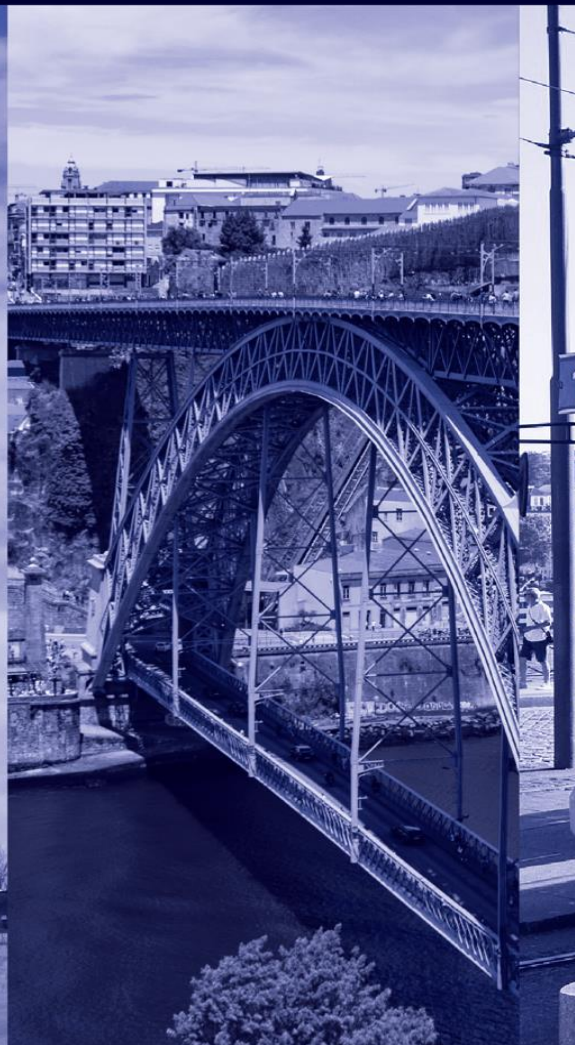




SCIENTIFIC PROGRAM - ICABM2020



SCIENTIFIC PROGRAM - ICABM2020

25th of June

09:30	Check-in	
10:00	Welcome Session and Plenary Session	
10:30	Accountancy and Finance I	Classroom 5
	Marketing I	Classroom 4
-	Topics in Management I	Classroom 1
12:30	Topics in Management II	Classroom 8
	Tourism and Hospitality Management I	Classroom 9
14:00	Economics and Management I	Classroom 6
	Marketing II	Classroom 4
-	Marketing III	Classroom 8
16:00	tourism and Hospitality Management II	Classroom 9
	Topics in Management III	Classroom 11
16:00	Topics in Management iv	Classroom 1
-	Topics in Management V	Classroom 8
18:00	End of ICABM2020	

26th of June

09:30	Check-in	
10:00	Welcome Session and Plenary Session	
10:30	Accountancy and Finance I	Classroom 5
	Economics and Management I	Classroom 6
-	Topics in Management I	Classroom 1
12:30	Tourism and Hospitality Management I	Classroom 9
	Marketing I	Classroom 4
14:00	Topics in Management II	Classroom 1
	Topics in Management III	Classroom 8
-	Topics in Management IV	Classroom 11
16:00	Tourism and Hospitality Management II	Classroom 9
	Topics in Management V	Classroom 8
16:00	End of ICABM2020	

Thursday, 25th of June 2020

SCIENTIFIC PROGRAM – ICABM2020

10:00 -10:30 Welcome Session: Ana Pinto Borges, Executive Coordinator of Research Unit of ISAG (NIDISAG)

PLENARY SESSION: “The economics of viruses and the reaction to the socio-economic pandemic reality?”

