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# EMNet 2023

## 10<sup>th</sup> International Conference on **ECONOMICS AND MANAGEMENT OF NETWORKS**

September 14<sup>th</sup> to September 16<sup>th</sup>, 2023

University of Palermo, Italy

<https://www.unipa.it/>

The 10<sup>th</sup> international conference on ECONOMICS AND MANAGEMENT OF NETWORKS (EMNet) will be held in cooperation with the University of Palermo from September 14<sup>th</sup> – September 16<sup>th</sup>, 2023. Theoretical, conceptual and empirical papers from all fields in economics and management of networks (franchise networks, retail and service chains, cooperatives, financial networks, joint ventures, strategic alliances, licensing, and clusters, and new network forms in digital economy are presented.

# Scientific and Organizing Committee

## Organizing Committee

- Josef Windsperger, Faculty of Business, Economics and Statistics, University of Vienna (Organizing Chair)
- Angelo Mineo, Head of the Department of Economics, Business and Statistics (SEAS) University of Palermo
- George Hendrikse, Rotterdam School of Management, Erasmus University, Rotterdam
- Gérard Cliquet, Université de Rennes 1, Rennes, France
- Aved Raha, Faculty of Business, Economics and Statistics, University of Vienna
- Oksana Galak, Faculty of Business, Economics and Statistics, University of Vienna
- Michele Griessmair, Faculty of Business, Economics and Statistics, University of Vienna, Austria
- Hussain Dildar, Head of Marketing Department, Rennes School of Business, Rennes, France
- Nina Gorovaia-Zeniou, Frederick University, Nicosia, Cyprus
- Maria Jell-Ojobor, Department of Business Administration, John Cabot University Rome, Italy
- Muhammad Zafar Yaqub, King Abdulaziz University, Jeddah, Saudi Arabia
- Elitsa Nestorova, Faculty of Business Economics and Statistics, University of Vienna (Administrative Support)

## Program

**Thursday: September 14, 2023**

**Registration: University of Palermo: 14.30 – 17.30**

**Address:** University of Palermo, Faculty of Economics

Viale delle Scienze, Ed. 13

90128 PALERMO [www.unipa.it/dipartimenti/seas](http://www.unipa.it/dipartimenti/seas)

**15.00 to 15.30: Opening Ceremony (Room – Aula Magna "V. Li Donni", Building 13)**

Prof. Angelo Mineo, University of Palermo

Prof. Josef Windsperger (Organizing Chair)

**15.30 to 17.15:**

### *Keynote Speakers*

Professor Anna Grandori, Editor in Chief, European Management Review

*Bocconi University, Italy*

### **"CHALLENGES for FUTURE RESEARCH ON NETWORKS"**

Professor Ilan Alon, Editor-in-Chief, International Journal of Emerging Markets

*Dean of the School of Economics, College of Management*

*Rishon LeZion, Israel*

### **"FRANCHISING, GLOBALITY AND THE DIGITAL REVOLUTION"**

**17.15 to 18.00: Reception**

The parallel sessions on Friday are organized at the Faculty of Economics, Viale delle Scienze, Building 19, Rooms - Aula 1, Aula 2, Aula 3, Aula 4.

**Friday: September 15, 2023, Building 19, Rooms – Aula 1, 2, 3, 4****Registration at the Palermo University: 8.30 - 12.45 and 14.00 - 17.00**

<b>9:00 to 10:30 - Session: Franchising 1 (Room – Aula 1)</b>	<b>Session Chair: Gerard Cliquet</b>
Introduce Franchise Ecosystems	Dianne H.B. Welsh, Cintya Lanchimba and Madeleine Bausch
Acquisitions to Overcome Entitlement Constraints: Evidence from Franchise Systems	Nick Argyres, Janet Bercovitz and Hugo Leenders
Organizational Resilience in Franchise Networks: An Exploratory Examination of Adaptability and Standardization	Christos Kelepouris and Tamas Horvath

