

Timetable of the 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November at ZOOM

Outline Schedule

Saturday 7th November

13:30 – 15:00: Opening and Keynote Session 1

13:30 – 13:45: Opening

Welcome by Professor of International Business Dr. Svetla Trifonova Marinova (AAUBS), and Dr. Dafnis N. Coudounaris Associate Professor (Visiting) in IB (AAUBS) and Editor in Chief of IJEXPORTM and NJT.

13:45 – 15:00: Keynote Session 1, Chair Svetla Trifonova Marinova

Peter Gabrielsson 13:45 – 14:10

Professor of International Marketing

Topic: **“The Interface of International Marketing and Entrepreneurship Research”**

Antonella Zucchella 14:10 – 14:35

Professor of Marketing

Topic: **“The Speed of the Internationalization of Businesses”**

Marin Marinov 14:35 – 15:00

Professor of International Business

Topic: **“FDI in Central East Europe”**

15:00 – 15:20: Coffee and networking at ZOOM

15:20 – 16:10: Keynote Session 2, Chair Peter Björk

Metin Kozak 15:20 – 15:45

Professor of Marketing

Topic: **“Recent Developments in Tourism Research”**

Rodoula Tsiotsou 15:45 – 16:10

Professor of Services Marketing

Topic: **“Customer Journey Before, During and After Vacation in Social Media”**.

16:10 – 16:30: Coffee and networking at ZOOM

**1st SESSION: 16:30 – 17:50 Competitive Session 1: International Business:
Chair Peter Gabrielsson, Antonella Zucchella and Marin Marinov (3 papers)**

**Foreign Implementation Strategies and Export Modes: The case of Swiss
Manufacturing Multinational Firms**

Patrick Ischer, [Lamia Ben Hamida](#), Stefanie Hasler

Organization(s): University of Applied Sciences and Arts Western Switzerland, La Haute école de gestion Arc

**The Impact of Demographic Characteristics on Consumer Ethnocentrism and
Brand Perception: A CEE Country Perspective (Abstract No.: 104)**

[Andreea Bujac](#)¹, Veronica Maier²

Organization(s): 1: Aalborg University Business School, Denmark; 2: Technical University, Cluj Napoca, Romania

**The Effect of Institutional Distance on International Market Selection:
Comparing Export to Foreign Direct Investment (Abstract No. 105)**

[Desislava Georgieva Budeva](#), Gladys Torres-Baumgarten

Organization(s): Ramapo College of New Jersey, United States of America

Framing Sustainable Exports in Theory and Practice (Abstract No. 116)

[Per Engelseth](#)¹, Richard Glavee-Geo²

Organization(s): 1: University of Tromsø, Norway; 2: Norwegian University of Technology and Science, Norway

**17:50 – 18:15: Professor of Asian Economy Peter Hwang presents
„Asian Business after Covid-19: The case of China“**

**2nd SESSION: 18:15 – 19:35 Competitive Session 2: Tourism Management and
Brand Management: Chair Metin Kozak and Rodoula Tsiotsou (4 papers)**

**Antecedents and outcomes of three value outcomes: Interactive value
formation at Airbnb (Abstract No. 107)**

[Erose Sthapit](#)¹, Peter Björk²

Organization(s): 1: Haaga-Helia University of Applied Sciences, Finland; 2: HANKEN School of Economics, Finland

**Travelers Satisfaction at Covid19 Quarantine Centers in Saudi Arabia (Abstract
No. 103)**

Ali Medabesh, [Syed Md Faisal Ali Khan](#)

Organization(s): Jazan University, Saudi Arabia

**The influence of happiness on memorable tourism experience and behavioral
intentions: The case of St. Petersburg (Abstract No. 102)**

Dafnis Coudounaris¹, [Salome Kapanadze](#)², [Erose Sthapit](#)³, Olga Kvasova⁴

Organization(s): 1: University of Tartu, Estonia; 2: University of Tartu; 3: Haaga-Helia University of Applied Sciences, Finland; 4: University of Central Lancashire, Cyprus

