

**18th European Conference on Innovation and Entrepreneurship
ECIE 2023
21-22 September 2023
Universidade Portucalense, Porto, Portugal
The Conference runs to Portugal Time - GMT+1**

Wednesday 20th September			
14:30-17:30	Pre-Conference Workshop Room: 201 (Auditorium, 2nd floor) Title: GRANTED™, The Research Grant Game Presented by: Rajiv Vaid Basaiawmoit, PhD, MBA, Aarhus University, Denmark		
18:00-19:00	Pre-conference Registration and Drinks Reception Ibis Porto São João, Rua Dr. Plácido da Costa – 4200-450 Porto		
Thursday 21st September			
08:30	Conference Registration and coffee, Aula Magna 1st Floor Zoom Room 1 opens		
09:00	Room: Aula Magna & Zoom Room 1 Welcome and Opening: Rector, Professor Fernando Ramos and Professor Fernando Moreira, Universidade Portucalense, Porto, Portugal		
09:15	Keynote Presentation: Prof Doutor Eurico Brilhante Dias, ISCTE Business School, University of Lisbon, Portugal <i>The Importance of an Innovation Ecosystem as a Driver for Exports and Economic Growth</i>		
10:00	Conference splits into streams		
	<i>Zoom Room 1 Breaks until after lunch</i>	<p>Stream E: Innovation Chair: Zoom Room 2 VIRTUAL</p> <p>Stream F: Mini Track on Innovation, Entrepreneurship and Emerging Technologies Chair: Renato Pereira Zoom Room 3 VIRTUAL</p>	
10:20	Zoom Room Details PASSCODE FOR ALL ROOMS IS: ECIE23	New Inventor's Knowledge Characteristics and Hiring Firms' Exploratory Innovation Xiao Li and XiangLan Chi, Tianjin University of Finance and Economics, China (Presentation only)	Emerging Technologies: A Catalyst for Sustainable Business Model Innovation Davide Moiana , Jacopo Manott , Antonio Ghezzi and Andrea Rangone , Polytechnic of Milan, Italy
10:40	Zoom Room 1 – the conference will start in this room https://us02web.zoom.us/j/88409379458	Metaverse and Social Virtual Reality for Online Collaboration Dario Brand , Tobias Knopf and Stefan Stumpp , Anhalt University of Applied Sciences, Germany	Technological Change and the Interplay of Strategic Innovation and Business Model Innovation Antonio Ghezzi , Davide Moiana , Jacopo Manotti , Andrea Rangone and Raffaello
11:00	Zoom Room 2 https://us02web.zoom.us/j/85361027526	Lifestyle-Preneurs: The Better Founders? The Relationship Between Recovery Experience of Mastery and Innovation Laura Annabelle Solvie , Sebastian Kruse and Malte , RWTH Aachen, Germany (Presentation only)	Transformative Business Models for Decarbonization: The Case of Web Summit Award-winning Start-ups Evaldo Costa , Nuno Bento , Iscte-Instituto Universitário de Lisboa and Margarida Fontes , LNEG – Laboratório Nacional de Energia e Geologia, Portugal
11:20	Zoom Room 3 https://us02web.zoom.us/j/84396791667	Antecedents of Product Portfolio Digitalization and the Moderating Role of Digital Leaders Constantin Schubert , Bastian Kindermann and Steffen Strese , Technical University Dortmund, Germany (Presentation only)	From Hype to Reality: Navigating the Challenges of RPA Implementation Stephen Treacy , Aishwarya Adyanthaya , Chloe Kearney , Jayesh Anand , Kieren O'Sullivan and Yue XU , University College Cork, Ireland
11:40		Revisiting the Effect of R&D Intensity on Innovation Performance: An Instrumental Variable Approach Raymond Darfo-Oduro , University of Pardubice, Czech Republic	Innovative Digital Marketing Strategies to Increase Demand in a Hotel Company Jorge Daniel Hernandez-Padilla , Andre Donayre-Gallo , Franklin Cordova-Buiza , Universidad Privada del Norte, Lima and Wilver Auccahuasi , Universidad Científica del Sur, Peru
12:00		Social SME Entrepreneurship: A Conceptual Model of Innovativeness in Environmentally Sustainable Social Enterprises Leena Saurwein and Anita Zehrer , MCI The Entrepreneurial School (R), Innsbruck, Austria	Innovative strategies to Maximize Customer Loyalty in the Banking System: A Systematic Review Elizabeth Mayuri-Ramos , Universidad de Ciencias y Humanidades, Lima, Esi Sichem Almazan-Rivera , Miguel Angel Jesus-Cardenas and Franklin Cordova-Buiza , Universidad Privada del Norte, Peru
