

IRMBAM 2025

Nice, 03 - 04 July 2025

lpag
Business School

14th International Research Meeting in Business and Management

CONFERENCE BOOKLET

14th International Research Meeting in Business & Management

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Business School

*Inspiring Visions,
Driving Change*

IRMBAM2025

July 3-4, 2025
Nice, France

Welcome to IRMBAM2025, where the vibrant charm of Nice meets the intellectual prowess of IPAG Business School. Discover limitless possibilities and set the stage for a brighter future in business and management research.

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Conference Overview

Delve into the world of cutting-edge research with the 14th International Research Meeting in Business and Management (**IRMBAM2025**), nestled in the stunning heart of the French Riviera - Nice. IRMBAM2025 is not just a conference; it's an immersive experience blending high-caliber, multidisciplinary research with the captivating charm of Nice. A city bathed in Mediterranean splendor, Nice offers an inspiring backdrop for intellectual exploration and academic discourse, making the event truly one-of-a-kind.

Open to submissions across a broad range of disciplines, including Management, Entrepreneurship & Family Business, Supply Chain Management, Marketing, Accounting, Banking & Finance, and Economics, IRMBAM2025 is a vibrant crossroads of ideas, innovations, and inspirations. Accepted papers find their stage in our meticulously arranged sessions, fostering rich discussions and collaboration amidst an international community of academics. The conference goes beyond merely showcasing research - it creates a space for knowledge exchange, sparks new insights, fosters collaborations, and advances academic thought.

The main tracks and the chairs for 2025 are:

- **Track 1: Entrepreneurship & Family Business**
Track Chair: Prof. Andrea CALABRÒ
- **Track 2: Business Ethics, CSR, Sustainability & Inclusion**
With Special Session: Digitalisation & Inclusion
Track Chair: Prof. Maria Giuseppina BRUNA
- **Track 3: Corporate Governance, Financial Sustainability, Risk Management & Forecasting**
Track Co-Chairs: Dr. Ahmed IMRAN HUNJRA & Dr. Giang NGUYEN
- **Track 4: Innovation Management & Sustainable Supply Chain**
Track Co-Chairs: Prof. Laurence SAGLIETTO & Dr. Raphaël LISSILLOUR
- **Track 5: Marketing Strategy & Branding**
Track Co-Chairs: Dr. Virginie THEVENIN & Dr. Sylvain DELMAS
- **Special Session: Nurturing Research Excellence**
Chair & Moderator: Prof. Andrea Calabrò, IPAG Business School
Speakers:
 - Prof. Maria Giuseppina Bruna, IPAG Business School
 - Prof. Francesco Castellaneta, Skema Business School
 - Prof. Mariateresa Torchia, International University of Monaco

At IRMBAM2025, intellect meets elegance in the heart of the French Riviera. Participants experience research in a whole new light, where the quest for knowledge meets the allure of Nice, creating an unforgettable academic rendez-vous

Keynote Speakers

Professor Sascha Kraus

University of Siegen, Germany



Sascha Kraus is a Full Professor of Family Business & Entrepreneurial Orientation at the University of Siegen, Germany. He holds a doctorate in Social and Economic Sciences from Klagenfurt University (AT), a Ph.D. in Industrial Engineering and Management from Helsinki University of Technology, and a Habilitation (Venia Docendi) from Lappeenranta University of Technology (FIN). His main areas of research include entrepreneurship, innovation, and strategy. Professor Kraus is **Editor or Asc. Editor of several journals (RMS, JSBM, SBE)**, and with over 50,000 citations, one of the most cited researchers worldwide.

Professor Carolyn Strong

Cardiff Business School, United Kingdom

Carolyn Strong is a Professor of Marketing and Strategy at Cardiff Business School, where she teaches marketing with a focus on its positive impact on society. As Academic Director of Estates, she has integrated sustainability and circular economy principles into all estate projects. She is also Head of Admissions for Cardiff MBA Programmes and a member of the Management Board. She has published in leading journals, co-edited works on ethical marketing and blockchain, and authored a book on small enterprise marketing. She is the long-standing **Editor-in-Chief of the Journal of Strategic Marketing**. Her research focuses on sustainability, social enterprise, and marketing's role in supporting local communities.



#IRMBAM2025

Special Session

DAY 2 – July 4th, 2025 – 9:15–10:45 AM

Title: Nurturing Research Excellence on the French Riviera and Beyond: Strategies and Insights from Research Leaders and Program Directors

Chair & Moderator: Prof. **Andrea Calabrò**, *IPAG Business School*

Speakers:

- Prof. **Maria Giuseppina Bruna**, *IPAG Business School*
- Prof. **Francesco Castellaneta**, *Skema Business School*
- Prof. **Mariateresa Torchia**, *International University of Monaco*

Session Overview:

This special session brings together research directors and academic leaders from top institutions—based in the French Riviera—to share their perspectives on fostering research excellence and supporting emerging scholars. With a particular focus on the academic and research ecosystem of the French Riviera, speakers will present their doctoral and DBA programs, share strategies for nurturing impactful research cultures, and discuss how to develop strong, internationally connected research communities.

The session will include:

- Short presentations from each speaker about their institution's research focus and doctoral initiatives
- A moderated discussion with Prof. Andrea Calabrò on best practices, challenges, and innovations in research management
- An open Q&A with the audience

Key themes will include:

- Designing and leading doctoral and DBA programs
- Strengthening research culture and engagement
- Supporting junior scholars in their academic trajectory
- Enhancing academic collaboration across the Riviera and beyond
- Balancing academic rigor and practitioner relevance

Open to all IRMBAM attendees, this session will be particularly valuable for PhD students, early-career researchers, and faculty interested in academic leadership and program development.

Best Paper Award

IRMBAM2025 presents **4 Best Paper Awards**:

1. A Best Paper Award in **Family Business Research** sponsored by the **STEP Project Global Consortium** includes a prize of **€250** and **one free registration** for the next STEP Project Global Family Business Summit.



The recipient of the award:

- Addresses a significant family business phenomenon.
- Shows appropriate consideration of relevant theoretical and empirical literature.
- Offers reasonable interpretations of the research results and suggests promising directions for future research.
- Yields information that is both practically and theoretically relevant and important.
- Presented logically, succinctly, and clearly.

