



## **IACCM 2023 Conference & Doctoral Workshop**

### ***"Responsible Management: Social Sustainability, Diversity and Inclusion"***

25<sup>th</sup>-27<sup>th</sup> October 2023 – Naples, Italy

*(Program)*

#### **25th October**

##### **10.30-12.30 DOCTORAL WORKSHOP: SEMINAR**

Room: Conference Hall

*Prof. Christoph Barmeyer*

“Doing qualitative research in intercultural contexts. Methodological orientations and self-reflexivity in Intercultural Management Research”

##### **12.30-13.30 LUNCH**

Room: Sala Wagner

##### **13.30-15.00 PARALLEL SESSIONS PhD PROJECTS**

## **26th October**

### **9:00 INSTITUTIONAL WELCOME**

### **9:15 OPENING OF THE CONFERENCE**

Room: Conference Hall

*Chiara Cannavale*

### **9:30-10:30 KEYNOTE SPEECH:**

Room: Conference Hall

“Constructive Intercultural Management. Challenges, Concepts, Conditions”

*Christoph Barmeyer*

### **10:30-11:30 PLENARY SESSION**

Chair: *Marie-Thérèse Claes*

Room: Conference Hall

1. Culturally Intelligent Future Expatriate Managers  
*Bice Della Piana*
2. Navigating the New Normal: Expatriates' Experiences and the Emerging Skill Set in the Post-Pandemic Era Global Workforce  
*Judit Végh, Joyce Jenkins, Marie-Thérèse Claes*
3. Are You Ready to Lead Global Sustainability Initiatives?  
*Karina R. Jensen, Charlotta Brynager*

### **11:30-12:00 COFFEE BREAK**

Room: Sala Wagner

### **12:00-13:30 PARALLEL SESSION: “CULTURAL COMPETENCES”**

Chair *Bice Della Piana*

Room: Conference Hall

1. CAPIRE: Development of a digital culture simulator training tool to foster intercultural competence in Europe  
*Svenja K. Schumacher, Anna Wiegand, Sylvie Chevrier, Arnold Enklaar*
2. The Case for Engaging Otherness as the Core Intercultural Competence  
*Milton J. Bennett*
3. Do you trust your government? Effects of competence- and integrity-based trust on policy acceptance in the sustainable food sector  
*Lena Schmeiduch, Jana Weißenberger, Thea Nieland, Gonzalo Palomo Velez*
4. Qualitative validation of the "Societal Strategic Orientation": Using the Q-Sort methodology  
*Hasna Koubaa, Nibrass Hajtaieb Elaoud*

### **12:00-13:30 PARALLEL SESSION: “FIGHTING TOGETHER AGAINST THE ENERGY AND THE CLIMATE CRISIS”**

Chair *Amal Hentati*

Room: Posillipo

1. Social Marketing and Reforestation of the Classified Forest of Niégréat the ACSDO Cooperative in Sassandra, Côte d'Ivoire  
*Amani Charles Yokoli*
2. Determinants of energy poverty in Eastern European countries  
*Eugenia-Ramona Mara*
3. A Comprehensive Study of Tunisian Waste Management Processes Adopted by NGOs: Sustainable Waste Management and Social Inclusion  
*Dalia Elleuch*
4. Towards a resumption of sustainable building culture: BIM and BEM for better design decision  
*Manel Ben Ayed, Amal Hentati*

### **13:30-14:30 LUNCH BREAK**

Room: Sala Wagner

### **14.30-15:30 PARALLEL SESSION: “MARKETING AND COMMUNICATION”**

Chair *Christiane Erten*

Room: Conference Hall

1. What drives human resources’ commitment towards sustainability? A focus on internal and external CSR practices  
*Chiara Crudele*
2. Variations in meeting styles across cultures  
*Henri de Jongste*
3. The GREEN lever: Unraveling the influence of consumption values on brand responses and consumer behaviour.  
*Marcello Risitano, Giuseppe La Ragione, Giuseppe Franzese, Chiara Cannavale*

### **14:30-15:30 PARALLEL SESSION “INCLUSION AND DIVERSITY IN THE WORKPLACE”**

Chair *Luisa Varriale*

Room: Posillipo

1. Unleashing Innovation Potential: The Interplay of Organizational Cultures, Learning Organizations, and Innovation Capabilities in Cross-Border R&D Alliances within Innovation Ecosystems  
*Senem Yazici*
2. Multicultural individuals as creative change agents – Migrants breaking through organizational routines in four German organizations  
*Sina Grosskopf, Christoph Barmeyer*
3. Ambiguities in diversity management: A closer look at contextual influences on the diversity-performance link  
*Lisa Hollands, Celine Bökemeyer, Johanna Böttcher, Muhammad Ubaid, Saira Arshad, Nick Lin-Hi*

