
ICOAE 2026

CONFERENCE PROGRAMME



Venue:

[SGH Warsaw School of Economics](#)

Stefana Batorego 8, 02-591 Warsaw, Poland



SGH | 120



International Conference
On Applied Economics

Committees

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Prof. Nicholas Tsounis, Department of Economics, University of Western Macedonia, Greece
Prof. Aspasia Vlachvei, Department of Economics, University of Western Macedonia, Greece
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Prof. Yevgen Savelyev, Ternopil National Economic University, Ukraine
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Prof. Lena Tsipouri, University of Athens, Greece
Dr. Antonios Tsitouras, University of Western Macedonia, Greece
Prof. Nicholas Tsounis, University of Western Macedonia, Greece
Prof. Aspasia Vlachvei, University of Western Macedonia, Greece
Dr. Athanassios Vozikis, University of Piraeus, Greece
Dr. Marie Vravrejnova, Center for Economic Research and Graduate Education of Charles University (CERGE), Economics Institute of the Academy of Sciences, Prague, Czech Republic
Prof. Robert Winder, Christopher Newport University, USA
Prof. George Zestos, Christopher Newport University, USA

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Prof. Nicholas Tsounis, Department of Economics, University of Western Macedonia, Greece
Prof. Aspasia Vlachvei, Department of Economics, University of Western Macedonia, Greece
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On Applied Economics



International Conference On Applied Economics

International Conference On Applied Economics (ICOAE 2026)

CONFERENCE PROGRAMME

THURSDAY 9 JULY

Zoom meeting id of the conference: **5926353554**, Passcode:**7GCw3i**

<https://us06web.zoom.us/j/5926353554>, Passcode:**7GCw3i**

Please use this meeting id to attend the conference virtually

TIME IS LOCAL TIME IN WARSAW

09:30-10:00	REGISTRATION Welcoming coffee
10:00-10:15 10:15-11:00	PLENARY SESSION Optimal Policy Learning with Budget Constraint and Minimum Coverage <i>Dr. Giovanni Cerulli</i> <i>Research director at IRCrES-CNR, Research Institute on Sustainable Economic Growth, National Research Council of Italy, Unit of Rome.</i>
11:00-11:30	COFFEE BREAK

PARALLEL SESSIONS

SESSION 1A: MACROECONOMICS

Session Chair: Prof. Nicholas Tsounis

11:30-13:00	Innovation and Competition with Imperfect Patent Protection Marek Dietl , Łukasz Skrok - POLAND
	Empirical Prediction of Default with Corporate Strategy Marek Dietl , Bogusław Bławat , Radosław Rejman - POLAND
	Testing the Twin Deficit Hypothesis: Short-Run and Long-Run Evidence from Ghana Chukiat Chaiboonsri , Samuel Owusu, Emmanuel Mensaklo, Anuphak Saosaovaphak, Anselm Komla Abotsi , Anthony Abbam - THAILAND
	From Credit Booms to Crises: External Imbalances And Growth Dynamics in the European Union Styliani Xanthakou, Melina Dritsaki - GREECE

Identifying Demand Drivers in the Creative Economy: A Hybrid Econometric–XGBoost Ensemble Framework Chukiatt Chaiboonsri , Jittima Singvejsakul , Kannika Daungcharone , Paponsun Eakkapun - THAILAND
Numerical analysis of coupled dynamic systems in economic models Monovasilis, N., Monovasilis, T. - GREECE
A Critical Re-examination of the European Paradox Kaldellis, K., Fouskas, K. - GREECE

SESSION 1B: FINANCIAL ECONOMICS

Session Chair: Dr. Prodromos Tsinaslanidis

11:30-13:00	Are Emotions Real? Emotions, Cryptocurrencies and Technology Indexes Can Çayır, Gül Kışla - TURKEY
	Research Design and Reported Profitability in Technical Analysis Studies Prodromos Tsinaslanidis, Antonios Alexandridis, Achilleas Zaprani - GREECE
	Tail Connectedness Investor Attention, VIX, and Stock Market Volatility: Evidence from the Pre-, During- and Post-COVID-19 Periods YILMAZ ÖZEKENCİ, S., NUR, T., TOPALOĞLU, E.-TURKEY
	Macroeconomic determinants of stock market returns: A dynamic analysis of the Casablanca stock exchange Zizi, Y., Bensouda, M., Boutfssi, A. - MOROCCO
	Demographic Challenges and Consumer Trust in Mortgage Loan Insurance: Evidence from Slovakia and the Czech Republic Tatek Benetti, K., Izáková, K. - CZECH REPUBLIC

SESSION 1C (VIRTUAL) MANAGEMENT

Session Chair:

11:30-14:00	Unlocking Firm Value: ESG Performance, Board Diversity, and Managerial Ownership Rabbanı, M., Hapsari, D., Riyadh, H., Latif, S. INDONESIA
	Validating and Adapting a Digital Skills Framework for Mobile-First E-Government: A Data-Driven Approach Toward Building Citizen Capability in Semi-Urban Riau Atifah, W., Windya Giri, R., Achmadi, N. - INDONESIA
	Digital Transformation for Resilient and Sustainable Healthcare Systems: A Bibliometric Perspective Charalampopoulos, V., Zournatzidou, G., Sklavos, G. - GREECE
	Leadership and Conflict Management: The Role of Emotional and Cultural Intelligence Kapetanaki, T., Spinthiropoulos, K., Chatzitheodoridis, F., Kalogiannidis, S., Vyzas, D. - GREECE
	Ethical Leadership, Organisational Resilience and Organisational Culture in the Greek Public Sector: A Quantitative Study of Judicial Services in the Region of Thessaly

Gkougkoulia, M., Parris, D., Loizou, E., Papaevangelou, O., Tziampazi, F. - GREECE
The Role of Good Corporate Governance on Profitability and Firm Value: An Empirical Study on the Indonesian Banking Sub-Industry Wulandari, J., Krisnawati, A. -
Citizens' Service Centres (KEP): Communication, service and causes of conflict between employees and citizens in modern Greek public administration Malliachova, A., Chatzitheodoridis, F., Parris, D., EFTHALITSIDOU, K., Maniadakis, I. GREECE
The Impact of Organizational Change and Public-Sector Reforms on Employee Job Satisfaction: Evidence from Greek Civil Servants Chatziantoniou, N., Spinthiropoulos, K., Vezou, M., Syndouka, E., Vyzas, D.- GREECE
The Effectiveness of Alternative Dispute Resolution in Reducing Workplace Litigation in Greek Corporations Syndouka, E., Kalogiannidis, S., Spinthiropoulos, K., Vezou, M., Maniadakis, I. - GREECE

13:00-14:00 **LUNCH BREAK**

PARALLEL SESSIONS

SESSION 2A: MANAGEMENT

Session Chair: Prof. Aspasia Vlachvei

14:00-15:30	The Impacts of Humor Appeal and Spokesperson Gender in Meme Advertising- An Eye Tracking Approach Yaonan Lin, Yu-ting Lin - TAIWAN
	Digital Ecosymmetry: Towards a New Framework for Ecosystem-Based Digital Transformation Antoniadis, I., Saprikis, V., Gatzioufa, P.-GREECE
	The F-Convergence of economic and social development in European Union countries: The context of digital transformation and technological change Kluth, K.- POLAND
	Do ESG Pay Off? Evidence from Operating Performance in European listed Firms Toulios, C., Vlachvei, A. Notta, O.- GREECE
	Perceived Benefits, Perceived Risks, and Digital Skills: Explaining Workers' Views of AI at Work Veiga, P., Reis, J. - PORTUGAL

SESSION 2B: INVESTIGATION AND FORENSIC TECHNIQUES FOR DEALING WITH CORRUPTION AND FINANCIAL CRIMES

Session Chair: Prof. Ioannis Velentzas

14:00-15:30	BUSINESS DILEMMAS On MORAL STRATEGIC DECISIONS ACCORDING TO THE NEW ANTICORRUPTION DIRECTIVE IN EU. Georgia Broni - GREECE
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<p>DECEPTIVE FINANCIAL BEHAVIOR WITHIN THE FRAMEWORK OF CREATIVE / INVENTIVE ACCOUNTING Velentzas John - GREECE</p>
<p>AMLA and the Single Rulebook: The new architecture of the European Union's framework for combating money laundering Haris Skalidi - GREECE</p>

SESSION 2C (VIRTUAL) MANAGEMENT

Session Chair:

14:00-15:30	<p>Explaining Waste Management Efficiency in the Circular Economy: A DEA Application Elif Korkmaz Tümer , Erol Türker Tümer - TURKEY</p>
	<p>Life Cycle Assessment in SMEs as a Lever for the Circular Economy: Barriers and Drivers in Poland and Slovakia Musová, Z., Miháliková, L., Malá, D. - SLOVAKIA</p>
	<p>Understanding the Role of University Communication in Higher Education Choice Laudárová, L., Jakuš Muthová, N., Merickova, B.-SLOVAKIA</p>
	<p>The Influence of Entrepreneurial Orientation, Organizational Culture, and Knowledge Management on MSME Performance: The Mediating Role of Innovation Capability in Indonesia Ihsan, N., Putri, M.- INDONESIA</p>
	<p>Female Directors, Workforce Outcomes and the Moderating Role of Board Size: Evidence from Europe Zachos, D., Karagiannopoulou, S., Papadopoulou, V., Giannarakis, G.-GREECE</p>
	<p>Human Resource Management as a Lever of Sustainability for Reforms and Digital Transformation in Public Administration: Evidence from the Greek Public Sector Petraki, A., Parris, D., Spinthiropoulos, K., Chatzitheodoridis, F., Valsamopoulos, A. - GREECE</p>
	<p>The Effect of Perceived Organizational Support and Perceived Alternative Job Opportunities, with Organizational Commitment as Mediation, on Turnover Intention among Project Employees of PT Infomedia Nusantara Bandung Suhadi, S., Wulansari, P. - INDONESIA</p>
	<p>Fostering future health entrepreneurs: the role of entrepreneurship education, self-efficacy and University environment. Aggelopoulos, T., Laspita, S., Sarri, A. - GREECE</p>