12:20	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>

	<p>Stream D: The 9th Innovation & Entrepreneurship Teaching Excellence Awards Judges: Chris Moon, Christy Suciu and Ken Grant Room: 201 (Auditorium, 2nd floor) & Zoom Room 1 15 minute presentations with time for discussion</p>	<p>Stream E: PhD and Masters Colloquium VIRTUAL Chair: Zoom Room 2 10 minute presentations with time for discussion and feedback</p>	<p>Stream F: CSR and SMEs Chair: Stelios Marneros Zoom Room 3 VIRTUAL</p>
13:30	<p>Teaching Entrepreneurship Skills with a Novel Programme Re-Design: The DE+ Initiative at University of Warwick Ali J. Ahmad, Diana Shore, Dita Amry, Nancy Hu, Zixuan Chen and Uly Yunita Nafizah, University of Warwick, UK (P)</p>	<p>Innovation in Ophthalmology and Dentistry Services: Benefits and Challenges of Using AI Luciana Paula Reis, June Marques Fernandes, Raphael Mansk and Carolina Bicalho Cota Lemos, Universidade Federal de Ouro Preto, Brazil (Masters)</p>	<p>Sustainability Management, Technological Innovation and Corporate Social Responsibility for Social Media Small to Medium-Sized Enterprises (SMEs) Geogre Papageorgiou, Stelios Marneros and Andreas Efstathiades, European University Cyprus, Cyprus</p>
13:50	<p>Green Digitalization and App Development Mario Blázquez, Kari Håvag and Mohammed Nazar, Western Norway University of Applied Sciences, Norway (P)</p>	<p>Managing Uncertainties During the Development Process of Technological Innovation Projects: Lean Startup Contributions June Marques Fernandes, Thiago Santos and Luciana Reis, Universidade Federal de Ouro Preto, Brazil (Masters)</p>	<p>Understanding Social Responsibility in Portuguese Companies: Characteristics, Innovations and Stakeholder Perspectives Teresa Dieguez, Isabel Ferreira, and Paula Loureiro, IPCA, Portugal</p>
14:10	<p>UTHM Global Technopreneurship New Initiative Work@Campus Siti Sarah Omar, Mohd Bekri Rahim, Nasuha Sa'ude, Mohd Arif Rosli, Juliana Abdul Halip and Nurul Fadzilla Mohd Aris, Universiti Tun Hussein Onn Malaysia, Batu Pahat Johor, Malaysia and Mohd Shahir Shamsir Omar, Universiti Teknologi Malaysia, Skudai Johor, Malaysia (P)</p>	<p>Analyzing Waste in the Developing Process of Technological Innovation Projects in a Brazilian Public University June Marques Fernandes, Luciana Reis and Carolina Lima Silva, Universidade Federal de Ouro Preto, Brazil (Masters)</p>	<p>Understanding SMEs Digitalization: A Literature Review of Maturity Models Nicolò Ulderico Re, Antonio Ghezzi, Raffaello Balocco and Andrea Rangone, Politecnico di Milano, Italy</p>
14:30	<p>Promoting Technopreneurship through Educational Initiatives Sweta Patnaik and Shamil Isaacs, Cape Peninsula University of Technology, Cape Town, South Africa (P)</p>	<p>Prized Innovation Features of a Business Environment for Graduates Sithembiso Khumalo and Tanya Du Plessis, University of Johannesburg, South Africa (PhD)</p>	<p>Supporting the Digitalization of SMEs Through Maturity Models Nicolò Re, Antonio Ghezzi, Raffaello Balocco and Andrea Rangone, Politecnico di Milano, Italy</p>
14:50	<p>Unlocking Innovation: Building collaborative interdisciplinary learning spaces through Education for Sustainable Development Carolien van den Berg, University of the Western Cape and Belinda Verster, Cape Peninsula University of Technology, South Africa (P)</p>	<p>Navigating the New Product Development Process: A Case Study of a Startup's Journey from Ideation to Commercialization Andrine Mendez, Kate Johnston and Maeve McArdle, Dundalk Institute of Technology, Ireland</p>	<p>Circular Economy in SMEs: The Role of Commitment to Sustainability and Digitalization Antonia Hoffmann and Xaver Kühnhold, Technical University of Munich, Germany</p>
