

ICARME

INTERNATIONAL CONFERENCE
OF APPLIED RESEARCH IN MANAGEMENT
AND ECONOMICS



Rethinking Management and Economics in the (New) 20's

CONFERENCE PROGRAM

June 29 – July 1, 2022 Leiria, Portugal

Escola Superior de Tecnologia e Gestão do Politécnico de Leiria



**POLITÉCNICO
DE LEIRIA**

ESCOLA SUPERIOR
DE TECNOLOGIA
E GESTÃO

CARME
CENTRE OF APPLIED RESEARCH
IN MANAGEMENT AND ECONOMICS



**REPÚBLICA
PORTUGUESA**

CIÊNCIA, TECNOLOGIA
E ENSINO SUPERIOR

FCT Fundação
para a Ciência
e a Tecnologia

JUNE 29, 2022 (WEDNESDAY)

- **17h30-18h30** | Registration & Conference materials
- **18h30-19h30** | Welcome Drinks

JUNE 30, 2022 (THURSDAY)

- **08h30-09h15** | Registration & Conference materials
- **09h15-09h30** | Opening Ceremony (Room: Anf D.S. 0.1)
Fernando Silva (Deputy director-ESTG)
Cátia Crespo - CARME coordinator
Teresa Eugénio - ICARME Conference Chair
- **09h30-10h15** | Plenary Session – Keynote Speaker
Professor: Ph.D. Derek McInerney - Faculty of Business & Humanities, Technological University of the Shannon Midlands Midwest
(Room: Anf D.S. 0.1)
- **10h15-10h30** | Coffee Break

PARALLEL SESSIONS			
10h30-12h30		Room	Language
Session 1-A	<p>CHAIR: Ana Sargento</p> <ul style="list-style-type: none"> • <i>How Traditional Sports And Games Can Help To Drive Sustainable Community Development: A Study Of The Gaelic Athletic Association In Ireland</i> James Griffin and James Flanagan • <i>Rethinking The Management, Structure And Regional Focus Of Higher Education Institutes: The Role Of Technological Universities In Ireland In The New 20's</i> James Griffin and James Collins • <i>Stakeholders over scorched earth How did companies react in the aftermath of the 2017 Portuguese forest fires?</i> Narciso Antunes, Ana Simaens and Patrícia Costa • <i>The Impact of Clusters on Entrepreneurship: Irish Cluster Development from Culliton to the IDEAM Custer initiative to support SME innovation.</i> Derek McInerney, Katrin Weittenhiller and Jamie Meehan • <i>A Practice-Based Research Agenda for Further Enquiry Into Strategic Alignment</i> James Holohan 	D.S.1.2	ENG
Session 1-B	<p>CHAIR: Nuno Reis</p> <ul style="list-style-type: none"> • <i>Preferências dos Millenials na escolha de emprego: PME's vs grandes empresas</i> Marta Reis and Jorge Gomes • <i>A relação da Liderança Responsável com o Desempenho Individual: efeito mediador da Satisfação Global com o Trabalho e do Workaholism</i> Adriana Cardoso, Tânia Marques and Nuno Reis • <i>Mindfulness And Frontline Employees' Creativity: The Mediating Effect of Intrinsic Motivation And Creative Process Engagement</i> Miguel Machado, Filipe Coelho, Miguel Pina E Cunha and Greg Oldham • <i>The Relationship Between Responsible Leadership and Individual Creativity: The Mediating Role of Affective Commitment</i> Luís Miguel Simões, Ana Patrícia Duarte and Neuza Ribeiro 	D.S.1.3	PT/ENG

