7th GIKA CONFERENCE PROCEEDINGS

"Innovation, Knowledge, Judgment and Decision-Making as Virtuous Cycles"

Lisbon, June 28-30, 2017
7th GLOBAL INNOVATION AND KNOWLEDGE ACADEMY (GIKA) CONFERENCE PROCEEDINGS

Innovation, knowledge, judgment, and decision-making as virtuous cycles

Lisbon, June 28-30, 2017
7TH GLOBAL INNOVATION AND KNOWLEDGE ACADEMY (GIKA) CONFERENCE PROCEEDINGS

Innovation, knowledge, judgment, and decision-making as virtuous cycles

Lisbon, June 28-30, 2017

VÍTOR DA CONCEIÇÃO GONÇALVES
ISEG, University of Lisbon, Portugal

J. AUGUSTO PELÍCIO
ISEG, University of Lisbon, Portugal

HELENA MARTINS GONÇALVES
ISEG, University of Lisbon, Portugal
Contents

A SEMANTIC ANALYSIS OF E-WOM AND ITS EFFECTS ON THE SALES OF A MATURE CPG PRODUCT .............................................. 49
CARMEN ABRIL, JOAQUIN SANCHEZ-SANCHEZ & CARMEN MARHUENDA

STAKEHOLDERS, RELATIONSHIPS AND FAMILY BUSINESS ORGANIZATIONAL EFFECTIVENESS: AN EXPLORATORY CONFIGURATIONAL STUDY IN FAMILY BUSINESSES IN LATIN AMERICA ........................................................................ 51
PILAR ACOSTA, ANA C. GONZALEZ & YENY RODRIGUEZ

HOW MOTIVATIONS AND INVOLVEMENT EXPLAIN WINE TOURISTS RETURN: SEM AND FSQCA FINDINGS ...................... 53
CAROLINA AFONSO, GRAÇA MIRANDA SILVA, HELENA MARTINS GONÇALVES & MARGARIDA DUARTE

KNOWLEDGE SHARING: A CONDUIT FOR RELATIONSHIP LEARNING .................................................................................. 55
WAHEED AKBAR BEJATTI

LEADERSHIP IN A DEVELOPING ECONOMY CONTEXT: AN EXAMINATION OF THE FULL-RANGE LEADERSHIP MODEL IN THE UNITED ARAB EMIRATES .......................................................... 57
MOHAMED AL WAQIFI & MONA AL MANSOUI

INSTITUTIONAL DETERMINANTS OF FDI LOCATION DECISION IN TRANSITION ECONOMIES: A QUALITATIVE STUDY .................................................................................................................. 59
MAHMoud ALAjAjTY & JOHN ANCHOR
ENTREPRENEURIAL ENVIRONMENTAL CHALLENGES TO BE ADDRESSED ON THE JOURNEY TO BECOMING AN ENTREPRENEURIAL UNIVERSITY: A CASE STUDY OF THE UNIVERSITY OF DUHOK, KURDISTAN ........................................... 61
ALVIN ALDAWOD & JOHN DAY

BOARD DIVERSITY AND EFFICIENCY EVALUATION: EVIDENCE FROM EUROPEAN LISTED MANUFACTURING COMPANIES ............................................................. 63
SIMONA ALFIERO, MASSIMO CANE, RUGGERIO DORONZO & ALFREDO ESPOSITO

EXAMINING THE ROLE OF CHILDHOOD EXPERIENCES IN DEVELOPING KNOWLEDGE SHARING BEHAVIOR AMONG CHILDREN IN THEIR LATER LIFE ........................................ 65
IMRAN ALI

FRENCH ART MUSEUMS GOING DIGITAL: FROM A VICIOUS TO A VIRTUOUS CYCLE ................................................................. 67
OHEAB ALLAL-CHERIEF, ANNE GOMBAULT & AURÉLIEN DÉCamps

DEVELOPING A FRAMEWORK TO FACILITATE AN IMPROVEMENT CULTURE: THE CASE OF SAUDI ARABIA .................................. 69
SULAIMAN ALMAIMAN, DR. PATRICK MCLAUGHLIN & DR AHMED AL-ASHAAB

ENGAGEMENT IN SPORTS VIRTUAL BRAND COMMUNITIES ............................................................ 71
MANUEL ALONSO DOS SANTOS, FERNANDO REJON GUARDIA, FERRAN CALABUIG MORENO & CARLOS PÉREZ CAMPOS

THE IMPACT OF EMOTIONS ON AUTHENTICITY AND BRAND ATTACHMENT: THE CASE OF A FRENCH PREMIUM CHOCOLATE BRAND ...................................................... 73
WISSAL BEN ARIF, RICKARD ENSTROM & YOUSRA HALLEH

CAN ECONOMIC UNCERTAINTY BE MEASURED? ........................................ 75
MIGUEL A. ARÍÑO

GOVERNMENT SPENDING ON INFRASTRUCTURE AND ECONOMIC GROWTH IN NIGERIA .................................................. 77
SHAKIRAT ADEPEJI BABAUNE

HISTORICAL ENTERPRISES BETWEEN LONGEVITY AND EVOLUTIONARY PROCESSES: THE INNOVATIVE TRADITION .......................................................... 79
CLAUDIO BACCARANI, PAOLA CASTELLANI & CHIARA ROSSATO

CUSTOMER SEGMENTATION IN ECOMMERCE: APPLICATION ON CASHBACK BUSINESS MODEL ........................................ 81
MARIA TERESA BALLESTAR, PILAR GRAU-CARLES & JORGE SAINZ

HOW CORPORATE SOCIAL INNOVATION (CSI) UPGRades GLOBAL VALUE CHAINS (GVCs) AND LINK MICRO, SMALL AND MEDIUM ENTERPRISES (SMES) TO GLOBAL MARKETS .................................................. 83
MARIA ELENA BALTADAR HERRERA, PHILIP MIRVIS & BRADLEY GOOGINS

USING THE GROUNDED THEORY AS A QUALITATIVE METHODOLOGICAL APPROACH TO THE IDENTIFICATION OF THE CONSTITUTIVE ELEMENTS OF THE RITUAL CONSUMPTION IN THE GENERATION OF VALUE: THE CASE OF TEA .................................................. 85
RAQUEL BARRERA TARRAZONA & FRANCISCO JOSÉ TORRES RUIZ

CORPORATE SOCIAL RESPONSIBILITY REPORTING IN LISTED FIRMS: THE EFFECT OF BIG AUDITING FIRMS AND AUDIT/NON-AUDIT FEES .................................................. 87
INMACULADA BEL-OMS, MARÍA CONSUELO PUCHETA-MARTÍNEZ & LÚCIA LIMA RODRIGUES
IMITATION IN SOCIAL TRADING: A RESOURCE-BASED VIEW ......................................................... 89
ELISABETH S.C. BERGER, MATTHIAS WENZEL & VEIT WOHLGEMUTH

UNDERSTANDING BUSINESS EXIT: COUNTRY COMPARISON USING FSOCA ................................................. 91
MALCOLM BEYNON, PAUL JONES & DAVID PICKERNELL

A NEW APPROACH TO BANKRUPTCY PREDICTION IN AGRIBUSINESS SECTOR: FSOCA IN COMPARISON TO QUANTITATIVE METHODS ................................................................. 93
KATARZYNA BORATYNSKA & EMIJA GRZEZORZEWSKA

THE ROLE OF NON-GOVERNMENTAL INSTITUTIONS AND ORGANIZATIONS IN THE DEVELOPMENT OF RURAL AREAS IN POLAND ................................................................. 95
PIOTR BÓRAWSKI

DOES ORGANIZATIONAL CREATIVITY ALWAYS DRIVE MARKET PERFORMANCE? ........................................... 97
NATHANIEL BOSE, TERVER BENDEGA, FRANCIS DONBUISUU, OGICHI ADORA & JONATHAN ANNAN

KNOWLEDGE SPilloVER (KS): ITS INDIRECT EFFECT ON REGIONAL INNOVATION ........................................... 99
SERGIO BOTEILHO JUNIOR, WILLIAM O'CORMAN O'GORMAN & VALERIE BRITT

QUALITY MANAGEMENT AS A DRIVER OF INNOVATION IN THE SERVICE INDUSTRY ........................................ 101
DOLORES BOTEIlla-CARRURR, NORAT BOIG-TIENNO & TOMÁS R. GONZÁLEZ-CRUZ

ALLIANCES OF SERVICE FIRMS AND MANUFACTURERS: RELATIONS AND CONFIGURATIONS OF ENTREPRENEURIAL ORIENTATION AND HYBRID INNOVATION .............................................. 103
RICARDA B. BOUWKN, LAUDHEN SVEN, RATTZMANN MARTIN & FISCH ROBIN

INNOVATIVENESS AND EMOTIONAL INTEllIGENCE IN SERVICE RECOVERY FRAMEWORK: A RESEARCH IN HIGHER EDUCATION ................................................................. 105
ANIL BOZ SEMERCI & LEYLA OZER

BEneath THE SURFACE: EXPLORING THE ROLE OF INDIVIDUALS LEARNING IN THE EMERGENCE OF ABSORPTIVE CAPACITY ................................................................. 107
KARL JOACHIM BREUNIG & IBEA MARTINKANAITE

GAMBLING BEHAVIOR: INSTANT VERSUS TRADITIONAL LOTTERIES ................................................................. 109
ANA BROCHADO, MARIA SANTOS, JOSE ESPERANÇA & FERNANDO OLIVEIRA

