando Troisi, Mara Grimaldi

*Customer relationship management in small business: state of the art and new perspectives*, Cinzia Dessi, Michela Floris

**11.00**                      **Coffee break**

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11.30

## Session II (Einaudi Hall / Pareto Hall) – Tourism, national identity and culture

**Introduction and chair by Hannah Shen (Hannah)**, Tourism Department, Fudan University, Shanghai, China

*Tourism from water boardsports: evidences from the early stage destination Sardinia*, Nicoletta Fadda

*Pushing towards innovation in the Cultural and Creative industry of Sardinia*, Balata Gavino, Francesco Morandi, Riccardo Porcu, Alessio Tola

*Social innovation in tourism: unleashing the time-money constraint*, Nina Walker, Yong Chen

*Cruise Tourism: an opportunity to redefine and locate the brand of a destination*, Ainhoa Amaro García

*Perceiving the Tourism Image of Italy: A Study of the Destination Image Framework of Italy in Chinese Market*, Han Shen, Ligang Peng, Antonio Usai, Jiayi Fan, Nan Xue

*Evolution of Chinese tourism in Europe in the period 1996-2015: the determinants of the tourist competitiveness of the destinations*, Antonio Usai, Francisco Montes, Daniele Porcheddu

13.30

## Light Lunch

Kara Sardegna Food court  
ground floor, Olbia Costa Smeralda Airport



14.45

## Session III - (Einaudi Hall) - Innovation & knowledge management

**Introduction and chair by Manlio del Giudice**, Department of Management, Link Campus, Rome, Italy

*Organizational resilience: spin-offs says that*, Rocco Reina, Walter Vesperi, Anna Maria Melin

*How to foster techno-entrepreneurship within a regional ecosystem: The Net Value case study*, Moreno Frau, Ludovica Moi

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*Contribution of the local environment for the creation of specific advantages in brazilian subsidiaries of multinational enterprises*, Rodrigues, Cristina Doritta; Guimaraes, Marcia Rujner; Sa, Adriano Costa; Borini, Felipe Mendes; Ogasavara, Mario Henrique

*Management Competence: A Critical Dimension of Customer Perceived Value in B2B Context in Emerging Market*, Sherriff T. K. LUK, Wei Dong CHEN, Esther L. Y. LI, Alison LLOYD

*Local IPO Waves*, Giulia Baschieri, Andrea Carosi, Stefano Mengoli

*Identifying the key factors of success of micro family enterprises in the republic of Croatia*, Štavlić, Katarina, Potnik Galić, Katarina, Radman Funarić, Mirjana

17.30

**Transfer to hotels**

19.15

**Meeting point in hotel Hilton and go to Costa Smeralda**

20.00

**Gala dinner in Costa Smeralda – Stazzo Gallurese (Tenuta Pilastru –Arzachena)**

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**FRIDAY, 6 OCTOBER 2017**

**8.30**                      **Transfer from hotels to University of Sassari, Olbia Costa Smeralda Airport**

**8.45**                      **Session IV - management capabilities and internationalization**

**Introduction and chair by** Sherriff Ting Kwong LUK, School of Marketing and Logistics Management, Nanjing University of Finance & Economics, Founder SGBED

*The role of collective brand in internationalization strategies of italian agri food small-medium sized firm*, Giovanna Galli, Marcello Tedeschi, Maria Cristiana Martini

*From an emerging market to another: influencing factors in the internationalization decision of a brazilian state-owned bank for the argentine market*, Aragão, Monique Fernandes dos Santos; Turolla, Frederico Araújo

*Internalization of state-owned banks: a case study of Banco do Brasil, Banks of China and Westlb*, Jorge Ferreira dos Santos Filho, Frederico Araujo Turolla

*Tourism and natural attractors: Conservation as a new source of competitive advantage. The Case History of the Protected Marine Area of Tavolara Punta Coda Cavallo*, Federico Niccolini, Augusto Navone, Antonio Usai

*Is there an institutional void in risk mitigation in the brazilian electricity sector? The case of surety bond*, Tulio Marqs, Frederico Araujo Turolla

*The impact of experiential knowledge and cross-national distances on ownership level of foreign subsidiaries operating in european emerging markets*, Ogasavara, Mario Henrique; Cassio-de-Souza, Fabio; Guimaraes, Marcia Rujner

*Financing for water and sanitation sector in Brazil: an analysis under private equity funds perspective*, Dâmaso, Ligianne; Turolla, Frederico; Teixeira, Lucas

**10.00**                      **Best paper Award**

**10.30**                      **Leisure Program. Excursions (chosen by participants)**

Visit to the Archaeological Museum of Olbia (free) or Tavolara Island with lunch at the seaside (activities for a fee - € 30,00 pp) - back to Olbia Costa Smeralda Airport – In time for afternoon flights (Rome and Milan)