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# ICOAE 2026

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## 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  
Prof. Jacek Prokop, Vice-Rector, SGH Warsaw School of Economics, Poland

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Prof. Yevgen Savelyev, Ternopil National Economic University, Ukraine  
Dr. Dimitrios Serenis, University of Coventry, United Kingdom

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Prof. Nicholas Tsounis, University of Western Macedonia, Greece  
Prof. Aspasia Vlachvei, University of Western Macedonia, Greece  
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Prof. George Zestos, Christopher Newport University, USA

## **Organising Committee**

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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International Conference  
On Applied Economics



International Conference  
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# 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	<b>REGISTRATION</b> Welcoming coffee
10:15-11:00	<b>PLENARY SESSION</b> Room: Aula I  Optimal Policy Learning with Budget Constraint and Minimum Coverage <b>Dr. Giovanni Cerulli</b> <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	<b>COFFEE BREAK</b>

### PARALLEL SESSIONS

**SESSION 1A: MACROECONOMICS** Room: Aula I

**Session Chair: Prof. Nicholas Tsounis**

11:30-13:00	Innovation and Competition with Imperfect Patent Protection <i>Marek Dietl , Łukasz Skrok - POLAND</i>
	Empirical Prediction of Default with Corporate Strategy <i>Marek Dietl , Bogusław Bławat , Radosław Rejman - POLAND</i>
	Testing the Twin Deficit Hypothesis: Short-Run and Long-Run Evidence from Ghana <i>Chukiatt Chaiboonsri , Samuel Owusu, Emmanuel Mensaklo, Anuphak Saosaovaphak, Anselm Komla Abotsi , Anthony Abbam - THAILAND</i>
	From Credit Booms to Crises: External Imbalances and Growth Dynamics in the European Union <i>Styliani Xanthakou, Melina Dritsaki - GREECE</i>
	Identifying Demand Drivers in the Creative Economy: A Hybrid Econometric-XGBoost Ensemble Framework <i>Chukiatt Chaiboonsri , Jittima Singvejsakul , Kannika Daungcharone , Paponsun Eakkapun - THAILAND</i>

Numerical analysis of coupled dynamic systems in economic models <i>Monovasilis, N., Monovasilis, T.</i> - GREECE
A Critical Re-examination of the European Paradox <i>Kaldellis, K., Fouskas, K.</i> - GREECE

**SESSION 1B: FINANCIAL ECONOMICS** Room: S6  
**Session Chair: Dr. Prodromos Tsinaslanidis**

11:30-13:00	Research Design and Reported Profitability in Technical Analysis Studies <i>Tsinaslanidis, P., Alexandridis, A., Zapranis, A.</i> - GREECE
	Tail Connectedness Investor Attention, VIX, and Stock Market Volatility: Evidence from the Pre-, During- and Post-COVID-19 Periods <i>YILMAZ ÖZEKENCİ, S., NUR, T., TOPALOĞLU, E.</i> -TURKEY
	Macroeconomic determinants of stock market returns: A dynamic analysis of the Casablanca stock exchange <i>Zizi, Y., Bensouda, M., Boutfssi, A.</i> - MOROCCO
	Demographic Challenges and Consumer Trust in Mortgage Loan Insurance: Evidence from Slovakia and the Czech Republic <i>Tatek Benetti, K., Izáková, K.</i> - CZECH REPUBLIC

**SESSION 1C (VIRTUAL): CONFLICT MANAGEMENT, LEADERSHIP AND ORGANIZATIONAL BEHAVIOR** Room: S7  
**Session Chairs: Stavros Kalogiannidis & Dimitrios Parris**

11:30-14:00	Leadership and Conflict Management: The Role of Emotional and Cultural Intelligence <i>Kapetanaki, T., Spinthiropoulos, K., Chatzitheodoridis, F., Kalogiannidis, S., Vyzas, D.</i> - GREECE
	Ethical Leadership, Organisational Resilience and Organisational Culture in the Greek Public Sector: A Quantitative Study of Judicial Services in the Region of Thessaly <i>Gkougkoulia, M., Parris, D., Loizou, E., Papaevangelou, O., Tziampazi, F.</i> - GREECE
	Unlocking Firm Value: ESG Performance, Board Diversity, and Managerial Ownership <i>Rabbani, M., Hapsari, D., Riyadh, H., Latif, S.</i> - 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 <i>Atifah, W., Windya Giri, R., Achmadi, N.</i> - INDONESIA
	Digital Transformation for Resilient and Sustainable Healthcare Systems: A Bibliometric Perspective <i>Charalampopoulos, V., Zournatzidou, G., Sklavos, G.</i> - GREECE
	Citizens' Service Centres (KEP): Communication, service and causes of conflict between employees and citizens in modern Greek public administration <i>Malliachova, A., Chatzitheodoridis, F., Parris, D., Efthalitsidou, K., Maniadakis, I.</i> GREECE
	The Effectiveness of Alternative Dispute Resolution in Reducing Workplace Litigation in Greek Corporations <i>Syndouka, E., Kalogiannidis, S., Spinthiropoulos, K., Vezou, M., Maniadakis, I.</i> - GREECE