Keynote Speaker: Paulo Mourão, University of Minho

10:30 – 12:30 PARALLELL SESSION: “ACCOUNTANCY AND FINANCE I”



Chair: Sofia Gomes, ISAG – European Business School and NIDISAG

Classroom 5

“Efficient Taxation and Intangible Assets: An Analytical Note”

António Martins; Daniel Taborda; Cristina Sá, *University of Coimbra, Portugal*

“Implementation of an ABC costing model in a company dedicated to the production and development of masterbatch”

Patrícia Quesado; Daniela Araújo, *Polytechnic Institute of Cávado and Ave, Portugal*

“Determinants of Profitability: A Case of Non-Financial Companies From Portugal”

Nuno Coimbra; Alexandrino Ribeiro; Estela Vilhena, *Polytechnic Institute of Cávado and Ave, Portugal*

“Genealogy of a Profession: The First Certified Accountants in Portugal (1770)”

Cecília Duarte; Miguel Gonçalves; Cristina Góis, *Polytechnic Institute of Coimbra, Portugal*

“The Expected Impact of IFRS 16 Leases: Evidence From Companies Listed on the Portuguese Stock Exchange”

Jéssica Lima; Kátia Lemos; Sónia Monteiro; Verónica Ribeiro, *Polytechnic Institute of Cávado and Ave, Portugal*

“The Accountant Profession's History in Portugal, With Special Focus on the 18th Century”

Bruno Lobo; José Manso; Miguel Gonçalves, *Polytechnic Institute of Coimbra, Portugal*

10:30 – 12:30 PARALLELL SESSION: “MARKETING I”



Chair: Victor Tavares, ISAG – European Business School and NIDISAG

Classroom 4

“Analysis Factors that Influence Passion-driven Behavior Toward a Brand in Fashion Industry”

Pelangi Madagaskat; Elevita Yuliati, *University of Indonesia, Indonesia*

“Does Customer-based Reputation Add to Social and Mass Media Reputation in Judging Social Responsibility of Banks?”

Raquel Rebelo; Nelson Ramalho; Pedro Falcão, *University Institute of Lisbon, Portugal*

“The Mediating Effect of Positioning and Market Orientation on the Relationship Between Brand and Competitive Advantage”

Orlando Rua; Catarina Santos, *Polytechnic Institute of Porto, Portugal*

“How Relationship Marketing Influence Intangible Resources? The Mediating Effect of Loyalty”

Dayanna Rosa; Orlando Rua, *Polytechnic Institute of Porto, Portugal*.

“The Linkage Between Soft Skills and Job Satisfaction: The Mediating Effect of Internal Marketing”

Fernando Torre; Orlando Rua, *Portucalense University, Portugal*

10:30 – 12:30 PARALLELL SESSION: “TOPICS IN MANAGEMENT I”



Chair: João Lopes, ISAG – European Business School and NIDISAG

Classroom 1

“Co-Creation Gaming, a Plausible Tool for the Portuguese Companies?”

Ivo Rodrigues; Nuno Soares; Armando Ferraria; Pedro Correia; João Lopes; Jorge Lopes, *ISAG - European Business School, Portugal*

“Who Can Mortgage to Buy a Finished Housing? An Empirical Analysis of a Former Soviet Republic”

Giga Kikoria, *Ivane Javakhishvili Tbilisi State University, Georgia*

“Organization's Proactive Transformation Competence: Identification and Development”

Gediminas Baublys, *Vilnius University, Lithuania*

“Portuguese vs International Millennials: How do Their Conflict Management Styles Differ?”

Pedro Falcão; Ana Ferreira; Renato Costa, *University Institute of Lisbon, Portugal*

“Modernization and Dynamism in the Actual Business Panorama Across the World”

João Lopes; José Oliveira; Márcio Oliveira; Luís Farinha; Paulo Silveira, *ISAG - European Business School, Portugal*

10:30 – 12:30 PARALLELL SESSION: “TOPICS IN MANAGEMENT II”



Chair: Bruno Miguel Vieira, ISAG – European Business School and NIDISAG

Classroom 8

“Multicriteria Constructivist Approach to Guide the Management Practices of Subsidiaries in a Brazilian Port Holding Company”

Daiana Pedersini; Sandra Ensslin; Leonardo Ensslin, *Federal University of Santa Catarina, Brazil*

“Evaluation of Cargo Handling in Ports: A Literature Review”

Kassia Rodrigues; Sandra Ensslin; Ademar Dutra, *Federal University of Santa Catarina, Brazil*

