



**Innovation Institute
International Winter Conferences 2018**

**WINTER GLOBAL BUSINESS CONFERENCE
and
WINTER GLOBAL EDUCATION, TEACHING & LEARNING CONFERENCE**

**January 29th - February 2nd, 2018
Tignes, France**



CONFERENCE PROGRAM

Venue: Tignespace center

Organized by:



MONDAY, JANUARY 29th, 2018

Time: 18.00-19.00

Room: Lounge area

Conference registration and welcome drink

TUESDAY, JANUARY 30th, 2018

Session 1-1

Room: Winter 1

Time: 17.00-18.40

1. **Hartmut Holzmüller** and **Thorsten Authmaring**: *The Acceptance of Ethnography as Research Tool for the Improvement of B2B Products*
2. **Robert Refflinghaus**: *Can Kano's Model be applied to Product Development Processes?*
3. **Mihai Calciu** and **Francis Salerno**: *Is Dealing With Huge Global Customer Data Something Worth Worrying about for Marketing Scientists?*
4. **Veronika Tarnovskaya**: *Global and Local Economic Logics Re-Visited: How a Multinational Influenced Local Actors in the Emerging Markets*
5. **Andrzej Szymkowiak**: *Browsing E-Commerce Sites with a Variety of Electronic Devices*

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Time: 18.40-19.00 / **Coffee break**

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Session 1-2

Room: Winter 1

Time: 19.00-20.40

1. **Corinna Grau** and **Jürgen Moormann**: *Does Organizational Culture Influence the Performance of Business Processes? An Investigation in the Financial Services Industry*
2. **Konrad Spang**: *Multi-Functional Approach for Successful Schedule Controlling of Infrastructure Projects*
3. **Margaritis Stogiannidis**: *The Role of Value-Based Management for Rapid-Growth Firms along the Growth Stage of the Organizational Life Cycle*
4. **Zdravko Zekić**, **Luka Samaržija** and **Goran Kutnjak**: *The Paradigm of Business Success in the Modern Enterprise*
5. **Andrzej Szymkowiak** and **Robert Romanowski**: *Shaping Prices on the Market of Short-Term Rental Housing on the C2C Market*

WEDNESDAY, JANUARY 31st, 2018

Session 2-1

Room: Winter 1

Time: 16.30-17.30

1. **Christine Del Notaro:** *Interactions of Knowledge in Mathematics between Futur Teachers and Primary School Pupils*
2. **Didem Akyuz:** *Investigating the Effect of Beliefs on Prospective Teachers' Technological Pedagogical Content Knowledge*
3. **Ruth G. Kane and Leva Rouhani:** *International Service Learning for Teachers: Global Education or Voluntourism?*

Time: 17.30-17.50 / **Coffee break**

Session 2-2

Room: Winter 1

Time: 17.50-19.10

1. **Nuria Calvo and Oskar Villarreal:** *Breaking Dogmas about Cooperation at Organizations: An Evolutionary Approach*
2. **Koen Pieters, Giovanna Almeida, Ivan Verhaert and Amaryllis Audenaert:** *Identifying Hot and Cold Water Use Patterns Considering User Behavior*
3. **Unai Tamayo Orbegozo:** *Analysis and Modelization of the Corporate Environmental Footprint*
4. **Christian Maravelias:** *Immaterial Labor and the Biomedical Construction of a "Lumpen Proletariat"*

Time: 19.10-19.30 / **Coffee break**

Session 2-3

Room: Winter 1

Time: 19.30-20.40

1. **Bradley James Kalgovas and Ingmar Haffke:** *Organizational Digital Transformation: The role of the CIO and the CDO*
2. **Sorin-Aurel Moraru, Delia Elisabeta Ungureanu, Milian Badea, Ionuț Moraru, Dominic Mircea Kristaly, Adrian Duță:** *Acquisition, Monitoring and Control Smart System for Efficient Energy Consumption*
3. **M. Kenan Terzioğlu:** *Entrepreneurship, Economic Development and Innovation*
4. **Kai Erenli:** *Privacy is Key! Or is it? A critical look at the EU General Data Protection Regulation no. 2016/679 (GDPR) and the underlying truth within*

THURSDAY, FEBRUARY 1st, 2018

Session 3-1

Room: Winter 1

Time: 17.00-18.40

1. **Saku Hirvonen, Sasu Tuominen and Tommi Laukkanen:** *The Consumption Motives Of Highly Engaged Female and Male Sport Consumers: A Comparative Study*
2. **Michel Zins and Yasmine Khedhiri:** *Digital Marketing Practices in Museums and Performance Halls*
3. **Tommi Laukkanen, Sasu Tuominen and Saku Hirvonen:** *The Users of Subscription-Based Sports Television Services: Who and Why?*
4. **Josée Laflamme and Lydie Roch:** *Marketing Strategies Based on Social Impacts of Regional Tourism Development*
5. **Andrea Saayman and Meville Saayman:** *Do Wine Tourists Care about the Labourer?*

Time: 18.40-19.00 / **Coffee break**

Session 3-2

Room: Winter 1

Time: 19.00-20.40

1. **Zvika Afik, Daniel Chernyak and Koresh Galil:** Are BB Bonds Hazardous to Bond Portfolio Health?
2. **Stefan Kesenne:** Does European Football Need a Transfer Market?
3. **Thorsten Lehnert:** Big Moves of Mutual Funds
4. **Yossi Shvimer and Avi Herbon:** A Player Perspective for Real-Time Option Pricing
5. **Thorsten Lehnert:** Governance and Price Jumps

FRIDAY, FEBRUARY 2nd, 2018

Time: 20.00

Official Conference Dinner