Selection and presentation of the award:

- The Chair of **Track 1: Entrepreneurship & Family Business** will select and nominate for this prestigious award.
- The Award is presented during the **Gala Dinner on July 3, 2025**.

2. A Best Paper Award in **Family Firm Research** sponsored by the **Interdisciplinary Research Group Family Firms, University of Mannheim**, includes a prize of **€250** and an invitation to the **Journal of Family Business Strategy (JFBS) Special Issue**.



The recipient of the award:

- Addresses a significant family business phenomenon.
- Shows appropriate consideration of relevant theoretical and empirical literature.
- Offers reasonable interpretations of the research results and suggests promising directions for future research.
- Yields information that is both practically and theoretically relevant and important.
- Presented logically, succinctly, and clearly.

Selection and presentation of the award:

- **Prof. Dr. Jan-Philipp Ahrens**, *Senior Editor of Journal of Family Business Strategy, Head of the Interdisciplinary Research Group Family Firms, Institute for SME Research & Entrepreneurship, University of Mannheim*, will select and nominate for this prestigious award.
- The Award is presented during the **Gala Dinner on July 3, 2025**.

3. Two Best Paper Awards in **Inclusion, Responsibility, and Sustainability Issues** sponsored by the **"Towards an Inclusive Company" IPAG Chair** include:
- A prize for **one free registration** for the next IRMBAM2026 for the award-winning researcher, and
 - A doctoral prize for **one free registration** and **€150** for the next IRMBAM2026 for the award-winning doctoral student.



The recipients of the award:

- Addresses a significant issue related to CSR, Sustainable Development, Diversity Issues, Inclusive Management & Organizational Forecasting.
- Shows appropriate consideration of relevant theoretical and empirical literature.
- Offers reasonable interpretations of the research results and suggests promising directions for future research.
- Yields information that is both practically and theoretically relevant and important.
- Presented logically, succinctly, and clearly.

Selection and presentation of the award:

- The Chair of **Track 2: Business Ethics, CSR, Sustainability & Inclusion** will select and nominate for these prestigious awards.
- The Awards are presented during the **Gala Dinner on July 3, 2025**.

Scientific Committee

Mohamed Akli Achabou, IPAG Business School, France
Marie Noelle Albert, University of Quebec in Rimouski, Canada
Saïda Belouali, Mohammed First University, Morocco
Walid Ben Amar, Telfer School of Management, Canada
Chiraz Ben Ali, Concordia University, Canada
Mounia Benabdallah, University of Toulon, France
Cynthia Blanchette, ESSEC Business School, France
André Boyer, University of Nice Côte d'Azur, France
Maria Giuseppina Bruna, IPAG Business School, France
Hong Bui, Birmingham City University, United Kingdom
Andrea Calabrò, IPAG Business School, France
Francesco Castellaneta, SKEMA Business School, France
Elena Cedrola, Macerata University, Italy
Julien Chevallier, University Paris VIII and IPAG Business School, France
Lamia Chourou, Telfer School of Management, Canada
Michael Christofi, Cyprus University of Technology, Cyprus
Cinzia Colapinto, IPAG Business School, France & Venice School of Management, Italy
Tiziano Costa Jordao, Faculty of Transportation Sciences, Czechia
Giorgia Maria Dallura, University of Catania, Italy
Ilaria Dalla Pozza, IPAG Business School, France
Manlio Del Giudice, UniPegaso, Italy
Sylvain Delmas, IPAG Business School, France
Sahbi Farhani, University of Sousse, Tunisia
Faranak Farzaneh, IPAG Business School, France
Brahim Gaies, IPAG Business School, France
Manel Guechtouli, IPAG Business School, France
Morten Huse, BI Norwegian Business School, Norway
Ahmed Imran Hunjra, IPAG Business School, France
Abderrahman Jahmane, IPAG Business School, France
Sascha Kraus, University of Siegen, Germany
Vivian Lara dos Santos Silva, Faculty of Animal Science and Food Engineering, Brazil
Nadia Lazzari Dodeler, Université du Québec à Rimouski, Canada
Cédric Lesage, Université Concordia University, Canada
Raphaël Lissillour, IPAG Business School, France
Maria Sylvia Macchione Saes, Faculty of Economics and Administration, Brazil
Stefania Masè, IPAG Business School, France
Philip McKenny, Telfer School of Management, Canada
Maxime Menuet, University of Nice Côte d'Azur, France
Giang Nguyen, IPAG Business School, France
Jussi Kasurinen, LUT University, Finland
Margarida Romero, Université Côte d'Azur, France
Meryem Schalck, IPAG Business School, France
Marie José Scotto, IPAG Business School, France
Carolyn Strong, Cardiff Business School, United Kingdom
Virginie Thevenin, IPAG Business School, France
Mariateresa Torchia, International University of Monaco, Monaco
Hans-Jorg von Mettenheim, IPAG Business School, France

Organizing Committee



Andrea Calabrò

Conference Co-Chair, Full Professor in Entrepreneurship and Holder of the Chair for Sustainable Family Business and Entrepreneurship, IPAG Business School



Maria Giuseppina Bruna

Conference Co-Chair, Holder of the Chair "Towards an Inclusive Company" and Dean for Research, Dissemination and Impact, IPAG Business School



Giang Nguyen

Conference Manager and Research Engineer within the Direction of Research, Dissemination & Impact, IPAG Business School



Lydie Genin

Director of the Nice Campus, IPAG Business School



Mariya Dimova

Executive Assistant, IPAG Business School



Eric Forman

Head of General Services, IPAG Business School, Nice Campus



Mounira Elbouti

Assistant Professor in Management and Program Manager, IPAG Executive Education

Publication Opportunities



Special Issue in the **Journal of Strategic Marketing**

Guest Editors: Prof. Mohamed Akli Achabou, IPAG Business School, France; Prof. Sihem Dekhili, ESSCA School of Management, France & Prof. Virginie Thevenin, IPAG Business School, France.