“The Strategic Role of ICT in Tourism: The Case of IDS”

Bruno Miguel Vieira; Catarina Nadais, *ISAG - European Business School, Portugal*

“Social Networks as a Political Communication Tool: An Empirical Study on the Portuguese Legislative Election in 2019”

Asenate Silva; Sandra Filipe; José Albergaria, *University of Aveiro, Portugal*

“Corporate Social Responsibility: A Literature Review and a Study of a Code of Ethics of a Portuguese Company (Delta Cafés)”

Diana Carneiro; Nídia Frias; Miguel Gonçalves, *Polytechnic Institute of Coimbra, Portugal*

“Be Fruitful and Increase in Number: The Seven Portuguese Schools of Commerce (1759-1821)”

Cecília Duarte; Miguel Gonçalves; Cristina Góis, *Polytechnic Institute of Coimbra, Portugal*

10:30 – 12:30 PARALLELL SESSION: “TOURISM AND HOSPITALITY MANAGEMENT I”



Chair: Susana Mesquita, ISAG - European Business School, Portugal

Classroom 9

“Accessibility in Museums to Visually Impaired Persons”

Susana Mesquita, *ISAG - European Business School, Portugal*

“Film Tourism as a Contribution to the City Marketing: An Exploratory Study”

Bruno Barbosa Sousa; Teresa Dieguez; José Maria Gomes, *Polytechnic Institute of Cávado and Ave, Portugal*

“Linking Dark Tourism with Tourist Experiences: A Conceptual Model of Relationship Between Different Shades of Dark and Tourist Experiences' Dimensions”

Margarida Cunha; Carla Silva, *Polytechnic Institute of Viseu, Portugal*

“Socioeconomic Factors and Religious Tourism: The Case of National Shrine of Our Lady of Aparecida (Brazil)”

Matheus Belucio; Gustavo Enrico Rodrigues; José Alberto Fuinhas, *ISAG- European Business School and NIDISAG, Portugal*

“The Challenge of Rural Tourism Enterprises to Deal with COVID-19: A Case Study in Viseu Dão Lafões Region”

Maria Lúcia Pato, *Polytechnic Institute of Viseu, Portugal*

14:00 – 16:00 PARALLELL SESSION: “ECONOMICS AND MANAGEMENT I”



Chair: Ana Pinto Borges, ISAG – European Business School and NIDISAG

Classroom 6

“The Effect of Celebrity Endorsement on Advertising Credibility, Brand Credibility and Corporate Credibility. A Case Study: Siti Badriah on Program Berkah Energi Pertamina”

Lucky Fajar Rakasulung, *University of Indonesia, Indonesia*

“Analysis of Financial Impact of Retail Store Closure on Retail Stock Price in Southeast Asia”

Yosia el Gibort; Edward Tanujaya, *University of Indonesia, Indonesia*

“The Role of Public Service Motivation in Mediating the Effect of Transformational Leadership on Commitment to Change in Central Government in Indonesia”

Favilia Franziska; Putri Desiana, *University of Indonesia, Indonesia*

“Income Inequality in Georgia: An Empirical Analysis”

Tsotne Iashvili, *Ivane Javakishvili Tbilisi State University, Georgia*

“The happiness with destination and its influence on length of stay”

Elvira Vieira; Ana Pinto Borges; Paula Rodrigues, ISAG – European Business School and NIDISAG

14:00 – 16:00 PARALLELL SESSION: “MARKETING II”



Chair: Jorge Lopes, ISAG – European Business School and NIDISAG

Classroom 4

“Satisfaction and Loyalty Towards a HEI in Portugal”

Pedro Queiroga; Inês Pereira, *Polytechnic Institute of Porto, Portugal*

“Analyzing the Impact of Internet Advertising Content Design on Online Purchase Intentions. Case Study: Tiket.com Banner Advertisement”

Arief Saputra; Rifelly Astuti, *University of Indonesia, Indonesia*

“The Influence of Visual Merchandising on Brand Attitude and Purchase Intention: The Case of Outdoor Gear Industry”

Rugun Siagian; Yeshika Alversia, *University of Indonesia, Indonesia*

“Product Browsing on Social Media: Examining the Motivation and Influence on Word-of-Mouth and Purchase Intention”