### **14:30-15:30 PARALLEL SESSION: “CROSS-CULTURAL ENTREPRENEURSHIP AND SUSTAINABILITY”**

Chair: *Giuseppe Franzese*

Room: Mergellina

1. The impact of national culture on sustainability through ESG: an empirical analysis  
*Lorenza Claudio, Serena Gallo*

2. Comparative Analysis of the Impact of Female Board Members on Financial Indicators in Kuwaiti and Emirati Companies  
*Narjes khatoon Moradi, Amalia Carrasco Gallego, Claude Francoeur*
3. Exploring the negative effects of entrepreneurial team diversity on start-ups' performance. Evidence from a post-mortem analysis  
*Adele Parmentola, Michele Costagliola Di Fiore*

#### **15:30-16:00 COFFEE BREAK**

Room: Sala Wagner

#### **16:00-17:00 PARALLEL SESSION: "MARKETING AND COMMUNICATION"**

Chair: *Giuseppe La Ragione*

Room: Conference Hall

1. Fashion Merchandising in Transition Economies: The Case of a Diversified Cultural Society of India  
*Sivakumar Venkataramany, Lance Kaltenbaugh, Allison Rossi.*
2. Which experiences lead us to change – Understanding how transformative moments can inspire more sustainable and socially responsible behavior  
*Schmeiduch, Shirin Betzler, Marea Latzel, Karsten Müller*
3. Sustainability-oriented innovation in tourism: Exploring paths to the smart destination  
*Cecilia Pasquinelli, Mariapina Trunfio.*

#### **16:00-17:30 PARALLEL SESSION: "CROSS-CULTURAL ENTREPRENEURSHIP AND SUSTAINABILITY"**

Chair: *Lorenza Claudio*

Room: Posillipo

1. Diversity in entrepreneurs' background and business modelling: a Structured Literature Review  
*Giacomo Rosini*
2. Chinese migrant entrepreneurship: the phenomena of diaspora in Italy  
*Giuseppe Franzese, Chiara Cannavale*
3. Technologies and Entrepreneurial Trajectories: The Role of Digitization  
*Tamim Mahamud Foisal, Ehtisham Ali*
4. Digital platforms and entry mode choices: a simulation model for managing international hybrid offerings strategy  
*Andrea Caporuscio, Francesco Schiavone*

#### **16:00-17:00 PARALLEL SESSION: "INCLUSION AND DIVERSITY IN THE WORKPLACE"**

Chair *Senem Yazici*

Room: Mergellina

1. Ingroup-outgroup relationships in teamwork among international students  
*Christiane Erten, Anett Hermann, Marie-Thérèse Claes*
2. The Role of Higher Education in Promoting Social Sustainability in the Workplace and Beyond  
*Amna ben Amara and George Simons*
3. Making STEM in academia and business more inclusive  
*Vincent Merk*

**17:30-18:30 GENERAL ASSEMBLY:** all participants are invited to join.

**20:00 GALA DINNER** at Villa Doria d'Angri

## **27th October**

### **9.00-10.00 PARALLEL SESSION “INTERCULTURAL DIMENSION OF CROSS-BORDER CURRICULUM”**

Chair: *Svetlana Buko*

Room: Conference Hall

1. Keynote Speech of the panel  
Fostering Intercultural Competencies with cross-border collaboration  
*Louse Weber, Cross-Border TEIN Institute*
2. Redefining Border Synergies: A Didactical Blueprint for Intercultural Management  
*Svtlana Buko, Eithne Knappitsch*
3. Stepping out of your shoes and into the shoes of someone else: using randomly generated cultural avatars in an attempt to decentre undergraduate students  
*Grant Douglas*

### **9:00-10:00 PARALLEL SESSION: “CROSS-CULTURAL MANAGEMENT AND COMPETENCIES AND GLOBAL SOCIAL CHALLENGES”**

Chair: *Anna Bastone*

Room: Procida

1. Does culture matter in Responsible AI? Exploring the Demand for Responsible AI Competencies in Job Advertisements  
*Aizhan Tursunbayeva, Shilpi Jain, Sriparna Basu, Luigi Moschera*
2. Responsible Global Management: from Theory to Practice  
*Pia Stalder*
3. The relation between cultural differences and workers' attitudes towards Hybrid Working: a research agenda  
*Fabrizio Maimone*

### **9.00-10.00 PARALLEL SESSION “SUSTAINABILITY IN HEALTHCARE”**

Chair: *Francesco Schiavone*

Room: Posillipo

1. The influence of technology on patient engagement in the cross-cultural context through the psychological lens  
*Federica Zeuli, Olga Grieva*
2. Vaccine mandates at universities during Covid 19: Medically required or an unethical discriminatory practice?  
*Michael Muller-Camen*
3. Gender diversity in healthcare: A managerial approach  
*Davide Trinchese, Milena Vainieri*