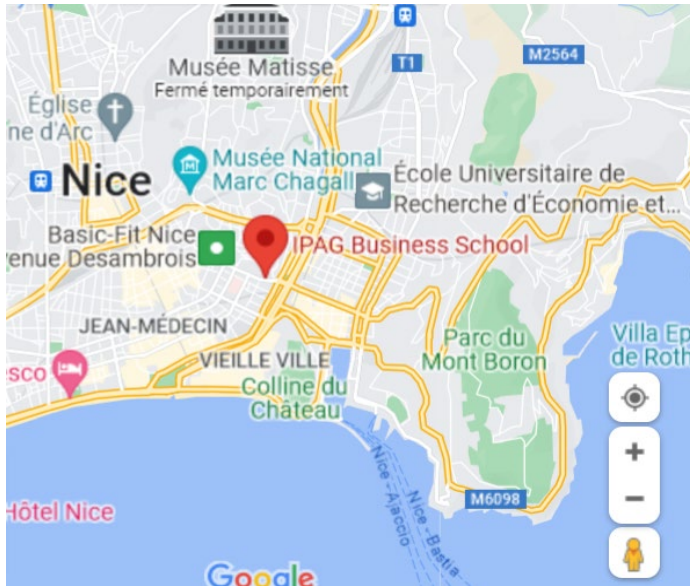
In consultation with the Editors-in-Chief of **Journal of Forecasting** (WILEY, ABS3) and **Management & Sciences Sociales** (ISTEC, FNEGE 4), authors of selected papers will be invited to submit their manuscripts to a regular issue of these journals with fast-track review.



Conference Venue

Address

[IPAG Business School, 4 Boulevard Carabacel, 06000, Nice, France](#)



Access

- By tram: Line T1, station Garibaldi
- By bus:
 - Ligne d'Azur 17, station Défly
 - Ligne d'Azur 15, station Carabacel
- By taxi:
 - Taxi Riviera (+33) 04 93 13 78 78
 - Taxi G7 (+33) 08 99 86 51 27

Practical Information

Registration and information desk

The registration and information desk will be open throughout the entire Conference.

Badges

The name badge given to you when you register ensures your admission to the Conference venue. Please make sure you always wear it. It is also necessary to wear your name badge during lunches and at social events.

Wi-Fi connection

Wi-Fi connection is available at the conference venue from July 3rd morning to July 4th until the closing.

WIFI
IPAG

IDENTIFIANT
irmbam2025@ipag.fr

MOT DE PASSE
IpagNice25!IR



Useful IPAG contacts

IRMBAM Organizing Team: irmbam@ipag.fr

Conference Chair: a.calabro@ipag.fr & mg.bruna@ipag.fr

Conference Manager: g.nguyen@ipag.fr

Instructions for presentations and discussion

Each parallel session lasts 90 minutes.

Parallel sessions can include 3 or 4 papers.

The suggested time allocation is 15-20 minutes for presentation and 5-10 minutes for discussion. Chairs are invited to use any residual time to allow further discussion from the audience. Chairs also make sure that the time available is divided equally among the papers to be presented.

The Program at a Glance

Thursday, July 3, 2025

09:00 – 09:30	REGISTRATION & COFFEE	Amphitheatre PALERMO Ground floor
09:30 – 09:45	WELCOME AND OPENING REMARKS <ul style="list-style-type: none"> • Professor Andrea Calabrò, Co-Chair of the IRMBAM Conference, Full Professor & Chair for Sustainable Family Business and Entrepreneurship, <i>IPAG Business School</i> • Professor Maria Giuseppina Bruna, Co-Chair of the IRMBAM Conference, Dean for Research, Dissemination and Impact, <i>IPAG Business School</i> 	Amphitheatre NEW YORK Ground Floor

09:45 – 10:45 KEYNOTE ADDRESS I		
Keynote Speaker: Professor SASCHA KRAUS <i>Full Professor of Family Business & Entrepreneurial Orientation at the University of Siegen, Germany</i> Topic: Entrepreneurship in Family Firms - Synonym or Contradiction?		Amphitheatre NEW YORK Ground Floor

10:45 – 12:15 PARALLEL SESSIONS (A)		
10:45 – 12:15	A1. Sustainability and Decision-Making in Family Firms & SME	ROMA 1 st Floor
10:45 – 12:15	A2. Inclusivity & Sustainability in Business Practices	GENÈVE 1 st Floor
10:45 – 12:15	A3. Audit Innovations and Financial Risk Linkages	ATHÈNES 1 st Floor

12:15 – 13:30	LUNCH BREAK	Amphitheatre PALERMO Ground floor
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13:30 – 15:00 PARALLEL SESSIONS (B)

13:30 – 15:00	B1. Entrepreneurial Leadership, Innovation, and Operational Strategies	GENÈVE 1 st Floor
13:30 – 15:00	B2. Generational Phenomena, Gender Issues and Inclusion (<i>French</i>)	NICE 1 st Floor
13:30 – 15:00	B3. Digital Competence and AI Adoption in Entrepreneurship and Industry Sector	ATHÈNES 1 st Floor
13:30 – 15:00	B4. Consumer-Brand Relationships	LISBOA 1 st Floor

15:00 – 15:30	INTERACTIVE COFFEE BREAK	Amphitheatre PALERMO Ground floor
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15:30 – 17:00 PARALLEL SESSIONS (C)

15:30 – 17:00	C1. ESG Performance, Organizational Sustainability, and Stakeholder Perspectives	ROMA 1 st Floor
15:30 – 17:00	C2. Work Transformation, Competence Development & Inclusion (<i>French</i>)	GENÈVE 1 st Floor
15:30 – 17:00	C3. Narrative-based Scenarios and Deep Learning as Tools for Forecasting	ATHÈNES 1 st Floor
15:30 – 17:00	C4. Technological Shifts in Work Practices and Customer Behavior	LISBOA 1 st Floor

19:00 – 23:00 - GALA DINNER
HOTEL ASTON LA SCALA NICE, 12 Felix Faure, 06000 Nice

Friday, July 4, 2025

09:15 – 10:45 SPECIAL SESSION

Topic: Nurturing Research Excellence on the French Riviera and Beyond: Strategies and Insights from Research Leaders and Program Directors

Chair & Moderator

Prof. Andrea Calabrò, *IPAG Business School*

Speakers

- Prof. Maria Giuseppina Bruna, *IPAG Business School*
- Prof. Francesco Castellaneta, *Skema Business School*
- Prof. Mariateresa Torchia, *International University of Monaco*