Mohamad Rachman; Yeshika Alversia, *University of Indonesia, Indonesia*

14:00 – 16:00 PARALLELL SESSION: “MARKETING III”



Chair: José Oliveira, ISAG – European Business School and NIDISAG

Classroom 8

"Is Environmental Regulation Being Effective on Pollution Reduction? Analysis of the Determinants of CO2 Emissions in EU Countries"

Sónia Neves; António Cardoso Marques; Margarida Patrício, *University of Beira Interior, Portugal*

"Project for the innovation in the gastronomic market of Bogota through the design of a gamification experience for mobile devices"

Sergio Uribe; Alexander Aldana; Mauricio Valencia; Carlos Rubiano, *Unipanamericana Sede Valle, Colombia*

"A Proposal of An Analytical Conflict Management Model for the Chinese Context"

Pedro Fontes Falcão; Ricardo Faria; Renato Costa, *University Institute of Lisbon, Portugal*

"Factors Supporting Electric Vehicles Adoption: The Case of USA"

Sónia Neves; António Cardoso Marques; Jorge Lopes, *University of Beira Interior, Portugal*

"Examination of a Path Model Relating Intangible Resources and Export Performance in the Automotive Industry: The Mediating Effect of Innovation"

Orlando Rua; Ana Ferreira, *Polytechnic Institute of Porto, Portugal*

"Impact of Earnings Quality on Company's Performance: A Literature Review"

Ana Filipa Duarte; Inês Lisboa; Pedro Carreira, *Polytechnic Institute of Leiria, Portugal*

14:00 – 16:00 PARALLELL SESSION: “TOURISM AND HOSPITALITY MANAGEMENT II”



Chair: António Lopes de Almeida, ISAG – European Business School

Classroom 9

"Determinants of Tourist Expenditure: The Role of Tourist Experiences in the City of Porto"

Ana Maria Reis; Elvira Vieira; Ana Pinto Borges, *ISAG - European Business School, Portugal*

"Female Solo Travelers: A Qualitative Approach"

Andreia Pereira; Cláudia Seabra; Carla Silva, *Polytechnic Institute of Viseu, Portugal*

"Attitudes Toward Nature Through Different Generations: An Analysis of Nature-Based Tourists"

Carla Silva; Juliana Marques; José Luís Abrantes; Manuel Reis, *Polytechnic Institute of Viseu, Portugal*

"Intellectual Capital in Portuguese Tourism Sector: Study of its Impact on Organizational Performance"

Paula Loureiro; Vânia Costa; Maria Silva, *Polytechnic Institute of Cávado and Ave, Portugal*

"The Influence of Service Innovation in Customer Satisfaction: Case Study of Hotel Industry"

Ana Cabral; João Marques, *Polytechnic Institute of Coimbra, Portugal*

"The Potential of Gastronomic Tourism in the Portuguese Municipality of Mirandela"

Ricardo Correia; Aida Carvalho; Armando Troca, *Polytechnic Institute of Bragança, Portugal*

14:00 – 16:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT III”



Chair: Alegría Beltrán, ISAG – European Business School and NIDISAG

Classroom 11

"Modelo de Control Organizacional. Una Propuesta Aplicable a Pequeñas Empresas del Sector Textil en Santiago de Cali, Colombia"

Jairo Alberto Olarte Cabana, *Unipanamericana Sede Valle, Colombia*

"Working Capital Management (WCM) and Firm Profitability: An Analysis of the Spanish Electrical Energy Sector"

Sara Fernández-López; Adrián Dios-Vicente; María Rodríguez-Gulías; David Rodeiro-Pazos, *Universidade da Coruña, Spain*

"Real Transfer from Universities in the Galicia-North Portugal Euroregion: Analysis of USOs growth"

María Rodríguez-Gulías; David Rodeiro-Pazos; Sara Fernández-Lopez; Ana Paula Faria; Natalia Barbosa, *Universidade da Coruña, Spain*

"The Role of USOs in the Achievement of a More Innovative Galicia-North Portugal Euroregion"