APPLE WORKS IN THEORY ................................................................. 111
RICHARD BROOKES

HOW ONLINE PRIVACY CONCERN AFFECTS DECISION MAKING OF INTERNET USERS .............................................. 113
JELENA BUDAK, IVAN-DAMIR ANIC, EDO RAJH, VEĐRA REČER, VATROSŁAV SKARKI & BRUNO SKRIMJARIĆ

ENTREPRENEURIAL UNIVERSITIES AND REGIONAL CONTRIBUTION ......................................................... 115
NATALIA BUDYLDINA
COUNTRY-BASED COMPARISON OF ACCOMMODATION BRANDS IN SOCIAL MEDIA: AN FSQCA APPROACH .......................... 117
ALEXANDRU CAPATINA, MICU ADRIAN, MICU ANGELA ELIZA,
BOUZAABIA RYM & BOUZAABIA OLFA

CLASSES IN MAXIMIZING SHAREHOLDERS WEALTH: IRVING FISHER'S THEORY OF THE ECONOMIC ORGANIZATION IN CORPORATE FINANCIAL ECONOMICS TEXTBOOKS .................................................................................. 119
TIAGO CARDAO-PITO

MAXIMIZING STABILITY RANKING OF DIFFERENT PERFORMANCE MEASURES ......................................................... 121
MARÍA P. G. CARLES & LUIS MIGUEL DONCEL

EMOTIONAL INTELIGENCE AND DECISION MAKING ...... 123
SANDRA CAVERO & CRISTINA MADORAN

A QUALITATIVE AND COMPARATIVE ANALYSIS OF COUNTRIES ECONOMIC AND SOCIAL CONDITIONS OVER THE ENTREPRENEURSHIP FROM A GENDER APPROACH ...... 125
ROBERTO CERVELLÓ ROYO, GABRIELA RIBES GINER, ISMAEL MOYA CLEMENTE & ROSARIO PERELLO

DYNAMIC CAPABILITIES, OPERATIONAL CHANGES, AND PERFORMANCE OUTCOMES IN THE MEDIA INDUSTRY ...... 127
SIMOS CHARI, ARI JANTUNEN, ANSSI TARKKAINEN & PEIVAK OGHAZI

MARKERS OF GENDER ROLE BEHAVIOR OF PRIMARY SCHOOL TEACHERS: JUSTIFICATION OF METHODS .......... 129
ANGELINA CHIKALINA

CUSTOMER BENEFITS AND VALUE CREATION IN STREAMING SERVICES INDUSTRY: A MEANS-END MODEL .................................................................................................................. 131
YI-MIN CHEN, HSIN-HSIEN LEE & YU-CHEN CHIU

EXPLORING THE RELATIONSHIPS BETWEEN KNOWLEDGE NETWORKS/MOBILISATION AND LEAN PERFORMANCE IN AGRI-FOOD SUPPLY CHAIN CONTEXT: A FUZZY-SET QUALITATIVE COMPARATIVE ANALYSIS .......................................................... 133
HUI-LIN CHEN, FRISIUS ODERANTI & OLUWAFEMI OYEMOMI

CUSTOMER RELATIONSHIP PERFORMANCE AND FINANCIAL PERFORMANCE: THE EFFECTS OF CUSTOMER KNOWLEDGE MANAGEMENT THROUGH SOCIAL MEDIA. FINDINGS FROM SEM AND FSQCA ................................................................................. 135
ROBERTO CHIERICI, ALICE MAZZUCHELLI, MARIA CRISTINA MORRA & ANGELO DI GREGORIO

UNDERSTANDING AND CONCEPTUALISING THE ADOPTION, USE AND DIFFUSION OF MOBILE BANKING IN OLDER ADULTS: A QUANTITATIVE STUDY OF HERTFORDSHIRE, UK ..................................................................................... 137
JYOTI CHOUDHRIE CHOUDRIE & CHIKELUE JUNIOR CHIKE-OBUEKWE

THE OPTIMAL LIABILITY IN SMART MOBILE ENVIRONMENT: APPLICATION TO MOBILE BANKING AND PAYMENTS ...................................................................................................................... 139
SEHAK CHUN & YOUNGWOONG KO

MARKET CHOICE, TECHNOLOGY INTENSITY AND GROUP OWNERSHIP: EMPIRICAL EVIDENCE FOR POLISH MANUFACTURING FIRMS ............................................................................................................ 141
ANDRZEJ CHUSLIK, JAN MICHALIK & KRZYSZTOF SZCZYGIELSKI
JUDGMENTS AND MISJUDGEMENTS OF CR COMMUNICATION: CUSTOMERS PERCEPTION OVER BANKING INDUSTRY IN ITALY AND THE UK ........................................ 143

CHIARA CIVERA, FABRIZIO MOSCA & PETER MAPLE

LOW-COST TRENDS IN AUDIT FEES AND THEIR IMPACT ON SERVICE QUALITY ................................................................. 145

SALVADOR CLIMENT-SERRANO, ELISABETH RUSTOS-CONTELL, GREGORIO LABATUT-SEKER & ANDREA REY-MARTÍ

BANK FAILURE PREDICTION IN THE US: AN EXTREME GRADIENT APPROACH ................................................................. 147

FRANCISCO CLIMENT, ALEXANDRE MOMPARLER & PEDRO CARMONA

CREATING SOCIAL VALUE THROUGH BUSINESS MODEL INNOVATION: INSIGHTS FROM A LONGITUDINAL STUDY IN BRAZIL .................................................. 149

ANA COLOVIC & MARION SCHROEPFENEGGER

WOMEN DO NOT SHY AWAY FROM COMPETITION: IMPROVING PARTICIPATION WITH COMPETITION’S TYPE ................................................................. 151

IRENE COMEG, FEDERICO RAMIREZ LÓPEZ & AINHOA JARAMILLO-GUTIERREZ

TEACHING SHARED VALUE THROUGHOUT UNIVERSITY-BUSINESS CONTAMINATIONS .................................................. 153

LAURA CORAZZA, SIMONE DOMENICO SCAGNIELLI & MAURIZIO CISI

INNOVATION AND COMPETITION IN A MEMORY PROCESS ................................................................. 155

JUAN CORREA

FROM TRIPLE BOTTOM LINE TO CIRCULAR MONITORING IN EVENTS AND FESTIVALS EVALUATION ................................................................. 157

DAMIÁN CORTÉS, VALTER CANTINO, GIANLUCA SOLAZZO & FRANCO PASIO

MEMORABLE TOURISM EXPERIENCE AND BEHAVIORAL INTENTIONS .................................................................................. 159

DAFNI COUDOUNARIS & EROSI STHAPIT

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ASSOCIATIONS ON CONSUMERS’ PERCEPTIONS TOWARDS GLOBAL BRANDS ........................................... 161

CATIA CRÉSPO

THE MODERATING EFFECT OF INTRAPRENEURSHIP CONSEQUENCES ON SUSTAINABLE ENTREPRENEURIAL ORIENTATION–FIRM PERFORMANCE RELATIONSHIP ................................................................. 163

ANA CRISTADO-GOMIS, AMÍARO CERVEIRA-TAULET & M. ANGELES INESTA-BONILLO

USAGE INTENSITY OF MOBILE MEDICAL APPS: A TALE OF TWO METHODS ................................................................. 165

JOSÉ MANUEL CRISTÓVÃO VERÍSSIMO

WHEN RISK BECOMES A CHANCE: RISK MANAGEMENT AS PART OF THE DECISION-MAKING PROCESS IN SMES ................................................................. 167

CHIARA CROVINO, GIOVANNI OSBOLA & GUIDO GIOVANDO

CONSUMER BEHAVIOR IN THE DISPOSAL OF PRODUCTS: FORTY YEARS OF RESEARCH ................................................................. 169

JORGE CRUZ-CÁRDEAS & PATRICIO ARÉVALO-CHÁVEZ
BUNDLES OF CORPORATE GOVERNANCE AND VOTING DISSENT: AN EMPIRICAL ANALYSIS ........................................ 171
NICOLA CUCARI, SALVATORE ESPOSITO DE PALO, FABIO BIANCONI & FRANCESCO SURACE

ACCIDENTAL ENTREPRENEURS TRIGGERED BY PASSION, EXPERIENCE AND SHARING. AN INVESTIGATION ON FOOD BLOGGERS VIA ETNOGRAPHIC ANALYSIS ........................................ 173
MARTA TERESA CUOMO, DEBORAH TORTORA, GIUSEPPE FIESTA, ALEX GIORDANO & GIRAVIDINO METALLO

ANTECEDENTS OF INNOVATION PERFORMANCE IN SMEs: A MIXED METHODS APPROACH ........................................ 175
CARLA CURADO, LUCIA MUÑOZ-PASCUAL & JESUS GALENDE

GUILT AS A RESPONSE TO THE RED COLOR: HOW THE RED COLOR AFFECT GUILT THROUGH NEGATIVE COGNITIVE ASSOCIATIONS ........................................ 177
CHANSEY DAMB, LUNARDO RENAUD, SANTITIVES CAMILLE & SPRATT DAVID

TEMPORAL WORKLOAD IN ECONOMIC ORGANIZATIONS: A HIDDEN CONDITION OF ECONOMIC EFFICIENCY ........ 179
HAFTOR DAREK & VON SCHÉELE FABIAN