Leadership, Psychological Resilience, Occupational Stress and Performance in Greek Local Government: Evidence from the Municipality of Kozani <i>Argyropoulos, N., Spinthiropoulos, K., Panitsidis, K., Syndouka, E., Maniadakis, I.</i> - GREECE
The Role of Good Corporate Governance on Profitability and Firm Value: An Empirical Study on the Indonesian Banking Sub-Industry <i>Wulandari, J., Krisnawati, A.</i> - INDONESIA

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

**PARALLEL SESSIONS**

**SESSION 2A: MANAGEMENT** Room: Aula I  
**Session Chair: Prof. Aspasia Vlachvei**

14:00-15:30	The Impacts of Humor Appeal and Spokesperson Gender in Meme Advertising- An Eye Tracking Approach <i>Yaonan Lin, Yu-ting Lin</i> - TAIWAN
	Digital Ecosymmetry: Towards a New Framework for Ecosystem-Based Digital Transformation <i>Antoniadis, I., Saprikis, V., Gatzidoufa, P.</i> -GREECE
	The F-Convergence of economic and social development in European Union countries: The context of digital transformation and technological change <i>Kluth, K.</i> - POLAND
	Do ESG Pay Off? Evidence from Operating Performance in European listed Firms <i>Toulios, C., Vlachvei, A. Notta, O.</i> - GREECE
	Perceived Benefits, Perceived Risks, and Digital Skills: Explaining Workers' Views of AI at Work <i>Veiga, P., Reis, J.</i> - PORTUGAL
	A Fuzzy SIWEC Decision-Model for Evaluating Factors Affecting Internship Placement Preferences: Insights from International Trade and Logistics Students <i>Emre Kadir ÖZEKENCİ – Kübra TOPÇUOĞLU ONAT</i> - TURKEY

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**SESSION 2B: INVESTIGATION AND FORENSIC TECHNIQUES FOR DEALING WITH CORRUPTION AND FINANCIAL CRIMES** Room: S6  
**Session Chair: Prof. Ioannis Velentzas**

14:00-15:00	Accounting Tricks <i>Velentzas, J., Broni G., Kiriakoulis G. - GREECE</i>
	Forms of Creative Accounting <i>Broni,G., Velentzas J., Kiriakoulis G., Avramopoulos, E. - GREECE</i>
	Business Dilemmas on Moral Strategic Decisions According to the New Anticorruption Directive in the EU <i>Broni,G., Velentzas J., Kartalis, N.-GREECE</i>
	Deceptive financial behaviour within the framework of Creative / Inventive Accounting <i>Velentzas J., Broni G., Kartalis N., Panou G., Avramopoulos, E. - GREECE</i>
	AMLA and the Single Rulebook: The new architecture of the European Union's framework for combating money laundering <i>Skalidi, H. - GREECE</i>

**SESSION 2C (VIRTUAL) MANAGEMENT** Room: S7  
**Session Chair: Dr. Stavroula Laspita**

14:00-15:30	Explaining Waste Management Efficiency in the Circular Economy: A DEA Application <i>Elif Korkmaz Tümer , Erol Türker Tümer - TURKEY</i>
	Life Cycle Assessment in SMEs as a Lever for the Circular Economy: Barriers and Drivers in Poland and Slovakia <i>Musová, Z., Miháliková, L., Malá, D. - SLOVAKIA</i>
	Understanding the Role of University Communication in Higher Education Choice <i>Laudárová, L., Jakuš Muthová, N., Merickova, B.-SLOVAKIA</i>
	The Influence of Entrepreneurial Orientation, Organizational Culture, and Knowledge Management on MSME Performance: The Mediating Role of Innovation Capability in Indonesia <i>Ihsan, N., Putri, M.- INDONESIA</i>
	Female Directors, Workforce Outcomes and the Moderating Role of Board Size: Evidence from Europe <i>Zachos, D., Karagiannopoulou, S., Papadopoulou, V., Giannarakis, G.-GREECE</i>
	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 <i>Suhadi, S., Wulansari, P. - INDONESIA</i>
	Fostering future health entrepreneurs: the role of entrepreneurship education, self-efficacy and University environment. <i>Aggelopoulos, T., Laspita, S., Sarri, A. - GREECE</i>

**SESSION 3A MARKETING** Room: Aula I  
**Session Chair: Prof. Ioannis Antoniadis**

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 <i>Panopoulos, A., Daoutzi, E. – GREECE</i>
	One Strategy Does Not Fit All: Social Media Engagement in Greek Museums <i>Vlachvei, A. Mavrogeni, S. – GREECE</i>
	Uncorking Visitor Preferences: What Draws Visitors to a Winery? <i>Kamenidou, I., Mamalis, S.- GREECE</i>
	Digital Marketing Capabilities and Winery Competitiveness: Evidence from the Greek Wine Industry <i>Notta, O., Lamprou, K., Vlachvei, A. – GREECE</i>