María Rodríguez-Gulías; Sara Fernández-López; David Rodeiro-Pazos; Natalia Barbosa; Ana Paula Faria, *Universidade da Coruña, Spain*

"The Impact of Blended Learning in Written Skills Acquisition of Spanish as a Second Language (SL2): An Empirical Research with Students of Tourism, Administration and Hospitality Management"

Alegría Beltrán, *ISAG - European Business School, Portugal*

16:00 – 18:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT V”



Chair: Ana Reis, ISAG – European Business School and NIDISAG

Classroom 8

"The Effect of Academic Self-Efficacy on the Intention to Create a New Business: A Case Study Involving Higher Education Portuguese Students"

Maria Isabel Ribeiro; António José Fernandes; António Pedro Fernandes, *Polytechnic Institute of Bragança, Portugal*

"The importance of Corporate Social Responsibility in the consumer's purchase decision: an exploratory study"

Carina Barros; Bruno Sousa, *Polytechnic Institute of Cávado and Ave, Portugal*

"Macro Determinants of Entrepreneurial Activity in Developed and Developing Nations"

João Capucho; João Leitão, *University of Beira Interior, Portugal*

"The Impact of Brand Attachment in consumer behavior: marketing study applied to the Pet-Friendly segment in Portugal"

Helena Alves; Bruno Sousa, *Polytechnic Institute of Cávado and Ave, Portugal*

"To Achieve Success more than Effort is Needed"

Cidália Teixeira; Bruno Sousa; Teresa Dieguez, *Polytechnic Institute of Cávado and Ave, Portugal*

"The role of corporate social responsibility in promoting quality of life at work: a case study"

Susana Leal; Cátia Soares, *Polytechnic Institute of Santarém, Portugal*

16:00 – 18:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT IV”



Chair: Samuel Faria, ISAG – European Business School and NIDISAG

Classroom 1

“Organization and Institutional Factors that Intensify the Use of Greenwashing by the Major Car Manufacturers of the World”

Pedro Baptista; Oderlene Oliveira, *University of Fortaleza, Brazil*

“Structure of Corporate Governance Mechanisms in a Privately Held Family Business and its Articulation with Succession and Professionalization Processes”

Oderlene Oliveira, Rosângela Pessoa; Roberta Cavalcante, *University of Fortaleza, Brazil*

“The Theoretical Perspective Framework for Family Business: Balanced Family Business (BFB)”

Camilla Carvalho; Oderlene Oliveira; Cícero Rocha; André Pascoal, *University of Fortaleza, Brazil*

“Sustainable Entrepreneurship: Clear All Doubts”

Bárbara Santos; Óscar Bernardes, Orlando Rua, *Polytechnic Institute of Porto, Portugal*

“Game On: Gamification and Marketing in the Context of Health, Fitness and Well-being”

Vanessa Amorim; Óscar Bernardes, *Polytechnic Institute of Porto, Portugal*

“Study of the Audit Reports of the Municipalities in the District of Porto”

Sara Serra; Vânia Sousa, *Polytechnic Institute of Cávado and Ave, Portugal*

“Sports tourism and emotion management: a preliminary study in football in Portugal”

Ana João Peixoto; Bruno Sousa, *Polytechnic Institute of Cávado and Ave, Portugal*

Friday, 26th of June 2020

SCIENTIFIC PROGRAM – ICABM2020

10:00 -10:30 Welcome Session: Ana Pinto Borges, Executive Coordenator of Research Unit of ISAG (NIDISAG)

PLENARY SESSION: Introduction to serious board games: applications for enterprises, businesses, and projects

Keynote Speaker: Micael Sousa, University of Coimbra

10:30 – 12:30 PARALLELL SESSION: “ACCOUNTANCY AND FINANCE I”



Chair: Sofia Gomes, ISAG – European Business School and NIDISAG

Classroom 5

"Influence of the Board of Directors and Supervisory Board on the Derivative's Disclosure"
Sofia Martins; Sara Serra; Kátia Lemos, *Polytechnic Institute of Cávado and Ave, Portugal*

"Royal Silk Factory: The Accounting System of the Largest Pombaline Industrial Company (1757)"