<b>9:00 to 10:30 - Session: Cooperatives 1 (Room – Aula 2)</b>	<b>Session Chair: George Hendrikse</b>
Board Governance: The Case of Estonian Agricultural Cooperatives	Constantine Iliopoulos, Rando Värnik, Taavi Kiisk and Liis Sinnott
Differentiated Voting Rights in Theory and Practice	Jerker Nilsson
Innovation in Cooperatives - A Case Study of a Cooperative Network	Caroline Meise, Martina Pieperhoff and Dietmar Roessl

<b>9:00 to 10:30 - Session: Alliances 1 (Room – Aula 3)</b>	<b>Session Chair: Michele Griessmair</b>
Clusters and New Ventures - Evidence from Austria	Pablo Collazzo, Amine Abi Aad, Fernando Alberti and Hana El Toqi
Collaborative Innovation Spaces: How Digital Boosts Collaboration in Innovation Networks?	Emilie Donadon, Anne Berthier-Poncet, and Catherine Thevenard-Puthod
Female Entrepreneurship in a Developing Context: What are Their Motivations, Challenges do they Face, and How do They Overcome Them?	Victor Correa, Rosileine Lima and Maria Arruda
Entrepreneurial Ecosystem Networks: A Nelson Mandela Bay Case Study	Sasha Boucher, Margaret Cullen and Andre Calitz

**10:30 to 11:00 Coffee Break**

<b>11:00 to 12:45 - Session: Franchising 2 (Room – Aula 1)</b>	<b>Session Chair: Marko Grünhagen</b>
Organizational Agility and Business Model Adaptation: The Case of Franchising	Anne-Laure Le Nadant, Magali Malherbe, Frédéric Perdreau, Alexandra Burlaud and Mamadou Sanoussy Sow
The More I Decide, the Less I Have to Pay – The Mediating Role of Decision Rights on Incentives in Franchise Networks	Ulkar Garajali, Michele Griessmair, Maximilian Bals, and Josef Windsperger
Why Do Banks Prefer to Finance Franchise Businesses Despite Their High Default Risks and Losses? A Human Capital Perspective	Corentin Le Bot and Rozenn Perrigot

<b>11:00 to 12:45 - Session: Sustainability in Networks (Room – Aula 2)</b>	<b>Session Chair: Aved Raha</b>
Interorganizational Networks as a Response to Grand Challenges? Theorizing The Role of Disruption and Resilience.	Alina Praun and Anna Cunningham
ESG Performance, Cultural Distance, and Alliance Partner Integration in The Global Technology Industry	Herman Belgraver and Ernst Verwaal
Harnessing the Potential of Financial Networks for Sustainability	Alina Szypulewska-Porczyńska
Sustainability and Compliance in Networks	Aved Raha and Josef Windsperger

<b>11:00 to 12:45 - Session: Cooperatives 2 (Room – Aula 3)</b>	<b>Session Chair: Axel Wolz</b>
Attention in Cooperatives versus Investor Owned Firms	Anyan Wei and George Hendrikse
The Role of Networks in Relation to Farmers' Mental and Physical Health	Karin Hakelius
Pupils' Cooperatives in Austria – Promoting Democratic Values and Entrepreneurial Attitudes	Dietmar Roessl and Martina Pieperhoff
Social Capital as A Governance Mechanism: Digging into Its Evolution Along Cooperatives' Life Cycle	Irene Martínez-López, Constantine Iliopoulos, Marta Fernández-Barcala and Manuel González-Díaz

<b>11:00 to 12:45 - Session: Alliances 2 (Room – Aula 4)</b>	<b>Session Chair: Martin Leroch</b>
What Influences Collaboration Between Corporate Venture Capital Units and Fintech Companies?	Małgorzata Mazurkiewicz
The Importance of Networking for The Development of a Personal Brand	Margaret Cullen, Andre Calitz and Aylin Botha
Location, Labor Supply and Industry-University Spillovers in German Clusters	Pablo Collazzo and Bassem Nasri
The Role of Intellectual Capital on SMEs' Competitive Advantages: Examining Mediation and Moderation Model in Developing Economy	Alshahrani, Yaqub, and Abdali