**SESSION 3B (VIRTUAL) MICROECONOMICS** Room: S7  
**Session Chair: Dr. Konstantinos Spinthiropoulos**

15:30-16:45	Feed or Flicker? Measuring the Forecasting Power of Cable News and Twitter Economic Uncertainty on Cosumer Confidence <i>Kahai, S., Tuli, A., Dantal, A.- USA</i>
	Limits and Alternatives to AUROC for the Evaluation of Rare Events in Economics <i>Perales, J., Campion, M.J., Dominguez, E., Dominguez, N.O. - SPAIN</i>
	Women Entrepreneurs as Cultural Custodians: Preserving Tourism Culture in Indonesia Through a Social Feminism Lens <i>Ananda Olsi, R., Putri, M. - INDONESIA</i>
	Productivity Gaps and Growth Trajectories in Slovak Shared Service Centers: A Parent-Subsidiary Benchmark <i>Papíková, L., Pšenák, P. - SLOVAKIA</i>
	Hiring, Stabilized, and Reducing: Workforce Strategy, Pay, and Productivity in Slovak Shared Service Centers <i>Papíková, L., Pšenák, P. - SLOVAKIA</i>
	The Digital Employment Paradox in Post-Soviet Transition Economies: Unpacking the Roles of Quality, Skills, and Threshold Effects <i>Bakhtiyor Sobirov – UZBEKISTAN</i>
	From Digital Courts to Intelligent Justice: A Bibliometric Analysis of Global e-Justice Research Trends <i>Ragazou, K., Spinthiropoulos, K., Panitsidis, K., Vezou, M., Tsiggenopoulou, M., Gkova, G.- GREECE</i>

**SESSION 4A (VIRTUAL) MICROECONOMICS** Room: S7  
**Session Chair: Dr. Melina Dritsaki**

16:45-18:00	An Empirical Approach of GVC Participation and Public Health: The Case of Greece (1995–2022) <i>Gerasimos Lengos, Melina Dritsaki - GREECE</i>
	Burnout and Job Satisfaction in Regional Public Administration: A Case Study from the North Aegean <i>Anna Kampouri, Melina Dritsaki - GREECE</i>

ESG Reporting and Consumer Behaviour: A Paradigm Shift Towards Sustainable Consumption <i>Hroncová Vicianová, J., Musa, H., Kovács, O., Smutný, F., Zorvanová, J.</i> - SLOVAKIA
Assessing the Importance of Crisis Impacts on SMEs in Slovakia: COVID-19 vs. the War in Ukraine in the Context of Sustainability <i>Vinczeová, M., Klement, L., Klementová, V., Vinze, V.</i> - SLOVAKIA
Human–Machine Symbiosis and the Human–Centricity Tensions in Industry 5.0: A Systematic Qualitative Analysis <i>Rhouiri, M., Boutfssi, A., Zizi, Y., Bensouda, M.</i> - MOROCCO
Operational Efficiency and Productivity Dynamics in Greek Fruit and Vegetable Cooperatives <i>Mavrommati, A., Pliakoura, A., Adam, E., Kontogeorgos, A.</i> - GREECE

**SESSION 5A (VIRTUAL) INTERNATIONAL ECONOMICS** Room: S7  
**Session Chair: Dr. Nihal Bayraktar**

18:00-20:00	Country-Level Export Variety and Firm Innovation: Evidence from Exporting and Non-Exporting Firms <i>Bayraktar, N.</i> - USA
	Bayesian VAR Analysis of US Economic Crisis Transmission to Vietnam: Lessons from 2007–2008 and Structural Buffers of the Post-GFC Decade <i>Le, P., Ho, T., Lam, T.</i> - VIETNAM
	US Tariff Pass-Through to Vietnam: A Sign-Restricted Bayesian SVAR <i>Le, P., Ho, T., Lam, T.</i> - VIETNAM
	Analysis of the Determinant Factors of Intra-Industry Trade of Information and Communication Technology (ICT) Commodities among ASEAN-5 Countries <i>Nugraha, M., Indrajaya, D.</i> - INDONESIA
	Revealed comparative advantage of cereals intra-EU exports from Bulgaria two decades after the Accession Treaty <i>Ivanova, M.</i> - BOULGARIA
	Regional Disparities and Spatial Dependence in Technology-Intensity-Based Exports: The Case of Türkiye <i>Balçeli, İ., Saygılı, R.</i> - TURKEY
	Business Cycles in Morocco and Conditional Transition Probabilities to Recession Under External Shocks: A Markov-Switching Approach <i>Ajbabdi, I., Anoualigh, J.</i> - MOROCCO
	Exchange Rate Volatility and Policy Credibility under a Dual Exchange Rate Regime: Evidence of Myanmar <i>Zaw, T., Tansuchat, R., Yamaka, W.</i> -THAILAND