SESSION 3A MARKETING

Session Chair: Prof. Aspasia Vlachvei

15:30-17:00	<p>The Role of Cultural Marketing in the Cultural and Creative Industries: Trends and Differentiations in the Museum and Music Industry Sectors Panopoulos, A., Daoultzi, E. - GREECE</p>
	<p>One Strategy Does Not Fit All: Social Media Engagement in Greek Museums Vlachvei, A. Mavrogeni, S. - GREECE</p>

Uncorking Visitor Preferences: What Draws Visitors to a Winery? Kamenidou, I., Mamalis, S.- GREECE
Digital Marketing Capabilities and Winery Competitiveness: Evidence from the Greek Wine Industry Notta, O., Lamprou, K., Vlachvei, A. - GREECE
Examining the Influence of Integrated Marketing Communication on Customer Behaviour and Recommendation Intention in Netflix Indonesia Asnan, A., Azis, E. - INDONESIA

SESSION 3B (VIRTUAL) MICROECONOMICS

Session Chair: Dr. Angela Besana

15:30-17:00	Economics and fundraising of music for health Besana, A., Clavenna, V.-ITALY
	Economics of Intangibles in Italian Luxury with Craft Expertise and across New Segments Besana, A., Rossi, G., Colacchio, C.- ITALY
	Feed or Flicker? Measuring the Forecasting Power of Cable News and Twitter Economic Uncertainty on Cosumer Confidence Kahai, S., Tuli, A., Dantal, A.- USA
	Limits and Alternatives to AUROC for the Evaluation of Rare Events in Economics Perales, J. -
	Women Entrepreneurs as Cultural Custodians: Preserving Tourism Culture in Indonesia Through a Social Feminism Lens Ananda Olsi, R., Putri, M. - INDONESIA
	Energy Efficiency and Economic Performance: A Review of Policies, Market Mechanisms and Empirical Evidence Dimitrakopoulos, P., Makris, I., Apostolopoulos, S. - GREECE
	Productivity Gaps and Growth Trajectories in Slovak Shared Service Centers: A Parent-Subsidiary Benchmark Papíková, L., Pšenák, P. - SLOVAKIA
	Hiring, Stabilized, and Reducing: Workforce Strategy, Pay, and Productivity in Slovak Shared Service Centers Papíková, L., Pšenák, P. - SLOVAKIA

SESSION 4A (VIRTUAL) MICROECONOMICS

Session Chair:

17:00-18:30	The Digital Employment Paradox in Post-Soviet Transition Economies: Unpacking the Roles of Quality, Skills, and Threshold Effects <i>Bakhtiyor Sobirov</i> – UZBEKISTAN
	An Empirical Approach of GVC Participation and Public Health: The Case of Greece (1995–2022)

<i>Gerasimos Lengos, Melina Dritsaki</i> - GREECE
Burnout and Job Satisfaction in Regional Public Administration: A Case Study from the North Aegean <i>Anna Kampouri, Melina Dritsaki</i> - GREECE
ESG Reporting and Consumer Behaviour: A Paradigm Shift Towards Sustainable Consumption Hroncová Vicianová, J., Musa, H., Kovács, O., Smutný, F., Zorvanová, J.- SLOVAKIA
Assessing the Importance of Crisis Impacts on SMEs in Slovakia: COVID-19 vs. the War in Ukraine in the Context of Sustainability Vinczeová, M., Klement, L., Klementová, V., Vinze, V. - SLOVAKIA
Human–Machine Symbiosis and the Human–Centricity Tensions in Industry 5.0: A Systematic Qualitative Analysis Rhouiri, M., Boutfssi, A., Zizi, Y., Bensouda, M. MOROCCO
Operational Efficiency and Productivity Dynamics in Greek Fruit and Vegetable Cooperatives MAVROMMATI, A., Pliakoura, A., ADAM, E., Kontogeorgos, A. GREECE

SESSION 5A (VIRTUAL) INTERNATIONAL ECONOMICS

Session Chair:

18:30-20:00	Analyzing the Impact of Foreign Exchange Market Dynamics on Sectoral Growth in Nigeria: A Comprehensive Review Ihugba, O., Orji, A., Duru, E., Nnajieta, C., Ndukwe-Ani, P. – NIGERIA - USA
	Assessing EU-Mercosur Trade Agreement: A PPML Gravity Model Analysis of Agricultural and Livestock products Kyrgiakos, L., Karkanis, D., Koutouzidou, G., Kleftodimos, G., Vlontzos, G., Melfou, K. - GREECE
	Country-Level Export Variety and Firm Innovation: Evidence from Exporting and Non-Exporting Firms Bayraktar, N. USA
	Bayesian VAR Analysis of US Economic Crisis Transmission to Vietnam: Lessons from 2007–2008 and Structural Buffers of the Post-GFC Decade Le, P., Ho, T., Lam, T. - VIETNAM
	US Tariff Pass-Through to Vietnam: A Sign-Restricted Bayesian SVAR Le, P., Ho, T., Lam, T. - VIETNAM
	Analysis of the Determinant Factors of Intra-Industry Trade of Information and Communication Technology (ICT) Commodities among ASEAN-5 Countries Nugraha, M., Indrajaya, D. - INDONESIA
	Revealed comparative advantage of cereals intra-EU exports from Bulgaria two decades after the Accession Treaty Ivanova, M.- BOULGARIA
	Regional Disparities and Spatial Dependence in Technology-Intensity-Based Exports: The Case of Türkiye

Balceli, İ., Saygılı, R.- TURKEY
Exchange Rate Volatility and Policy Credibility under a Dual Exchange Rate Regime: Evidence of Myanmar
Zaw, T., Tansuchat, R., Yamaka, W. -THAILAND

SESSION 6A (VIRTUAL) FINANCIAL
Session Chair:

20:00-21:30	The Heterogeneous Impact of Interest Rate Shocks on Mortgage Delinquency (2022–2025) Do, P. - VIETNAM
	The Role of Earnings Management in Mediating the Effects of Financial Distress, Corporate Social Responsibility Assurance, And Board Independence on Fraudulent Financial Reporting: A Conceptual Paper Qonitah, F., Pratomo, D., Riyadh, H., Latif, S. - INDONESIA
	THE IMPACT OF OPPORTUNISM ON THE ECONOMY AND FINANCIAL STABILITY OF MUNICIPALITIES IN SLOVAKIA Hronec, Š., Beresecká, J., Murínová, K., Hronec, M., Jánošová, D. - SLOVAKIA
	From ESG Strategy to Sustainable Project Portfolio Management: An Entropy–Reinforcement Learning Approach for European Financial Institutions Samantzis, C., Ragazou, K., Panitsidis, K., Vezou, M., Gerodimou, V. - GREECE
	ESG performance and Creditworthiness: Do ESG factors matter for Corporate Credit Ratings in the UAE Non-Financial Companies Banerjee, R., Grassa, R., Alrais, M., Alattar, M., Aboudi, H., Essa, S., Majed, S. UAE
	Bank Stability in selected Balkan countries: A Combined Econometric and Machine Learning Approach Nerjaku, S., Sinaj, V. - ALBANIA
	A Quantile Connectedness Analysis among U.S. Treasury 5-Year Yields, Market Volatility (VIX), the S&P 500, and Gold Prices: Evidence from the Bank of Japan Monetary Policy Transition Period (2021–2025) Anderson, W., ., K., Prasetyo, H. INDONESIA
	Digital Investment Decision among University Students: The Role of Financial Literacy and Risk Tolerance in Bandung Raya, Indonesia Heriady, C., Krisnawati, A. - INDONESIA
	Trust and Perceived Security in E-Banking Transaction. An Empirical Analysis of Demographic Factors and Usage Frequency in Greece PAPAVLASOPOULOS, A., Karagiannopoulou, S., SARIANNIDIS, N. - GREECE
	The Influence of Profitability, Good Corporate Governance, and Carbon Emission Disclosure on Firm Value: Evidence from Energy Sector Companies in Indonesia Intan Salsabila, A., Muslih, M. - INDONESIA
	From Sentiment Analysis to Large Language Models Recent Advances in Cryptocurrency Price Forecasting Dellopoulos, V., Antoniadis, I., Saprikis, V. - GREECE

FRIDAY 10 JULY

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PARALLEL SESSIONS

SESSION 1A : FINANCIAL ECONOMICS / MACROECONOMICS

Session Chair:

9:30-11:00	Socioeconomic Impact of Financial Literacy -Related Pawnshop Microcredit in Zapopan, Jalisco, and Boca del Río, Veracruz Vargas-Hernández, J.- MEXICO
	MODELING INTEREST RATES WITHIN A MACRO-FINANCE FRAMEWORK: AN EMPIRICAL ANALYSIS OF THE TURKISH ECONOMY (2000–2024) Macroeconomic Fundamentals, Financial Risk, and Policy Dynamics Dikmen, N.- TURKEY
	A Unified Category-Theoretic Framework for Macroeconomic Stress Testing: The USTMrDPP Model with Metabolic Feedback Loop for Slovenia 2020–2100 Miljevič, J., Gregorc, C., Miljevič, Š.-SLOVENIA
	The Role of Infrastructures on Educational and Health Outcomes in Western Africa Rogna, M.- SPAIN
	An exploration of the relationship between inward foreign direct investment and the informal economy Vlachos, V., Tsitouras, A. - GREECE