SOCIAL CAPITAL AS A RISK MITIGATION FACTOR: CAPTURING SOCIAL GOODWILL IN FINANCIAL RETURN ............ 181
ALAIN DEVALLI, SIMONA FANDRINO & ALESSANDRO ZERBETTO

MARKET ORIENTATION THROUGH CROWDSOURCING AND ITS EFFECTS ON ORGANIZATIONAL PERFORMANCE IN KNOWLEDGE-BASED FIRMS ........................................ 183
CARLOS DE LA CRUZ, CARLOS LLOPIS-ALBERT & DANIEL PALACIOS-MARQUES

DON'T LET ME DOWN. HOW TO BOOST CONVERSION RATES IN E-COMMERCE WEBSITE ........................................ 185
DAVIDE A. FATTI, GIAMPAOLO VIGLIA & DEAN PATTON

INFORMATION MONITORING PRACTICES IDENTIFYING RISK MANAGEMENT: THE MODERATION OF GENDER .................. 187
SHUJING ERNEST CHANG & ANNE YINCHING LIU

THE 2030-CLIMATE-ENERGY AGREEMENT'S IMPACT ON ELECTRICITY PRICES IN MIBEL: A MIXED-METHODS APPROACH ........................................ 189
JOAO ESTEVAO & CLARA RAPOSO

MANAGEMENT CONTROL SYSTEMS IN HIGH-TECH STARTUPS: AN EMPIRICAL INVESTIGATION ......................... 191
NUNO FERNANDES CRESPO, ANTONIO SAMAGAIO & RICARDO RODRIGUES

FACING CONFLICT BARRIERS IN THE IMPLEMENTATION OF COLOMBIAN INCLUSIVE BUSINESS: A FUZZY SET ANALYSIS ........................................ 193
ANGELICA A. FERNANDEZ

EXPLANATORY FACTORS FOR EFFICIENCY IN THE USE OF SOCIAL NETWORKING SITES THE CASE OF ORGANIC FOOD PRODUCTS ........................................ 195
DOMINGO FERNÁNDEZ UCLÉS, ENRIQUE BERNAL JURADO, MIGUEL JESÚS MEDINA VIRUEL & ADORACIÓN MOZAS MORAL

THE LINK AMONG TRAVEL MOTIVES, E-WOM AND MEMBERSHIP: AN FSQCA ANALYSIS ........................................ 197
ANESTIS POTIADIS, NIKOLAOS STYLOS, CHRIS VASSILIADIS & TZUNG-CHENG (TC) HUAN
CONTENTS

CAN ENTREPRENEURSHIP CANALIZE OVERQUALIFICATION OF YOUNG UNIVERSITY GRADUATES IN THE EUROPEAN UNION? ......................................................... 211

MÓNICA CÍMENES-BALDAZO, FERNANDO CRECENTE-ROMERO & LUIS R. RIVERA-GALICIA

GENERATION OF VALUE THROUGH THE IMPLEMENTATION OF THE KNOWLEDGE TRANSFER 2.0 PROCESS BASED ON THE MODEL OF BUSINESS SOCIAL BUSINESS ............................................. 213

LILIANA MARÍA GIRAUDO MARÍN, ELIZABETH TATIANA ARROYAVE CATAÑO, LUIS JOYANIS ACÜALAR & ERIKA MARÍA LONDOÑO MONToya

DETERMINANTS OF MIGRATORY FLOW IN EUROPE: A FUZZY-SET APPROACH ................................................................. 215

ALFREDO JUAN GRAU GRAU & FEDERICO RAMÍREZ LÓPEZ

THE CAPABILITIES CONUNDRUM: HOW TO BALANCE, EXPLOIT AND INTEGRATE BOTH THE OPERATIONAL AND THE DYNAMIC MARKETING CAPABILITIES OF THE FIRM AN EMERGING MARKET COMPANY PERSPECTIVE ...................... 217

TANESS GULSOY, OZLEM ATAY & RICHARD LYNCH

A CONFIGURATION APPROACH TO EXPLAIN SMES’ EXPORT ENTRY: EVIDENCE FROM A DEVELOPING COUNTRY .................................. 219

MOHAMED HADDAD, PAUL JONES & ROBERT NEWBERY

UNDERSTANDING SAFETY BEHAVIOUR: INFORMATION PROCESSING OR SOCIAL EXCHANGE .................................................. 221

VICTOR HAINES & SOUFYANE FRIMOUSSE
EXAMINING HETEROGENEITY IN THE RELATIONSHIPS BETWEEN HUMAN CAPITAL AND FIRM PERFORMANCE: AN EMPIRICAL ANALYSIS OF Upscale RESTAURANTS USING REBUS-PLS ................................................................. 223
ROB HALLAK, GUY ASSAKER & PETER O’CONNOR

PATIENTS PARTICIPATION: THE INFLUENCE OF ONLINE MEDICAL INFORMATION SEARCHING ................................................................. 225
XUE HAN, JORGE NIOSI & SHIHONG LIU

NATIONAL INNOVATION POLICIES AT THE INNOVATION VALUE CHAIN: A COMPARATIVE STUDY OF US AND CHINA ................................................................. 227
LIBONG HE, YOUTHUA CAI & GUOHONG CHEN

THE MEDIATING ROLE OF ABSORPTIVE CAPACITIES IN ENTREPRENEURIAL ORIENTATION IN FAMILY BUSINESS .... 229
FELIPE HERNÁNDEZ-PERLINES, JUAN MORENO-GARCÍA & BENITO YÁNEZ-ARAUQUE

MOTHERS’ CONSUMPTION BEHAVIOR WITH THEIR TEENAGE DAUGHTER FROM SOCIAL COMPARISON THEORY: A CROSS-CULTURAL STUDY ................................................................. 231
KUN-HUANG HUARNG, ELODIE GENTINA & MOTOTAKA SAKASHITA

DESTINATION PERSONALITY FIT WHEN AND HOW DOES IT MATTER? ................................................................. 233
MAGNUS HULTMAN & CAROLA STRANDBERG

A RESOURCE-BASED VIEW OF DIGITAL FINANCIAL SERVICES (DFS): AN EXPLORATORY STUDY OF NIGERIAN PROVIDERS ................................................................. 235
 NKEMEZIE IHEACHOR, IKECHUKWU KELIKUME & OLAYINKA DAVID-WEST

HOW A SUSTAINABLE VIRTUOUS CIRCLE TURNS THE CONSTRUCTION INDUSTRY INTO A LEADING GREEN SECTOR ................................................................. 237
PATRICK ILG

HOW THE VALUATION OF ELECTRICITY-SAVING BEHAVIORS ARISES FROM PRACTICE ................................................................. 239
MORGANE INNOCENT & AGNÉS LECOMPTÉ-FRANÇOIS

FACTORS AFFECTING LATE ADOPTION: THE CASE OF TECHNOLOGICAL INNOVATIONS ................................................................. 241
SARA F. JAHANMIR & JOANA CAVALAS

THE INTERACTIVE EFFECT OF CULTURAL ORIENTATION AND SOCIAL DISTANCE ON PAY-IT-FORWARD: A META-ANALYSIS ................................................................. 243
NARAYANAN JANAKIRAMAN MARAYAN, ZHIYONG YANG ZHIYONG, ANNA MA ANNA & FRANKLIN VELASCO FRANKLIN

EXAMINING THE INFLUENCE OF CORPORATE WEBSITE FAVORABILITY ON CORPORATE IMAGE AND CORPORATE REPUTATION: FINDING FROM FSQLA ................................................................. 245
ZHONGQU JIN, ELENA AGEeva, TC MELEWAI & CHARLIS DENS

ENTREPRENEURIAL CLIMATE AND SELF-PERCEPTIONS ABOUT ENTREPRENEURSHIP: A COUNTRY COMPARISON USING FSQLA WITH DUAL OUTCOME VERSIONS ................................................................. 247
PAUL JONES, MALCOLM BEYNON & DAVID PICKERNELL

REGIONAL INNOVATION AND FIRM PERFORMANCE ........... 249
ADAM JONAS, ROBERT BURRUS & J. EDWARD GRAHAM

PUBLIC SECTOR MOTIVATION PRACTICES AND THEIR EFFECT ON JOB SATISFACTION: COUNTRY DIFFERENCES ... 251
SUSANA DE JUANA-ESTINOSA & ANNA RAKOWSKA
CULTURAL CHANGE AND INNOVATION PERFORMANCE ......................................................... 267
PANTELIS KOSTES, KYRIAKI KAFKA & PANAGIOTS PETRAKIS

FUZZIFIED ANALYSIS OF STOCK TRADING STRATEGIES (FASTS): AN INNOVATIVE DECISION SUPPORT TRADING SYSTEM USING MODULAR-FUZZY-APPROACH WITH FUZZIMETRIC SETS TYPE-2 ................................................................. 269
ISSAM KOATLI

COST MANAGEMENT AND CUSTOMER SATISFACTION AS OUTCOME OF CONTINUOUS IMPROVEMENT IN SHARED SERVICE CENTERS ............................................................................................................. 271
OKSANA KOWAL & KONAN ANDERSON SENY-KAN

FOSTERING INNOVATION PERFORMANCE ON RURAL AREAS FUZZY-SET QUALITATIVE COMPARATIVE ANALYSIS ...................................................................................................................... 273
ANNA KRAKOLAK-BAL & URSZULA ZIEMIŁAN-CZYK