**12:45 to 14:00 Lunch Break and Group Photo Session: 13.55**

<b>14:00 to 15:45 - Session: Alliances 3 (Room – Aula 1)</b>	<b>Session Chair: Alina Szypulewska-Porczyńska</b>
Marketing Resource Asymmetry and Firm Performance in Multinational Alliance Portfolios of The Global Food Industry	Ernst Verwaal and Herman Belgraver
SEZ and the Choice of Ownership Mode of The MNCs	Devid Fridlyand and Josef Windsperger
Interorganizational Networking Strategies of the Entrepreneurial Organizations for International Trade	Doğukan Hazar Ülker and Cenk Sözen

<b>14:00 to 15:45 - Session: Alliances 4 (Room – Aula 2)</b>	<b>Session Chair:</b>
The Impact of The Inclusion of The North Sea Route in The Global Liner Shipping Network on China-EU Maritime Relations: A Comparative Study Using Network Analysis	Christos Afentoulis and Christos Zikopoulos
Towards A Synchronised Timetable for Germany’s Rail Network – Competition Policy Implications of Deutschlandtakt	Andreas Knorr and Alexander Eisenkopf
United We Help Less: The Effect of “Team Europe” on Contributions to Covax.	Martin Leroch and Natascha Zaun

<b>14:00 to 15:45 - Session: Alliances 5 (Room – Aula 3)</b>	<b>Session Chair: Zafar Yaqub</b>
Consumer Protection Aspects of Digitalization of Financial Services in Poland	Agnieszka Osajda
The Role of Leadership in Digital Manufacturing Context – How to Achieve Superior Operational Performance Improvements?	Kiti Dióssy, Dávid Losonci, Márta Aranyossy and Krisztina Demeter
Pattern Recognition and Link Prediction in Networks via Artificial Neural Network: Tenant Mix Case	Caner Asbaş, H. Cenk Sözen and Şule Tuzlukaya
Role of (Re-)configuration of Relational Resources in Maturing Innovation Performance in Alliances	Alajhar, and Yaqub

<b>14:00 to 15:45 - Session: Franchising 3 (Room – Aula 4)</b>	<b>Session Chair: Manuel Gonzalez-Diaz</b>
The Dynamics of Quality in a Franchise Network	Steven Michael
Omnichannel Strategies and Franchisee-Franchisor Relationship Quality	Nabil Ghanous, Fabienne Chamero, Damien Chaney, Sophie Jeanpert and Maryline Schultz
Franchising and Risk: Pandemic Effects on Restaurant Chain Size	Gary Castrogiovanni
A Meta-Analytic View of Franchising Research	Farhad Sadeh and Marko Grtinhagen

*15:45 to 16:00 Coffee Break*

<b>16:00 to 17:45- Session: Alliances 6 (Room – Aula 1)</b>	<b>Session Chair: Karl Morasch</b>
Global Trade Networks, Strategic Firm Behavior, and the Environment	Karl Morasch
Environmental Uncertainty, Supply Chain Flexibility and Firm Performance	Salam, Yaqub, Ali, Ali, and Windsperger
Comparison and Overarching of Non-Local Centrality Measures in Graph Theory	Ayse Asli Yilmaz, Şule Tuzlukaya and Yavuz Ercil
Can A Social Planner Manipulate Network Dynamics and Solve Coordination Problems?	Zaruhi Hakobyan

<b>16:00 to 17:45 - Session: Franchising 4 (Room – Aula 2)</b>	<b>Session Chair: Maria Jell-Ojober</b>
Strategy and Decision Structure of International Franchise Networks	Tamara Massold, Maria Jell-Ojober and Josef Windsperger
Franchise Orientation and Franchisor Omnichannel Value	Nabil Ghanous
Employment of People With Disabilities in Chain-based Organizations: How Do French Supermarket Chains Limit Barriers Across The Employment Cycle?	Corentin Le Bot and Rozenn Perrigot
Franchise Network Survival During Economic Turbulence	Steven Mohler and Frank Wadsworth