SESSION 1B (VIRTUAL) MACROECONOMICS

Session Chair:

9:30-11:30	Determinants of Circular Economy Performance Indicators in EU Countries ÖZLEM ÖNDER - TURKEY
	Income Inequality and Environmental Emissions within the Doughnut Economics Framework: An Empirical Analysis of the EU and Turkey Duygu Olçer , Aydanur Gacener Atış - TURKEY
	The Impact of Forest Load Capacity on Environmental Pollution in OECD Countries: Evidence from the MMQR Approach Bucak, Ç. -
	Does Redistribution Matter for Environmental Degradation in MENA? Evidence from Quantile and Panel Threshold Regressions Kozal, Ö., Köseadağlı, B. - TURKEY

Economic Growth, Employment and Sustainable Regional Development in Greece: Evidence from a Panel Data Analysis Karagiannis, G., Adamopoulos, A.- GREECE
Determinants of Foreign Direct Investment in Indonesia: The Role of GDRP, Domestic Investment, and Infrastructure Alauddin, F., Indrajaya, D.-INDONESIA
Unemployment in the European South <u>Vavouras, I., Petrakos, G., Vavoura, C. -GREECE</u>
Universities and Sustainable Development: A Comparative Study Using the THE Impact Rankings Kalimeri, A., Katarachia, A. - GREECE
THE IMPACT OF OPPORTUNISM ON THE SOCIOECONOMIC PARAMETERS OF COUNTRIES ON SELECTED CONTINENTS Hroncová Vicianová, J., Hronec, Š., Lukáč, M., Beresecká, J., Murínová, K. - SLOVAKIA
Regional Fiscal Readiness in Post-Soviet Transition Economies: An Integrated Framework with Evidence from Georgia Glonti, V. - GEORGIA
Fiscal Space, Debt Composition, and Output Stability: An Asymmetric Panel Approach for Emerging Economies. Fiscal Space, Debt Composition, and Output Stability Mohammed, T., Azedine, S. ALGERIA
The Digital Employment Paradox in Post-Soviet Transition Economies. Unpacking the Roles of Quality, Skills, and Threshold Effects Baxtiyor, S., Nailevich, R. - UZBEKISTAN
The Transmission Gap: A Measurement Framework for Labour Share of Growth in India's Export-Intensive Manufacturing Sectors Dasgupta, A.....

11:00-11:30 **COFFEE BREAK**

PARALLEL SESSIONS

SESSION 2A: MICROECONOMICS & MANAGEMENT

Session Chair: Prof. Nicholas Tsounis

11:30-13:00	The Impact of Artificial Intelligence on Risk Management Effectiveness: Empirical Evidence from Jordan Osama Shaban - JORDAN
	From Reputation Stock to Reputation Flow: Information-based Network Effects on short-term lease Sofia Zacharia, Nicholas Tsounis - GREECE
	Cooperation vs. Competition as a Function of Time Horizon Baranowska-Prokop, E., Prokop, J. - POLAND
	Measuring Disruptions in Hospital Care: The Hospital Admissions Gap in European Countries Amid COVID-19

Rychłowska-Musiał, E., Naskręcka, M. - POLAND

SESSION 2B: (VIRTUAL) MANAGEMENT

Session Chair:

11:30-14:00

The mediating role of sustainability collaboration and sustainability collaboration monitoring in firms' performance Iliopoulou, E., Vlachvei, A. - GREECE
IMPLEMENTATION OF GOOD CORPORATE GOVERNANCE AND DIGITAL SERVICES AT PT BCA FINANCE TO SUPPORT SERVICE EFFECTIVENESS THROUGH THE FINA APP MANURUNG, M., Yuliana, E. INDONESIA
Operational, Financial, and Advisory Coordination in Sustainable Fresh Fruit and Vegetable Supply Chains: Insights from Central Macedonia, Greece Batzios, A., Tsiouni, M., Kountios, G., Notta, O. - GREECE
Exploring and Developing an Initial Digital Government Quality (DigiGOVQUAL) Model through Exploratory Factor Analysis: Evidence from an Indonesia Urban Context Rosyiful Aqli, A., Windya Giri, R.
Digital Transformation and Human Resources in Healthcare: Reskilling and Organizational Culture Among Healthcare Staff Koutsonanou, A., Kalfas, D., Kalogiannidis, S., Kontsas, S., Drosou, A. - GREECE
Beyond the Job Description: How Work-Life Balance and Perceived Organizational Support Enhance Organizational Citizenship Behavior Among Generation Z Employees Graciela, A., Kristinawati, D. - INDONESIA
A bibliometric review of consumer food waste literature YAŞA ÖZELTÜRKAY, E., YAGCI, A. - TURKEY
Mitigating logistics risks through Intelligent Technologies in industrial enterprise Beko Europe. Bujda, P. SLOVAKIA
Empowerment, Teamwork, and Citizen Focus in Public Organizations: Effects on Organizational Commitment in Greece Xanthopoulou, P., Vytas, V., Papakonstantinou, S. - GREECE
THE CONTRIBUTION OF BUSINESS MANAGEMENT SCIENCE TO THE MUNICIPALITIES' SUSTAINABLE DEVELOPMENT THOMAS, E., Katarachia, A. GREECE
Agile Leadership and Innovative Performance of Civil Servants: The Mediating Role of Political and Social Capabilities Dharmawan, T., Wulansari, P. INDONESIA
The Effects of External Pressures on Environmental Management Accounting Practices in SMEs. Insights from Elbasan, Albania Sulanjaku, M., Muçelli, M. - ALBANIA