THE PURSUIT OF VIRTUAL HAPPINESS: EXPLORING THE SOCIAL MEDIA EXPERIENCE ACROSS GENERATIONS ....................................................................................................................... 275
ANJALA KRISHEN, ORIE BERIZAN, SHAURYA AGARWAL & PUSHKIN KACHROO

BENEFITS OF THE RETAIL PAYMENTS CARD MARKET: EVIDENCE FROM RUSSIAN MERCHANTS ......................................................................................................................... 277
EGOR KRIVOSHIYa & ANDREW KOROLEV

MODELLING OF REPUTATION RISK LEVEL AND LOSSES VALUE IN COMMERCIAL BANK ................................................................................................................................. 279
NATALIA KUNITSYNA & IGOR KUNITSYN
THE GLOBAL MINDSET AND SME-INTERNATIONALIZATION: A SYSTEMATIC REVIEW 281

OYVIN KYVIK

THE IMPACT OF TOP-DOWN LEADERSHIP AND LEVELS OF EXPERIENCE ON ORGANIZATIONAL PERFORMANCE 283

TERESA LACERDA

SOCIAL INNOVATION BY TOURISM STRATEGY IN WESTERN AMAZON 285

SÁMIA LAISSE MANTHEY BENEVIDES, FLÁVIO DE SÃO PEDRO FILHO, MARIA JOSÉ AGUILAR MADEIRA, IRINE YOKO TAGUCHI SAKUNO & VALÉRIA ARENHARDT

AN EXAMINATION OF THE RELATIONSHIP OF ICT PENETRATION AND INNOVATION: A CROSS-COUNTRY ANALYSIS USING FSQCA METHOD 287

VIJAYA LAKSHMI & BOUCHAID BAHILI

GENDER EFFECTS IN ONLINE PURCHASE AND RETURN BEHAVIOUR: AN EXPERIMENTAL STUDY 289

BJÖRN Lantz

UNRAVELING THE LINK AMONG MANAGERIAL COMPETENCIES, INNOVATION AND ENGAGEMENT IN SMES: THE MEDIATING ROLE OF ORGANISATIONAL LEARNING 291

FRANCISCO J. LARA & ANDRES SALAS

FACTORS INFLUENCING MUTUAL FUND PERFORMANCE: A FUZZY-SET ANALYSIS 293

CARLOS LASSALA, J. EDWARD GRAHAM & BÉLÉN RIBEIRO

CREATING GREEN INNOVATIONS BY FOSTERING ORGANIZATIONAL KNOWLEDGE AND RELATIONS: EVIDENCE FROM A COOPERATIVE BUSINESS NETWORK 295

ANTONIO LEAL-MILLÁN & GEMA ALBORT-MORANT

ENHANCING CUSTOMER VALUE BY PROMOTING RELATIONSHIP LEARNING AND INNOVATION UNDER THE SERVICE-DOMINANT LOGIC FRAMEWORK 297

ANTONIO L. LEAL-RODRÍGUEZ

INVESTIGATING THE MODERATING ROLE OF EDUCATION ON A STRUCTURAL MODEL OF RESTAURANT PERFORMANCE USING MULTI-GROUP PLS-SEM ANALYSIS 299

CRAIG LEE & ROB HALLAK

HOW THE MARKET DRIVING APPROACH CAN CREATE BRAND VALUE THROUGH A DIGITAL PLATFORM 301

YANG-IM LEE & PETER TRIM

HOW INDIVIDUAL TACTICS FACILITATE SERVITIZATION EFFORTS IN MANUFACTURING FIRMS 303

SAMBIT LENKA, VINODH PARIDA, DAVID RÖNNEBERG SJÖDIN & JOAKIM WINCENT JOAKIM

STRATEGIC CONFORMITY, ORGANIZATIONAL LEARNING AMBIDEXTERTY AND CORPORATE INNOVATION PERFORMANCE 305

CHAO LI, PHILIP SHAPIRA, SHILONG GIL, YONGTAI CHEN, MINGCHUAN YU & SHASHA YANG

THE CHOICE OF FOREIGN MARKET ENTRY MODES FOR THE SMALL AND MEDIUM-SIZED ENTERPRISES 307

FENG-JYH LIN & CHING-WEI HO
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE CREATION OR DESTRUCTION? EVIDENCE OF CHINESE HIGH-TECH FIRMS' CROSS-BORDER M&amp;AS</td>
<td>309</td>
</tr>
<tr>
<td>HAN LIN, HAIJIAN LIU, YIXUE WU, HONG ZHU &amp; LIANGYAN WANG</td>
<td></td>
</tr>
<tr>
<td>VALUE LOGICS FOR SERVICE INNOVATION IN A PRODUCT-CENTRIC MANUFACTURING COMPANY</td>
<td>311</td>
</tr>
<tr>
<td>ERIK LINDBULT, KOTESHWAR CHIRUMALLA, VINIT PARIDA &amp; PEJVAK OGHAZI</td>
<td></td>
</tr>
<tr>
<td>INVESTIGATING THE IMPACT OF SENTIMENT ON INFORMATION SHARING OF BRAND-RELATED USER-GENERATED CONTENT ON TWITTER</td>
<td>313</td>
</tr>
<tr>
<td>XIA LIU &amp; JEFF FOREMAN</td>
<td></td>
</tr>
<tr>
<td>THE RELATIONSHIP BETWEEN INSTITUTIONS AND VALUE CREATION IN THE SOFTWARE DEVELOPMENT MODELS</td>
<td>315</td>
</tr>
<tr>
<td>GIOVANNA LO NIGRO &amp; ARABELLA MOCCIARO LI DESTRI</td>
<td></td>
</tr>
<tr>
<td>THE ENTRY TIMING INTO INTERNATIONAL MARKETS: EVIDENCE FROM SERVICE INDUSTRY</td>
<td>317</td>
</tr>
<tr>
<td>FANG-YI LO &amp; KLETSOVA ALENA</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY OR POLYTECHNIC? A FUZZY-SET APPROACH OF PROSPECTIVE STUDENTS' CHOICE AND ITS IMPLICATIONS FOR HIGHER EDUCATION INSTITUTIONS' MANAGERS</td>
<td>319</td>
</tr>
<tr>
<td>PAULO LOPES HENRIQUES, PEDRO VERGA MATOS, HELENA MATEUS JERONIMO, FÍLAR MOSQUERA, FILIPA FIRES DA SILVA &amp; JÃO BACALHAU</td>
<td>319</td>
</tr>
<tr>
<td>COMBINED ANTECEDENTS OF BULLYING AT WORK AMONG PRISON EMPLOYEES: INSIGHT FROM PSQCA</td>
<td>321</td>
</tr>
<tr>
<td>M. ÁNGELÍS LÓPEZ-CABARCOS, CLARA GIEBUR SASTRE &amp; PAULA VÁZQUEZ RODRÍGUEZ</td>
<td>321</td>
</tr>
<tr>
<td>EXPLORING PHARMACEUTICAL PACKAGING INNOVATION MANAGEMENT: A CUSTOMER-SUPPLIER RELATIONSHIP CASE STUDY</td>
<td>323</td>
</tr>
<tr>
<td>GIANA CARLI LORENZINI, RANA MOSTAGHEL &amp; DANIEL HELLSTRÖM</td>
<td>323</td>
</tr>
<tr>
<td>TO PERFORM OR NOT TO PERFORM? HOW STRATEGIC ORIENTATIONS INFLUENCE THE PERFORMANCE OF SOCIAL ENTREPRENEURSHIP ORGANISATIONS</td>
<td>325</td>
</tr>
<tr>
<td>FLORIAN LÜCKENBACH, CARSTEN BAUMGARTH, HOLGER J. SCHMIDT &amp; JÖRG HENSLER</td>
<td>325</td>
</tr>
<tr>
<td>THE ROLE OF EMOTIONS AND CONFLICTING REVIEWS ON PURCHASE INTENTIONS</td>
<td>327</td>
</tr>
<tr>
<td>CARLA RUIZ MAFI, KALLIOPI CHATZIPANAGIOTOU &amp; RAFAEL CURRAS</td>
<td>327</td>
</tr>
<tr>
<td>HUMAN-CENTRED ORGANIZATION DESIGN: IDENTITY AS ENABLER OF TRANSFORMATION AND CHANGE</td>
<td>329</td>
</tr>
<tr>
<td>RODRIGO MAGALHÃES</td>
<td>329</td>
</tr>
<tr>
<td>A BUSINESS APPROACH TO THE USE BARRIERS OF OPEN GOVERNMENT DATA</td>
<td>331</td>
</tr>
<tr>
<td>GUSTAVO MAGALHAES &amp; CATARINA ROSEIRA</td>
<td>331</td>
</tr>
<tr>
<td>THE INFLUENCE OF ETHNOCENTRISM AND HALAL TRUST ON ATTITUDES TOWARDS NON-MUSLIM COUNTRIES' PRODUCTS. A STUDY ON MOROCCAN CONSUMERS</td>
<td>333</td>
</tr>
<tr>
<td>GIADA MAINOLFI &amp; RICCARDO RISCINITI</td>
<td>333</td>
</tr>
<tr>
<td>COMPARISON OF PREDICTIONS OF BEHAVIOUR OF INDIVIDUAL INVESTORS</td>
<td>335</td>
</tr>
<tr>
<td>NJOLLE MAKNICKJEUNE &amp; AGNITE VSKEVICIUTE</td>
<td>335</td>
</tr>
</tbody>
</table>
COLLABORATIVE WORKPLACES FOR INNOVATION IN SERVICE COMPANIES: BARRIERS AND ENABLERS FOR SUPPORTING NEW WAYS OF WORKING .................................................. 337
CLAUDIA MANCA, MERCEDES GRJALVO GRJALVO, MIGUEL PALACIOS & MATTH KAUHIO