	<ul style="list-style-type: none"> • <i>Organizational Culture and Job Satisfaction in Two Critical Patient Services</i> Jorge Pereira and Susana Pescada 		
Session 1-C	<p>CHAIR: Cristina Sá</p> <ul style="list-style-type: none"> • <i>Conceptual framework to explain the influence of narratives</i> Tihana Czakó-Vasic and Zoltán Baracscai • <i>The impact of family control on capital structure on emerging economies: Theory and evidence</i> Lisbeth Burgos, Inês Lisboa and Magali Costa • <i>Is the capital market liquidity important for the number of initial public offering?</i> Ricardo Fialho, Lúgia Febra and Magali Costa • <i>Is the investor protection level a capital market liquidity factor?</i> Joana Fonseca, Magali Costa and Lúgia Febra • <i>Income smoothing in microfinance institutions: The effect of gender on the board of directors and the impact of the financial crisis</i> Liliana Pimentel and Ricardo Joaquim 	Anf D -1.1	ENG/PT
Session 1-D (Online)	<p>CHAIR: José Dantas</p> <ul style="list-style-type: none"> • <i>A Relação Entre Planeamento Fiscal E Desempenho Empresarial. Uma Revisão Bibliográfica</i> Ana Tomás, Maria Goreti Dâmaso and Ricardo São João • <i>A Exposição Cambial nas Empresas não Financeiras da Região de Leiria</i> Elisabete Duarte, Ana Drumond and Maria Jorge • <i>O Impacto nos Mercados Financeiros dos Tweets do Ex-Presidente Norte Americano Donald Trump</i> Elisabete Duarte, Paulo Filho and Maria Jorge • <i>Corporate Performance Determinants in the Iberian Peninsula: the investment banks case</i> Catarina Proença, Maria Elisabete Neves and Beatriz Cancela 	ONLINE Anf D -1.2	PT/ENG

- **12h30-14h00** | Lunch (Location: Cantina 3)

14h00-16h00		Room	Language
Session 2-A	<p>CHAIR: Inês Lisboa</p> <ul style="list-style-type: none"> • <i>The impact of investor protection on stock market volatility</i> João Silva, Lígia Febra and Magali Costa • <i>The impact of corporate brand value on stock liquidity</i> Magali Costa, Lígia Catarina Febra, Alcina Gaspar Ferreira and Maria Rodrigues • <i>Mapping the structure of hedge accounting studies: A scientometrics model</i> Liliana Pimentel and Ana Catarina Leite • <i>International cross-listing and stock liquidity: evidence from the German capital market</i> Ana Catarina Baptista, Lígia Febra and Magali Costa 	D.S.1.2	ENG/PT
Session 2-B	<p>CHAIR: João Santos</p> <ul style="list-style-type: none"> • <i>Using Student Consultancy Projects in Enterprise and Marketing Programmes - Some Reflections</i> Sharon Lucey • <i>A Systematic Literature Review on Greenwashing and Its Relations To Stakeholders: State Of Art And Future Research Agenda</i> Celia Santos, Arnaldo Coelho and Alzira Marques • <i>The Impact of Emotional Exhaustion on Turnover Intention - The case of Women Police Officers</i> Gabriela Gomes, Neuza Ribeiro, Eduardo Ortega and Daniel Roque Gomes • <i>Determinants of Green Purchase Intention: The Influence of Culture</i> Maria Alexandrina Noá, Cátia Fernandes Crespo and Alcina Gaspar Ferreira • <i>A Sustentabilidade na Indústria da Moda através da Produção e Consumo Local</i> Susana Maria Rijo, Alcina Gaspar Ferreira and Cátia Fernandes Crespo 	D.S.1.3	ENG/PT
Session 2-C	<p>CHAIR: Manuel Portugal</p> <ul style="list-style-type: none"> • <i>Importância Dos Clusters De Engineering & Tooling E Health Cluster Portugal Na Região Centro – Uma Análise A Partir Da Economia Regional</i> 	Anf D -1.1	PT/ENG

	<p>José-Miguel Rebolho, João-Pedro Ferreira, Vítor Raposo, Luís Cruz and Ana Sargento</p> <ul style="list-style-type: none"> • <i>Projeto Na Régua para o Direito à Moradia Digna</i> Irene Ciccarino and Allan Borges • <i>Does Inbound Tourism Create Employment?</i> Eleonora Santos • <i>Stock Market Liquidity impact on Economic Development</i> Lígia Febra, Maria Eduarda Fernandes and Tiago Silva 		
Session 2-D (Online)	<p>CHAIR: Fernando Serra</p> <ul style="list-style-type: none"> • <i>The Impact of Corporate Ownership on Quality of Non-Financial Risk Disclosure in a Developing Country: The Moderating Effect of Companies Act 2015</i> Erastus Mbithi, Tankiso Moloi and David Wang'Ombe • <i>Managing Practice Based Teaching of Sustainable Urban Mobility Planning (SUMP) using digital tools during COVID'19</i> Petra Szakonyi and Patrícia Honvári • <i>The Importance Of Cost Systems In The Profitability Of Hotel SMEs As An Indicator of Competitiveness For Decision Making In The Post-Pandemic Era In Yucatan, Mexico</i> Antonio Emmanuel Perez Brito, Martha Isabel Bojorquez Zapata and Laura Guillermina Duarte Caceres • <i>Circular Economy Education for Higher Learning Supply Chains: A Literature Review</i> Mary AmingÁ, Reuben Marwanga and Pamela Marendi • <i>Skills over Nationality - Dutch SMEs' Demand for (International) Talents and Ways to Attract and Retain Them</i> Julia Reinold, Shilpa Samplonius and Mariska van der Giessen 	ONLINE Anf D -1.2	ENG

