

ICEIRD 2016

THE 9TH INTERNATIONAL CONFERENCE
FOR ENTREPRENEURSHIP, INNOVATION
AND REGIONAL DEVELOPMENT

Responsible Entrepreneurship. Vision, Development and Ethics

Bringing together academics, researchers and
entrepreneurs to debate the responsible
development of SMEs in a changing world

June 23-24, 2016

at the National University of Political
Studies and Public Administration (SNSPA),
Bucharest, Romania

Email: info@ICEIRD2016.com
For more information: ICEIRD2016.com



Conference timetable

Thursday 23 June 2016

Time			
9.30-10.00	<i>Registration</i> – SNSPA building, Bd. Expozitiei nr. 30A, Auditorium 104		
10.00-10.30	<i>Conference welcome</i> – A104, first floor <ul style="list-style-type: none"> • Professor Remus Pricopie, SNSPA Rector, former Minister of Education • Professor Panayiotis Ketikidis, Vice Principal: Research, Innovation and External Relations, University of Sheffield International Faculty, CITY College, Chairman of ICEIRD Conference • Professor Nicoleta Corbu, Dean of Faculty of Communication and Public Relations • Associate Professor Florina Pînzaru, Dean of Faculty of Management 		
10.30-11.30	<i>Keynote speech</i> , room 317, third floor: Professor Mattias Nordqvist , Jönköping International Business School (JIBS) at Jönköping University, Sweden, and Swedish Agricultural University (SLU), Alnarp, Sweden Title: <i>Responsible entrepreneurship: the case of family firms</i> Session chair: Florina Pînzaru		
11.30-12.00	Coffee break, third floor		
12.00-13.30	Room 313	Room 314	Room 316
	Track: Challenges and Trends in Contemporary Entrepreneurship Session 1 Session chair: Dimitrios Nikolaidis, University of Sheffield International Faculty, CITY College Anthony Paul BUCKLEY <i>Exploring the role of entrepreneurship in the growth and development of the smaller state</i> Agaoglu FILIZ <i>The history of Turkish industry in Romania, and key milestones in its socio-economic and political evolution</i> Diana-Maria CISMARU, Raluca Silvia CIOCHINĂ <i>Crowdsourcing as a problem solving process for sustainable entrepreneurs. Case study: the crowdsourcing platform Babele.co</i> Ilídio Tomás LOPES <i>Development expenditures towards firm's turnover and firm's market valuation: evidence from Portugal and Spain</i> Valeriu FRUNZARU, Cristina LEOVARIDIS <i>The interest in entrepreneurship among Romanian students</i>	Track: Strategic Management for SMEs in a Changing Environment Session 1 Session chair: Effrosyni Vasileiou, University of Sheffield International Faculty, CITY College Sara ALSHAREEF <i>The Role of spatial mobility and capability on women entrepreneurship: a case study of Saudi women entrepreneurs</i> Eugeniu SMESNOI, Anastasios DIAMANTIDIS <i>Exploring the factors that affect employees non-financial motivation in Moldova's private sector</i> Dragoş Ionuţ ONESCU <i>Direct investments of European Union level</i> Daniela KOLEVA, Nikola DIMITROV, George DIMITROV <i>Integration of smart schools concept in Bulgaria</i> Georgiana UDREA, Oana ŞTEFĂNIŢĂ <i>Mobility and youth employment in the EU. Addressing Romanian students' perspectives about future careers abroad</i>	Track: Business Ethics - Practices, Boundaries and Outcomes Session chair: Andreana Drencheva, University of Sheffield Maria RYBALKO <i>The state's influence on the development of corporate social responsibility in Russia</i> Ana Maria GERMAN, Mauro ROMANELLI <i>Rediscovering ethics and the importance of human resource management for entrepreneurship in emerging economies</i> Gabriela BEREGHAZYOVA <i>Perceptions of corruption among Slovak SMEs: Corruption as ethical practice</i> Anda GHEORGHIU <i>Ethical aspects of accountancy and audit professions</i> Laurenţiu-Mihai TREPĂŢ <i>Matrix-based model for promoting the ethics principles in Romanian banking industry</i>