GOVERNMENT-SUBSIDIZED R&D, EXPLOITATIVE INNOVATION AND EXPLORATORY INNOVATION: EVIDENCE FROM CHINA .................................................. 339
JIANG MAO, SHENGGE REN & HUI XU

SERVICE ADVANTAGE BUILT ON SERVICE CAPABILITIES IN INTERNATIONAL NEW VENTURES .................................................. 341
SILVIA MARTIN, LUCIANO CRIVIGNA & RAJSHEKAR (RAJ) JAYALGI

AN INSTITUTIONAL VIEW OF SERVICE INNOVATION ........... 343
SARA MARTINS GONÇALVES

WHICH ENTREPRENEURSHIP COMPETENCES AND MOTIVATIONS ENHANCE MARKETING INNOVATION? A QUALITATIVE COMPARATIVE ANALYSIS .................................................. 345
ALICIA MAS-TUR, LOLA GARCÍA & SONIA CRUZ-ROD

CLUSTERS AND MNE SUBSIDIARIES, BENIGN OR PERNOCIOUS SYMBIOSIS? .................................................. 347
FRANCISCO MAS-VERDÚ, JOSÉ ANTONIO BELSO MARTÍNEZ & MARÍA JOSÉ LOPEZ-SÁNCHEZ

CROSS BORDER ACQUISITIONS AND REPUTATION TRANSFERABILITY: THE IMPACT OF CULTURE ON PRODUCT CONSUMER PERCEPTION .................................................. 349
MICHELA MATARAZZO & GIULIA LANZILLI

CONTENTS

USING FUZZY-SET QCA TO EXPLAIN IS IMPLEMENTATION SUCCESS IN SMALL ENTERPRISES .................................................. 351
ANASS MAWADIA & ARIEL EGBRICKX

BUILDING SMALL FIRM PERFORMANCE THROUGH INTELLECTUAL CAPITAL DEVELOPMENT: EXPLORING INNOVATION AS THE «BLACK BOX» .................................................. 353
WILLIAM MCDOWELL, WHITNEY PEAKE, LEANNE CODER & MICHAEL HARRIS HARRIS

USING GOAL THEORY AND AGENCY OF CAUSATION FRAMEWORK TO UNDERSTAND THE EFFECTS OF EMOTION VALENCE ON FUTURE INTENTIONS .................................................. 355
SALLY MCKECHNIE & JIYAO XUN

COMPETENCE MANAGEMENT IN KNOWLEDGE-INTENSIVE, PROJECT-INTENSIVE ORGANIZATIONS .................................................. 357
ROLF MEDINA & ALICIA MEDINA

VENTURE CAPITAL AND THE USE OF CONVERTIBLE SECURITIES AND CONTROL RIGHTS COVENANTS: A FUZZY SET APPROACH .................................................. 359
RAQUEL F. CH MENESES & MARIA ROSARIO CORREIA

ANALYZING USER SENTIMENT IN SOCIAL MEDIA: IMPLICATIONS FOR ONLINE MARKETING STRATEGY ........... 361
ADRIAN MICU, GERU MARIUS, MICU ANGELA ELEAZA & LIXANDRIOU RADU

INFLUENCE OF CAPITAL EXPENDITURE ON WORKING CAPITAL MANAGEMENT IN THE POLISH CORPORATE SECTOR: THE ROLE OF FINANCING CONSTRAINTS .................................................. 363
PAVEL MIELCARZ, DMYTRO OSICHIUK & ADAM BEHR
FIT TO FIGHT REJECTION? INVESTIGATING THE RELATIONSHIP BETWEEN REGULATORY FIT AND INNOVATION REJECTION ................................................................. 365
JAN ANDRÉ MILLEMANN, JORDANOW SLAWKA & SCHNEILLBAECHER BENEIDK

IT TAKES TWO TO TANGO: THE ROLE OF PERSONAL REPUTATION IN THE SHARING ECONOMY ......................................................... 367
ROBERTA MINAZZI, GIAMPAOLO VIGLIA & MARTA NIETO GARCIA

IDENTIFYING EXTERNAL AND INTERNAL DRIVERS FOR IMPLEMENTING, OR NOT, WORK LIFE BALANCE POLICIES ............................................. 369
MARÍA-JOSÉ MIQUEL, CONSOLACION ADAME & EVA CAPLLIURE

SERVICE QUALITY AND CUSTOMER LOYALTY: A FUZZY SET QCA APPROACH IN THE RAILWAY SECTOR ........................................... 371
SANDRA MIRANDA OLIVEIRA, PATRICIA TAVARES & RITA QUEIRO

A SYSTEMATIC LITERATURE REVIEW ON ORGANIZATIONAL DESIGN FOR SUSTAINABLE BUSINESS MODELS ........................................... 373
GUSTAVO MORALES ALONSO, ISAAC LEMUS-AGUILAR, ANDRÉS RAMÍREZ-PORTILLA & ANTONIO HIDALGO

BUSINESS MODEL CONFIGURATIONS OF YOUNG TECHNOLOGY FIRMS ................................................................. 375
LUIGI MOSCA, DIEGO CAMPAGNOLO & MARTINA GIANBECCHINI

MULTIPLE GROCERIES NEW PRODUCT ACCEPTANCE FROM SMALL FOOD MANUFACTURERS IN UK ......................................................... 377
SANAR MUHYADDIN

VIRTUAL WORKERS - A WAY TO INCREASE ECONOMIC EFFICIENCY IN THE ROMANIAN BIG COMPANIES ................................................. 379
MIHAELA-CARMEN MUNTEAN & ROZALIA NISTOR

THE MAIN FACTORS OF THE EFFECTIVE OPERATION IN CASE OF A HUNGARIAN FAMILY BUSINESS ......................................................... 381
ANDRÁS NÁBRÁDI, JULIA TOBÁK, KÁROLY PETÖ, VERONIKA FENYVES & ADRIÁN NAGY

CAUSAL CONFIGURATIONS OF COLLABORATIVE SKILL RETENTION THROUGH SERIOUS GAME PERFORMANCE RANKING ........................................... 383
LESKA NICOLAS, BEOJU GIANITA, RANCATI ELISA & HOAREAU EMILIE

CONSUMERS' INFERENCES OF DESIGN AND TECHNICAL NEWNESS AND THEIR EFFECTS ON ADOPTION PREFERENCE ........................................... 385
POO NIN HO & YIKUAN LEE

UNDERSTANDING FIRMS' WATER RELATED SUSTAINABILITY INNOVATIONS: AN EMPIRICAL ANALYSIS ......................................................... 387
ROHIT NBHANTH

PATHWAYS FROM INSPIRING ROLE MODELS TO ENTREPRENEURIAL INTENTIONS ......................................................... 389
WITOLD NOWINSKI & MOHAMED HADDoud

INNOVATING IN THE CROWD: THE IMPACT OF CORE AND NON-CORE CONTRIBUTIONS AND CONTRIBUTION TIMING ON DESIGNER SUCCESS ......................................................... 391
MATTHEW O'HERN, BILLUR AKDENIZ & SHUILI DU
THE ROLE OF INNOVATION METRICS IN INNOVATION SYSTEMS .................................................. 393
CHRISTINA ÖBERG

SUSTAINABLE BUSINESS MODELS FOR EHEALTH INNOVATIONS IN THE MARKET OF UK NATIONAL HEALTHCARE SECTOR .................................................. 395
FESTUS ODERANTI & FENG LI

EXCELLENT COOKING, WORTH A DETOUR! DIMENSIONS OF THE OVERALL EXPERIENCE OFFERED BY CULINARY ARTS ........................................................... 397
FERNANDO OLIVEIRA-BROCHADO & SANDRA LOUREIRO

FRAUDULENT FINANCIAL REPORTING: AN ANALYSIS OF PROSECUTION REPORTS ON MALAYSIAN PUBLIC LISTED COMPANIES .................................................. 399
NORMAH OMAR, ZULAIAH AMIRAH JOHARI & SUHAILY HASNAN

ANALYSIS OR PARALYSIS? ANALYTICAL AND INTUITIVE ORGANIZATIONAL INFORMATION PROCESSING IN THE MOBILE TECHNOLOGY CONTEXT ........................................ 401
LUODOVICO BULLINI ORLANDI

TRENDS ON THE RELATION BETWEEN THE SIZE OF THE BOARD OF DIRECTORS AND FINANCIAL AND REPUTATIONAL CORPORATE PERFORMANCE. THE COLOMBIAN CASE ........................................ 403
LUIS ANTONIO OROZCO, JOSÉ VARGAS & RAQUEL GALINDO

BACKTESTING A EQUITY RISK MODEL UNDER SOLVENCY II .................................................. 405
LUIS OTERO, PABLO DURÁN, ONORE MARTORELL & JOSÉ MERIGÓ LINDHAL

THE EVOLUTION OF INNOVATION ABILITY IN A TRANSNATIONAL ORGANIZATION: A SET THEORETIC ANALYSIS OF COMPLEX SCIENCE AND ORGANIZATION .......................................................... 407
URSULA F. OTT & SAMANTHA MACRO