15:10	<p>Break - Aula Magna 1st Floor</p>	<p>Break</p>	<p>Break</p>
	<p>Stream D: The 9th Innovation & Entrepreneurship Teaching Excellence Awards Judges: Chris Moon, Christy Suciu and Ken Grant Room: 201 (Auditorium, 2nd floor) & Zoom Room 1</p>	<p>Stream E: Mini Track on Innovation, Entrepreneurship and Emerging Technologies Chair: Renato Pereira Zoom Room 2</p>	<p>Stream F: Mini Track on Creativity and Entrepreneurship Chair: Margaret Mangion Zoom Room 3 VIRTUAL</p>
15:30	<p>Bringing the outside in - external immersion and stimulus as a driver of organisation approaches to innovation. Victoria Harrison-Mirauer, Hult International Business School (Ashridge Campus), UK (V)</p>	<p>Servant Leadership and Trust in Postpandemic Hybrid Teams Katharina Schulte and Tessa Flatten, TU Dortmund, Germany (Presentation only)</p>	<p>Aligning Agri-Food Business with Sustainable Development and Quality of life in Rural Areas: Stakeholders' Perspectives from Greece Nikolaos Apostolopoulos, Ilias Makris, Eleni Anastasopoulou, University of Peloponnese, Greece, Sotiris Apostolopoulos and Georgios A. Deirmentzoglou, Neapolis University Pafos, Cyprus</p>
15:50	<p>The Platform Thinking Ecosystem: Practicing What we Preach: From Researching to Teaching Daniel Trabucchi and Tommaso Buganza, Politecnico di Milano, Italy (V)</p>	<p>The Innovation Impact on Marketing Performance: The Case of SMEs in Developing Countries Muhammad Bilawal Khan and Elohor Pamela Malaka, University of Gloucestershire, Cheltenham, UK</p>	<p>The Effect of Entrepreneurship Education on Micro-Entrepreneurial Outcomes Funded by MFIs Mamta Singh and Jyoti Verma, Chandragupt Institute of Management Patna, India</p>
16:10	<p>VIA – Ventures in Action: “The best professor is the market” Raphaël Gaudart, Sebastien Jeanneret and Rico J. Baldegger, School of Management Fribourg, Switzerland (V)</p>	<p>Influencers and the Purchase Decision: A Correlation in the Personal Care Products Sector Mathews Isai Moreno-Lopez, Franklin Cordova-Buiza, Universidad Privada del Norte, Wilver Auccahuasi, Universidad Científica del Sur, Peru and Camilo Mauricia Grillo-Torres, Universitaria de Asturias, Colombia</p>	<p>Entrepreneurship in Natural Cosmetics Distribution Logistics Channels in Brazil: Analysis of the Entrepreneurial Profile of Bothânico Hair António Cardoso, António Mendes, University Fernando Pessoa, Manuel Sousa Pereira, IPVC, Braga and Jorge Figueiredo, Universidade Lusíada, Portugal</p>
16:30		<p>The Power of Credibility and Fame: How celebrity investors impact venture performance Xin Pei, Steffen Strese and Bastian Kindermann, Technical University Dortmund, Germany (Presentation only)</p>	<p>Relationship Marketing as an Innovative Strategy for Customer Loyalty in Customized Arrangements Companies Esthefany Lizeth Orellana-Treviños, Maria Jose Perez-Iglesias, Cinthya Barsheva Gonzales-Paucarcaja, Franklin Cordova-Buiza and Heber Luis Olavarria-Benavides, Universidad Privada del Norte, Lima, Peru</p>
16:50		<p>System of Tax Incentives in Research and Business Development: An Analysis of the Recent Case Law of Portuguese Tax Arbitration Susana Aldeia and Susana, Barcelos, Portugal</p>	<p>Experiential Marketing for Online Shopping Innovation: A Correlation in the Fashion Industry Katherine Nicole Cabrera-Cordova, Franklin Cordova-Buiza, Elsa Denisse Paredes-Rivadeneira, Wilver Auccahuasi, Universidad Privada del Norte, Peru, et al</p>
17:10	<p>Close of Conference Day</p>	<p>Close of Conference Day</p>	<p>Close of Conference Day</p>

	Friday 22nd September		
09:00	Aula Magna 1st Floor and Zoom Room 1 Opening Messages		
09:05	Keynote Presentation: Giuseppe Sofo, McKinsey Fintech Practice Leadership, London, UK <i>Fintech and the new Generation of Entrepreneurs Changing the way Business is done</i>		