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13.30-14.30	Lunch, third floor		
14.30-16.00	Room 313	Room 314	Room 316
	<p>Track: Challenges and Trends in Contemporary Entrepreneurship Session 2 Session chair: Panayiotis Ketikidis, University of Sheffield International Faculty, CITY College</p> <p>George D. PASCHALIDIS, Sotirios VLACHAKIS <i>The Tri-Anthropo-Type Paschalidis business model. A new tool for the interpretation of entrepreneurial motives and behavior</i></p> <p>S. Nyock ILOUGA, L. HIKKEROVA, J.M. SAHUT <i>Behavior of entrepreneurs and volition</i></p> <p>Alexandros KAPOULAS, Marius POPESCU <i>Online Consumer experience in cosmetics</i></p> <p>Andreea VASILE, Dimitrios NIKOLAIDIS <i>Service quality and brand personality in hotel and hospitality the case of Romanian hotels</i></p> <p>Ana-Maria GERMAN, Mircea BOȘCOIANU, Cristian CONSTANTINESCU <i>Knowledge management challenges: The case of SMEs in a competitive business environment</i></p> <p>Loredana IVAN, Diana-Luiza DUMITRIU, Rodica SĂVULESCU <i>Older people in digital creation contexts: building a participatory action research design</i></p>	<p>Track: Strategic Management for SMEs in a Changing Environment Session 2 Session chair: Anastasios Diamantidis, University of Sheffield International Faculty, CITY College</p> <p>Panayiotis KETIKIDIS, Adrian SOLOMON, Lia NERSISYAN, Felicia SIAVALAS <i>Digital social media marketing for entrepreneurs: boosting brand image and innovation potential</i></p> <p>Elena-Mădălina VĂTĂMĂNESCU, Vlad-Andrei ALEXANDRU, Ramona Diana LEON, Elena-Alexandra GORGOS, Andreia Gabriela ANDREI <i>Seeking sustainability at the international level: an investigation of B2B relationships</i></p> <p>RAHAB, Nurul ANWAR, Rawuh Edy PRIYONO <i>Effect of core competence on sustainable competitive advantages of Batik Banyumas small and medium enterprises</i></p> <p>Efi VASILEIOU, Iordanis KOTZAIVAZOGLU, Nikolaos GEORGANTZIS <i>Identifying the forces beyond state employees' self-reported attitudes towards performance related rewards</i></p> <p>Marina METRELVELI, Irina GOGORISHVILI <i>Tourist production and regional development</i></p>	<p>Track: Social Entrepreneurship Session chair: Alexandra Zbucnea, SNSPA</p> <p>Helena SILVA, Hilma CARAVAU, Marlene AMORIM, Marta Ferreira DIAS <i>Social entrepreneur: Does literature match reality?</i></p> <p>Alexandra ZBUCHEA, Corina ANTONOVICI, Florina PÎNZARU <i>Networked social enterprises</i></p> <p>Elena NICOLAE, Alexandra VIȚELAR <i>Social entrepreneurship. Insights into the Romanian market</i></p> <p>Suvi KONSTI-LAAKSO, Satu RINKINEN <i>How to create a social enterprise: a case study</i></p> <p>Julia DOBREVA <i>Social entrepreneurship and co-creation for sustainable business</i></p> <p>Ales JUG <i>Social enterprise as the initiator and coordinator of community health awareness campaign</i></p> <p>Mauro ROMANELLI <i>Sustaining social and rural entrepreneurship towards hybrids</i></p>
16.00-16.30	Coffee break, third floor		
16.30-17.30	<p><i>Keynote speech, Room 317, third floor: Ancuța Vameșu, Solidarity Laboratory, Bucharest, Romania</i></p> <p>Title: <i>Social entrepreneurship – diversity of enterprises and social economy</i></p> <p>Session chair: Alexandra Zbucnea</p>		
19.00-21.00	<p>Conference Dinner</p> <p>Paris Bucharest Brasserie, Pullman Hotel (10 Montreal Square)</p>		