### **9.00-10.00 PARALLEL SESSION “ENVIRONMENTAL SUSTAINABILITY AND INDUSTRY 4.0.”**

Chair: *Adele Parmentola*

Room: Mergellina

1. Immersive technologies and environmental sustainability. Opportunities and threats  
*Venturini Luca, Sorrentino Annarita*

2. An IoT application for manual data quality improvement  
*Gerardo Luisi*
3. Exploring artificial intelligence solutions in the Medtech industry. A case study analysis  
*Daniele Leone*

#### **10:00-11:00 “INNOVATION AND SUSTAINABILITY”**

Chair: *Sina Großkopf*

Room: Conference Hall

1. The influence of I4.0Ts in promoting the Circular Economy. The case of Schneider Electric  
*Raffaella Nastari, Sabrina Pisano, Matteo Pozzoli*
2. Being a startup working with AI: goals and challenges for an inclusive and responsible management  
*Valentina Russo and Azzurra Mancini*
3. Connecting industrial challenges with social needs: examples of activities performed by Spici at the hearth of the quadruple helix.  
*Anne-Marie Bruyas*

#### **11:00-11:30 COFEE BREAK**

Room: Sala Wagner

#### **11:30-12:30 PARALLEL SESSION: “CROSS-CULTURAL MANAGEMENT AND COMPETENCIES AND GLOBAL SOCIAL CHALLENGES”**

Chair: *Francesco Schiavone*

Room: Conference Hall

1. Transitioning from University to Early Career: Exploring the Career Perceptions and Employability of Chinese Self-Initiated Expatriates in Hungary  
*Xueyan Li, Henriett Primecz*
2. From societal urgency to territorial social responsibility  
*Patricia Nedel*
3. Facets of Cultural Risk Management: A Strategic Perspective  
*Nadege Firsova, Ivan Vaghely*

#### **11:30-12:30 PARALLEL SESSION “SUSTAINABILITY IN HEALTHCARE”**

Chair: *Cecilia Pasquinelli*

Room: Posillipo

1. Open Data's Impact on Promoting Social Inclusion in the Healthcare Sector  
*Mertoli Federico, Schillaci Elita*
2. The challenges of sustainable healthcare in Côte d'Ivoire  
*Coulibaly Nanga Désiré, Atchoua N'guessan Julien*
3. Culture as a driver of sustainable adoption of Artificial Intelligence in Healthcare  
*Anna Bastone, Giuseppe Franzese, Federica Zeuli, Stefania Manetti*

### **11:30-12:30 PARALLEL SESSION “ENVIRONMENTAL SUSTAINABILITY AND INDUSTRY 4.0.”**

Chair: *Ilaria Tutore*

Room: Mergellina

1. Sustainable Waste Flow management tailored for the textile industry  
*Mizna Rehman, Fabio De Felice , Antonella Petrillo, and Antonio Forcina*
2. People Analytics and Sustainable Development Reporting: towards a conceptual model  
*Zivile Stankeviciute, Aizhan Tursunbayeva, Luigi Moschera*
3. Blockchain to support Circular economy in Agri-food sector  
*Francesco Calza, Parmentola Adele, Tutore Ilaria, Forcina Antonio, Petrillo Antonella, De Felice Fabio*

### **11:30-12:30 PARALLEL SESSION “INTERCULTURAL DIMENSION OF CROSS-BORDER ALLIANCES & CURRICULUM”**

Chair: *Eithne Knappitsch*

Room: Procida

1. Exploring the Value of Cross-Border Business Curricula: A Case Study of collaborative design on the Italian-Slovenian Border for the MA Level Program in Intercultural Management  
*Svetlana Buko, Guistina Selvelli*
2. Enhancing Intercultural and English Language Competencies through Collaborative Online Peer Learning: A Swiss-Austrian Cross-Border Study  
*Janet Brown*
3. The role of language training in the curriculum for international business students in a regional border context: improving talent retention and integration into the Carinthia economy using the example of the Carinthia University of Applied Sciences and the company Fercam Logistics & Transport  
*Colin Heller*

### **12:30-14:00 PLENARY SESSION**

Chair: *Francesco Calza*

Room: Conference Hall

1. Going beyond the diatribe between emic/etic research paradigms: towards a humanistic, pluralistic and complex perspective on cross-cultural management research  
*Fabrizio Maimone*
2. The Iceberg and other symbols for Culture: A Critical Perspective  
*Marie-Thérèse Claes*
3. Embracing a two-eyed seeing perspective: exploring feminist paradigms in business research  
*Carmela Elita Schillaci, Marco Galvagno*

### **GREETINGS AND CONCLUSIVE REMARKS**

### **14:00-15:00 CLOSING LUNCH**

Room: Sala Wagner

**28th October**

**RECOMMENDED SOCIAL ACTIVITY TO DO IN NAPLES (autonomous organisation)**

**1. Piscina Mirabilis**

You can visit the Piscina Mirabilis from *Friday* to *Sunday*. The ticket office is in Via Campi Elisi, 1 – Bacoli. The tour starts from here. Open from 9:30 to 13:00 and from 14:30 to 17:00. Guided tour times: 10:00 - 12:00 - 15:00 - 16:00.