13:00-14:00

LUNCH BREAK

SESSION 3A MARKETING / MANAGEMENT

Session Chair:

14:00-15:15	AI Chatbots in Social Media Marketing: A Quantitative Study of User Experience, Satisfaction, and Customer Engagement on Facebook and Instagram KAMPERI, G., Gatzoufa, P., Saprikis, V., Antoniadis, I.-GREECE
	Adoption of GenAI in higher education: An empirical study in a Greek University Papanikolaou, I., Gatzoufa, P., Saprikis, V., Antoniadis, I.-GREECE
	Adoption of Digital Wallets: An Empirical Investigation of Generation Z and Millennials Katsani, S., Gatzoufa, P., Saprikis, V., Antoniadis, I. - GREECE
	A Holistic Approach to Examining Smartphone Users' Continuous Behavioral Intention Towards Chatbots_ Integrating Mobile Service Quality Factors into UTAUT2 Model Gatzoufa, P., Saprikis, V., Avlogiaris, G., Antoniadis, I., Fragulis, G. -GREECE
	The Impact of Pricing Strategies on Consumer Behavior: A Microeconomic and Marketing Perspective Papapanagos, H., Panopoulos, A. - GREECE
	Market strategies of energy companies in the face of decarbonisation. The role of AI in emission portfolio optimization and the risk of data manipulation (cyber-sovereignty) Kryśkiewicz, Ł. POLAND

SESSION 3B (VIRTUAL): MARKETING

Session Chair:

14:00-15:30	SHOPPING VALUE, CUSTOMER EXPERIENCE, AND PURCHASE INTENTION ON TIKTOK SHOP IN INDONESIA Maunah, K., Martini, E., Santoso, A. - INDONESIA
	Impact of Green Advertisement, Eco-Branding, and Consumer Innovativeness on Green Purchase Intention toward Aqua Brand among Generation Z in Indonesia Idham, M., Alfaiza, S. INDONESIA
	When AI Becomes Visible: Developer Disclosure, User Salience, and Review Outcomes on Steam Cabak, M., Elexa, L., Taborecka, J. SLOVAKIA
	Digital Leadership and the Implementation of Digital Marketing Strategies in Secondary Education Kouziaki, M., Vlachvei, A., Panopoulos, A. - GREECE
	The Applied Behavioral Models for the Prediction of Customers Choices: Implementation in Marketing Strategy and CDM in Restaurant Business Dubrovina, N., Grimberger, V., Hudakova, M. -SLOVAKIA
	Consumer Purchasing Behavior toward rPET-Based Packaging: Extending the Theory of Planned Behavior Through Green Supply Chain Management Nurannisa, P., Hendayani, R., Kharisma, M. INDONESIA
	The influence of Electronic Word of Mouth (eWOM) on the Purchase Intention HMNS Perfume Products via the TikTok Application Rustandi, L., Azis, E. INDONESIA

<p>The Role of Tiktok in Shaping Tourists’ Culinary Destination Decisions: An Extended UTAUT2 Study in Bandung’s Culinary Tourism, Indonesia Alika, N., Millanyani, H., Mansur, D. - INDONESIA</p>

SESSION 4A (VIRTUAL): FINANCIAL/MACROECONOMICS

Session Chair:

15:30-18:00	<p>Smart cities sustainability based on predictive analytics incorporating financial context Theodoros Anagnostopoulos, Evanthia Zervoudi, Theodoros Kounadeas, Apostolos Christopoulos - GREECE</p>
	<p>Macroeconomic Forecasting using the GRU Model: A literature Review with Applications to Morocco's Economic Growth Otmani, Z., Raouf, R. MAROCCO</p>
	<p>Building Resilient Central Bank Digital Currencies (CBDCs) Monetary Policy Implications for Offline and Low-Connectivity Environments in Emerging Economies Yusuf, B. – CZECH REPUBLIC</p>
	<p>Public Expenditure Configurations, Inequality and Human Development:A Cross-Country Cluster Analysis Bagnasco, A. ITALY</p>
	<p>Consumer trust as a financial offset: ESG implementation in the German clothing market Danz, J. - GERMANY</p>
	<p>Cash-Sensitive Portfolio Rebalancing Model: A Unified Liquidity-Aware Framework Ebrahimi, M. - CANADA</p>
	<p>Sector Heterogeneity in the ESG Risk–Financial Performance Relationship: Evidence from Financial and Non-Financial Firms Grofčíková, J., Izáková, K. - SLOVAKIA</p>
	<p>Evaluating the Efficacy (Efficiency) of GARCH Models in Forecasting Volatility Dynamics of Dow Jones Industrial Average Index under Global Shocks Marazi, M., Dritsaki, C. - GREECE</p>
	<p>Digital Financial Literacy as a Determinant of Saving and Investment Behaviors among Generation Z in Bandung Raya, Indonesia Hasna, S., Krisnawati, A. - INDONESIA</p>
	<p>Do ESG Performance and Enterprise Risk Management Enhance Firm Value? Empirical Evidence from Indonesia’s Most Liquid Stocks Sebayang, A., Krisnawati, A. - INDONESIA</p>
	<p>AI Dependency on Integrity and Professional Failure Risk among Early Career Corporate Accountants, with Accounting Cognitive Ability Putri, R., Riyadh, H. -INDONESIA</p>
	<p>Enhancing Risk Management through Behavioural Decision Analysis in IT Projects Thakur, K. -AUSTRIA</p>
	<p>Behavioural Biases and Investment Decision-Making among Generation Z: The Role of Financial Literacy in Shaping Financial Well-Being Rahayu, R., Juita, V., Kamal Nuri, A. - INDONESIA</p>

Digital Capability, Legal Autonomy, and Gendered Financial Inclusion: Micro Evidence from Sub-Saharan Africa Yang, T., Zhou, Z. -ITALY
Business Cycles in Morocco and Conditional Transition Probabilities to Recession Under External Shocks: A Markov-Switching Approach AJBABDI, I., ANOUALIGH, J. - MOROCCO

SESSION 5A (VIRTUAL): MARKETING

Session Chair:

18:00-19:30	The Attitude–Behaviour Gap in Sustainable Consumption: Evidence from Generations Y and Z in Slovakia Musa, H., Gundova, P., Škvareninová, D. - SLOVAKIA
	Measurement for Analyzing Social Media Marketing and eWOM on Service Usage Decisions Through Brand Image: Evidence from BLU Perkindo West Java Budidarma Rachmat, A., Indrawati, I. - INDONESIA
	The Effect of Environmental Concern on Green Brand Image and Its Impact on Brand Loyalty Among Fast Food Consumers in Indonesia Simbolon, A., Sagita, A. INDONESIA
	The Influence of Lozy Hijab’s TikTok Content Marketing on Brand Trust and Purchase Intention among Generation Z Iqoo, H., Martini, E. INDONESIA
	The Influence of Customer Reviews and Influencer Endorsement on Purchase Intention with Trust as a Moderating Variable for Garnier Products on Shopee Apridella, S., Rachmawati, I. - INDONESIA
	The Influence of Live Streaming Commerce on Purchase Intention Among Indonesian Women Consumers of Fashion Products on the Shopee E-commerce Platform. Ardhana Sukmana Wiratanu Putri, T., Prasetyo, A. - INDONESIA
	Impacts of Brand Ambassador Attributes on Purchase Intention in Digital Fashion Marketing: The Roles of Trustworthiness, Perceived Expertise, and Parasocial Relationship Syafitri, N., Azis, E. INDONESIA

SESSION 5A (VIRTUAL): MICROECONOMICS

Session Chair:

19:30-21:00	Climate Hotspots and Eco-efficiency of Maize Production in the Mediterranean: An LCA and DEA Assessment. ADAM, E., MAVROMMATI, A., PATAKAS, A., Pliakoura, A. - GREECE
	Financial Interdependence in Eurozone Defense Equities: Evidence from DCC-GARCH R ² -Decomposed Connectedness and Portfolio Strategies ARI, Y. - TURKEY
	Efficiency vs. Sustainability: Evidence on the Trade-off Between Intellectual Capital and ESG Performance Fernando, E., Hapsari, D., Riyadh, H., Soeprajitno, R., Latif, S. - INDONESIA
	Institutional Quality, Digital Skills, and Enterprise AI Adoption in the Western Balkans Kapllani, E. -

Reframing Smart Specialisation as Territorial Governance: A Territorial Perspective from Western Macedonia (Greece)

Papadopoulou, C., Mimis, D., Loizou, E., Chatzitheodoridis, F., Jurga, P. - GREECE

Sustainable Governance, Public Research Support and Environmental Performance in the EU Agri-Food Sector: A Cross-Country Panel Analysis

EFTHALITSIDOU, K., ZAFEIRIOU, E., Siakavaras, H., Panitsidis, K., Spinthiropoulos, K., SARIANNIDIS, N. -GREECE