Friday 24 June

Time			
9.30-10.30	<p><i>Keynote speech</i>, A104, first floor: Emanuela Todeva, Research Centre on Business Clusters, Networks and Economic Development, University of Surrey, the UK Title: <i>The emerging model of regional Triple Helix</i> Session chair: Diana Dumitriu</p>		
10.30-11.00	Coffee break, third floor		
11.00-13.00	Room 317	Room 314	Room 316
	<p>Round table: Responsible Entrepreneurship that Works. The Role of Educators, Investors, Managers, Policy Makers and Civic Society Coordinators: Panayiotis Ketikidis, University of Sheffield International Faculty, CITY College, and Florina Pînzaru, SNSPA Organizer: Research Center in Management and Leadership Confirmed participants: Ioana Petrescu - former Minister of Finances Teodora Palarie - ViitorPlus Claudiu Costin - LaRambla Dragos Nicolaescu - Lifestyle Business Mentor Emanuela Todeva - Research Centre on Business Clusters, Networks and Economic Development</p>	<p>Round table: Identifying social entrepreneurship opportunities Coordinator: Alexandra Zbucea, SNSPA Organizer: Laboratory of Nonprofit management and social entrepreneurship (Research Center in Management and Leadership) Confirmed participants: Andreana Drencheva - University of Sheffield Cristina Barna - Institute for Social Economy Mihaela Lambrou - University of Bucharest Elena Cucu – Speranța Foundation Alexandru Ciocchia - Junior Association</p>	<p>Workshop for PhD students: Qualitative methodologies Coordinator: Alexandra Prodromidou, University of Sheffield International Faculty, CITY College</p>
13.00-14.00	Lunch, third floor		
14.00-15.30	Room 314	Room 316	
	<p>Track: Triple Helix of University-Industry-Government Relation Session chair: Panayiotis Ketikidis, University of Sheffield International Faculty, CITY College</p> <p>Besart L. HAJRIZI, Panayiotis H. KETIKIDIS <i>Triple helix model - university industry collaborations: a literature review from 2000 to 2015</i></p> <p>Panayiotis KETIKIDIS, Adrian SOLOMON, Felicia SIAVALAS, Elsa BOTA <i>Quintuple Helix co-creation as a pillar for responsible (environmentally and socially) entrepreneurship</i></p> <p>Besarta VLADI <i>Triple Helix principles and cultural barriers in a post-transition business environment</i></p> <p>Sergiu Octavian STAN, Lavinia Cornelia BUTUM, Alexandru ZODIERU <i>New perspectives in developing the relationship between the university and the business environment in light of the provisions of EU framework documents</i></p>	<p>Track: Networks and Open Innovation in Entrepreneurship Session chair: Andreana Drencheva, University of Sheffield</p> <p>Rehan BHANA, Asim MAJEED, Hanifa SHAH, Anwar UI HAQ, Rebecca GOODE, Steve ADIGBO <i>Living Labs (LILA): A community driven approach to technology transfer and internationalising entrepreneurship</i></p> <p>Florin NEMȚANU, Joern SCHLINGENSIEPEN, Dorin BURETEA, Valentin IORDACHE <i>Mobility as a service in smart cities</i></p> <p>Odiljon ABDURAZZAKOV, Jafarov NASIB <i>Impact of risk capital on stimulating innovation: case of Azerbaijan</i></p> <p>Robert BOUTEN, Patrick VAN DER DUIN, Victor SCHOLTEN, Robert VERBURG <i>In search of balance. Managing ambidexterity in a fast growing techno-SME</i></p>	

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	<p>Elvin ELIRZAYEV, Odiljon ABDURAZZAKOV <i>Government support for entrepreneurship: case of Azerbaijan</i></p>	<p>Rareş MOCANU <i>The importance of user and open innovation and their strategic utilization</i></p> <p>Anastasios KARAMANOS, Roena AGOLLI <i>Quantitative and QCA analysis comparison of the effects of a firm's and its partners' alliance ego-network structure on its exploitative innovation output in an era of ferment</i></p>
15.30-16.30	<p>Best papers award, room 317, third floor Closing remarks: Florina Pinzaru, dean, Faculty of Management - SNSPA</p>	
17.00	<p>Bucharest Sightseeing Tour</p>	