Amphitheatre
NEW YORK
Ground Floor

10:45 – 11:15

INTERACTIVE COFFEE BREAK

Amphitheatre
PALERMO
Ground floor

11:15 – 12:15 KEYNOTE ADDRESS II

Keynote Speaker: Professor CAROLYN STRONG

*Professor of Marketing and Strategy at Cardiff Business School,
Editor-in-Chief of the Journal of Strategic Marketing*

Topic: The Impact of Business Schools in Tackling Societies Grand Challenges

Amphitheatre
NEW YORK
Ground Floor

12:15 – 13:30

LUNCH BREAK

Amphitheatre
PALERMO
Ground floor

13:30 – 15:00 PARALLEL SESSIONS (D)

13:30 – 15:00

D1. Climate Risk and Global Economic Implications

ROMA
1st Floor

13:30 – 15:00	D2. Market Dynamics, Energy Economics & FinTech	GENÈVE 1 st Floor
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13:30 – 15:00	D3. Beyond Rhetoric: Addressing Transparency and Discernment in Post-Modern Companies	ATHÈNES 1 st Floor
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13:30 – 15:00	D4. AI, Identity, and Inclusion in Family Business Research	LISBOA 1 st Floor
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15:00 – 15:30	INTERACTIVE COFFEE BREAK	Amphitheatre PALERMO Ground floor
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15:30 – 17:00 PARALLEL SESSIONS (E)

15:30 – 17:00	E1. Corporate Governance and Financial Sustainability in Complex Organizations	ROMA 1 st Floor
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15:30 – 17:00	E2. From Micro-CSR Foundations to Inclusive Practices and Impacts <i>(French)</i>	GENÈVE 1 st Floor
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15:30 – 17:00	E3: Branding, AI, and Territorial Marketing in Strategic Communication	ATHÈNES 1 st Floor
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END OF IRMBAM2025 – THANK YOU!

The Program in Detail

Thursday, July 3, 2025

09:00 - 09:30	REGISTRATION & COFFEE	Amphitheatre PALERMO Ground floor
09:30 - 09:45	WELCOME AND OPENING REMARKS <ul style="list-style-type: none"> Professor Andrea Calabrò, Full Professor & Chair for Sustainable Family Business and Entrepreneurship, <i>IPAG Business School</i> Professor Maria Giuseppina Bruna, Dean for Research, Dissemination and Impact, <i>IPAG Business School</i> 	Amphitheatre NEW YORK Ground Floor

09:45 - 10:45 KEYNOTE ADDRESS I		
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10:45 – 12:15 PARALLEL SESSIONS (A)

10:45 – 12:15

A1. Sustainability and Decision-Making in Family Firms & SME

ROMA
1st Floor

Chair: Prof. Andrea CALABRO, *IPAG Business School, France*

1. Effectuation and Design Thinking in small, self-directed entrepreneurial teams: two sides of the same coin?

Rainer Hensel, *The Hague University of Applied Sciences, Netherlands*; Ronald Visser & Yvette Baggen, *Wageningen University & Research, Netherlands*.

2. Mental health, social desirability bias, and stigma among VSE and SME managing directors

Farzam Farnaz, *Lumière University - Lyon 2, France*

3. Male CEOs' perspectives on women's inclusion, succession, and perceived future performance in family firms in times of multiple crises

Inaya Wahidi, *IPAG Business School, France*; Lina Saleh, *Ascencia Business School, France*.

10:45 – 12:15

A2. Inclusivity & Sustainability in Business Practices

GENÈVE
1st Floor

Chair: Dr. Cinzia COLAPINTO, *IPAG Business School, France*

1. Attention to gender equity: Does it impact financial markets?

Imane El Ouadghiri, *De Vinci Higher Education, France*; Peillex Jonathan, *ICD International Business School, France*.

2. Navigating gender inclusivity in luxury fashion brands: Genuine commitment or performative act?

Cinzia Colapinto, *Venise School of Management, Ca'Foscari University, Italy & IPAG Business School, France*; Stefania Masè, *IPAG Business School, France*; Elena Cedrola, *Ca'Foscari University*; Marta Giovannetti, *University of Macerata, Italy*.

3. Cross-sector partnerships and environmentally sustainable innovation: A literature review

Gauri Navgire, *Lutz Preuss*; Tobias Goessling & Anne Norheim Hansen, *Kedge Business School, France*

4. Eldercare and employment in emerging economies: The case of Mexico

Yvette Mucharraz Y Cano, *IPADE Business School, Mexico*; Benjamin Aleman-Castilla, *IPADE Business School, Mexico*; Diana Davila Ruiz Karla, *Universidad Anahuac Mexico, Northern Campus, Mexico*; Karla Cuilty-Esquivel, *Pan American Institute of Senior Business Management, Mexico*

10:45 – 12:15

A3. Audit Innovations and Financial Risk Linkages

ATHÈNES
1st Floor

Chair: Prof. Cédric LESAGE, *John Molson School of Business, Canada*

1. From chaos to quantum: Modeling commodity markets with deep learning, nonlinear systems, and cyber risk signals

Stefanos Theofilis, *University of the Aegean, Greece*; Ilias Kampouris & Charilaos Mertzanis, *Abu Dhabi University, United Arab Emirates*; Aristeidis Samitas, *National and Kapodistrian University of Athens, Greece*

2. Audit splintering: A similarity analysis

Cédric Lesage, *John Molson School of Business, Canada*; Jonas Goliasch, *Williams School of Business, Canada*.

3. Digital technologies in audit: Usage determinants and impacts

Nabila Jawadi, *IPAG Business School, France*.

4. Does trade competition with the United States influence CO₂ emissions in China?

Scott W. Hegerty, *Northeastern Illinois University, United States*; Mihai Mutascu, *University of Orléans, France*.

12:15 – 13:30

LUNCH BREAK

Amphitheatre
PALERMO
Ground floor

13:30 – 15:00 PARALLEL SESSIONS (B)

13:30 – 15:00

B1. Entrepreneurial Leadership, Innovation, and Operational Strategies

GENÈVE
1st Floor

Chair: Dr. Elisa CONTI, *IPAG Business School, France*

1. Who gets you out? Investor type and exit outcomes in the unicorn era

Alessandro Genoves, Mariangela Piazza & Giovanni Perrone, *University of Palermo, Italy*

2. The ripple effect of AI: Spreading waves of entrepreneurial inspiration across nations

Aymen Ammari, *INSEEC, France*; Ikram Ben Romdhane, *ESCT Business School, Manouba University, Tunisia*

3. Implementation of the 5S methodology in the improvement of operational management: case study at Serralharia Metalmondego, Ida.