**SESSION 6A (VIRTUAL) FINANCIAL ECONOMICS** Room: S7  
**Session Chair: Dr. Evangelos Saprikis**

20:00-21:30	The Heterogeneous Impact of Interest Rate Shocks on Mortgage Delinquency (2022–2025) <i>Do, P.</i> - VIETNAM
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<p>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  <i>Qonitah, F., Pratomo, D., Riyadh, H., Latif, S.</i> - INDONESIA</p>
<p>THE IMPACT OF OPPORTUNISM ON THE ECONOMY AND FINANCIAL STABILITY OF MUNICIPALITIES IN SLOVAKIA  <i>Hronec, Š., Beresecká, J., Murínová, K., Hronec, M., Jánošová, D.</i> - SLOVAKIA</p>
<p>From ESG Strategy to Sustainable Project Portfolio Management: An Entropy–Reinforcement Learning Approach for European Financial Institutions  <i>Samantzis, C., Ragazou, K., Panitsidis, K., Vezou, M., Gerodimou, V.</i> - GREECE</p>
<p>Bridging ESG Disclosure and Institutional Readiness: A Triangulated MCDM Framework for Sustainable Financial Transformation  <i>Nikolaidis, N., Ragazou, K., Spinthiropoulos, K., Chatzitheodoridis, F., Vaina, S.</i> - GREECE</p>
<p>Bank Stability in selected Balkan countries: A Combined Econometric and Machine Learning Approach  <i>Nerjaku, S., Sinaj, V.</i> - ALBANIA</p>
<p>A Quantile Connectedness Analysis among U.S. Treasury 5-Year Yields, Market Volatility (VIX), the S&amp;P 500, and Gold Prices: Evidence from the Bank of Japan Monetary Policy Transition Period (2021–2025)  <i>Anderson, W., ., K., Prasetyo, H.</i> INDONESIA</p>
<p>Digital Investment Decision among University Students: The Role of Financial Literacy and Risk Tolerance in Bandung Raya, Indonesia  <i>Heriady, C., Krisnawati, A.</i> - INDONESIA</p>
<p>Trust and Perceived Security in E-Banking Transaction. An Empirical Analysis of Demographic Factors and Usage Frequency in Greece  <i>Papavlasopoulos, A., Karagiannopoulou, S., Sariannidis, N.</i> - GREECE</p>
<p>The Influence of Profitability, Good Corporate Governance, and Carbon Emission Disclosure on Firm Value: Evidence from Energy Sector Companies in Indonesia  <i>Intan Salsabila, A., Muslih, M.</i> - INDONESIA</p>
<p>From Sentiment Analysis to Large Language Models Recent Advances in Cryptocurrency Price Forecasting  <i>Dellopoulos, V., Antoniadis, I., Saprikis, V.</i> - GREECE</p>

# International Conference On Applied Economics

## FRIDAY 10 JULY

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### PARALLEL SESSIONS

**SESSION 1A : FINANCIAL ECONOMICS / MACROECONOMICS** Room: S6

**Session Chair: Dr. Antonios Tsitouras**

9:30-11:00	Socioeconomic Impact of Financial Literacy -Related Pawnshop Microcredit in Zapopan, Jalisco, and Boca del Río, Veracruz <i>Vargas-Hernández, J.- MEXICO</i>
	Modeling interest rates within a macro-finance framework: an empirical analysis of the Turkish economy (2000–2024) Macroeconomic Fundamentals, Financial Risk, and Policy Dynamics <i>Dikmen, N.- TURKEY</i>
	A Unified Category-Theoretic Framework for Macroeconomic Stress Testing: The USTMrDPP Model with Metabolic Feedback Loop for Slovenia 2020–2100 <i>Miljevič, J., Gregorc, C., Miljevič, Š.-SLOVENIA</i>
	The Role of Infrastructures on Educational and Health Outcomes in Western Africa <i>Rogna, M.- SPAIN</i>
	An exploration of the relationship between inward foreign direct investment and the informal economy <i>Vlachos, V., Tsitouras, A. - GREECE</i>
	Analyzing the Impact of Foreign Exchange Market Dynamics on Sectoral Growth in Nigeria: A Comprehensive Review <i>Ihugba, O., Orji, A., Duru, E., Nnajieta, C., Ndukwe-Ani, P. – NIGERIA - USA</i>
	Assessing EU-Mercosur Trade Agreement: A PPML Gravity Model Analysis of Agricultural and Livestock products <i>Kyrgiakos, L., Karkanis, D., Koutouzidou, G., Kleftodimos, G., Vlontzos, G., Melfou, K. - GREECE</i>

**SESSION 1B (VIRTUAL) MACROECONOMICS** Room: S7

**Session Chair: Dr. Antonios Adamopoulos**

9:30-11:30	Determinants of Circular Economy Performance Indicators in EU Countries <i>ÖZLEM ÖNDER - TURKEY</i>
	Income Inequality and Environmental Emissions within the Doughnut Economics Framework: An Empirical Analysis of the EU and Turkey <i>Duygu Olçer, Aydanur Gacener Atış - TURKEY</i>
	The Impact of Forest Load Capacity on Environmental Pollution in OECD Countries: Evidence from the MMQR Approach <i>Bucak, Ç. - TURKEY</i>

Does Redistribution Matter for Environmental Degradation in MENA? Evidence from Quantile and Panel Threshold Regressions <i>Kösedağlı, B., Kozal, Ö., - TURKEY</i>
Economic Growth, Employment and Sustainable Regional Development in Greece: Evidence from a Panel Data Analysis <i>Karagiannis, G., Adamopoulos, A.- GREECE</i>
Determinants of Foreign Direct Investment in Indonesia: The Role of GDP, Domestic Investment, and Infrastructure <i>Alauddin, F., Indrajaya, D.-INDONESIA</i>
Unemployment in the European South <i>Vavouras, I., Petrakos, G., Vavoura, C. -GREECE</i>
Universities and Sustainable Development: A Comparative Study Using the THE Impact Rankings <i>Kalimeri, A., Katarachia, A. - GREECE</i>
The impact of opportunism of the socioeconomic parameters of countries on selected continents <i>Hroncová Vicianová, J., Hronec, Š., Lukáč, M., Beresecká, J., Murínová, K. - SLOVAKIA</i>
Regional Fiscal Readiness in Post-Soviet Transition Economies: An Integrated Framework with Evidence from Georgia <i>Glonti, V. - GEORGIA</i>
Fiscal Space, Debt Composition, and Output Stability: An Asymmetric Panel Approach for Emerging Economies. Fiscal Space, Debt Composition, and Output Stability <i>Mohammed, T., Azedine, S. - ALGERIA</i>
The Digital Employment Paradox in Post-Soviet Transition Economies. Unpacking the Roles of Quality, Skills, and Threshold Effects <i>Baxtiyor, S., Nailevich, R. - UZBEKISTAN</i>
The Transmission Gap: A Measurement Framework for Labour Share of Growth in India's Export-Intensive Manufacturing Sectors <i>Dasgupta, A. - UAE</i>
Energy Efficiency and Economic Performance: A Review of Policies, Market Mechanisms and Empirical Evidence <i>Dimitrakopoulos, P., Makris, I., Apostolopoulos, S. - GREECE</i>