09:50	Introduction to ECIE 2024		
10:00	Coffee Break and Poster Presentations, Aula Magna 1st Floor & Zoom Room 1		
	<i>Conference splits into streams</i>		
	Stream D: Entrepreneurship Chair: Jose Evaldo Costa Zoom Room 1 VIRTUAL	Stream E: Corporate Issues and Tools for Education Chair: Zoom Room 2	Stream F: Entrepreneurship Chair: Tiina Brandt Zoom Room 3 VIRTUAL
10:40	Factors Influencing the Entrepreneurial Intention of University Business Students: Evidence from Lima, Peru Franklin Cordova-Buiza , Geraldine Toribio-Tamayo and Marco Antonio Jesus Garcia-Portuguez , Universidad Privada del Norte, Peru and Diana Carolina Martinez-Torres , Unicolombo, Cartagena, Colombia	Value Propositions of Emerging Circular Economy Business Models in the WEEE Sector Tirufat Dejene , Moreno Muffatto and Francesco Ferrati , University of Padova, Italy	Relationship Between Entrepreneurship Competencies and Entrepreneurial Intention Among South African University Students: A Gender Perspective Mmakgabo Justice Malebana and Moshe Moses Vhukeya , Tshwane University of Technology, South Africa
11:00	The Socioscientific Issues Approach to Entrepreneurial Thinking Among 5th Graders Nyet Moi Siew , Universiti Malaysia Sabah, Malaysia	Corporate Experimentation: Antitode or Oxymoron? Stefano D'Angelo , Antonio Ghezzi , Angelo Cavallo , Andrea Rangone and Salvatore Annunziata , Politecnico di Milano, Italy	An Intelligent Organization Through the Lenses of Entrepreneurship and Project Management Approaches Piotr Kordel , Silesia University of Technology, Gliwice, Poland and Gabriela Fernandez , University of Coimbra, Portugal
11:20	A Literature Review and Emerging Trends on Key Topics of Risks and Challenges Facing Tourism Real Estate Investments Ioannis Anastasopoulos and Sotiros Varelas , University of Piraeus, Greece	Possibilities of Using Online Tools and Artificial Intelligence in City Marketing Lenka Labudová , University of Ss. Cyril and Methodius in Trnava, Slovakia	Impact of an Entrepreneurial Study Camp on Students' Psychological Capital Tiina Brandt , Haaga-Helia UAS, Helsinki, Finland
11:40	The Multidimensional Role of Social Entrepreneurship: A Case Study Approach Within an International Project Context Maria de Fátima Ferreiro , Cristina Sousa , Sofia Vale and Maria José Sousa , Iscte-Instituto Universitário de Lisboa, Portugal	Corporate Effectuation in the Digital Age: The Role of Absorptive Capacity and Digital Skills Stefano D'Angelo , Antonio Ghezzi , Angelo Cavallo , Andrea Rangone and Luca Marchetti , Politecnico di Milano, Italy	Impact of Entrepreneurial Camp on Students' Entrepreneurial Attitudes Tiina Brandt , Haaga-Helia University of Applied Sciences, Helsinki, Finland
12:00	A Double-Edged Sword: How do Angel Investments Impact Entrepreneurs Personally? Patrick Gaßmann , Corinna Vera Hedwig Schmidt and Tessa Christina Flatten , TU Dortmund University, Germany (Presentation only, Main) EIE-100	Tracking the Effects of Groundswell Communication on the Attitudinal and Purchasing Behavior of Consumers of Eco-friendly Products Anna Zaušková and Simona Ščepková , University of Ss. Cyril and Methodius in Trnava, Slovakia	Does Entrepreneurial Activity Contribute to a Nation's Happiness? Edward Bace , Middlesex University London, London, United Kingdom (Presentation only)
12:20	Venture Client Model: A Systematic Literature Review Lennard Haarmann , Fabian Machon , Martin Rabe and Roman Dumitrescu , Fraunhofer Institut for Mechatronic Systems Design IEM, Germany	Malcolm Baldrige National Quality Award (MBNQA) Quality Tool in Education: A Systematic Literature Review Sofia Anastasiadou , Eufrosyni Taraza , University of Western Macedonia and Andreas Masouras , University of Neapolis Pafos, Cyprus	Helping Non-Traditional Entrepreneurs Compete for Advanced Technology Grants and Contracts Jenny Covill-Servo , Dawnbreaker, Rochester, NY, USA (Presentation only)