Sara Correia, *Higher Institute of Accounting and Administration of Coimbra, Portugal*

13:30 – 15:00	B2. Generational Phenomena, Gender Issues and Inclusion (<i>French</i>)	GENÈVE 1 st Floor
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Chair: Prof. André BOYER, *University of Nice Côte d'Azur, France*

1. Le rapport des seniors au digital : Quel impact du QR code sur la décision d'achat des produits alimentaires ?

Mohamed Akli Achabou, *IPAG Business School, France*

2. Comprendre le Quiet Quitting chez la Génération Z : Dynamique de désengagement et stratégies d'intervention.

Rim Boutiba & Mourier Margaux, *University of Rouen, France.*

3. Effets directs et indirects de l'orientation de genre sur l'intention entrepreneuriale

Imen Safraou, *IPAG Business School, France*; Karim Errajaa, *ICN Business School, France*; Meriam Razgallah, *Paris School of Business, France*

4. Anticipation du décrochage étudiant à partir des indicateurs d'engagement sur une plateforme LMS

Arezou Nasser, *IPAG Business School, France.*

13:30 – 15:00	B3. Digital Competence and AI Adoption in Entrepreneurship and Industry Sector	ATHÈNES 1 st Floor
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Chair: Dr. Faranak FARZANEH, *IPAG Business School, France*

1. Entrepreneurial intention of students: A qualitative analysis of individual, educational, and contextual determinants

Mounia Benabdallah, *University of Toulon, France*; Mounira Elbouti, *IPAG Business School*; Rickard Enstroem, *MacEwan University, Canada.*

2. Digital competences and artificial intelligence tools of company leaders in the learning process based on research

Agnieszka Rzepka, *Lublin University of Technology, Poland*

3. Cyberbystander behaviour towards online harassment

Farzaneh Faranak, *IPAG Business School, France.*

4. The ethical implications of artificial intelligence on data privacy: A senior market perspective

Jeanette McDonald, *IPAG Business School, France*; Manel Guechtouli, *IPAG Business School, France*; Jennifer Attia, *IPAG Business School, France*; Marc Dagher, *IPAG Business School, France*

13:30 – 15:00

B4. Consumer-Brand Relationships

LISBOA
1st Floor

Chair: Dr. Sylvain DELMAS, IPAG Business School, France

1. The impact of AI on CRM jobs: evidence from France

Dalla Pozza Ilaria, IPAG Business School, France.

2. Reputation and strategic choices in business schools: The role of rankings and accreditations

Gabriela Alvarado, Instituto Panamericano de Alta Dirección de Empresa, Mexico; Aurobindo Ghosh, Singapore Management University, Lee Kong Chian School of Business, Singapore.

3. Extending the understanding of the antecedents of residents' attachment toward their city: The role of place heritage, place experiences, genius loci, and psychological proximity

Fanny Magnoni, Aix-Marseille University, France; Pierre Valette Florence, Grenoble Alpes University, France; Raphael Lissillour, IPAG Business School, France; You Ma, IPAG Business School, France

4. Sustainable fashion practices in the minds of generations Y and Z: A cognitive perspective

Annick Van Rossem, KULeuven MSI, Belgium; Irene Roozen, KULeuven Marketing, Belgium.

15:00 – 15:30

INTERACTIVE COFFEE BREAK

Amphitheatre
PALERMO
Ground floor

15:30 – 17:00 PARALLEL SESSIONS C

15:30 – 17:00

C1. ESG Performance, Organizational Sustainability, and Stakeholder Perspectives

ROMA
1st Floor

Chair: Prof. Brahim GAIES, IPAG Business School, France

1. Olympic games bidding and corporate ESG performance: Evidence from the Paris Olympics

Maria Giuseppina Bruna & Ahmed Imran Hunjra, IPAG Business School, France; Fuxian Zhu, Xinjiang University, China; Shikuan Zhao, Chongqing University, China.

2. The effect of ESG data on the financial performance of firms: An analysis of SMEs

Arturo Capasso, University of Sannio, Benevento, Italy; Matteo Rossi, WSB Merito Wroclaw, Poland; Ilkay Solak, WSB Merito Poznam, Poland

3. Delving into backers' motivations in donation-based crowdfunding: Insights from a biodiversity conservation case study

Rey Dang, ISTE Business School, France; Thibault Cuenoud, Excelia Group, France; L'hocine Houanti, EM Normandie Business School; Jean-Michel Sahut, IDRAC Business School, France

4. Managers, the midlife crisis & organizational sustainability: A gendered & cross-cultural perspective

Jan-Philipp Ahrens, Guiliana Manganaro & Trixie Park, University of Mannheim, Germany

15:30 – 17:00	C2. Work Transformation, Competence Development & Inclusion (<i>French</i>)	GENÈVE 1 st Floor
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Chair: Dr. Mounia BENABDALLAH, *University of Toulon, France*

1. Le travail hybride et à distance dans le contexte européen : état des lieux et mesure d'impact à l'aune du projet européen REWORK

Batoul EL Mawla & Manel Guechtouli, *IPAG Business School, France*.

2. Compétences et métiers RH : Comment se transformer avec ou sous l'impulsion des technologies digitales ? L'apport de l'intelligence artificielle.

Marie Jose Scotto; Manel Guechtouli; Angélique Voynnet; Hadrien Lecomte, *IPAG Business School, France*

3. Comment l'intelligence artificielle transforme les professions juridiques ?

Nguyen Thi Viet Ha, *IPAG Business School, France*

4. Comprendre le Quiet Quitting chez la Génération Z : Dynamique de désengagement et stratégies d'intervention.

Rim Boutiba & Mourier Margaux, *University of Rouen, France*.

15:30 – 17:00	C3. Narrative-based Scenarios and Deep Learning as Tools for Forecasting	ATHÈNES 1 st Floor
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Chair: Dr. Meryem YANKOL-SCHALCK, *IPAG Business School, France*

1. Forecasting stock market trends using Bayesian networks

Mechri Nesrine, *Catholic University of Lyon, France*.