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

## PARALLEL SESSIONS

**SESSION 2A: MICROECONOMICS & MANAGEMENT** Room: S7

**Session Chair: Prof. Jacek Prokop**

11:30-13:00

The Impact of Artificial Intelligence on Risk Management Effectiveness: Empirical Evidence from Jordan  
*Osama Shaban - JORDAN*

Determinants of Regional Tourism Demand: the case of the region of Western Macedonia in Greece  
*Bertsatos, G., Tsounis, N. - GREECE*

Cooperation vs. Competition as a Function of Time Horizon

<i>Baranowska-Prokop, E., Prokop, J.</i> - POLAND
Measuring Disruptions in Hospital Care: The Hospital Admissions Gap in European Countries Amid COVID-19
<i>Rychłowska-Musiał, E., Naskręcka, M.</i> - POLAND
Reframing Smart Specialisation as Territorial Governance: A Territorial Perspective from Western Macedonia (Greece)
<i>Papadopoulou, C., Mimis, D., Loizou, E., Chatzitheodoridis, F., Jurga, P.</i> - GREECE
Smart cities sustainability based on predictive analytics incorporating financial context
<i>Theodoros Anagnostopoulos, Evanthia Zervoudi, Theodoros Kounadeas, Apostolos Christopoulos</i> - GREECE
Pesticide Use, Depression, and Farm Efficiency: Evidence from Greek Cotton Producers
<i>Frengidou, E., Chatzimichael, K., Galanis, P., Frengidou, E.</i> - GREECE

**SESSION 2B: (VIRTUAL) MANAGEMENT** Room: S7  
**Session Chair: Dr. Efthimia Iliopoulou**

11:30-14:00

The mediating role of sustainability collaboration and sustainability collaboration monitoring in firms' performance
<i>Iliopoulou, E., Vlachvei, A.</i> - GREECE
Implementation of good corporate governance and digital services at PT BCA finance to support service effectiveness through the FINA APP
<i>Manurung, M., Yuliana, E.</i> - INDONESIA
Operational, Financial, and Advisory Coordination in Sustainable Fresh Fruit and Vegetable Supply Chains: Insights from Central Macedonia, Greece
<i>Batzios, A., Tsiouni, M., Kountios, G., Notta, O.</i> - GREECE
Exploring and Developing an Initial Digital Government Quality (DigiGOVQUAL) Model through Exploratory Factor Analysis: Evidence from an Indonesia Urban Context
<i>Rosyiful Aqli, A., Windya Giri, R.</i> - INDONESIA
Beyond the Job Description: How Work-Life Balance and Perceived Organizational Support Enhance Organizational Citizenship Behavior Among Generation Z Employees
<i>Graciela, A., Kristinawati, D.</i> - INDONESIA
A bibliometric review of consumer food waste literature
<i>Yagsi, A. C., Yasa Ozelturkay, E.</i> - TURKEY
Mitigating logistics risks through Intelligent Technologies in industrial enterprise Beko Europe.
<i>Bujda, P.</i> - SLOVAKIA
Empowerment, Teamwork, and Citizen Focus in Public Organizations: Effects on Organizational Commitment in Greece
<i>Xanthopoulou, P., Vyttas, V., Papakonstantinou, S.</i> - GREECE
The contribution of business management science to the municipalities' sustainable development
<i>Thomas, E., Katarachia, A.</i> - GREECE
The Women's Empowerment and Environmental Degradation Nexus: An Empirical Analysis from an Ecofeminist Perspective
<i>Özcan Altan, M., Türkcan, B.</i> - TURKEY
Agile Leadership and Innovative Performance of Civil Servants: The Mediating Role of Political and Social Capabilities

<i>Dharmawan, T., Wulansari, P. - INDONESIA</i>
The Effects of External Pressures on Environmental Management Accounting Practices in SMEs. Insights from Elbasan, Albania
<i>Sulanjaku, M., Muçelli, M. - ALBANIA</i>