GREENING THE WORKPLACE THROUGH SOCIAL SUSTAINABILITY AMONG CO-WORKERS: FSQCA AND CONDITIONAL PROCESS ANALYSES .................................................. 409
FASCAL PAILLÉ, NABIL AMARA & NORMIN HALLEM

IMC AND PLACE TOURISM: TOWARD A CONCEPTUAL MODEL .................................................................. 411
MARIA PALAZZO, AGOSTINO VOLGERO, PHILIP KITCHEN & ALFONSO SIANO

THE ROLE OF RESILIENCE CAPABILITIES IN SHAPING HOW FIRMS RESPOND TO DISRUPTIONS .................................................. 413
HAMEEDA PARKER & KHADIJA AMEEN

THE ART COLLECTOR’S PERSONALITY: QUALITATIVE INSIGHTS FROM QUANTITATIVE DATA .......................................................................................................................... 415
JEANNETTE PASCHEN, CHRISTINE PITT, ANJALI BAL & LEYLAND PITI

EFFECTS OF FORMAL AND RELATIONAL GOVERNANCE MECHANISMS ON FRANCHISOR PERFORMANCE .................................................. 417
IVAN PASTOR-SANZ & ESTHER CALDERON MONGE

BEHAVIORAL ANALYSIS OF JUDGES IN SUBJECTIVE EVALUATION BASED ON STATISTICS .................................................. 419
XUESHENG PEI & QI ZHONG
NONLINEAR RELATIONSHIPS BETWEEN R&D, FIRM SIZE AND CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM JAPAN AND THE UNITED STATES ........................................... 421
YU-SHU PENG & ALTAN-UYA DASHDELEG

THE EFFECT OF MANAGING DIFFERENT TYPES OF WORK IN OPEN INNOVATION .................................................. 423
MARTA PÉRIS-ORTÍZ & ANTONIO NAVARRO-GARCÍA

EXPLAINING TOURIST SATISFACTION WITH FSQCA: THE CASE OF THE AZORES ISLANDS ........................................... 425
NICOLÁS PEYPOCH, AURÉLIE CORNE, OLGA GONÇALVÉS & CARLOS SANTOS

INTERNATIONAL VENTURE CAPITAL INVESTMENT AND SUCCESS: DO INSTITUTIONAL VOIDS MATTER? ..................... 427
AMIR PEZESHKAN, ADAM SMITH, STAV PAINSHMID & ANIL NAIR

ASKING FOR E-WOM: EFFECTIVENESS OF TEMPORAL DISTANCE AND MESSAGE FRAMING TO PROMOTE A CROWDFUNDING CAMPAIGN ........................................... 429
CAMILLE LACAN & DESMET FIERRE

EARNINGS AND CAPITAL MANAGEMENT IN EUROPEAN BANKS: COMBINING A MULTIVARIATE REGRESSION AND A QUALITATIVE COMPARATIVE ANALYSIS ........................................... 431
INÉS PINTO & WINNIE NG PICOTO

LINKING COMMUNICATION OF CSR ACTIVITIES TO CONSUMER BRAND EVALUATIONS: ENVIRONMENTAL VERSUS SOCIAL CSR .................................................. 433
NADIA POMIRLEANU & OLEZYA VENGER

TURNING THE POTENTIAL OF ENTREPRENEURSHIP IN CULTURE AND CREATIVE INDUSTRIES INTO THE REALITY OF ECONOMIC DEVELOPMENT: A COMPARISON OF THE UK AND SOUTHERN EUROPEAN COUNTRIES ........................................... 435
JOSÉ ANTÓNIO PORFÍRIO & TIAGO CARRILHO

PREDICTING SOCIAL MEDIA USAGE BY SOCIAL NETWORKING AND SPORTING EVENT PERFORMANCE. A FUZZY-SET QCA APPROACH ON ATHLETES ........................................... 437
VICENTE JAVIER PRADO GASCÓ, FERRAN CALABUIG MORENO, JOSEP CRISPIO HERVÁS, JUAN NÚÑEZ-POMAR & VICENTE ANÍO SANZ

BENEFITS AND COSTS OF IFRS ADOPTION BY CZECH PRIVATE COMPANIES: MVQCA .................................................. 439
DAVID PROCHÁZKA

HOME TELE-MONITORING: ECONOMIC AND SOCIAL IMPACT OF THE SERVICE FOR PATIENTS WITH CHRONIC RESPIRATORY DISEASE .................................................. 441
CHRISTIAN RAINERO, SILVANA SECINARO, ELENA NAVE & ELISABETTA BIGNAMINI

FREEING WORKPLACE «PRISONERS» IN HIGHER EDUCATION: ORGANIZATIONAL JUSTICE CONFIGURATIONS FOR COLLECTIVE KNOWLEDGE BUILDING AND EDUCATIONAL VALUE DECISIONS ........................................... 443
ROBYN RASCHKI & MICHAEL LEE

OPEN INNOVATION AND COLLABORATION IN TECHNOLOGY FIRMS .................................................. 445
VANESSA RATTEN

WHAT DRIVE CHINA MANUFACTURERS FREE KNOWLEDGE REVEALING: AN INSTITUTION BASED PERSPECTIVE ........................................... 447
SHENGE REN, HUI XU & JIAN MAO
ACTIVITY BASED COSTING FOR AN INTENSIVE CARE UNIT (ICU) IN CHILE AS A MANAGEMENT TOOL AND FINANCIAL ANALYSIS ................................................................. 449
ROBERTO RIVECO, HERENIA GUTIERREZ, CATALINA MERINO-OSORIO & JOSE MARMOLEJO

THE KEY DETERMINANTS OF CUSTOMER’S TURNOVER INTENTION ......................................................... 451
MARÍA-ÁNGELES REVILLA-CAMACHO, MANUELA VEGA-VÁZQUEZ & FRANCISCO-JOSE COSSIO-SILVA

FACILITATOR AND INHIBITOR FACTORS: ADOPTING E-GOVERNMENT IN A DUAL MODEL .............................................. 453
MANUEL REY-MORENO, J. AUGUSTO FELÍCIO & CAYRTANO MEDINA-MOLINA

BUSINESS NETWORK COMMONS: EMERGING ARCHITECTURES OF RESILIENCE-ORIENTED ORGANIZATIONAL FIELDS ........................................................................... 455
FRANCESCA RICCARDI RICCARDI, CECILIA ROSSIGNOLI & ALESSANDRO ZARDINI

DETERMINANTS OF THE SUCCESS OF THE ENTREPRENEURIAL ACTIVITY IN SPAIN: A CASE STUDY ..... 457
PAZ RICO-BIELDA & BERNARDÍ CABRER-BORRAS

EXTENDING THE GENERALIZABILITY AND PRAGMATIC CONTRIBUTIONS TO SOLVE PRIVACY PARADOX ........................... 459
ROBIN ROBIN, LEI TIU WRIGHT, LISA DU-LIEU & GILES FORBES

NEW EVIDENCE ON EFFICIENCY IN SPANISH STOCK FUTURES MARKET: A STOCHASTIC DOMINANCE APPROACH ........... 461
AMALIA RODRIGO-GONZÁLEZ

PSYCHOLOGICAL COMPETENCES OF PROJECT MANAGERS WORKING IN AN INTERNATIONAL CONTEXT ........................................ 463
ROCIO RODRIGUEZ-RUIZ, ISABEL ORTIZ-MARCOS, LUIS IGNACIO BALLESTEROS-SANCHEZ & JOSE JAVIER ROMERO-RUIZ

DETERMINANTS OF SILENT AND EXPICT INDUSTRIAL DESIGN .................................................................................. 465
SALVADOR ROK, FERNANDO GRAÑA & MARIA DEL MAR BENAVIDES-ESPINOSA

INSIGHTS FROM HUMAN CAPITAL PROFILES FOR REPEAT ENTREPRENEURSHIP ................................................................. 467
JOSÉ MIGUEL ROMÁN, MELIH MAĞANOĞLU, İNAKI PEÑA & GRACE S. WALSH

THE DETERMINANTS OF THE DELINQUENCY RATE OF CONFDI ........................................................................ 469
CRISTINA ROYBRA & ALISSIO BONGIOVANNI

KILLING TWO BIRDS WITH ONE BUSINESS MODEL: UNRAVELING SUCCESSFUL CONFIGURATIONS FOR PARADOX MANAGEMENT .................................................. 471
IEVA ROZENTALE

TRANSMISSION OF THE EUROPEAN CENTRAL BANK MONETARY POLICY ACROSS THE EUROZONE STOCKS MARKETS ......................................................................... 473
JAVIER RUIZ & JUAN M. NAVE

