



**Innovation Institute  
International Winter Conferences 2020**

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

**January 27<sup>th</sup> - 31<sup>st</sup>, 2020  
Tignes, France**



**CONFERENCE PROGRAM**

**Venue: Tignespace center**

**Organized by:**



**MONDAY, JANUARY 27<sup>th</sup>, 2020**

**Time:** 18.00-19.00

**Room:** Lionel Leclercq

**Conference registration and welcome drink**

**TUESDAY, JANUARY 28<sup>th</sup>, 2020**

**Session 1-1**

**Room:** Grospiron 1

**Time:** 17.00-18.40

1. **Lena Blackert** and **Robert Refflinghaus**: *Context Model for QFD-Guided Virtual Requirement Validations*
2. **Mette Lund Kristensen**: *The Usage of UN's Sustainable Development Goals as a Standard for Social Responsibility Efforts: A Critical Inquiry*
3. **Veronika Tarnovskaya**: *MNEs CSR Implementation in Emerging Markets: A Thematic Literature Review*
4. **Konrad Spang**: *Approach and First Results of the Research Project "Securing the Project Success of Transport Infrastructure Projects in Germany"*
5. **Karina Mukanova, Michel Desdordes** and **Christopher Hautbois**: *Towards a New Typology of Sport Events Considering Polycentric Event Context*

\* \* \* \* \*

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

\* \* \* \* \*

**Session 1-2**

**Room:** Grospiron 1

**Time:** 19.00-20.40

1. **Nuria Calvo, David Rodeiro-Pazos, María Jesús Rodríguez-Gulías** and **Sara Fernández-López**: *Knowledge Management Strategy and Entrepreneurial Outcomes at Universities*
2. **Christine Del Notaro**: *Circulation of Knowledge: From Research to Teacher Training*
3. **Jose M. Barrutia** and **Carmen Echebarria**: *Knowledge Sources, Knowledge Dimensions and Innovativeness: An Empirical Study in the Context of Spanish Municipalities*
4. **Mikko Mäntyneva** and **Jukka Pulkkinen**: *Firm's Ability to Innovate and Knowledge Sharing Practices*
5. **Sergey Myasoedov, Emil Martirosyan** and **Anastasia Sergeeva**: *Business Education: Current Trends and Prioritizing*

**WEDNESDAY, JANUARY 29<sup>th</sup>, 2020**

**Session 2-1**

**Room:** Grospiron 1

**Time:** 17.00-19.00

1. **Per Carlborg, Nina Hasche and Gabriel Linton:** *Innovation in Ecosystems: The Case of Electric Utility Firms*
2. **Stephanie Wißmann:** *Understanding the Impact of Corporate Co-Working Spaces on Innovative Work Behavior*
3. **Frank Moroff:** *Adapting from Shareholder Value to Stakeholder Value - a Call for Social Capital?*
4. **Wilhelm Skoglund and John Selander:** *The Swedish Alcohol Monopoly - A Bottle Neck for Micro Brewers in Sweden?*
5. **Jukka Pulkkinen, Mikko Mäntyneva and Jani Hautaluoma:** *Information Creates New Business Opportunities - Case Study: Life Cycle Management of an Integrated Operation Solution in Supply Chain*
6. **Milian Badea, Sorin-Aurel Moraru, Vlad Ştefan Petre and Dominic Mircea Kristaly:** *Using Information Technologies and Programmable Controllers for Increasing the Quality and Traceability of High-Precision Sandblasted Products*

\* \* \* \* \*

**Time:** 19.00-19.20 / **Coffee break**

\* \* \* \* \*

**Session 2-2**

**Room:** Grospiron 1

**Time:** 19.20-21.00

1. **Kostas Anastasiades, Kevin Van Hul, Amaryllis Audenaert and Johan Blom:** *A Circularity Indicator for Pedestrian Bridges: A Work in Progress*
2. **Johan Blom, Charlotte Nachtergaele, Kostas Anastasiades and Amaryllis Audenaert:** *Renovation or Demolition: Structural Analysis on the Implementation of Lightweight Façades on Multi-Storey Buildings of the CIAM Modernism*
3. **Anita Panov:** *Sustainability and Profit through Metal Recycling. Improved Profitability and Environmental Footprint through Optimized Metal Scrap Management in Manufacturing Enterprises: Example of Copper in Manufacturing Industry*
4. **Pim van Opstal, Matthias Buyle, Amaryllis Audenaert and Jona Michiels:** *Designing an Adaptable Office Building, Can It Create an Added Value?*
5. **Charlotte Verhaeghe, Emma Allaert, Joren Verwerft, Koen Pieters, Stijn Verbeke and Amaryllis Audenaert:** *(E)valuation of the Comfort After Building Retrofitting*

**THURSDAY, JANUARY 30<sup>th</sup>, 2020**

**Session 3-1**

**Room:** Grospiron 1

**Time:** 17.00-18.40

1. **Andreas Kessenbrock** and **Hartmut H. Holzmüller:** *Customers In-Store Information Handling – How We Juggle Info over the Smartphone and Salespersons Advice*
2. **Tommi Laukkanen** and **Pradipta Halder:** *What Drives Consumers to Choose Wood-Based Textiles? A Multigroup Moderation Across Gender and Age Cohorts*
3. **Cornelia Moser:** *Brand and Price in Business Management. Brand Orientation and Pricing Capabilities of SMEs in a B2C E-Commerce Environment - Theoretical Framework and Research Methodology*
4. **Josée Laflamme:** *Involvement in Self-Regulation of Whale-Watching Practices*
5. **Robert Steiger, Eva Posch, Gottfried Tappeiner** and **Janette Walde:** *The Impact of Climate Change on Regional Economies Through Winter Tourism - A Simulation Study Based on Stated Preferences*

\* \* \* \* \*

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

\* \* \* \* \*

**Session 3-2**

**Room:** Grospiron 1

**Time:** 19.00-20.40

1. **Zvika Afik** and **Yuriy Zabolotnyuk:** *Information Effect of Credit Rating Announcements in Canada*
2. **Galina Andreeva, Amrita Ahluwalia** and **Adam Moore:** *The Role of Gender, Personality and Credit Literacy in Debt Behavior: Exploration of the UK Millennials*
3. **Kai Erenli:** *The Virtual Person – The Legal Impact of Artificial Intelligence on Business Models*
4. **Jindřich Klůfa:** *Some Remarks on Acceptance Sampling*
5. **Christian Maravelias:** *“Ageing Well” in Knowledge Intensive Service Professions – The Idealization of Youth in Neoliberal Labor Markets*

**FRIDAY, JANUARY 31<sup>st</sup>, 2020**

**Time:** 19.00

**Official Conference Dinner**