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

**SESSION 3A MARKETING / MANAGEMENT Room: S7**

**Session Chair: Prof. Ourania Notta**

14:00-15:15	AI Chatbots in Social Media Marketing: A Quantitative Study of User Experience, Satisfaction, and Customer Engagement on Facebook and Instagram <i>Kamperi, G., Gatzidoufa, P., Saprikis, V., Antoniadis, I.-GREECE</i>
	Adoption of GenAI in higher education: An empirical study in a Greek University <i>Papanikolaou, I., Gatzidoufa, P., Saprikis, V., Antoniadis, I.-GREECE</i>
	Adoption of Digital Wallets: An Empirical Investigation of Generation Z and Millennials <i>Katsani, S., Gatzidoufa, P., Saprikis, V., Antoniadis, I. - GREECE</i>
	A Holistic Approach to Examining Smartphone Users' Continuous Behavioral Intention Towards Chatbots_ Integrating Mobile Service Quality Factors into UTAUT2 Model <i>Gatzidoufa, P., Saprikis, V., Avlogiaris, G., Antoniadis, I., Fragulis, G. -GREECE</i>
	The Impact of Pricing Strategies on Consumer Behavior: A Microeconomic and Marketing Perspective <i>Papapanagos, H., Panopoulos, A. - GREECE</i>
	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) <i>Kryśkiewicz, Ł. - POLAND</i>

**SESSION 3B (VIRTUAL): MARKETING Room: S7**

**Session Chair: Prof. Aspasia Vlachvei**

14:00-15:30	Shopping value, customer experience, and purchase intention on TIKTOK shop in Indonesia <i>Maunah, K., Martini, E., Santoso, A. - INDONESIA</i>
	Impact of Green Advertisement, Eco-Branding, and Consumer Innovativeness on Green Purchase Intention toward Aqua Brand among Generation Z in Indonesia <i>Idham, M., Alfaiza, S. INDONESIA</i>
	When AI Becomes Visible: Developer Disclosure, User Salience, and Review Outcomes on Steam <i>Cabak, M., Elexa, L., Taborecka, J. SLOVAKIA</i>
	The Attitude–Behaviour Gap in Sustainable Consumption: Evidence from Generations Y and Z in Slovakia <i>Musa, H., Gundova, P., Škvareninová, D. - SLOVAKIA</i>
	Digital Leadership and the Implementation of Digital Marketing Strategies in Secondary Education <i>Kouziaki, M., Vlachvei, A., Panopoulos, A. - GREECE</i>
	The Applied Behavioral Models for the Prediction of Customers Choices: Implementation in Marketing Strategy and CDM in Restaurant Business <i>Dubrovina, N., Grimberger, V., Hudakova, M. -SLOVAKIA</i>

Consumer Purchasing Behavior toward rPET-Based Packaging: Extending the Theory of Planned Behavior Through Green Supply Chain Management <i>Nurannisa, P., Hendayani, R., Kharisma, M. - INDONESIA</i>
The influence of Electronic Word of Mouth (eWOM) on the Purchase Intention HMNS Perfume Products via the TikTok Application <i>Rustandi, L., Azis, E. - INDONESIA</i>
The Role of Tiktok in Shaping Tourists' Culinary Destination Decisions: An Extended UTAUT2 Study in Bandung's Culinary Tourism, Indonesia <i>Alika, N., Millanyani, H., Mansur, D. - INDONESIA</i>
Examining the Influence of Integrated Marketing Communication on Customer Behaviour and Recommendation Intention in Netflix Indonesia <i>Asnan, A., Azis, E. - INDONESIA</i>
The Role of Brand Image and Perceived Quality in Purchase Decisions for Scarlett Brand <i>Raihan Nabil, Salsabila Aisyah Alfaiza, Fandi Omeish - INDONESIA</i>

**SESSION 4A (VIRTUAL): FINANCIAL ECONOMICS/MACROECONOMICS** Room: S7  
**Session Chair: Dr. Gerassimos Bertsatos**

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

<i>Thakur, K.</i> - AUSTRIA
Behavioural Biases and Investment Decision-Making among Generation Z: The Role of Financial Literacy in Shaping Financial Well-Being <i>Rahayu, R., Juita, V., Kamal Nuri, A.</i> - INDONESIA
Digital Capability, Legal Autonomy, and Gendered Financial Inclusion: Micro Evidence from Sub-Saharan Africa <i>Yang, T., Zhou, Z.</i> - ITALY
ESG performance and Creditworthiness: Do ESG factors matter for Corporate Credit Ratings in the UAE Non-Financial Companies <i>Banerjee, R., Grassa, R., Alrais, M., Alattar, M., Aboudi, H., Essa, S., Majed, S.</i> - UAE

**SESSION 5A (VIRTUAL): MARKETING** Room: S7

**Session Chair: Dr. Angela Besana**

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 <i>Budidarma Rachmat, A., Indrawati, I.</i> - INDONESIA
	The Effect of Environmental Concern on Green Brand Image and Its Impact on Brand Loyalty Among Fast Food Consumers in Indonesia <i>Simbolon, A., Sagita, A.</i> - INDONESIA
	The Influence of Lozy Hijab's TikTok Content Marketing on Brand Trust and Purchase Intention among Generation Z <i>Iqoo, H., Martini, E.</i> - INDONESIA
	The Influence of Customer Reviews and Influencer Endorsement on Purchase Intention with Trust as a Moderating Variable for Garnier Products on Shopee <i>Apidella, S., Rachmawati, I.</i> - INDONESIA
	The Influence of Live Streaming Commerce on Purchase Intention Among Indonesian Women Consumers of Fashion Products on the Shopee E-commerce Platform. <i>Ardhana Sukmana Wiratanu Putri, T., Prasetio, A.</i> - INDONESIA
	Impacts of Brand Ambassador Attributes on Purchase Intention in Digital Fashion Marketing: The Roles of Trustworthiness, Perceived Expertise, and Parasocial Relationship <i>Syafitri, N., Azis, E.</i> - INDONESIA
	Economics and fundraising of music for health <i>Besana, A., Clavenna, V.</i> - ITALY
	Economics of Intangibles in Italian Luxury with Craft Expertise and across New Segments <i>Besana, A., Rossi, G., Colacchio, C.</i> - ITALY
	Determinants of Behavioural Intention Toward AI Chatbots in Greece: A PLS-SEM Approach <i>Ntio, D., Vougalis, E., Parris, D., Papaevangelou, O., Kalfa, M.</i> - GREECE

