



**Innovation Institute
International Winter Conferences 2019**

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

**January 28th - February 1st, 2019
Tignes, France**



CONFERENCE PROGRAM

Venue: Tignespace center

Organized by:



MONDAY, JANUARY 28th, 2019

Time: 18.00-19.00

Room: Deschamps

Conference registration and welcome drink

TUESDAY, JANUARY 29th, 2019

Session 1-1

Room: Winter 1

Time: 17.00-18.40

1. **Rekha Rao-Nicholson, Chris Carr and Stuart Smith:** *Cross-Cultural Leadership Adjustment by Ex-Patriot Country Heads in a Consolidating Global Environment*
2. **Sandra Klute-Wenig and Robert Refflinghaus:** *Quality Management for Start-Ups - Setting Up Business the Right Way*
3. **Konrad Spang:** *Public Construction Works in Partnership – Illusion or Reality? A Current Look at Germany*
4. **Oana Brindusa Albu:** *The Performative Role of Values for Growth Strategy: The Case of a Lobbying Firm*
5. **Nuria Calvo, Marta Rey-Garcia and Vanessa Mato-Santiso:** *Cooperative Strategy for Work Integration from a System Dynamics Perspective*

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

Session 1-2

Room: Winter 1

Time: 19.00-20.40

1. **Elmarie Slabbert:** *Growing Shrinking Tourist Markets in South Africa: Length of Stay and Intention to Return*
2. **Melville Saayman and Andrea Saayman:** *Managing Festivals – Different Approaches, Different Outcomes?*
3. **C. Bujdei, S-A. Moraru, D. E. Ungureanu, I. Moraru, V. Petre, D. Mircea Kristaly and A. Alexandru Moşoi:** *Touristic Monitoring System, for Increasing Their Safety Level and Ensuring Help in Case of Necessity*
4. **Engelina du Plessis and Melville Saayman:** *Explore Perceptions Towards the Aspects Fundamental to the Competitiveness of South Africa as a Preferred Tourist Destination*
5. **Ana Ramires, Filipe Ramos and Alexandra Fidalgo:** *Tourism as a Growing Force in a Receding Economy: The Oporto City Case*

WEDNESDAY, JANUARY 30st, 2019

Session 2-1

Room: Winter 1

Time: 17.00-18.40

1. **Christine Del Notaro:** *“It’s Not Math What You’re Doing!” Problem Solving in Early Childhood*
2. **Orrie Dan, Adi Laredo and Sivan Raz:** *Short Term Memory of Emotional Facial Expressions Among Young Adults with ADHD*
3. **Khaled Nassar:** *A Course on Simulation Applications in Construction Utilizing a Case-Based, Flipped Classroom Approach with Blended Learning*
4. **Tatjana Brkic:** *Teaching Social Innovation in Entrepreneurship through Applied Business Research*
5. **Loulou Malaeb:** *Teaching Philosophy in Dubai*

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

Session 2-2

Room: Winter 1

Time: 19.00-21.00

1. **Svenja Rebsch and Hartmut H. Holzmüller:** *Beware of Love at First Sight – Towards a Systematic Selection of Sales Agents in Export Markets*
2. **Candice Louw and Cecile Nieuwenhuizen:** *Online, Community-driven E-Commerce Platforms and the Rise of Lifestyle Commerce – a Conceptual Study*
3. **Veronika Tarnovskaya:** *Brand Trust Through Informal Communication: Let’s Taco ‘Bout It*
4. **Raquel Rebouças and Ana Soares:** *Responsible Consumption: Voluntary Simplifiers and Related Consumer Segments*
5. **Lucie Revoux, Caroline Cuny, Cyril Couffe and Mathieu Pinelli:** *Simulating Warmth and a Large Personal Space on a Digital Banking Platform to Enhance Trust and Willingness to Pay*
6. **Jean Roy and Pascale DiStasio:** *An Application of the PERVAL Model in the Banking Industry: The Impact of Mobile Banking Service on Millennials*

THURSDAY, JANUARY 31st, 2019

Session 3-1

Room: Winter 1
Time: 17.00-18.40

1. **Zvika Afik, Yaron Lahav and Liran Maymoni:** *Intention-Based Disposition Effect in Experimental Asset Markets with Long Horizon*
2. **Bilal Kchouri and Thorsten Lehnert:** *Islamic Banking and Economic Growth: New Evidence*
3. **Thomas Standaert, Sophie Manigart, Yan Alperovych and Anita Quas:** *The Role of Government Investors in Venture Capital Fundraising*
4. **Tomáš Krabec and Romana Čížinská:** *The Return on Equity Puzzle: An Empirical Analysis of the Return on Equity in the Czech Automotive Industry*
5. **Marcel Novák and Karol Trnovský:** *The Central Bank Independence in the “New” World*

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

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Session 3-2

Room: Winter 1
Time: 19.00-20.40

1. **Amaryllis Audenaert, Kostas Anastasiades, Dien Dewit, Koen Pieters and Johan Blom:** *Lifecycle Costing Analysis for Renovation of the Building Envelope of Apartment Buildings*
2. **Jukka Pulkkinen and Mikko Mäntyneva:** *Innovating an Ecosystem to Create Value and Growth Opportunities Based on Real Estate Related Data*
3. **Christian Maravelias and Emilie Reinhold:** *Age Discrimination on Neoliberal Labor Markets*
4. **Kai Erenli:** *Let’s Play a Game – How Loot Boxes shaped the Video Game Industry*
5. **Petrus van der Merwe, Melville Saayman and E. Botha:** *Different Markets, Different Interpretation Needs: The Case of the Kgalagadi Transfrontier Park*

FRIDAY, FEBRUARY 1st, 2019

Time: 19.00

Official Conference Dinner