- **16h00-16h30** | Coffee Break

16h30-18h30		Room	Language
Session 3-A	<p>CHAIR: Alzira Marques</p> <ul style="list-style-type: none"> • <i>O Impacto Das Atividades De Marketing Nas Redes Sociais No Amor à Marca e Na Cocriação Da Marca e o Impacto Destas Na Lealdade à Marca</i> Ana Carolina Farinha Marques and Alzira Marques • <i>The Moderating Effect Of Switching Costs On The Relationship Between Customer Satisfaction And Customer Loyalty</i> Luís Miguel Machado • <i>Acculturation and purchase intentions among emigrants: an international analysis</i> Tatiana Velgan and Cátia Fernandes Crespo • <i>The influence of country-of-origin on B2B relationship quality</i> Cátia Fernandes Crespo and Nuno Fernandes Crespo • <i>The Moderating Effect Of Quality Management Systems In Firm Performance Of Exporting Portuguese Firms: Understanding The Impact Of Quality Management Adoption In Firm Performance In An Exporting Context</i> Vania Bugalho, Luís Miguel Machado and João Santos 	D.S.1.2	PT
Session 3-B	<p>CHAIR: Eduarda Fernandes</p> <ul style="list-style-type: none"> • <i>Impact of Internationalization and Regional Influence on Company's Capital Structure: Literature Review</i> Nidia Santos and Inês Lisboa • <i>Income smoothing in banking sector via Loan Loss Provision: A scientometric review (1988-2021)</i> Liliana Pimentel, Adriana Barreto and Ricardo Joaquim • <i>Using Quantitative Methodologies to Conduct a Systematic Review in Social Sciences - Proknowk-C and Ordinato Method in the theme "Financialization in Corporate Governance"</i> Rita Vieira, Graça Azevedo and Jonas Oliveira • <i>Corporate Citizens: return and stock liquidity</i> Catarina Rodrigues, Magali Costa and Lúcia Febra 	D.S.1.3	PT
Session 3-C (Online)	<p>CHAIR: Susana Rodrigues</p> <ul style="list-style-type: none"> • <i>O Impacto das Políticas Organizacionais na Gestão de Churning de Recursos Humanos</i> Olga Pirrolas and Pedro Correia 	ONLINE Anf D - 1.2	PT

	<ul style="list-style-type: none"> • <i>Efeito mediador do Conhecimento orientado ao Desenvolvimento Sustentável (DS) na relação entre Iniciativas Green Campus e Proatividade do Estudante</i> Jucelia Appio Frizon, Teresa Eugénio and Nelson Frizon • <i>The Importance of Companies' Green Marketing Practices in College Students' Green Purchasing Behavior: An Application of the Theory of Planned Behavior</i> Clara Viseu, Manuela Marguinho, Sara Sousa and Elisabete Correia • <i>Parental Business Exposure and Hybrid Entrepreneurial Entry: Evidence from an Emerging Economy</i> Sarah Muigai, Edward Mungai and S Ramakrishna Velamuri • <i>Virtual Leadership In Project Management</i> Bárbara Ferreira, Paulo Pinto-Moreira and Manuela Larguinho 		
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- **19h30** | Dinner

JULY 1, 2022 (FRIDAY)