**SESSION 6A (VIRTUAL): MICROECONOMICS** Room: S7

**Session Chair: Sofia Zacharia**

19:30-21:00	Climate Hotspots and Eco-efficiency of Maize Production in the Mediterranean: An LCA and DEA Assessment. <i>Adam, E., Mavrommati, A., Patakas, A., Pliakoura, A.</i> - GREECE
	From Reputation Stock to Reputation Flow: Information-based Network Effects on short-term lease <i>Zacharia, S., Tsounis, N.</i> - GREECE

<p>Financial Interdependence in Eurozone Defense Equities: Evidence from DCC-GARCH R<sup>2</sup>-Decomposed Connectedness and Portfolio Strategies  <i>Ari, Y.</i> - TURKEY</p>
<p>Efficiency vs. Sustainability: Evidence on the Trade-off Between Intellectual Capital and ESG Performance  <i>Fernando, E., Hapsari, D., Riyadh, H., Soeprajitno, R., Latif, S.</i> - INDONESIA</p>
<p>Institutional Quality, Digital Skills, and Enterprise AI Adoption in the Western Balkans  <i>Kapllani, E.</i> - ALBANIA</p>
<p>Sustainable Governance, Public Research Support and Environmental Performance in the EU Agri-Food Sector: A Cross-Country Panel Analysis  <i>Efthalitsidou, K., Zafeiriou, E., Siakavaras, H., Panitsidis, K., Spinthiropoulos, K., Sariannidis, N.</i> -GREECE</p>
<p>Mental Health-Oriented Human Resource Management as a Driver of Sustainable Project Performance: Evidence from the Social Dimension of ESG  <i>Ragazou, K., Panitsidis, K., Sklavos, G., Michailidou, A., Paschou, I., Vaina, S.</i>- GREECE</p>
<p>What Drives Firm Entry? Evidence from Low-Technology SMEs in Türkiye's Manufacturing Sector  <i>Gürel Günal, G., Tunalı Çalışkan, E., Kışla, G.</i> - TURKEY</p>
<p>The Applied Behavioural Models for the Prediction of Customers Choices: Implementation in Marketing Strategy and CDM in Restaurant Business  <i>Dubrovina, N., Grimberger, V., Hudakova, M.</i>- GREECE</p>
<p>THE ROLE OF BRAND IMAGE AND PERCEIVED QUALITY IN PURCHASE DECISIONS FOR SCARLETT BRAND  <i>Nabil, R., Alfaiza, S., Omeish, F.</i>-INDONESIA</p>
<p>The Role of Entrepreneurial Orientation and Business Strategy Innovation in Archieving Competitiveness: A Case Study of Furniture Businesses at Bandung Regency  <i>Fitriana, N., Ghina, A.</i>-INDONESIA</p>

# 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: Dr. Grigorios Giannarakis

10:00-11:30

Media Richness of TikTok AI Features and Generation Z's Value Co-Creation Intention: The Mediating Role of Perceived Authenticity <i>Sarah, T., Alfaiza, S., Omeish, F. - INDONESIA</i>
Mapping Digital Skills for Mobile Banking Adoption: Evidence from an Indonesian Urban Context <i>Izzati, Y., Windya Giri, R. - INDONESIA</i>
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 <i>Christvelldy, A., Wulansari, P. - INDONESIA</i>
The effect of Halal supply chain on supply chain performance with innovation as a moderator at Tanjung Priok port, Indonesia <i>Syifa, K., Himawan, A., Kharisma, M. - INDONESIA</i>
The Influence of Learning Development on Employee Performance: The Mediating Role of Work Motivation <i>Ramdani, H., Indiyati, D. INDONESIA</i>
The Mediator role of SDG Disclosure Between ESG Disclosure and Financial Performance in Manufacturing Firms in Southeast Asia <i>Larasati, D., Hapsari, D., Riyadh, H. - INDONESIA</i>
Do football teams inefficiently use players when the competitive balance decreases? <i>Trifunovic, D., Jovic, Z., Mitrovic, D. - SLOVAKIA</i>
Do Board Skills Moderate the Relationship Between Board Size and CSR Strategy? Evidence from NASDAQ Companies <i>Papadopoulou, V., Karagiannopoulou, S., Karapa-Cobani, S., Giannarakis, G. - GREECE</i>