**Duration:** about 45 minutes.

We remind you that reservations are required. Write us at [prenotazioni@piscinamirabilisbacoli.it](mailto:prenotazioni@piscinamirabilisbacoli.it)

Prices: Full € 8

Further info on: <https://piscinamirabilisbacoli.it/en>

**2. Tunnel Borbonico**

*Entrances*

OPTION 1: Via D. Morelli, 61 (Morelli Car Parking's pedestrian entry)

OPTION 2: Vico del Grottone, 4 (nearby Plebiscito Square)

You can visit the Galleria Borbonica on *Fridays, Saturdays, Sundays* and on *holidays*.

Guided tour time: 10:00 am, 12:00 pm, 3:00 pm, 5:00 pm

**Duration:** 1 hour

To book something, contact us: +39 366 248 4151; 081 764 5808 or by email [mail@galleriaborbonica.com](mailto:mail@galleriaborbonica.com)

Prices: Full € 10 (visitors aged over 14)

Further info on: <https://www.galleriaborbonica.com/en/tours/standard>

**3. Scavi di Pompei**

- Site of Pompeii: open at 9,00 close at 19,00. Last entrance at 17,30
- Site of Antiquarium and Villa Regina (Boscoreale): open at 9,00 close at 19,00. Last entrance at 18,00
- Site of Villa Arianna and Villa San Marco (Stabia): open at 9,00 close at 19,00. Last entrance at 18,00
- Site of Villa di Poppea - Oplontis: open at 9,00 close at 19,00. Last entrance at 18,00
- Site of Castello di Lettere: open from 10,00 to 13,00 and from 16,00 to 20,00

**TICKETS**

- POMPEI PLUS (Ancient city of Pompeii with suburban villas: Villa of the Mysteries + Villa of Diomedes + Villa Regina in Boscoreale with Antiquarium) € 22.00
- POMPEII EXPRESS (Only the ancient city of Pompeii. Suburban villas not included) € 18.00
- THREE DAYS (Pompeii Plus + Oplontis + Villa Arianna + Villa San Marco + Libero D'Orsi Museum) € 26.00
- SITES (Entrance price for each site: Boscoreale, Oplontis, Libero D'Orsi Museum) € 8.00
- VILLA ARIANNA AND VILLA SAN MARCO: FREE



Entrance tickets can be purchased online at the website [www.ticketone.it](http://www.ticketone.it). The official ticket offices of the Pompeii Archaeological Park are located only within the archaeological area, at the entrances Porta Marina, Piazza Anfiteatro and Piazza Esedra.

At the entrances of Porta Marina e Piazza Esedra it will be possible to request a guided tour service, from 9.00 to 14.00.

Further info on: <http://pompeisites.org/en/>

#### **4. Scavi di Ercolano**

Every day from 8.30 to 17.00. Last entrance at 15.30

TICKET: €13 Entrance tickets can be purchased online at the website [www.ticketone.it](http://www.ticketone.it). The official ticket offices of the Ercolano Archaeological Park are located within the archaeological area.

Further info on: <https://ercolano.beniculturali.it/>

#### **5. Visit Vesuvio**

WALKING TRACK OF THE GREAT CONO: buy the ticket here (<https://vesuviopark.vivaticket.it/en>). The nature trail n.5 “Il Gran Cono” starts from Piazzale di Quota 1000, a parking area which is 1,000 metres above sea level in the municipality of Herculaneum, at the end of the Strada Provinciale (provincial road) Ercolano-Vesuvio. In the Piazzale, which is managed by the Vesuvius National Park, parking is not allowed.

THE PATHS OF THE VESUVIUS NATIONAL PARK: From 2001 to 2003, the Vesuvius National Park created a “Walkway Network of the Vesuvius National Park” consisting of 11 paths for a total length of 54 kilometres of walkway. The interventions concerned the mitigation of the risk on the tracks and the preparation of the latter through specific signs for each path, describing the main naturalistic, geological and historical emergencies you can encounter while walking. Different types of trails have been created: six circular nature trails (n. 1, 2, 3, 4, 5 and 8), an educational trail (n. 9), a panoramic path (n. 6) and an agricultural path (n.7).

Further info on: <https://www.parconazionalelvesuvio.it/visita-il-parco/>