2. Innovative techniques to predict churn in the French insurance industry: Integration of machine learning with the Grabit model

Meryem Yankol-Schalck, *IPAG Business School, France*; Christophe Schalck, *IPAG Business School, France*

3. Regime-dependent linkages between credit risk and commodities: A copula-based analysis across crises and sectors

Saker Sabkha, *IAE – University of South Brittany, France*; Brahama Rihem, *ESLSCA Business School, France*

4. Optimal distortionary taxation

Elizabeth Chorvat, *University of Notre Dame, United States*

15:30 - 17:00

C4. Technological Shifts in Work Practices and
Customer Behavior *(French)*

LISBOA
1st Floor

Chair: Prof. Mohamed Akli ACHABOU, *IPAG Business School, France*

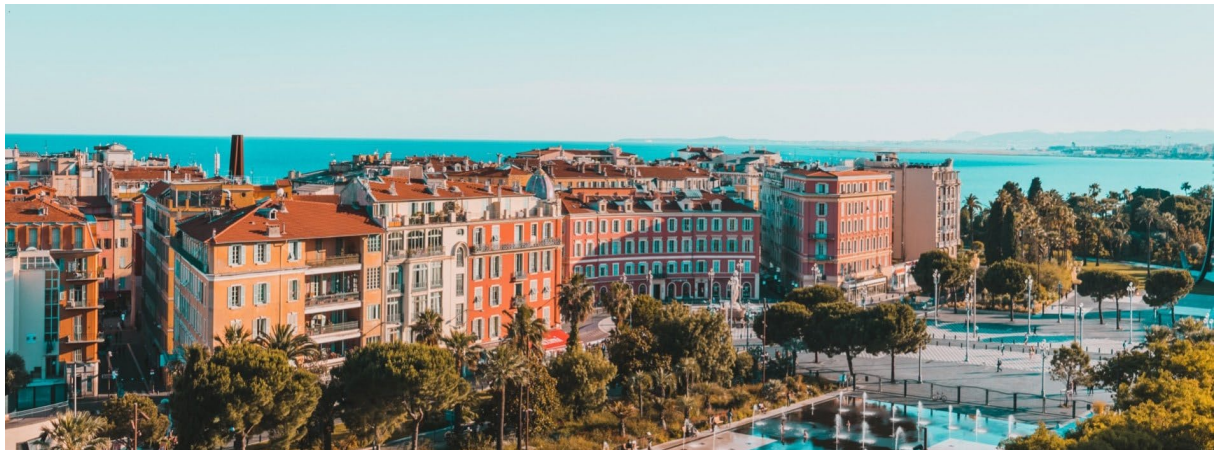
1. Les sources de confort et d'inconfort dans la relation entre les collaborateurs et les marques

Sylvain Delmas, *IPAG Business School, France*

2. Banques et Fintechs : Le capital-investissement comme facteur de différenciation entre groupes bancaires coopératifs et sociétés à capital-actions.

Valerie Lelièvre, Jean-Noel Ory & Jonathan Labbe, *University of Lorraine, France*

GALA DINNER¹
HOTEL ASTON LA SCALA NICE
12 Felix Faure, 06000 Nice
19:00 - 23:00



¹ Dress code: business casual.

Friday, July 4, 2025

09:15 – 10:45 SPECIAL SESSION

Topic: Nurturing Research Excellence on the French Riviera and Beyond: Strategies and Insights from Research Leaders and Program Directors

Chair & Moderator

Prof. Andrea Calabrò, *IPAG Business School*

Speakers

- Prof. Maria Giuseppina Bruna, *IPAG Business School*
- Prof. Francesco Castellaneta, *Skema Business School*
- Prof. Mariateresa Torchia, *International University of Monaco*

Amphitheatre
NEW YORK
Ground Floor

10:45 – 11:15

INTERACTIVE COFFEE BREAK

Amphitheatre
PALERMO
Ground floor

11:15 – 12:15 KEYNOTE ADDRESS II

Keynote Speaker: Professor CAROLYN STRONG

*Professor of Marketing and Strategy at Cardiff Business School,
Editor-in-Chief of the Journal of Strategic Marketing*

Topic: The Impact of Business Schools in Tackling Societies Grand Challenges

Carolyn Strong is a Professor of Marketing and Strategy at Cardiff Business School, where she teaches marketing with a focus on its positive impact on society. As Cardiff Business School's Academic Director of Estates, she has integrated sustainability and circular economy principles into all estate projects. She is also Head of Admissions for Cardiff MBA Programmes and a member of the Management Board. She has published in leading journals, co-edited works on ethical

Amphitheatre
NEW YORK
Ground Floor

marketing and blockchain, and authored a book on small enterprise marketing. She is the long-standing Editor-in-Chief of the Journal of Strategic Marketing. Her research focuses on sustainability, social enterprise, and marketing's role in supporting local communities.

12:15 – 13:30

LUNCH BREAK

Amphitheatre
PALERMO
Ground floor

13:30 – 15:00 PARALLEL SESSIONS (D)

13:30 – 15:00

D1. Climate Risk and (In)Efficiency of Financial Green Labels

ROMA
1st Floor

Chair: Prof. Maria Giuseppina BRUNA, *IPAG Business School, France*

1. Climate risk and donations to nonprofit organisations

Gregory Saxton, *Schulich School of Business, Canada*; Xing Huan, *EDHEC Business School, France*; Tahmina Ahmed, *Niagara University, Canada*

2. Climate shocks: The double risk for U.S. financial markets

Brahim Gaies, *IPAG Business School, France*

3. Auditor responses to climate policy uncertainty: Evidence from audit fees

Chiraz Ben Ali, *Concordia University, Montreal, Canada*; Montassar Zayati, *University of Sousse, ISFF, LaREMFiq, Tunisia*

4. Beyond green labels: Efficiency frontiers of ESG ETFs

Mayssa Mhadhbi, *IPAG Business School, France*.

13:30 – 15:00

D2. Market Dynamics, Energy Economics & FinTech

GENÈVE
1st Floor

Co-Chairs: Dr. Ahmed IMRAN HUNJRA & Dr. Giang NGUYEN, *IPAG Business School, France*

1. Public vs. private rentals: Which one wins on energy efficiency?

Shigeru Matsumoto, *Aoyama Gakuin University, Japan*.