### SESSION 2A (VIRTUAL): DIGITAL GOVERNANCE AND ORGANIZATIONAL TRANSFORMATION IN THE DIGITAL ERA

Session Chairs: Prof. Fotios Chatzitheodoridis & Dimitrios Parris

11:30-12:15

Digital Transformation in Public Administration: Assessing Human Capital and Organizational Culture in Greek Administrative Courts <i>Georgitsi, M., Syndoukas, D., Kalogiannidis, S., Chatzitheodoridis, F., Parris, D. - GREECE</i>
Familiarisation and Acceptance of Digital Transformation Technologies among Greek Public Sector Employees <i>Ntagkas, S., Ntagkas, F., Parris, D., Ntio, D., Papaevangelou, O.- GREECE</i>

Digital Transformation and Human Resources in Healthcare: Reskilling and Organizational Culture Among Healthcare Staff <i>Koutsonanou, A., Kalfas, D., Kalogiannidis, S., Kontsas, S., Drosou, A.</i> - GREECE
The Impact of Organizational Change and Public-Sector Reforms on Employee Job Satisfaction: Evidence from Greek Civil Servants <i>Chatziantoniou, N., Spinthiropoulos, K., Vezou, M., Syndouka, E., Vyzas, D.</i> - GREECE

## **SESSION 3A (VIRTUAL): Strategic Human Resource Management and Organizational Performance**

### **Session Chair: Konstantinos Spinthiropoulos & Dimitrios Parris**

12:15-14:00	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 <i>Kokkaliari, V., Parris, D., Chatzitheodoridis, F., Vezou, M., Tziampazi, F.</i> - GREECE
	Human Resource Management as a Lever of Sustainability for Reforms and Digital Transformation in Public Administration: Evidence from the Greek Public Sector <i>Petraki, A., Parris, D., Spinthiropoulos, K., Chatzitheodoridis, F., Valsamopoulos, A.</i> - GREECE
	Strategic Human Resources Management and Organizational Performance in the Private Sector <i>Koukoutselas, I., Kalogiannidis, S., Kalfas, D., Kontsas, S., Pappa, A.</i> - GREECE
	Primary School Teachers’ Soft Skills and Their Contribution to Classroom Management and the Creation of an Inclusive Climate <i>Kotaridou, M., Parris, D., Michailidis, A., Kalogiannidis, S., Georgitsi, M.</i> - GREECE
	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 <i>Fridayanti, M., Sary, F.</i> - INDONESIA
	Ethical Accounting Integrity in the ChatGPT Era: The Roles of Personal Best Goals and Accountant Competence <i>Qodrio, A., Riyadh, H.</i> - INDONESIA
	Business model design of pt putibiru SUKSES GEMILANG USING THE BUSINESS MODEL CANVAS (BMC) APPROACH <i>Kusumah, M., Triono, S.</i> - INDONESIA
	A Bibliometric Analysis of the Education Job Mismatch Literature <i>Türkoğlu Dünder, F., Gacener Atış, A.</i> - TURKEY
	Transformational Leadership and Digital Transformation: The Mediating Role of Employee Engagement — Evidence from Indonesia’s Cosmetic Manufacturing Industry <i>Yuhendi, Dian Indiyati,</i> INDONESIA
	Confirmatory Factor Analysis of Digital Skills for Mobile Banking Users in Brebes <i>Imtiyaz, W., Windya Giri, R.</i> - INDONESIA

## List of authors / country

ALBANIA	POLAND	GREECE	GREECE	INDONESIA	INDONESIA	SLOVAKIA	TURKEY
Muçelli	Naskrečka	Kaldellis	Papadopoulou	Achmadi	Omeish	Laudárová	Dündar
Nerjaku	Prokop	Kalfas	Papaevangelou	Alauddin	Prasetio	Lukáč	Günal
Sinaj	Rejman	Kalimeri	Papakonstantinou	Alfaiza	Prasetyo	Malá	Kozal
Sulanjaku	Rychłowska-Musiał	Kalogiannidis	Papanikolaou	Alika	Pratomo	Merickova	Kösedagli
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<b>MEXICO</b>	Dritsaki	Malliachova	Vavouras	Krisnawati	Berešková	Abotsi	Kahai
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Bensouda	Frengidou	Mavromati	Vyztas	Mansur	Grimberger	Saosaovaphak	<b>UZBEKISTAN</b>
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Rhouiri	Gatzioufa	Michailidis	Xanthakou	Martini	Gundova	Tansuchat	Nailevich
Zizi	Georgitsi	Mimis	Xanthopoulou	Maunah	Hronec	Yamaka	<b>VIETNAM</b>
<b>POLAND</b>	Gerodimou	Monovasilis	Zacharia	Millanyani	Hudakova	Zaw	Do
Baranowska	Giannarakis	Notta	Zachos	Muslih	Jovic	<b>TURKEY</b>	Ho
Bławat	Gkougkoulia	Ntagkas	Zafeiriou	Nugraha	Jánošová	ARI	Lam
Dietl	Iliopoulou	Ntio	Zapranis	Nurannisa	Klement	Atış	Le
Kluth	John	Panitsidis	Zervoudi	Nuri	Klementová	Balceli	
Kryśkiewicz	Jurga	Panopoulos	Zournatzidou	Olsi	Kovács	Dikmen	

## 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)



International Conference  
On Applied Economics

**20<sup>th</sup> International Conference On Applied Economics  
(ICOAE2027)**

**Next ICOAE conference, ICOAE2027, will be held in**

**Izmir, Türkiye, 24-26 June 2027**



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