Cecília Duarte; Miguel Gonçalves; Cristina Góis, *Polytechnic Institute of Coimbra, Portugal*

"Compliance with DL89/17 Related to Mandatory Non-Financial Reporting: Evidence from Companies Listed on the Portuguese Stock Exchange"

Lénia Pereira; Kátia Lemos; Sónia Monteiro; Verónica Ribeiro, *Polytechnic Institute of Cávado and Ave, Portugal*

"Accounting, Tax, Control and Communication Aspects of Inventories: The Perception of Portuguese Certified Accountants"

Ricardo Gonçalves; Liliana Pereira; Sónia Monteiro, *Polytechnic Institute of Coimbra, Portugal*

"Major Influence Factors of the Portuguese Local Governments Overindebteness (2011 to 2017)"

Carla Martinho; Paula Santos, *Polytechnic Institute of Lisbon, Portugal*

"The Competitiveness of Small and Medium Enterprises and the Portuguese Tax System"

Liliana Pereira; Lurdes Silva; António Fernandes, *Polytechnic Institute of Cávado and Ave, Portugal*

10:30 – 12:30 PARALLELL SESSION: “ECONOMICS AND MANAGEMENT I”



Chair: Matheus Belucio, ISAG – European Business School and NIDISAG

Classroom 6

"What Effect does Public and Private Capital Have on Income Inequality? The Case of the Latin America and Caribbean Region"

Renato Santiago; José Alberto Fuinhas; António Cardoso Marques; Matheus Koengkan, *University of Beira Interior, Portugal*

"The Impact of Unemployment and Income in Delinquency Rate and Default in the USA"

Joana Mateus; José Alberto Fuinhas; Zélia Serrasqueiro, *University of Beira Interior, Portugal*

"The Measurement of Public Goods: The Case of Municipalities in the Porto Metropolitan Area"

Susana Catarino Rua, *Polytechnic Institute of Cávado and Ave, Portugal*

"The impact of foreign direct investment in emissions reduction targets: evidence from high- and middle- income countries"

António Cardoso Marques; Rafaela Caetano, *University of Beira Interior, Portugal*

"The rationing principles evaluate by Angolan physician and nurses"

Micaela Pinho; Ana Pinto Borges, *ISAG - European Business School, Portugal*

"The Economic Determinants that Influence the International Pilgrimages to the Shrine of Fatima: A Panel Analysis"

Matheus Belucio; José Alberto Fuinhas; Carlos Vieira, *ISAG - European Business School, Portugal*

"Economy and Tourism: Analysis of the Portuguese Scenario"

Matheus Belucio; Victor Magalhães Machado; José Alberto Fuinhas, *ISAG - European Business School, Portugal*

10:30 – 12:30 PARALLELL SESSION: “TOPICS IN MANAGEMENT I”



Chair: João Lopes, ISAG – European Business School and NIDISAG

Classroom 1

"The effect of merger announcement on bidder return in APEC member countries using event study method"

Renaldi Hamonangan; Dwi Danarsari, *University of Indonesia, Indonesia*

"Fast brainstorm techniques with modern board game adaptations for daily uses in business and project managing"

Micael Sousa, *University of Coimbra, Portugal*

"Evaluation of Risk Management Implementation on PT ABC Activity"

Firdaus Akbar; Robert Tobing, *University of Indonesia, Indonesia*

"Moderating Effect of Recruitment Messages on Intention to Apply"

Kristienus Phillip Hutasoit, *University of Indonesia, Indonesia*

10:30 – 12:30 PARALLELL SESSION: “TOURISM AND HOSPITALITY MANAGEMENT I”



Chair: Catarina Nadais, ISAG – European Business School and NIDISAG

Classroom 9

“The Role of Relationship Marketing in Hotels Located in the Tourist Region of Central Portugal: The Managers Perspectives”

Sandra Filipe; Adriana Marques, *University of Aveiro, Portugal*

“Storytellers: Bridging Empathy vs Sympathy with Cultural Tourists”

Andreia Pereira; Carla Silva; Cláudia Seabra, *Polytechnic Institute of Viseu, Portugal*

“Seasonal Behaviour of the Tourist Demand: The Case of Minho”