2. Mutual funds under uncertainty: a time-varying analysis of economic, financial, and ESG risks

Vincent Fromentin, *University of Lorraine, France*

3. How Western sanctions against Russia failed to achieve their goal

Alexandre Del Valle, *IPAG Business School, France*

4. Dynamic pricing in the energy sector: A Systematic review of models and research trends

Dimitris Folinas, Aristoteles Mavidis, Giannis Kostavelis, Naoum Tsolakis, Charisios Achillas & Dimitrios Aidonis, *International Hellenic University, Greece*; Maria-Theodora Folina, *University of Macedonia, Greece*

13:30 – 15:00

D3. Beyond Rhetoric: Addressing Transparency And Discernment In Post-Modern Companies

ATHÈNES
1st Floor

Co-Chairs: Prof. Laurence SAGLIETTO, *University of Nice Côte d'Azur, France*
& Dr. Raphaël LISSILLOUR, *IPAG Business School, France*

1. What scientific discourse dominates the field of sustainable supply chain research?

Raphael Lissillour, *IPAG Business School, France*; Thierry Morvan, *Université de Rennes, France*; Martin Beaulieu, *HEC Montreal, Canada*

2. Beyond the hype: Understanding and addressing innowashing in modern business

Ekaterina Glebova, *Paris Saclay University, France & Higher Colleges of Technology, United Arab Emirates*; Anca Bocanet, *Higher Colleges of Technology, United Arab Emirates*

3. Reclaiming discernment: Toward a paradigm for human participation in learning, decision-making, and design

Hegarty John, *IPAG Business School, France*

4. Résilience des chaînes d'approvisionnement agroalimentaire : Cas de l'industrie des viandes et des produits laitiers au Québec

Anissa Frini, *University of Quebec in Rimouski, Canada*

13:30 – 15:00

D4. AI, Identity, and Inclusion in Family Business Research

LISBOA
1st Floor

Chairs: Prof. Jan-Philipp AHRENS, *Institute for SME Research & Entrepreneurship, University of Mannheim, Germany*

1. The Organization as an Intelligent Entity: Using artificial intelligence to explore the sustainability of family and non-family firms

Jan-Philipp Ahrens, *Institute for SME Research & Entrepreneurship, University of Mannheim, Germany*; Melania Riefolo, *Foggia University, Italy*; Sina Grosskopf, *Monaco University, Monaco*

2. From the triple bottom line to the quadruple bottom line: A new framework to explore sustainability in family firms

Elisa Conti, *IPAG Business School, France*.

3. The role of obligation in enacting identity in couple-based family businesses

Angelo P. Bisignano, *IESEG Business School and IDEIN, France*.

15:00 – 15:30	INTERACTIVE COFFEE BREAK	Amphitheatre PALERMO Ground floor
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15:30 – 17:00 PARALLEL SESSIONS (E)

15:30 – 17:00	E1. Corporate Governance and Financial Sustainability in Complex Organisations	ROMA 1 st Floor
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Chair: Prof. Elizabeth CHORVAT, *University of Notre Dame, Indiana, United States*

1. Can narrative-based scenarios support quantitative judgmental forecasting?

George Wright, *Strathclyde Business School, Glasgow, United Kingdom*; Paul Goodwin, *Management School, University of Bath, United Kingdom*

2. Balancing costs and care: A study of financial sustainability at Centro Hospitalar Conde de Ferreira

Alexandre Marques Da Costa Reis, *Católica Porto Business School, Portugal*; Cristina Trocin, *Católica Porto Business School, Portugal*

3. Entrepreneurial activism in modern corporate governance: Beyond a monolithic view

Jaouad Daoudi, *University of Quebec in Outaouais, Canada*

4. The gambler's ruin and Tobin's q

Elizabeth Chorvat, *University of Notre Dame, Indiana, United States*; Terrence Chorvat, *George Mason University, United States*

15:30 – 17:00	E2. Branding, AI, and Territorial Marketing in Strategic Communication	GENÈVE 1 st Floor
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Chair: Prof. André BOYER, *University of Nice Côte d'Azur, France*

1. Exploring the acceptance of AI-based content management systems among employees of the Greek public administration

Stavros Koureas & Dimitris Folinas, *International Hellenic University, Greece*; Maria-Theodora Folina, *University of Macedonia, Greece*

2. An experimental study on the effect of message framing in fitness app user engagement

Mélanie Boninsegni, *IPAG Business School, France*; Amir Batouei, *Universiti Sains Malaysia, Malaysia*

3. Post-disaster interventions using a territorial marketing approach

Grazia Li Pomi, *University of Macerata, Italy*.

Chair: Prof. Abderrahman JAHMANE, IPAG Business School, France

1. Le concept de la micro-RSE : analyse bibliométrique de la littérature de 2006 à 2024

Nehdi Amel, *Université Tunis Al Manar, Tunisia*; Hamdoun Mohamed, *University of Tunis El Manar, Tunisia*.

2. Le mentorat inversé informel à l'épreuve de la complexité : Une démarche réflexive sur les dynamiques relationnelles

Nassar Alae Eddine, *University Mohamed V, Rabat, Morocco*; Albert Marie-Noëlle, *University of Quebec in Rimouski, Canada*; El Abboubi Manal, *University Mohamed V, Morocco*; Nadia Lazzari Dodeler, *University of Quebec in Rimouski, Canada*.

3. Interaction entre responsabilité sociétale des entreprises et performance financière: Entre effet de synergie et dépendance aux contextes

Abderrahman Jahamane, *IPAG Business School, France*.