Pesticide Use, Depression, and Farm Efficiency: Evidence from Greek Cotton Producers

Frengidou, E., Chatzimichael, K., Galanis, P., Frengidou, E. - GREECE

What Drives Firm Entry? Evidence from Low-Technology SMEs in Türkiye's Manufacturing Sector

Gürel Günal, G., Tunalı Çalışkan, E., Kışla, G. - TURKEY



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SESSION 1A (VIRTUAL): MANAGEMENT

Session Chair:

10:00-11:30	Media Richness of TikTok AI Features and Generation Z's Value Co-Creation Intention: The Mediating Role of Perceived Authenticity Sarah, T., Alfaiza, S., Omeish, F. - INDONESIA
	Mapping Digital Skills for Mobile Banking Adoption: Evidence from an Indonesian Urban Context Izzati, Y., Windya Giri, R. - INDONESIA
	The Mediating Role of Employee Satisfaction in the Relationship Between Compensation, Conflict Management, Work Environment, and Employee Performance in the Digital Collaboration Era: A Case Study of PT. X Christvelldy, A., Wulansari, P. - INDONESIA
	THE EFFECT OF HALAL SUPPLY CHAIN ON SUPPLY CHAIN PERFORMANCE WITH INNOVATION AS A MODERATOR AT TANJUNG PRIOK PORT INDONESIA Syifa, K., Himawan, A., Kharisma, M. - INDONESIA
	The Influence of Learning Development on Employee Performance: The Mediating Role of Work Motivation Ramdani, H., Indiyati, D. INDONESIA
	The Mediator role of SDG Disclosure Between ESG Disclosure and Financial Performance in Manufacturing Firms in Southeast Asia Larasati, D., Hapsari, D., Riyadh, H. - INDONESIA
	DO FOOTBALL TEAMS INEFFICIENTLY USE PLAYERS WHEN THE COMPETITIVE BALANCE DECREASES? Trifunovic, D., Jovic, Z., Mitrovic, D. - SLOVAKIA
	Do Board Skills Moderate the Relationship Between Board Size and CSR Strategy? Evidence from NASDAQ Companies Papadopoulou, V., Karagiannopoulou, S., Karapa-Cobani, S., Giannarakis, G. - GREECE

SESSION 2A (VIRTUAL): MANAGEMENT

Session Chair:

11:30-13:00	Digital Transformation in Public Administration: Assessing Human Capital and Organizational Culture in Greek Administrative Courts Georgitsi, M., Syndoukas, D., Kalogiannidis, S., Chatzitheodoridis, F., Parris, D. - GREECE
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<p>Mediation as a strategic HRM tool for organisational change in Greek public administration: A mixed-methods case study of the OPEKEPE–AADE transition supported by Multi-Criteria Decision Analysis Kokkaliari, V., Parris, D., Chatzitheodoridis, F., Vezou, M., Tziampazi, F. - GREECE</p>
<p>Leadership, Psychological Resilience, Occupational Stress and Performance in Greek Local Government: Evidence from the Municipality of Kozani Argyropoulos, N., Spinthiropoulos, K., Panitsidis, K., Syndouka, E., Maniadakis, I. - GREECE</p>
<p>Familiarisation and Acceptance of Digital Transformation Technologies among Greek Public Sector Employees Ntagkas, S., Ntagkas, F., Parris, D., Ntio, D., Papaevangelou, O.- GREECE</p>
<p>Primary School Teachers’ Soft Skills and Their Contribution to Classroom Management and the Creation of an Inclusive Climate Kotaridou, M., Parris, D., Michailidis, A., Kalogiannidis, S., Georgitsi, M.- GREECE</p>
<p>The Effect of Compensation and Work Flexibility on Work Productivity with Job Satisfaction as a Mediating Variable Among Social Commerce Live Workers in the Gig Economy: A Study in Bandung Fridayanti, M., Sary, F. - INDONESIA</p>
<p>Ethical Accounting Integrity in the ChatGPT Era: The Roles of Personal Best Goals and Accountant Competence Qodrio, A., Riyadh, H.- INDONESIA</p>
<p>BUSINESS MODEL DESIGN OF PT PUTIBIRU SUKSES GEMILANG USING THE BUSINESS MODEL CANVAS (BMC) APPROACH Kusumah, M., Triono, S. INDONESIA</p>
<p>A Bibliometric Analysis of the Education Job Mismatch Literature Türkoğlu Dündar, F., gacener atış, A. - TURKEY</p>
<p>Transformational Leadership and Digital Transformation: The Mediating Role of Employee Engagement — Evidence from Indonesia’s Cosmetic Manufacturing Industry Yuhendi, Dian Indiyati, INDONESIA</p>
<p>Confirmatory Factor Analysis of Digital Skills for Mobile Banking Users in Brebes Imtiyaz, W., Windya Giri, R. - INDONESIA</p>

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