António Lopes Almeida; Elisabeth Kastenholz, *ISAG - European Business School, Portugal*

“Women in the Lead of Wine Tourism Management”

Andreia Pereira; Maria Lúcia Pato; Cristina Barroso, *Polytechnic Institute of Viseu, Portugal*

“The Importance of Sustainability Issues at Events and the Intention to Return”

Catarina Nadais; Elvira Vieira; Ana Pinto Borges, *ISAG - European Business School, Portugal*

“The Impact of Covid-19 on the Tourism Industry: The Case of SMEs in Northern Portugal”

Jéssica Ferreira; Bruno Sousa, *University of Lisbon, Portugal*

“The Impacts of European Community Funds on the Tourism Development”

Carlos Lopes; Vânia Costa, *Polytechnic Institute of Cávado and Ave, Portugal*

14:00-16:00 PARALLELL SESSION: “MARKETING I”



Chair: Paula Rodrigues, ISAG - European Business School, Portugal

Classroom 4

“Authenticity as an Antecedent of Brand Image in a Positive Emotional Consumer Relationship: The Case of Craft Beer Brand”

Paula Rodrigues; Ana Pinto Borges; Carlos Martins; Miguel Guerreiro, *Lusíada University - North, Portugal*

“Analysis of the Internal Audit of Public in the District of Braga”

Sara Serra; João Neves; José Teixeira, *Polytechnic Institute of Cávado and Ave, Portugal*

“Safety and Hygiene at Workplace as a Lever for Internal Marketing: A Study Applied to Clinical Analysis Laboratories”

Bruno Sousa; Joana Pereira, *Polytechnic Institute of Cávado and Ave, Portugal*

“The Value Sources of Relationship Marketing in Hotels: A Study on Customers Perceptions”

Sandra Filipe; Adriana Marques, *University of Aveiro, Portugal*

“The Mediation Effect of the CSR Image Between the Consumer's Perception of Brand Globalness and Brand Authenticity and Purchase Intention”

Paula Rodrigues, *Lusíada University - North, Portugal*

“Importance of Employer Branding for the Success of the Corporate Brand in the SME Context”

José Luís Santos; Victor Tavares, *ISAG - European Business School, Portugal*

14:00 – 16:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT II”



Chair: José Oliveira, ISAG – European Business School and NIDISAG

Classroom 1

"The Influence of Pre/In/Post Flight Service Experience Towards Customer Satisfaction and Behavioral Intention of Economy Class Passenger from Full Service Airline in Indonesia"

Dwight Kastanja; Nurdin Sobari, *University of Indonesia, Indonesia*

"The Effect of Perception and Attitude of E-service Quality and Sales Promotion Toward Purchase Intention on Digital Car Insurance"

Gabby Evitho; Nurdin Sobari, *University of Indonesia, Indonesia*

"Analyzing Antecedent of Repurchase Intentions in Marketplace Using Online Trust-Mechanisms: An Empirical Study of Consumer Trust on Tokopedia"

Verdy Septian; Aswin Hadisumarto, *University of Indonesia, Indonesia*

"The Importance of an Effective Teaching-Learning Process of English as a Second Language in Higher Education Courses in Portugal"

Catarina Mesquita, *Polytechnic Institute of Porto, Portugal*

14:00 – 16:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT III”



Chair: Victor Tavares, ISAG – European Business School and NIDISAG

Classroom 8

"Effect of Expectation and Satisfaction on the Continuity of E-wallet Use: Study Case Gopay Indonesia"

Siska Agusriani; Nurdin Sobari, *University of Indonesia, Indonesia*

"Toilet Matters! Qualitative Study About the Importance of Toilet in Decision Making in the context of Nature Based Tourism in Indonesia"

Josephine Nevelyn; Daniel Aruan, *University of Indonesia, Indonesia*

"Entrepreneurship, Happiness and Work: A Bibliometric Analysis"

Maria Isabel Ribeiro; António José Fernandes; António Pedro Fernandes, *Polytechnic Institute of Bragança, Portugal*

"The Importance of Basic Psychological Needs and Mediating Role of Motivations for Subjective Well-being Among Transportation Gig-Workers"