Parallel Sessions			
09h30-11h30		Room	Language
Session 4-A	<p>CHAIR: Jacinta Moreira</p> <ul style="list-style-type: none"> • <i>Assessment the Digital Maturity in the Portuguese Navy</i> Ronnie Figueiredo and Jorge Bruno Alves Nogueira • <i>Love brands - Uma análise concetual</i> Jacinta Moreira and Lídia Simão • <i>Paradoxical effects of ethical leadership on followers' behavior – How it promotes unethical behavior through increased value congruence and trust in the leader</i> Vitor Hugo Silva and Ana Patrícia Duarte • <i>Assessment Of Job Satisfaction In Nurses: Contributions To Health Management</i> Cristina Costeira, Paulo Costa, Anabela Salgueiro, Cátia Santos, Nelson Pais and Filipa Ventura 	D.S.1.2	ENG
Session 4-B	<p>CHAIR: Ana Lopes</p> <ul style="list-style-type: none"> • <i>Is Foreign Direct Investment Caring for Sustainability? A look in African Sub-Saharan countries</i> Rui Martins, Eulália Santos, Teresa Eugénio and Ana Morais • <i>Enablers and barriers of circular business model in agribusiness</i> Barbara Lamolinara, Mário Sérgio Teixeira, Cristina Galamba Marreiros and Vitor Hugo dos Santos Ferreira • <i>Sustainable Forest Management and Stakeholders Participation in Portuguese FSC's certified companies</i> Irene Ciccarino, Camila Fagundes and Maria Eduarda Fernandes • <i>Antecedents Of Environmental Performance In The Plastics Industry In Brazil And Portugal</i> Marcelo Curth and Alzira Maria Ascensão Marques • <i>Sustainability Reporting in order to Improve Energy Efficiency in Indian Industry</i> Akhil Subramaniam, Ricardo Manso and Teresa Eugénio 	D.S.1.3	ENG/PT

Session 4-C	<p>CHAIR: Cátia Crespo</p> <ul style="list-style-type: none"> • <i>The Future of Health Management – How Virtual Reality and 5G Networks Can Contribute to Sustainability in Healthcare</i> György Wersényi and József Tollár • <i>The Vision that Carries the Digital Transformation on its Back - The Promises of 5G for Sustainability and for the Corporate Sector Focusing on the SMEs in Hungary</i> Áron Gyimesi, Árpád Tóth and György Wersényi • <i>An Investigation of LTO as a Driver For Entrepreneurial Growth And Sustainability - An Exploratory Study of SMEs In The Shannon Region</i> James Clifford and Tara Frawley • <i>The Impact of Female Tertiary Education and Climate Change on Economic Growth in Developing Countries</i> Aya Moataz Atti and Christian Richter • <i>Online paradigms in education – nexus of blockchain and gamification</i> Katalin Czako, Tihana Vasic and Karolina Kovacs 	Anf D - 1.1	ENG
Session 4-D	<p>CHAIR: Tânia Marques</p> <ul style="list-style-type: none"> • <i>Diagnóstico da marca de empregado um caso de estudo na área logística de uma empresa</i> Andrea Sousa and João Thomaz • <i>The Effects of Perceived Organizational Justice and Organizational Support on Employee Performance</i> Ana Virgolino, Arnaldo Coelho and Neuza Ribeiro • <i>Evaluating The Mediator Role Of Organizational Identification In The Relationship Between Symmetrical Internal Communication And Individual Performance</i> Eduardo Ortega, Gabriela Gomes, Neuza Ribeiro and Daniel Gomes • <i>Context matters less than leadership in preventing unethical behaviour</i> Marlond Antunez, Nelson Ramalho and Tânia Marques 	Anf D - 1.2	ENG/PT

- **11h30- 11h50** | Coffee Break
- **12h00-12h45** | Plenary Session – Keynote Speaker
Professor: Ph.D. João Duque - Lisbon School of Economics & Management – ISEG, University of Lisbon (Room: Anf D.S. 0.1)
- **12h45-13h00** | Closing Session / Prize Giving (Room: Anf D.S. 0.1)
 Nuno Rodrigues (Vice President of the Polytechnic of Leiria)
 Cátia Crespo - CARME coordinator
 Teresa Eugénio - ICARME Conference Chair
- **13h00-14h30** | Lunch (Location: Cantina 3)
- **14h30-18h30** | Social Program

Este evento é financiado por fundos nacionais através da FCT – Fundação para a Ciência e a Tecnologia, I.P., no âmbito do projeto UIDB/04928/2020

This event is funded by national funds through FCT - Fundação para a Ciência e a Tecnologia, I.P., under project UIDB/04928/2020