

**41st IBIMA Business, Marketing, Management, and Human  
Resources Conference: 26-27 June 2023**

**Presentations: Monday 26 June 2023**

**Tuesday 27 June 2023**

<b>Paper Number</b>	<b>Day</b>	<b>Time in GMT+2</b>	<b>Session Chair</b>	<b>Session Title</b>	<b>Manuscript Title</b>	<b>Archived online Powerpoint Presentation</b>
12110	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Managers' Time Orientation and Its Reflection in Organizational Culture: Tracing the Presence of The Construct of Time in The Leader-Organization Relationship	<a href="#">Link to Presentation</a>
12112	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Silver Economy: Elderly Active Role as Entrepreneurs	<a href="#">Link to Presentation</a>
12119	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Ethical Leadership and Employee Work-Related Attitudes: Examining the Role of Psychological Empowerment	
12121	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Effects of Ethical Leadership on Organizational Citizenship Behavior: Exploring the Role of Psychological Capital	
12122	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Marketing Research Project to Study the Attitudes and Preferences of Travelers Towards an Innovative Mode of Transport in Poland	<a href="#">Link to Presentation</a>
12123	Monday	11:30 AM	Florina LETA	Research in Management	Virtual Teams' Research Between 2019 And 2021: A Systematic Review of The Literature	<a href="#">Link to Presentation</a>
12128	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	The Path to Digitally Supported Business Models Through Servitization: The Study Of 16 Small and Medium-Sized Companies in Germany	<a href="#">Link to Presentation</a>
12129	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Commitment of Consumers of Certain Psycho-Types of Personality to Various Genres of Video Game Market Products	<a href="#">Link to Presentation</a>
12134	Monday	11:30 AM	Florina LETA	Research in Management	Key Safety Rules During Safety Investigation – On the Example of Two International Organisations	
12136	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Public Policies, Perceived Corruption and Transparency as Exogenous Antecedents of Entrepreneurship	<a href="#">Link to Presentation</a>
12137	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Exploring Sustainable Attitudes Towards Place Marketing and At Religious and Pilgrimage Tourism: A Conceptual Research on The Way of Saint James	

12142	Monday	11:30 AM	Florina LETA	Research in Management	The Quality of The Production Process in The Product Life Cycle	<a href="#">Link to Presentation</a>
12146	Monday	11:30 AM	Florina LETA	Research in Management	Identification of Key Competences in Management Through Visual Representation of Keywords Using Vosviewer	
12148	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Reporting Consumer Behavior Toward Agri-Food Products During The COVID-19 Crisis: Empirical Research	<a href="#">Link to Presentation</a>
12151	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Academic Research Related to Consumer Preferences: Comprehensive bibliometric analysis	<a href="#">Link to Presentation</a>
12154	Monday	11:30 AM	Florina LETA	Research in Management	Risk Management of Construction Enterprises – theoretical approach	<a href="#">Link to Presentation</a>
12163	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	The Influence of Organizational Culture on Motivation Management	
12167	Monday	11:30 AM	Florina LETA	Research in Management	Fast and Lightning-fast Development Paths for Cloud Startups: cases from Israel and the USA	<a href="#">Link to Presentation</a>
12168	Monday	2:00 PM	Jacek WINIARSKI	Research in Public Administration Management	Risk Management and Public Administration for Entities of Urban Public Transport: The Case of Silesian Voivodeship, Poland	<a href="#">Link to Presentation</a>
12171	Monday	2:00 PM	Alaa A. ABDALLA	Research in Human Resources	Talent Management and Employee Retention: An Empirical Study in The Sudanese Telecommunication Sector	<a href="#">Link to Presentation</a>
12183	Monday	2:00 PM	Alaa A. ABDALLA	Research in Human Resources	Good Recruitment Process Contributes to Happy and Satisfied Employees – A Study with Reference to A Public Enterprise in Visakhapatnam, Andhra Pradesh, India	<a href="#">Link to Presentation</a>
12184	Monday	2:00 PM	Alaa A. ABDALLA	Research in Human Resources	Sustainable Human Resource Management as A Tool to Build Sustainability	<a href="#">Link to Presentation</a>
12187	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Rebranding As a Tool for Innovation and Recovery of a Company Brand	
12188	Monday	11:30 AM	Florina LETA	Research in Management	Influence of Supply Chain Factors on Reshoring Decisions – A Structured Literature Review	<a href="#">Link to Presentation</a>
12198	Monday	2:00 PM	Jacek WINIARSKI	Research in Public Administration Management	Managing of Trust and Image of Public Institutions in Poland: A Case Study of The Military and Police	<a href="#">Link to Presentation</a>
12201	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Maritime Museums Online Presence: Actual Value and Challenges	
12212	Monday	11:30 AM	Florina LETA	Research in Management	Corporate Culture as A Determinant of The Prosperity of a Business Entity	<a href="#">Link to Presentation</a>
12214	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	The Importance and Characteristics of Family Governance for Firm Performance and Competitive Advantage: A Short Literature Review	<a href="#">Link to Presentation</a>