Nova Wijayanti; Riani Rachmawati, *University of Indonesia, Indonesia*

"Empirical Study of the Relationship Between Perceived Organizational Support, Workplace Stress, Psychological Strain and Turnover Intention Among Nurses"

Lintang Cahyaningrum; Riani Rachmawati, *University of Indonesia, Indonesia*

14:00 – 16:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT IV”



Chair: Cristina Cunha, ISAG – European Business School

Classroom 11

“Representations about Neuromarketing”

Cristina Mocetão, *ISAG - European Business School, Portugal*

“Disclosure of risk information in non-financial companies. Empirical evidence in the Portuguese capital market”

Filipa Pacheco; Kátia Lemos, *Polytechnic Institute of Cávado and Ave, Portugal*

“The Impacts of the Tourism Sector on the Eco-Efficiency of the Latin America and Caribbean Countries: A Two-Stage DEA Approach”

Daniela Castilho; José Alberto Fuinhas; António Cardoso Marques, *University of Beira Interior, Portugal*

“Yes Minister: Businessmen at the Service of the Marquis of Pombal in the Portuguese Board of Trade”

Cecília Duarte; Miguel Gonçalves; Cristina Góis, *Polytechnic Institute of Coimbra, Portugal*

“The Role of Technologies in Relationship Management and Internal Marketing: A preliminary Conclusion”

Eduarda Mendes; Bruno Sousa; Márcia Gonçalves, *ISAG - European Business School, Portugal*

“The Impact of Senior-Managerial Leadership Culture on Value Creation for Shareholders - A Study in Portugal in Local and Multinational Companies”

Fernando Acabado Romana, *Universidade Atlântica, Portugal*

“O Impacto da Cultura no Processo de Recuperação de Serviços”

Maria Antónia Rodrigues; Maria João Teixeira; Maria Amélia Carvalho; Paulo Pinheiro Gonçalves, *Polytechnic Institute of Porto, Portugal*

14:00 – 16:00 PARALLELL SESSION: “TOURISM AND HOSPITALITY MANAGEMENT II”



Chair: Ana Pinto Borges, ISAG – European Business School and NIDISAG

Classroom 9

“The role of the sociodemographic and emotional intelligence profile of tourists in the intention to return to a destination”

Ana Pinto Borges; Elvira Vieira; João Lopes, *ISAG - European Business School, Portugal*

“The Influence of a Destination's Attributes Upon the Traveller's Experience Quality and Intention to Revisit: The Case of Labuan Bajo, Indonesia”

Indriati Permanasari, *University of Indonesia, Indonesia*

“Hotel's Marketing on Instagram: Social Influence and Attitude Toward Instagram & Hotel Brand on Hotel Booking Intention and e-WOM”

Yosua Manullang, *University of Indonesia, Indonesia*

16:00 – 18:00 PARALLELL SESSION: “TOPICS IN MANAGEMENT V”



Chair: Bruno Miguel Vieira, ISAG – European Business School and NIDISAG

Classroom 8

“Predicting the Trend of Indonesian Stock Price Movements Using Discriminant Analysis and Support Vector Machine”

Hanandi Syahputra; Zaāfri Husodo, *University of Indonesia, Indonesia*

“The Implication of Salary Satisfaction on Career Satisfaction Mediated by Work-Family Enrichment and Employee Commitment on Millennial Generation Employees in Indonesia”

Almira Fawnia; Elok Pusparini, *University of Indonesia, Indonesia*

“Loyalty of Game Online, Reliability of the Game, and Desire to Make Purchases in the Online Mobile Game”

Regie Rivai; Gunawan Alif, *University of Indonesia, Indonesia*

“Empowerment Strategy on Micro, Small, and Medium Enterprises (MSME) Implemented by BRI Microfinance Center (BMC) During Covid-19 Pandemic”

Dhayita Tanaya; Fandis Ekyawan, *University of Indonesia, Indonesia*

“Consumer Behavior Before, During and After at the time Covid-19: An Application to Georgia”

Giorgi Devrisashvili; Ana Pinto Borges, *ISAG - European Business School, Portugal*

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