Measuring the Sustainability Capability through Circular Economy Practices: The Case of H&M

[Mohammad B. Rana](#)¹, [Syed Ahmed Tajuddin](#)²

Organization(s): 1: Aalborg University Business School, Denmark; 2: World University of Bangladesh, Bangladesh

19:35 – 20:05: Awards

Presenting five awards for best papers by Inderscience Publishers, awards to keynote speakers and awards to reviewers of IJEXPORTM

20:05 – 21:00: On-line socialization at ZOOM

Sunday 8th November

3rd SESSION: 8:00 – 9:25 Competitive Session 3: Entrepreneurship :

Chair Olli Kuivalainen and Tiia Vissak (4 papers)

Attitudes and attitude change versus social representations: The shift from causation to effectuation for international entrepreneurs (Abstract No. 101)

[Henrik Arvidsson](#)¹, [Dafnis Coudounaris](#)², [Ruslana Arvidsson](#)³

Organization(s): 1: University of Tartu, Estonia; 2: Aalborg University Business School, Denmark and University of Tartu, Estonia; 3: Institute of Innovation Governance, Estonia

Developments on effectuation vs causation: A recent literature review (Abstract No.100)

[Dafnis Coudounaris](#)¹, [Henrik Arvidsson](#)²

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia

Entrepreneurial Journey of Born-Global Start-up: The Case of an Open Engineering Platform (Abstract No. 112)

[Tõnis Mets](#)¹

Organization(s): 1: University of Tartu, Estonia

Base of the pyramid entrepreneurship in affluent western economies: An exploratory assessment of drivers and survival factors of gig economy entrepreneurs (Abstract No. 113)

[Ahmad Arslan](#)¹, [Nasib Al-Nabulsi](#)²

Organization(s): 1: University of Oulu, Finland; 2: Independent researcher and previously was at HANKEN School of Economics, Finland

9:25 – 10:25: Keynote Session 3, Chair Dafnis Coudounaris

International Marketing Review (IMR) by Olli Kuivalainen 9:25 – 9:50

Journal of Business Research (JBR) and Technology Forecasting and Social Change by Domingo Ribeiro-Soriano 9:50 – 10:25

10:25 – 10:45: Coffee and networking at ZOOM

10:45 – 11:35: Keynote Session 4, Chair Marin Marinov

Olli Kuivalainen 10:45 – 11:10

Professor of International Marketing and Entrepreneurship

Topic: “**Heuristics and Biases in International Entrepreneurship: what and when?**”

Tiia Vissak 11:10 – 11:35

Senior Researcher of International Business

Topic: “**Mature Born Global’s Performance**”

4th SESSION: 11:35 – 12:55 Competitive Session 4: International Business, Consumer Behaviour, Chair Peter Gabrielsson and Marin Marinov (4 papers)

Talent Management, 11:35 – 11:55

Park Hyun Mi¹

Organization(s):1: Coventry University, United Kingdom

Social value creation in African BOP markets by construction innovations: A case study of a Finnish family owned small and medium sized enterprise (Abstract No. 110), 11:55– 12:15

Ahmad Arslan¹, Samppa Kamara¹, Shlomo Y. Tarba²

Organization(s): 1: University of Oulu, Finland; 2: University of Birmingham, United Kingdom

Internationalisation of UK SMEs (Abstract No. 111), 12:15 – 12:35

Dafnis Coudounaris¹

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, School of Economics and Business Administration, Estonia

The Interplay Between Global and Domestic Brands Across Sultanate of Oman and Malaysia: A Conceptual Approach (Abstract No. 109), 12:35 – 12:55