12:40	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>

	Stream D: Innovation in Business Chair: Mmakgabo Malebana Zoom Room 1 VIRTUAL	Stream E: Technology Chair: Raphael Gaudart Zoom Room 2 VIRTUAL	Stream F: Business issues and Social entrepreneurship Chair: Chiamaka Kwazu Zoom Room 3 VIRTUAL
13:40	Exploring Drivers and Barriers, Failure and Resilience, Success Factors and Strategies in Firms' Internationalisation: Literature Review and Research Agenda Anderson Galvão , Telma Mendes , Alto Douro , Polytechnic Institute of Porto, Portugal and Carla Marques , CETRAD and UTAD, Vila Real, Portugal	Tapping into Digital Technologies in Corporate Entrepreneurship: An Exploratory Multiple Case Study Stefano D'Angelo , Antonio Ghezzi , Angelo Cavallo and Andrea Rangone and Maria Gatti , Politecnico di Milano, Italy	Enhancing Customer Engagement on Business Facebook Pages in the Fuel Retail Sector Martin Cepel , Anna Kotaskova and Ivan Brezina , Pan-European University, Bratislava, Slovakia
14:00	How Firms Leverage CDOs and CIOs to Boost Their Digital Transformation Constantin Schubert , Bastian Kindermann and Steffen Strese , TU Dortmund University, Germany (Presentation only)	5G is not just Another G: A Review of the Managerial Literature Mattia Magnaghi , Antonio Ghezzi and Andrea Rangone , Politecnico di Milano, Italy	Working from Home: Creativity and Innovation in the Hi-Tech Industry in Israel Arik Sadeh , HIT Holon Institute of Technology, Israel
14:20	Transforming the Network of Co-working Spaces for Start-ups into an Open Knowledge Ecosystem Giedrius Jucevicius and Jurgita Grazelyte , Vytautas Magnus University, Lithuania	The Potential Utilization of Artificial Intelligence in Enterprises Marie Leddy and Niall McCreanor , Dundalk Institute of Technology, Ireland	A Tale of Two: How Network Agency Influences Network Creation for Start-ups Chiamaka Kwazu , Nottingham Trent University, UK
14:40	Room: 103 & Zoom Room 1 Top finalists in the Innovative Teaching Awards present their Case Histories	The Impact of COVID-19 on e-Commerce Through a Systematic Review Sithemiso Khumalo , Mduzuzi Mlotshwa , Zanokuhle Khumalo and Omphile Raphalo , University of Johannesburg, South Africa	Perception of Social Entrepreneurship Competence in University Business Students Maria Jeanett Ramos-Cavero , Franklin Cordova-Buiza , Augusto Caceres-Rosell and Heber Luis Olavarria-Benavides Universidad Privada del Norte, Lima, Peru
15:00	<i>Winners of the Teaching Innovation and Entrepreneurship Awards, Poster competition and best PhD Paper are announced</i>		
15:10	Zoom Room 1: Summary and Close of the Conference		
	<i>Posters will be presented in Zoom Room 2 at 10:00 on Friday. Posters presentations will be 5 minutes with time for discussion.</i>		
	Virtual Posters with a WIP Paper	Virtual Poster Only	
	Build-Measure-Learn in Education: Lessons Learned from the Iterative Development of a Digital Project-based, International Entrepreneurship Format Maigorzata Krzywonos , Wroclaw University of Economics and Business, Poland, Bettina Maisch and Verena Kaiser , Munich University of Applied Sciences, Germany	Exploring Entrepreneurial Behaviour Through Creativity Margaret Mangion , University of Malta, Msida, Malta	
		My One and Only: When does relative entrepreneurial identity centrality enhance versus reduce entrepreneurial well-being? Laura Solvie , Sebastian Kruse and Malte Brettel , RWTH Aachen, Germany	
		Nigerian Women Entrepreneurs' Narratives on Collective Action for Economic Empowerment and Gender Parity Elizabeth Ujah , Walden University, Braunschweig, Germany	
		Leadership and Innovation Culture: a Dynamic Nexus Teresa Dieguez , IPCA, Barcelos, Portugal	