FACULTY TURNOVER AND RESEARCH PERFORMANCE: A BIBLIOGRAPHIC INVESTIGATION OF THE RESEARCH PERFORMANCE OF TERMINATED, RESIGNED AND RETAINED FACULTY ........................................... 475
JAMES RYAN
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stakeholders' Roles in Business Model Development of New Technology-Based Firms</td>
<td>477</td>
</tr>
<tr>
<td>Hanna Rydehill</td>
<td></td>
</tr>
<tr>
<td>Economic Resilience and Social Capital of the Italian Regions</td>
<td>479</td>
</tr>
<tr>
<td>Michele Sabatino</td>
<td></td>
</tr>
<tr>
<td>Implementation Effects in the Relationship Between CRM and Its Performance</td>
<td>481</td>
</tr>
<tr>
<td>Jean-Michel Sahut, Ilaria Dalla Pozza &amp; Oliver Goetz</td>
<td></td>
</tr>
<tr>
<td>A Proposal for the Application of Weather Derivatives in the Spanish Tourism Sector</td>
<td>483</td>
</tr>
<tr>
<td>Andrea Martínez Salgueiro &amp; María Antonia Tarrazón Rodón</td>
<td></td>
</tr>
<tr>
<td>The Role of Demand on the Generation of Technological Niche Markets</td>
<td>485</td>
</tr>
<tr>
<td>Francisco Javier Santos Artega, Debora Di Caprio &amp; Madjid Tavani</td>
<td></td>
</tr>
<tr>
<td>Understanding Configurations of Value Creation Functions in Business Relationships Using Fuzzy Set QCA</td>
<td>487</td>
</tr>
<tr>
<td>Jose Nuvais Santos, João Motia &amp; Cristina Baptista</td>
<td></td>
</tr>
<tr>
<td>Intellectual Capital and Growth Opportunities Effects on Firm's Financial Performance</td>
<td>489</td>
</tr>
<tr>
<td>Filipe Sardo &amp; Zélia Serrasqueiro</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examining Relationship Value in Cross-Border Business Relationships: A Comparison Between Correlational and Configurational Approaches</td>
<td>491</td>
</tr>
<tr>
<td>Charalampos Saridakis, Dionysis Skarmeas &amp; Constantinos Leondou</td>
<td></td>
</tr>
<tr>
<td>Qualitative Comparative Analysis of Renegotiations of Public Private Partnerships</td>
<td>493</td>
</tr>
<tr>
<td>Joaquim Sarmiento</td>
<td></td>
</tr>
<tr>
<td>A Predictive Model of Customer Based Brand Relationship in Contracted Services</td>
<td>495</td>
</tr>
<tr>
<td>Jose Ramon Segarra-Molinier &amp; Miguel-Ángel Molinier-Tina</td>
<td></td>
</tr>
<tr>
<td>Factors Attracting Banking Investment into FinTech Start-Ups: Russian Context</td>
<td>497</td>
</tr>
<tr>
<td>Ekaterina Semerikova</td>
<td></td>
</tr>
<tr>
<td>Redesigning Haiti's Destination Marketing Organization Logo: Identity, Aesthetics and Communication Implications</td>
<td>499</td>
</tr>
<tr>
<td>Hugues Seraphin, Valérie Bonnardel, Vanessa Gowreesunkar, Michele Ambaye &amp; Hugues Seraphin</td>
<td></td>
</tr>
<tr>
<td>Outside Directors and R&amp;D Investment: An Experience After the Corporate Governance Reform in Korea</td>
<td>501</td>
</tr>
<tr>
<td>Yoo-Chang Shin &amp; Ji-Hwan Lee</td>
<td></td>
</tr>
<tr>
<td>Factors Affecting Attitudes and Behavioral Intentions towards FinTech Mobile Advertisements: A Cross-Cultural Comparison</td>
<td>503</td>
</tr>
<tr>
<td>Valdimar Sigurdsson, R. G. Vishnu Menon, Atli Geir Hallgrímsson, Nils Magne Larsen &amp; Asle Fagerström</td>
<td></td>
</tr>
</tbody>
</table>
Contents

The Relationship Between Community Network and Physical Activity Behavior of Citizens in Taiwan .............................................. 519
Wei-Yin Sung & Jih-Hwa Wu

The Effect of Strategic Flexibility Configurations on Product Innovation .................................................. 521
Nina Katarzyna Szczygiel, Aydin Bereha, Dursun Bingöl & Ela Ozkan-Canbolat

Determinants of Assessing the Quality of Advertising Services - The Perspective of Enterprises Active and Inactive in Advertising .... 523
Tomasz Szopinski, Robert Nowacki & Katarzyna Bachnik

Does the Inverted-U Relationship Between Competition and Innovativeness Help to Regenerate Public Procurement for Innovation? ... 525
Timo Tammi, Jani Saastamoinen & Heleen Reijonen

The Role of ICT and Innovation in Enhancing Organizational Performance: The Catalyzing Effect of Corporate Entrepreneurship .......... 527
Abbas Tarihni, Manal Yusis & Abdulnasser Kansbar

Hiding Behind the Screen: How the Medium Influences Ratings ........................................................................... 529
Vito Tasinello & Giampaolo Viglia

Marketing and Performance Measurement in Sustainability: Balanced Scorecard Approach .... 531
Shih-Wei Tien, Jih-Hwa Wu, Chieh-Wen Wu & Po-Jen Cheng
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th Global Innovation and Knowledge Academy (GIKA)</td>
<td></td>
</tr>
<tr>
<td>COLLABORATION REASONING OR SOCIAL HEURISTICS: VALUE PROPOSITION</td>
<td></td>
</tr>
<tr>
<td>VALIDITY IN OMNIMIUM-GATHERUM BUSINESS MODELS</td>
<td>533</td>
</tr>
<tr>
<td>CHESTER TO, RACHAEL YEE, TRACY MOK, DESMOND CHAU, CARRIE WONG &amp;</td>
<td></td>
</tr>
<tr>
<td>NGAMAN-CHEUNG</td>
<td></td>
</tr>
<tr>
<td>CONFIGURATIONAL PATHS TO BRAND LOYALTY</td>
<td>535</td>
</tr>
<tr>
<td>PEDRO TORRES &amp; MARIO AUGUSTO</td>
<td></td>
</tr>
<tr>
<td>PERFORMANCE OF THE IMPLIED EQUITY DURATION IN SMALL STOCK MARKETS</td>
<td>537</td>
</tr>
<tr>
<td>DAVID TOSCANO &amp; OLGA FULLANA</td>
<td></td>
</tr>
<tr>
<td>ASSESSING THE VALUE OF GLOBAL PRODUCT LAUNCH</td>
<td>539</td>
</tr>
<tr>
<td>JANELL TOWNESEND, MEHMET TALAY YMICHAIL-OBAL</td>
<td></td>
</tr>
<tr>
<td>QUALITY AND CONTROL IN THE HEALTHCARE: A WIN-WIN MIX?</td>
<td>541</td>
</tr>
<tr>
<td>VANIA TRADORI, PAOLO PIETRO BIANCONE, VALERIO BRISCIA &amp;</td>
<td></td>
</tr>
<tr>
<td>ALESSANDRO MIGLIAVACCA</td>
<td></td>
</tr>
<tr>
<td>DOES A NOT-PERFECTLY SUSTAINABLE BUSINESS MODEL AFFECT BRAND</td>
<td>543</td>
</tr>
<tr>
<td>LOYALTY? EVIDENCE FROM A LUXURY COMPANY</td>
<td></td>
</tr>
<tr>
<td>ELISA TRUANT, LAURA BROCCARDIO, FRANCESCA CULASSO &amp; ELISA GIACOSA</td>
<td></td>
</tr>
<tr>
<td>COMPARATIVE ANALYSIS OF THE INNOVATION PROCESS WITH FORMAL OR informal</td>
<td>545</td>
</tr>
<tr>
<td>R&amp;D AMONG FIRMS IN ASEAN COUNTRIES</td>
<td></td>
</tr>
<tr>
<td>MASATSUGU TSUJI, HIROKI IDOTA, HIDENORI SHIGENO, YASUSHI UREKI &amp;</td>
<td></td>
</tr>
<tr>
<td>TERUYUKI BUNNO</td>
<td></td>
</tr>
<tr>
<td>CONTENTS</td>
<td></td>
</tr>
<tr>
<td>USE OF SOCIAL MEDIA BY ADOLESCENTS: A MARKETING TOOL FOR COMPANIES</td>
<td>547</td>
</tr>
<tr>
<td>ANA TUR-FORCAR</td>
<td></td>
</tr>
<tr>
<td>HIGH PERFORMANCE WORK SYSTEM AND PERFORMANCE: OPENING THE BLACK BOX</td>
<td>549</td>
</tr>
<tr>
<td>THROUGH THE ORGANIZATIONAL AMBIDEXTERITY AND HUMAN RESOURCE</td>
<td></td>
</tr>
<tr>
<td>FLEXIBILITY</td>
<td></td>
</tr>
<tr>
<td>MERCEDES ÚBEA-GARCÍA, ENRIQUE CLAES-CORTÉS, BARTOLOME MARCO-LAISRA,</td>
<td></td>
</tr>
<tr>
<td>PATRICKINIO ZARAGOZA-SÁEZ &amp; FRANCISCO GARCÍA-LILLO</td>
<td></td>
</tr>
<tr>
<td>ORGANIZATIONAL CHARACTERISTICS OF INNOVATIVE FIRMS WITH OR WITHOUT</td>
<td>551</td>
</tr>
<tr>
<td>R&amp;D DEPARTMENT</td>
<td></td>
</tr>
<tr>
<td>YASUSHI URKI</td>
<td></td>
</tr>
<tr>
<td>UNDERSTANDING WORKERS ADOPTION OF PRODUCTIVITY MOBILE APPLICATIONS:</td>
<td>553</td>
</tr>
<tr>
<td>A FUZZY SET QUALITATIVE COMPARATIVE ANALYSIS (FSCQA)</td>
<td></td>
</tr>
<tr>
<td>ALBERTO URUEÑA, ANTONIO HIDALGO &amp; ALVARO E. ARENAS</td>
<td></td>
</tr>
<tr>
<td>CUSTOMER VALUES IN PARCEL LOCKERS</td>
<td>555</td>
</tr>
<tr>
<td>YULIA VAKULINKO, DANIEL HELSTEIN &amp; KLAS HJORT</td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL COMPETITION: ARE THE BENEFITS WORTH THE CHALLENGES?</td>
<td>557</td>
</tr>
<tr>
<td>VLADIMIR VANUYSHEN, MARIA BENGTSSON, MALIN NÄSHOLM &amp; HÅKAN BOTTER</td>
<td></td>
</tr>
<tr>
<td>BIG DATA TECHNIQUES TO MEASURE CREDIT BANKING RISK IN HOME EQUITY</td>
<td>559</td>
</tr>
<tr>
<td>LOANS</td>
<td></td>
</tr>
<tr>
<td>MARTA VACA LAMATA, AGUSTÍN PÉREZ MARTÍN &amp; AGUSTÍN PÉREZ TORMEGROSA</td>
<td></td>
</tr>
</tbody>
</table>
SUCCESS FACTORS IN THE FRONT END OF INNOVATION ........................................ 561
ALEX VELEZ, JOSE M. BARRUTIA & CARMEN ECHEBARRIA