12215	Monday	11:30 AM		Florina LETA	Research in Management	Application of Lean Concepts in Shipbuilding on The Example of Çimtas Module & Shipyard	
12218	Monday	11:30 AM		Florina LETA	Research in Management	The COVID-19 Pandemic Impact on Society: The Case of Digital Nomadism	<a href="#">Link to Presentation</a>
12220	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Place Attachment and Its Influence on Citizen Participation in Place Marketing: Towards A Conceptual Framework	<a href="#">Link to Presentation</a>
12221	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	The Effects of social media on Women's Rights and Protections	
12222	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	A Comparative Study of Women's Empowerment through social media in Brunei Darussalam and Malaysia: An Overview	
12229	Monday	2:00 PM		Alaa A. ABDALLA	Research in Human Resources	Consequences of Inadequate Management of Personnel Information in a SME enterprise	
12235	Monday	11:30 AM		Florina LETA	Research in Management	The Connection between Business Ethics and the Company's Efficiency: A Comparison Analysis of Global Companies	<a href="#">Link to Presentation</a>
12239	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Possibilities of Using Comparative Advertising with Respect to Culture, Age, and Gender of the Recipients	<a href="#">Link to Presentation</a>
12241	Monday	11:30 AM		Florina LETA	Research in Management	Assessing Shared Value in Business Management: Developing A Measurement Scale	<a href="#">Link to Presentation</a>
12242	Monday	11:30 AM		Elena Adriana BIEA	Leadership and Entrepreneurship	The Influence of University Business Incubators on their Associated University Startups	<a href="#">Link to Presentation</a>
12252	Monday	11:30 AM		Florina LETA	Research in Management	Social Responsibility Strategies and Their Benefits in Multinational Corporations	<a href="#">Link to Presentation</a>
12253	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Motivations and Buying Habits of E-Commerce Buyers and Their Change During the Covid Pandemic - A Retrospective Study	<a href="#">Link to Presentation</a>
12259	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Experience Value: Customer Perspective of Theater Institutions	<a href="#">Link to Presentation</a>
12274	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Gender Differences in Consumers Perception of Neuromarketing: Empirical Research from Slovak Republic	<a href="#">Link to Presentation</a>
12301	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	Financial Aspects of The Company's Pricing Policy on Foreign Markets	<a href="#">Link to Presentation</a>
12305	Monday	2:00 PM		Jacek WINIARSKI	Research in Public Administration Management	International Experience in Preventing Corruption in The Field of Public Procurement: An Economic Perspective	<a href="#">Link to Presentation</a>
12309	Monday	2:00 PM		Jacek WINIARSKI	Research in Public Administration Management	Assessment of the Quality of Maritime Transport Services between Poland and Sweden from the Perspective of Passengers – Research Project	

12314	Monday	11:30 AM	Florina LETA	Research in Management	Targeting Net-Zero through Industry 4.0 based on People, Process, and Technology (PPT) Framework: A Literature Review	<a href="#">Link to Presentation</a>
12315	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Challenges For Entrepreneurs in Vietnam Within the Context of The Post-Covid Recovery	<a href="#">Link to Presentation</a>
12316	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	"Sustainability of the Tourist System and The Adaptability of Families of The District of Baños Del Inca Cajamarca, Peru 2016-2020: A Qualitative-Quantitative Study"	<a href="#">Link to Presentation</a>
12317	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	The Impact of Interest and Ecological Knowledge on Environmental Attitudes and Behaviors of Portuguese Consumers	<a href="#">Link to Presentation</a>
12318	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	The Organizational Culture Role and VOD Interaction for the Improvement of Company Competitive Advantage in Management Perspective	<a href="#">Link to Presentation</a>
12324	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	The practice of Yield Management in the chain hotel industry in Morocco: An exploratory study	<a href="#">Link to Presentation</a>
12327	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Remote Work and Organisational Innovations: Post Covid-19 Insights	<a href="#">Link to Presentation</a>
12328	Monday	11:30 AM	Florina LETA	Research in Management	Strategic Innovation and Organizational Sustainability in The Context of Vision 2030 In Saudi Arabia: An Empirical Study	<a href="#">Link to Presentation</a>
12329	Monday	11:30 AM	Florina LETA	Research in Management	The impact of Organizational Ambidexterity in Achieving the Digital Transformation during COVID-19- Case Study in Algeria	
12336	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	The Role of Augmented Reality in The Online Shopping Experience: How Can Clothing Brands Use Mobile Augmented Reality Applications to Offer a More Immersive Shopping Experience to Their Customers?	<a href="#">Link to Presentation</a>
12338	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	Assessment of Engagement and Managerial Skills in Terms of Placement in the Organization: An Empirical Study	<a href="#">Link to Presentation</a>
12339	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Assessment of Environmental Aspects of Consumer Behavior from The Perspective of Gender: A survey study	<a href="#">Link to Presentation</a>
12343	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Forms of On-Line and On-Site Employment	
12345	Monday	11:30 AM	Elena Adriana BIEA	Leadership and Entrepreneurship	Networking B2B Relationships and SMEs Internationalization in Search of Competitiveness	<a href="#">Link to Presentation</a>
12351	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	Human Resources as An Area of Improving Standardized Management Systems	
12352	Monday	2:00 PM	Alaa A. ABDALLA	Research in Human Resources	Employee Performance During Remote Work	<a href="#">Link to Presentation</a>