List of Participants

A

Abderrahman	Jahmane	IPAG Business School, France
Agnieszka	Rzepka	Lublin University of Technology, Poland
Ahmed Imran	Hunjra	IPAG Business School, France
Alessandro	Genovese	University of Palermo, Italy
Alexandre	Del Valle	IPAG Business School, France
André	Boyer	University of Nice Côte d'Azur, France
Andrea	Calabro	CONFERENCE CHAIR - IPAG Business School
Angelo	Bisignano	IESEG Business School and IDEIN, France
Anissa	Frini	University of Quebec in Rimouski, Canada
Anne Lise	Fournier	IPAG Business School, France
Annick	Van Rossem	KULeuven MSI, Belgium
Arezou	Nasseri	IPAG Business School, France
Arturo	Capasso	University of Sannio, Benevento, Italy
Aurobindo	Ghosh	Singapore Management University
Aymen	Ammari	INSEEC, France

B

Batoul	El Mawla	IPAG Business School, France
Brahim	Gaies	IPAG Business School, France

C

Carolyn	Strong	Cardiff Business School
Cédric	Lesage	John Molson School of Business, Concordia University, Canada
Christophe	Schalck	IPAG Business School, France
Cinzia	Colapinto	Ca' Foscari University & IPAG Business School, France
Cristina	Trocin	Católica Porto Business School, Portugal

D

Deny	BÉLISLE	University of Sherbrooke, Canada
Dimitris	Folinas	International Hellenic University, Greece

E

Ekaterina	Glebova	Paris Saclay University & Higher Colleges of Technology, UAE
Elisa	Conti	IPAG Business School, France
Elizabeth	Chorvat	University of Notre Dame, Indiana, United States
Eric	Forman	ORGANIZING COMMITTEE - IPAG Business School

F

Faranak	Farzaneh	IPAG Business School, France
Farnaz	Farzam	Lumière University - Lyon 2, France
Francesco	Castellaneta	Skema Business School, France

G

Gauri	Navgire	Kedge Business School, France
George	Wright	Strathclyde Business School, Glasgow, UK
Giang	Nguyen	ORGANIZING COMMITTEE - IPAG Business School
Giovanni	Perrone	University of Palermo, Italy
Grazia	Li Pomi	University of Macerata, Italy
Gregory	Saxton	Schulich School of Business, Canada

H

Hervé	Tiffon	IPAG Business School, France
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I

Ilaria	Dalla Pozza	IPAG Business School, France
Imane	El Ouadghiri	De Vinci Higher Education, France
Imen	Safraou	IPAG Business School, France
Inaya	Wahidi	IPAG Business School, France

J

Jan-Philipp	Ahrens	University of Mannheim, Germany
Jaouad	Daoudi	University of Quebec in Outaouais, Canada
Jeanette	McDonald	IPAG Business School, France
Jean-Noel	Ory	University of Lorraine, France
Jessica	Verheyde	IPAG Business School, France
John	Hegarty	IPAG Business School, France

K

Karla	Cuilty-Esquivel	Pan American Institute of Senior Business Management, Mexico
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L

Laurence	Cazeneuve	IPAG Business School, France
Laurence	Saglietto	University of Nice Côte d'Azur
Lucie	Sgamettera	IPAG Business School, France
		ORGANIZING COMMITTEE - Director of the IPAG
Lydie	Genin	Nice Campus, IPAG Business School, France

M

Manel	Guechtouli	IPAG Business School, France
Maria	Bruna	CONFERENCE CHAIR - Dean for Research, Dissemination and Impact, IPAG Business School, France
Giuseppina		
Maria-Theodora	Folina	University of Macedonia, Greece

Marie Jose	Scotto	IPAG Business School, France
Marie-Noelle	Albert	University of Quebec in Rimouski, Canada
Mariya	Dimova	ORGANIZING COMMITTEE - IPAG Business School
Mayssa	Mhadhbi	IPAG Business School, France
Melanie	Boninsegni	IPAG Business School, France
Meryem	Yankol-Schalck	IPAG Business School, France
Mihai	Mutascu	University of Orléans, France
Mohamed	Hamdoun	University of Tunis El Manar, Tunisia
Mohamed Akli	Achabou	IPAG Business School, France
Mounia	Benabdallah	University of Toulon, France

N

Nabila	Jawadi	IPAG Business School, France
Nadia	Lazzari Dodeler	University of Quebec in Rimouski, Canada
Nesrine	Mechri	Catholic University of Lyon, France

R

Rainer	Hensel	The Hague University of Applied Sciences, Netherlands
Raphael	Lissillour	IPAG Business School, France
Rey	Dang	ISTEC Business School, France
Rickard	Enstroem	MacEwan University, Canada
Rim	Boutiba	University of Rouen, France
Ronald	Visser	Wageningen University & Research, Netherlands

S

Saker	Sabkha	IAE - University of South Brittany, France
Sara	Correia	Higher Institute of Accounting and Administration of Coimbra, Portugal
Sascha	Kraus	GUEST SPEAKER - University of Siegen, Germany
Shigeru	Matsumoto	Aoyama Gakuin University, Japan
Soumaya	Cheikhrouhou	University of Sherbrooke, Canada
Stefanos	Theofilis	University of the Aegean, Greece
Sylvain	Delmas	IPAG Business School, France

T

Terrence	Chorvat	George Mason University
Torchia	Mariateresa	International University of Monaco, Monaco
Thi Viet Ha	Nguyen	IPAG Business School

V

Valerie	Lelièvre	University of Lorraine, France
Virginie	Thevenin	IPAG Business School, France

Tourism and Cultural Experiences



LA PROMENADE DES ANGLAIS

« *La promenade des Anglais* » (English walk) is an avenue following the seaside. Because of its history and its exceptional location (by the sea, lined with prestigious hotels), it is one of the most famous avenues in the world.

THE TOWN OF NICE

Nice is a stunning seaside location with an old town and architecture under Italian influence. No place in France compares to Nice. Cours Saleya, the famous flower market), Place Massena... not to be missed.



THE MUSEUM OF MODERN ART - MAMAC

A museum dedicated to modern art and contemporary art. 44,000 square meters of display space will allow visitors to enjoy the artistic works of Yves Klein or Nikky de Saint Phalle.



SAINT NICOLAS CATHEDRAL

The most important religious building of the Orthodox cult outside Russia. The Russian Orthodox Cathedral was opened in 1912, thanks to the generosity of Russia's Tsar Nicolas II.



THE CIMIEZ SPOT (NORTH-EAST OF THE TOWN)

The Arena, the Roman ruins, the archeological museum, the garden of the monastery (a panoramic view of Nice and the Bay of Angels).

OTHER IDEAS:

- The "Marc Chagall" Museum (36 avenue du Dr Ménard, Nice)
- The bowling Nice Acropolis (5 Esplanade Kennedy, Nice)
- Go to Monaco and visit the Oceanography Museum

Embrace the boundless possibilities unveiled at IRMBAM2025, and let inspiration shape your path to transformative research and a brighter future.