<b>16:00 to 17:45 - Session: Alliances 7 (Room – Aula 3)</b>	<b>Session Chair: Ana Aleksic Miric</b>
Q-commerce Logistical Networks: A Shift in Digital Retail Towards “Going Dark”?	Gilles Paché
Online Events as a Manifestation of Dynamic Marketing Capabilities in Creating Short Food Supply Chains. Experiences from Lithuania, Latvia and Poland	Adam Oleksiuk and Katarzyna Rull Quesada
What is the Role of a Manager in Managing Intra-organizational Networks?	Sanja Kolarevic and Ana Aleksic Miric

**19:30 to 22:00 – CONFERENCE DINNER, the bus will pick you up at the University of Palermo, Viale delle Scienze, Ed. 19, at 19.00! MONDELLO at a beach restaurant TeLiMar - (<https://www.telimar.it/>) (<https://www.worldbeachguide.com/italy/mondello.htm>)**

**Saturday: September 16, 2023, Building 19, Rooms – Aula 1, 2, 3, 4**

**09:00 to 10:45 - Session: Franchising 5 (Room – Aula 1)**

**Session Chair: E. Hachemi Aliouche**

Knowledge Transfer Through IT-based Media in Franchising Networks

Miona Pajic

Entrepreneurial Fear of Failure in Times of Crisis: Forms, Antecedents and Outcomes

Nabil Khelil, Rozenn Perrigot and Anna Watson

Success Factors of Coffee Shop Potential Franchisors in Saudi Arabia

Bassem Nasri, Pablo Collazzo and Mahdi Al Haydar

The Conundrum of Social Franchise Financing

Hachemi Aliouche

**09:00 to 10:45 - Session: Alliances 8 (Room – Aula 2)**

**Session Chair: Aved Raha**

The Evaluation Perspective in Italian Agricultural Enterprise Networks

Chiara Saccon

Cross-platform Network Effects and Platform Pricing

Zhe Ji and Ruhai Wu

This Task is for Me: Evidence from a Crowdsourcing Platform

Anastasiia Khazhgerieva and Ekaterina Kazakova

Are Gender-diverse Management Teams of Family Firms More Prone to Collaborate for Innovation?

Maria Jesús Rodríguez-Gulías, David Rodeiro-Pazos, Nuria Calvo and Sara Fernández-López

**09:00 to 10:45 - Session: Alliances 9 (Room – Aula 3)**

**Session Chair: Josef Windsperger**

Autonomy without Embeddedness' and 'Embeddedness without Autonomy': Industrial Policy and State-Business Relations in pre- and post-revolutionary Iran

Adam Rogoda

Research on the Impact Mechanism of Government Support on Rural Digital Entrepreneurship: The Case Study of "Taobao Village" in China

Chenzi Wu

The Extreme Risk Connectedness of the Global Financial System: G7 And Brics Evidence

Ning Chen and Shuai Lu

**10:45 to 11:15 Coffee Break**

**11:15 to 12:45 – Plenary Session: The Role of Digitalization in Interfirm Networks ( Room – Aula 4)**

**Session Chair: Session Chairs: Maria Jell-Ojobor, Ilan Alon, Josef Windsperger**

**Discussants: ALL PARTICIPANTS ARE INVITED TO JOIN THE PLENARY SESSION**

Tokenization of the economy - Foundations and implications for network governance

Nicolas Barbaroux, Cyril Chambeftor and Magali Chaudey

Digitalization: A New Opportunity for Franchising

Mario Maiocchi (Consigliere Delegato, Confimprese – Le Imprese del Commercio Moderno)

Interfirm Networks: Which Opportunities for Digital Startups?

Frederico Papa, Co-founder & COO at Ludwig.guru

**12:45 – 13:30 – Final Session: Governance and the Future of EMNet Conferences (Room– Aula 4 )**

***If necessary, changes of the FINAL program will be published here:***

<https://emnet.univie.ac.at/conference-program-and-location/>