12354	Tuesday	2:00 PM		Zbihlejšová Lucia	Research in Human Resources and Leadership	The Entrepreneurship of Peruvian Women: Analysis of Some Cases on The Production of Pisco and The Installation of Family Organic Gardens	<a href="#">Link to Presentation</a>
12355	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Evaluation of Selected Internet Portals for Booking Accommodation by Polish Consumers: A Survey Study	<a href="#">Link to Presentation</a>
12357	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	The Durability of The Enterprise Created by Resilience	<a href="#">Link to Presentation</a>
12364	Monday	2:00 PM		Alaa A. ABDALLA	Research in Human Resources	Equal Treatment in Employment as an Imperative of Human Resource Management in Polish Conditions	<a href="#">Link to Presentation</a>
12365	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Strategic Behavior of Companies for Prosperity in Dynamic Environments: An Empirical Study	
12367	Monday	2:00 PM		Alaa A. ABDALLA	Research in Human Resources	Digitalization in Recruitment: Exploring Opportunities in the Integration of Digital Tools in Minimizing Biases and Improving Candidate Experience	<a href="#">Link to Presentation</a>
12368	Monday	11:30 AM		Elena Adriana BIEA	Leadership and Entrepreneurship	Sustainability & Gender - Intricacies in Family Firms	<a href="#">Link to Presentation</a>
12372	Monday	2:00 PM		Alaa A. ABDALLA	Research in Human Resources	Working Paper; Methodology Design; Meditation and Individual Job Performance	<a href="#">Link to Presentation</a>
12374	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	"Profit Distribution to Employees in Peruvian Business Groups: A Qualitative-Quantitative Approach of Legal Compliance 1993 - 2022."	<a href="#">Link to Presentation</a>
12383	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Analysis of the Guiding Principles on Business and Human Rights Ten Years After Its Creation	<a href="#">Link to Presentation</a>
12384	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Business longevity and innovation: A Literature Review	<a href="#">Link to Presentation</a>
12406	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	How Is Corporate Social Responsibility Important For The Financial Performance of Eurozone Firms?	<a href="#">Link to Presentation</a>
12411	Monday	2:00 PM		Alaa A. ABDALLA	Research in Human Resources	The Shortage of Human Resources: A Qualitative Study of The Public Health Sector in Morocco	<a href="#">Link to Presentation</a>
12412	Monday	9:30 AM		Nada KHAIRAT	Marketing and Social Media	The Purchase Intentions Towards Functional Food: A Systematic Review of The Literature	<a href="#">Link to Presentation</a>
12428	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	An Analysis of Motivation Perspectives in Small Construction Companies	
12431	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	The Trust in Influencers in The Beauty Industry Based on the Example of Generation Z	<a href="#">Link to Presentation</a>
12432	Tuesday	11:30 AM		Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Improving SME Business Models through Sustainable Development: A Case Study of X sp. z o.o., Poland	<a href="#">Link to Presentation</a>

12436	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	The Relevance and Application of Risk Management in Small and Large Companies in Times of Unpredictable Change	
12437	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Sustainability Reporting and Boards: Is That All About Gender?	
12440	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	Linking Leadership Styles and Employees Retention: The Mediating Role of Job Satisfaction	
12447	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Pricing Strategy of the Leading Container Shipping Carriers under the Turbulent Freight Market and its Impact on Logistics Supply Chains; an Analytical Approach	<a href="#">Link to Presentation</a>
12449	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	The Pandemic's Impact on Barriers of Male and Female Entrepreneurship: Case Study from Poland	
12450	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	Are There Talent Management and Digitalization Bundled in Literature? A Literature Review	<a href="#">Link to Presentation</a>
12452	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	An Analysis of The Impact of Shadow Economy In Small Construction Companies	
12454	Tuesday	11:30 AM	Mara Teresa da Silva Madaleno	Research in Organizational Behavior and Management	Data-Driven Stakeholder Management in EU Capacity Building Projects – Case of Erasmus+ Project	
12456	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	Agile Leadership - Consideration of The Success Factors In the Corporate Environment	<a href="#">Link to Presentation</a>
12458	Tuesday	2:00 PM	Zbihlejšová Lucia	Research in Human Resources and Leadership	New World of Work: How the Value System of Generation Z Is Changing Leadership	<a href="#">Link to Presentation</a>
12463	Monday	9:30 AM	Nada KHAIRAT	Marketing and Social Media	Factors Affecting Student Loyalty Toward Universities: Case of Private Universities in Jeddah, Saudi Arabia	<a href="#">Link to Presentation</a>