OPEN SCIENCE NOW: A SYSTEMATIC LITERATURE REVIEW FOR AN INTEGRATED DEFINITION .................................................. 563
RUBÉN VICENTE-SAÉZ & CLARA MARTÍNEZ-PUENTES

THE ROLE OF MARKETING CAPABILITIES, TECHNOLOGICAL CAPABILITIES AND INNOVATION ON EXPORT PERFORMANCE ........................................... 565
MARGARIDA VICENTE

THE DETERMINANTS OF STAKEHOLDER ENGAGEMENT IN DIGITAL PLATFORMS .......................................................... 567
GIAMPAOLO VIGLIA & REBECCA PIERA

CO-CREATION IN THE VIDEOGAMES INDUSTRY: A CASE STUDY OF A BRAZILIAN DEVELOPER ........................................... 569
MARCOS VINCIUS CARDOSO, HUOSTON BATISTA RODRIGUES, ERNANI MARQUES DA SILVA, MÁRTINO ANTONIO GASPAR & IVANIR COSTA

A MULTI-LEVEL STUDY ON THE RELATIONSHIP OF INFORMAL, SHARED LEADERSHIP-QUALITIES IN SELF-DIRECTED SMALL ENTREPRENEURIAL TEAMS WITH PERSONALITY, PERSONAL VALUES AND TEAM-MEMBERSHIP ........................................... 571
RONALD VESSER & RAINER HENSHEL

DETERMINANTS OF VOTES IN CORPORATE MEETINGS: INVESTIGATING VOTING PERSISTENCE ........................................... 573
MARCOS VIZCAÍNO-GONZÁLEZ, JUAN FINEIRO-CHOUA & JOÃO CARVALHO DAS NEVES

EXPLORING THE IMPACTS OF REVERSE LOGISTICS PRACTICES IN THE BEVERAGE INDUSTRY: A CASE STUDY IN CAMEROON ........................................................................... 575
FOSSO WAMBA SAMUEL & MAPOTSING ZALI CRISTEL

CONTROL STRATEGIES, INNOVATION AND PERFORMANCE OF INTERNATIONAL JOINT VENTURES: ORGANIZATIONAL LEARNING PERSPECTIVE ........................................... 577
YI WANG, HIU LE NGUYEN & JORMA LARIMO

DETERMINANTS OF WOMEN ENTREPRENEURS’ FIRM PERFORMANCE IN A CHALLENGING ENVIRONMENT: EVIDENCE FROM EGYPT ........................................... 579
DIANNE WELSH, HUGUE KACIAK, RANIA SHAMAHI & FRANK HOY

STATISTICAL PROPERTIES OF RATES OF RETURN OF THE SHARES LISTED ON THE GERMAN, FRENCH AND POLISH MARKET: A COMPARATIVE STUDY ........................................... 581
DEBSKI WISŁAW, FEDER-SEMPACH EWA & WOJCIECH SZYMON

THE PERFORMANCE OF INNOVATION AND MARKETING STRATEGY IN THE HIGH TECH MARKET CONTEXT .......... 583
CHIH-WEN WU

KNOWLEDGE ABSORBPTIVE CAPACITY AND INNOVATION PERFORMANCE IN HIGH-TECH COMPANIES: A MULTIMEDIATING ANALYSIS ........................................... 585
XUEMEI XIE

AN EMPIRICAL STUDY ON REGIONAL ECONOMIC DEVELOPMENT EFFICIENCY EVALUATION OF HUBEI PROVINCE BASED ON DATA ENVELOPE ANALYSIS METHOD ........................................... 587
YAZHOU XIONG & HU WANG
EXAMINING TWITTER DIALOGS TO SUPPORT CORPORATE SOCIAL INNOVATION: A TEXT MINING APPROACH .......... 589
Szu Yao Chien, Babis Theodoulidis & Jamie Burton

PREDICTING HOSPITALITY FINANCIAL DISTRESS WITH ENSEMBLE MODELS: THE CASE OF US HOTEL, RESTAURANT, AND AMUSEMENT & RECREATION ........................................... 591
Soo Young Kim

PERSONAL HELPLESSNESS AND SELF-RELIANCE AS THE PREDICTORS OF SMALL BUSINESS DEVELOPMENT IN RUSSIA: PILOT RESEARCH RESULTS ........................................... 593
Ekaterina Zabelina, Julia Chistyukina & Diana Tsiring

THE PROMISE OF FINTECH IN EMERGING MARKETS: NOT AS DISRUPTIVE ........................................... 595
Tatiana Zalan & Elissar Toufaily

TOURISM ENTREPRENEUR EXPERIENCE OF S-D LOGIC CENTERED SERVICE BUSINESS MODEL INNOVATION ........... 597
Ieva Zebryte & Hector Jorquera

CUSTOMER FOCUS AND PRODUCT INNOVATION: AN ABSORPTIVE CAPACITY PERSPECTIVE ........................................... 599
Saidxing Zeng, Hanyang Ma & Sinuo Li

TRANSFER OF KNOWLEDGE FOR INNOVATIVENESS OF THE NEXT GENERATION IN FAMILY BUSINESSES ........... 601
Zdenka Zenko, Mojca Duš & Marina Leitonja

FRONTLINE EMPLOYEES’ BEHAVIOR IN SERVICE RECOVERY: THE COMBINATION CAUSES OF SELF-REGULATING PROCESS ........................................... 603
Mo Zhang, Shengce Ren & Ruopi Ceng

WHAT ATTRACTS FOLLOWERS? EXPLORING FACTORS CONTRIBUTING TO BRAND TWITTER Follower COUNTS ............................................................................ 605
Yu-Qian Zhu & Bo Hsiao

SHARING OF KNOWLEDGE AS A CONDITION OF RURAL AREA DEVELOPMENT & FSQCA APPROACH .................. 607
Urszula Ziemianczyk, Krakowiak-Bal Anna & Pieszek Agnieszka

HOW DO STUDENTS LEARN IN 2016?: A LEARNING EXPERIMENT ............................................................................ 609
Lisa Zimmermann & Werner Fritz
Board diversity and efficiency evaluation. Evidence from European listed manufacturing companies

SIMONA ALFIERO
University of Turin
simona.alfiero@unito.it

MASSIMO CANE
University of Turin
massimo.cane@unito.it

RUGGIERO DORONZO
University of Turin
ruggiero.doronzo@unito.it

ALFREDO ESPOSITO
University of Turin
alfredo.esposito@unito.it

Board diversity represents a significant corporate governance mechanism and it can influence corporate performance. Our research analyses the relationship between corporate efficiency and board diversity in European listed manufacturing companies for the year 2015 (n = 451). In particular, we investigate the effects on profitability efficiency of gender inclusion, i.e. the inclusion of women, as well as foreigners.
on boards as diversity management variables. In order to assess the profitability efficiency, we rely on a non-oriented, slack-based model (SBM) for Data Envelopment Analysis (DEA), and a logistic regression analysis (Logit) to identify the effect of diversity management variables. The results demonstrate that the increased presence of women on boards is associated with a higher probability for greater relative efficiency in those countries without mandatory gender regulation. The increased presence of foreigners on boards, however, is associated with a lower probability of above-average efficiency. To the best of our knowledge, this is the first combined application of a non-oriented, SMB DEA model and logistic regression. The results of this paper show strong economic and public policy implications, especially for stakeholders, directors, and lawmakers (mainly market regulators and governments), although the research methods, designed for a specific sector, involve certain limitations.

Examining the role of childhood experiences in developing knowledge sharing behavior among children in their later life

IMRAN ALI

King Abdulaziz University
imranalinhim@gmail.com

Previous research on child development advocates that motivating children to make a choice to forfeit their own toys with others develop sharing behaviour in their later life. The current study takes lead from this theory to propose a model of knowledge sharing behaviour among individuals at their workplace. The study explains the role of parents in developing altruistic and pro-social sharing behaviour among children and the translation of this altruistic behaviour into knowledge sharing behaviour among in their later life. The study uses psychological, cognitive, behavioural, and social learning theories to explain the development of altruistic pro-social behaviour in childhood as a determinant of knowledge sharing behaviour in their later life. The study proposes a unique conceptual model that integrates the cognitive/behavioural and other childhood theories to explain the knowledge sharing behaviour among individuals. The study concludes the role of parents and child-rearing practices as central in developing children’s altruistic and pro-social behaviour that leads to knowledge sharing behaviour in their later life. The implications and future research directions are discussed in details.