Sohel Ahmed, Aisha Salim Al-Araimi

Organization(s): Mazoon College, Oman

LUNCH and networking: 13:00 – 13:45 at ZOOM

13:45 – 15:00: Keynote Session 5, Chair Peter Björk

Anestis Fotiadis 13:45 – 14:10

Professor of Tourism

Topic: “**Smart Hoteling**”

Hannele Kauppinen-Räsänen 14:10 – 14:35

Researcher and previously Professor of Marketing

Topic: “**Mindful Masstourism**”

Scandinavian Journal of Hospitality and Tourism (SJHT) by

Trude Furunes 14:35 – 15:00

5th SESSION: 15:00 – 16:40 Competitive Session 5: International Business and Consumer Behaviour, Chair Svetla Trifonova Marinova (5 papers)

**Competitiveness of Export Firm in COVID-19 Scenario, (Abstract No. 115)
15:00 – 15:20**

[Valeska V. Geldres-Weiss](#)¹, Pedro E. Guerrero-Stuardo¹, Natalia B. Arcos-Pino²

Organization(s): 1: Universidad de La Frontera, Chile; 2: ProChile, Chile

The effect of narcissism on maladaptive consumer behaviour during the COVID-19 pandemic, 15:20 – 15:40

[Angela Constantinou](#)¹, Olga Kvasova¹, Mitchell Jonathan Larson², Michael Christofi³

Organization(s): 1: University of Central Lancashire, Cyprus; 2: UCLan, United Kingdom; 3: University of Nicosia, Cyprus

Hyper - Connected World: Brand Resonance & Service Quality, (Abstract No. 114) 15:40 – 16:00

[Samuel Kusi](#)¹

Organization(s): 1: University of Vaasa, Finland

An investigation of how female millennial engage with pure-play businesses through Instagram posts (Abstract No. 108) 16:00 – 16:20

[Elena Chatzopoulou](#)¹

Organization(s): 1: Kent University, United Kingdom

**Brand equity and its antecedents: An Estonian beer (Abstract No. 106)
16:20 – 16:40**

Dafnis Coudounaris¹, [Rustam Asadli](#)², Andreea Bujac³

Organization(s): 1: Aalborg University Business School, Denmark and University of Tartu, Estonia; 2: University of Tartu, Estonia; 3: Aalborg University Business School, Denmark

16:40 – 17:00: Sponsors

International Journal of Export Marketing (IJEXPORTM) and Nordic Journal of Tourism (NJT) by Editor in Chief Dr. Dafnis N. Coudounaris

17:00 – 17:20: Closing Session

[Dafnis N. Coudounaris](#), Chair of the 2nd Nordic IB, Export Marketing & Tourism Conference 2020

[Professor Svetla Trifonova Marinova](#), Aalborg University Business School, Denmark

END OF THE CONFERENCE

HOW TO CONNECT ON ZOOM

ZOOM does not request you to be a member. You just connect using the information below:

Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.

For 7th November:

Topic: 2nd Nordic IB, Export Marketing + Tourism Conference 2020

Time: Nov 7, 2020 03:00 PM Nicosia (GMT+2hours) until 21:00 up to 100 participants

Join Zoom Meeting

<https://us02web.zoom.us/j/86245726336?pwd=S3BaNXZYrbzNla3pKVIZua2FDTTTR5UT09>

Meeting ID: 862 4572 6336

Passcode: 5U1itf

For 8th November:

Dafnis Coudounaris is inviting you to a scheduled Zoom meeting.

Topic: 2nd Nordic IB, Export Marketing + Tourism Conference 2020

Time: Nov 8, 2020 07:30 AM Nicosia (GMT+2 hours) until 17:00 up to 100 participants

Join Zoom Meeting

<https://us02web.zoom.us/j/87560583228?pwd=REs4dlcrODlieGNaUXRuQIRFd0d3UT09>

Meeting ID: 875 6058 3228

Passcode: 7aPDxh

**Note: The conference event will be performed on Time Zone
Nicosia/ Helsinki/ Athens/ Tallinn GMT+2 hours**