
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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Dr. Antonios Tsitouras, University of Western Macedonia, Greece
Prof. Nicholas Tsounis, University of Western Macedonia, Greece
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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

VIRTUAL PARTICIPANTS MAY ATTEND THE PLENARY AND VIRTUAL SESSIONS
TIME IS LOCAL TIME IN WARSAW

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

PARALLEL SESSIONS

SESSION 1A: MACROECONOMICS

Session Chair: Prof. Nicholas Tsounis

11:30-13:00	<p>Innovation and Competition with Imperfect Patent Protection Marek Dietl , Łukasz Skrok - POLAND</p> <hr/> <p>Empirical Prediction of Default with Corporate Strategy Marek Dietl , Bogusław Bławat , Radosław Rejman - POLAND</p> <hr/> <p>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</p> <hr/> <p>From Credit Booms to Crises: External Imbalances And Growth Dynamics in the European Union Styliani Xanthakou, Melina Dritsaki - GREECE</p>
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Identifying Demand Drivers in the Creative Economy: A Hybrid Econometric–XGBoost Ensemble Framework Chukiat 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	Research Design and Reported Profitability in Technical Analysis Studies Prodromos Tsinaslanidis, Antonios Alexandridis, Achilleas Zapranis - 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 Rabbani, 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., Spinthropoulos, 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. - INDONESIA

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., Gatzoufa, P.-GREECE
	The Γ -Convergence of economic and social development in European Union countries: The context of digital transformation and technological change <u>Kluth, K.- POLAND</u>
	Do ESG Pay Off? Evidence from Operating Performance in European listed Firms <u>Toulios, C., Vlachvei, A. Notta, O., - GREECE</u>
	Perceived Benefits, Perceived Risks, and Digital Skills: Explaining Workers' Views of AI at Work Veiga, P., Reis, J. - PORTUGAL
	A Fuzzy SIWEC Decision-Model for Evaluating Factors Affecting Internship Placement Preferences: Insights from International Trade and Logistics Students Emre Kadir ÖZEKENCİ – Kübra TOPÇUOĞLU ONAT - TURKEY

International Conference
On Applied Economics

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

Session Chair: Prof. Ioannis Velentzas

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

SESSION 2C (VIRTUAL) MANAGEMENT

Session Chair:

14:00-15:30	Explaining Waste Management Efficiency in the Circular Economy: A DEA Application Elif Korkmaz Tümer , Erol Türker Tümer - TURKEY
	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
	Understanding the Role of University Communication in Higher Education Choice Laudárová, L., Jakuš Muthová, N., Merickova, B.-SLOVAKIA
	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
	Female Directors, Workforce Outcomes and the Moderating Role of Board Size: Evidence from Europe Zachos, D., Karagiannopoulou, S., Papadopoulou, V., Giannarakis, G.-GREECE
	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
	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
	Fostering future health entrepreneurs: the role of entrepreneurship education, self-efficacy and University environment. Aggelopoulos, T., Laspita, S., Sarri, A. - GREECE

SESSION 3A MARKETING

Session Chair: Prof. Aspasia Vlachvei

15:00-16:30	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
	One Strategy Does Not Fit All: Social Media Engagement in Greek Museums Vlachvei, A. Mavrogeni, S. - GREECE
	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

SESSION 3B (VIRTUAL) MICROECONOMICS

Session Chair: Dr. Angela Besana

15:30-16:45	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., Campion, M.J., Dominguez, E., Dominguez, N.O. - SPAIN
	Women Entrepreneurs as Cultural Custodians: Preserving Tourism Culture in Indonesia Through a Social Feminism Lens Ananda Olsi, R., Putri, M. - INDONESIA
	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
	The Digital Employment Paradox in Post-Soviet Transition Economies: Unpacking the Roles of Quality, Skills, and Threshold Effects Bakhtiyor Sobirov – UZBEKISTAN

SESSION 4A (VIRTUAL) MICROECONOMICS

Session Chair:

16:45-18:00	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
An Empirical Approach of GVC Participation and Public Health: The Case of Greece (1995–2022) Gerasimos Lengos, Melina Dritsaki - GREECE

SESSION 5A (VIRTUAL) INTERNATIONAL ECONOMICS

Session Chair:

18:00-20:00	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 Balçeli, 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

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

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VIRTUAL PARTICIPANTS MAY ATTEND THE PLENARY AND VIRTUAL SESSIONS

TIME IS LOCAL TIME IN WARSAW

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. - TURKEY
	Does Redistribution Matter for Environmental Degradation in MENA? Evidence from Quantile and Panel Threshold Regressions Kösedağlı, B., Kozal, Ö., - 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. - DUBAI
Energy Efficiency and Economic Performance: A Review of Policies, Market Mechanisms and Empirical Evidence Dimitrakopoulos, P., Makris, I., Apostolopoulos, S. - GREECE

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

PARALLEL SESSIONS

SESSION 2A: MICROECONOMICS & MANAGEMENT

Session Chair:

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. - INDONESIA
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., Gatzidoufa, P., Saprikis, V., Antoniadis, I.-GREECE
	Adoption of GenAI in higher education: An empirical study in a Greek University Papanikolaou, I., Gatzidoufa, P., Saprikis, V., Antoniadis, I.-GREECE
	Adoption of Digital Wallets: An Empirical Investigation of Generation Z and Millennials Katsani, S., Gatzidoufa, 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 Gatzidoufa, 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
	The Attitude–Behaviour Gap in Sustainable Consumption: Evidence from Generations Y and Z in Slovakia Musa, H., Gundova, P., Škvareninová, D. - 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
The Role of Tiktok in Shaping Tourists' Culinary Destination Decisions: An Extended UTAUT2 Study in Bandung's Culinary Tourism, Indonesia Aliko, N., Millanyani, H., Mansur, D. - INDONESIA
Examining the Influence of Integrated Marketing Communication on Customer Behaviour and Recommendation Intention in Netflix Indonesia Asnan, A., Azis, E. - INDONESIA
The Role of Brand Image and Perceived Quality in Purchase Decisions for Scarlett Brand Raihan Nabil , Salsabila Aisyah Alfaiza , Fandi Omeish - INDONESIA

SESSION 4A (VIRTUAL): FINANCIAL/MACROECONOMICS

Session Chair:

15:30-18:00	Smart cities sustainability based on predictive analytics incorporating financial context Theodoros Anagnostopoulos, Evanthia Zervoudi, Theodoros Kounadeas, Apostolos Christopoulos - GREECE
	Macroeconomic Forecasting using the GRU Model: A literature Review with Applications to Morocco's Economic Growth Otmani, Z., Raouf, R. - MOROCCO
	Building Resilient Central Bank Digital Currencies (CBDCs) Monetary Policy Implications for Offline and Low-Connectivity Environments in Emerging Economies Yusuf, B. – CZECH REPUBLIC
	Public Expenditure Configurations, Inequality and Human Development:A Cross-Country Cluster Analysis Bagnasco, A. - ITALY
	Consumer trust as a financial offset: ESG implementation in the German clothing market Danz, J. - GERMANY
	Cash-Sensitive Portfolio Rebalancing Model: A Unified Liquidity-Aware Framework Ebrahimi, M. - CANADA
	Sector Heterogeneity in the ESG Risk–Financial Performance Relationship: Evidence from Financial and Non-Financial Firms Grofčíková, J., Izáková, K. - SLOVAKIA
	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
	Digital Financial Literacy as a Determinant of Saving and Investment Behaviors among Generation Z in Bandung Raya, Indonesia Hasna, S., Krisnawati, A. - INDONESIA
	Do ESG Performance and Enterprise Risk Management Enhance Firm Value? Empirical Evidence from Indonesia's Most Liquid Stocks Sebayang, A., Krisnawati, A. - INDONESIA

AI Dependency on Integrity and Professional Failure Risk among Early Career Corporate Accountants, with Accounting Cognitive Ability Putri, R., Riyadh, H. - INDONESIA
Enhancing Risk Management through Behavioural Decision Analysis in IT Projects Thakur, K. - AUSTRIA
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
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	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., Prasetio, 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
	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

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.
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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. - ALBANIA
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 Günel, G., Tunalı Çalışkan, E., Kışla, G. - TURKEY

International Conference On Applied Economics

SATURDAY 11 JULY

Excursion

Please register your name at the registration desk

International Conference On Applied Economics (2026)

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 Dünder, 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>

International Conference On Applied Economics

SATURDAY 11 JULY

Excursion for ONSITE participants

Please register your name at the registration desk

Half-Day Cultural Excursion to Żelazowa Wola – In the Footsteps of Frédéric Chopin

As part of the ICOAE 2026 social programme, participants are warmly invited to join a **complimentary half-day cultural excursion to Żelazowa Wola**, the birthplace of Poland's most renowned composer, **Frédéric Chopin**.

Located in the heart of the beautiful Mazovian countryside, Żelazowa Wola offers visitors a unique opportunity to discover the life and legacy of one of the world's greatest musical figures. Participants will visit Chopin's charming birthplace museum, stroll through the magnificent gardens and park, and enjoy a memorable open-air piano concert featuring Chopin's music in the inspiring setting where his story began. The excursion also includes a traditional Polish lunch, providing a taste of local cuisine and hospitality while offering an excellent opportunity to network with fellow conference participants in a relaxed and picturesque environment.

Combining culture, history, music, and nature, this excursion is a wonderful way to experience an important part of Poland's heritage beyond the conference venue. Whether you are a music enthusiast or simply wish to explore one of Poland's most iconic cultural sites, this visit promises to be an unforgettable highlight of your stay in Warsaw.

Date: Saturday, 11 July 2026

Time: 09:30–15:30 (approximately 6 hours)

09:30 – Departure from the hotel Novotel Warszawa Centrum by coach

11:00 – Arrival in Żelazowa Wola

11:00–12:00 – Visit to the Fryderyk Chopin Birthplace Museum and the beautiful surrounding park

12:00–12:30 – Open-air piano concert (entrance tickets to the Fryderyk Chopin Birthplace Museum and Park, including attendance at the open-air piano concert are included)

12:30–14:00 – Lunch at a nearby local restaurant (three-course menu)

14:00 – Departure from Żelazowa Wola

15:30 – Arrival back at the hotel (Novotel Warszawa Centrum)



On Applied Economics

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Next ICOAE conference, ICOAE2027, will be held in

Izmir, Türkiye, 24-26 June 2027



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