

EMNet 2021

9th International Online Conference

ECONOMICS AND MANAGEMENT OF NETWORKS

September 23th to September 24th, 2021

The ninth international conference on ECONOMICS AND MANAGEMENT OF NETWORKS will be held **ONLINE** from **September 23th – September 25th, 2021**. The purpose of the conference is to provide an international discussion forum for research in economics and management of networks.

Theoretical, conceptual and empirical papers from all fields in economics and management of networks (**franchising networks, retail and service chains, cooperatives, financial networks, joint ventures, strategic alliances, licensing, clusters, public-private partnerships**) are presented.

Organizing Committee

- Prof. Josef Windsperger, Faculty of Business, Economics and Statistics, University of Vienna (Organizing Chair)
- Prof. George Hendrikse, Rotterdam School of Management, Erasmus University Rotterdam
- Prof. Anatoliy Kovalev, Faculty of Economics and Enterprise Management, Odessa National Economic University
- Prof. Nataliia Lokhanova, Faculty of Management, Odessa National Economic University
- Prof. Inna Kuznetsova, Faculty of Management, Odessa National Economic University
- Dr. Olga Boyko, Faculty of Management, Odessa National Economic University
- Dr. Olesia Yatsunka, Faculty of Management, Odessa National Economic University
- Dr. Hanna Misko, Faculty of Management, Odessa National Economic University
- Aved Raha, PhD, Faculty of Business, Economics and Statistics, University of Vienna
- Ilir Hajdini, PhD, Faculty of Business, Economics and Statistics, University of Vienna
- Prof. Muhammad Zafar Yaqub, King Abdulaziz University, Jeddah
- Elitsa Nestorova (Administrative Assistant), Faculty of Business, Economics and Statistics, University of Vienna

Program

ZOOM LINKS for ZOOM 0, ZOOM 1, ZOOM 2 and ZOOM 3

EMNet21 Zoom 0 (Plenary Sessions)

(23.09.21 starting at 14:00 o'clock and 24.09.21 starting at 09:15 o'clock):

Invitation-link:

<https://univiennea.zoom.us/j/97632652903?pwd=WWhiQ3lwNGIyWENuZ0NUdWtuWmhqZz09>

Calender-event-link:

https://univiennea.zoom.us/meeting/tJMrdOuuqzkjGteiU8DnlJSM5zdtKEsaP93z/ics?icsToken=98tyKuCvqDgoHNGXuRmERowEBIjCa-7wmHpEjbdYISq9Jy5fSDDbY_hGJplaA9ng

Pass: 906695

EMNet21 Zoom 1 (Alliance Sessions)

(23.09.21 starting at 15:15 o'clock and 24.09.21 starting at 09:30 o'clock):

Invitation-link:

<https://univiennea.zoom.us/j/98756940118?pwd=Z3h1ck0zdmZDUDQrK2ppRHJWcUlqdz09>

Calender-event-link:

https://univiennea.zoom.us/meeting/tJwqcu-hqjsrG9xQsICX9maGyzZnWovDSauH/ics?icsToken=98tyKuCgqT4sE9CVsRiPRow-B4_4M_PwiGJcJfpFrQzMIBgKbwLRL_h4PIVwBvzj

Pass: 901669

EMNet21 Zoom 2 (Franchising and Theory of Firm & Networks Sessions)

(23.09.21 starting at 15:15 o'clock and 24.09.21 starting at 09:30 o'clock):

Invitation-link:

<https://univiennea.zoom.us/j/99296977863?pwd=QzQ2bzNwOVNUbnAwcDNvaDY3c3BzUT09>

Calender-event-link:

https://univiennea.zoom.us/meeting/tJ0vfu-hqTwiHNdx8VwyWGS7pRZLWkkjchFj/ics?icsToken=98tyKuChrDIse9OSuB-ERox5AIr4M_PwtmZHgo1ZhEfTFDlkRTChJtB4HoV0G9LT

Pass: 323979

EMNet21 Zoom 3 (Cooperatives Sessions)

(24.09.21 starting at 09:30 o'clock):

Invitation-link:

<https://univiennea.zoom.us/j/97762567204?pwd=WFNLK0NXZ1NaaGhuTTZzd2Z5cmlDQT09>

Calender-event-link:

https://univiennea.zoom.us/meeting/tJMqcutqDwoGtAd4g5g_jldno-rZVFZkOaD/ics

Thursday: September 23, 2021

All presentation times refer to VIENNA TIME - **CEST**.

Plenary Session: 14.00 – 15.00 Conference Opening (Zoom 0)

Josef Windsperger (Organizing Chair)
University of Vienna

Keynote Speaker

Prof. Ilan Alon

Professor of Strategy and International Marketing at the University of Agder (UiA, Norway)
(<https://www.uia.no/en/kk/profil/ilana>)

GLOBAL FRANCHISING Research and COVID 19 Challenges

Plenary Session: 15.00 to 15.15 Break (Zoom 0)

*The conference is organized in four workshops:
Franchising & Retailing, Cooperatives, Alliances and Theory of the Firm & Networks*

15.15 to 16.45 – Session F1: Franchising and Retailing Networks (Zoom 2)

Session Chair: Josef Windsperger

Jide Festus Awokoya, Dildar Hussain:

An Investigation into Franchisees' Positive Word-of-Mouth in Emerging Countries

Miona Pajic:

Knowledge Transfer Mechanisms and Performance in Franchise Networks

Sofiane Bouzid, Magali Chaudey:

A Synchronic and Diacronic Analysis: An Analysis of EMNet Contributions Since 2003

15.15 to 16.45 – Session A1: Alliances (Zoom 1)

Session Chair: Zafar Yaqub

William Vukson:

Networks in Context with the General Increase in Competitiveness and Risk Aversion over the Past Half

Century: Mixes Methods Soft and Hard Investment Evidence from the Automotive Industry from 1970 - 2020

Hamieda Parker, Leander Johannes:

Supply Chain Integration in an Emerging Market: The Role of Environmental Uncertainty

Alexandra Vayle:

Internationalization of E-Service Firms: Compatibility with Born-Global Theory

Plenary Session: 16.45 – 17.00 Break (Zoom 0)

17.00 to 18.30 – Session F2: Franchising and Retailing Networks (Zoom 2)

Session Chair: Aved Raha

Cintya Lanchimba, Hugo Porras, Yasmin Salazar, Dianne Welsh:

International Franchise Survival: First Mover Advantages

Corentin Le Bot, Anne-Lise Escalard, Rozenn Perrigot, Anna Watson, Gerard Cliquet:

Signalling in Franchising: How Franchisors Strategically Manage Signals with Franchisee Candidates?

Eugênio José Silva Bitti, Vinícius Medeiros Magnani, Matheus da Costa Gomes, Cintya Lanchimba:
Multi-Unit Franchise in Brazil: An Integrative Model

17.00 to 18.30 – Session A2: Alliances (Zoom 1)

Session Chair: Zafar Yaqub

Jasenska Bubic, Dijana Radovnikovic, Luka Basic:

Public-Private Partnership in the Republic of Croatia: What We Learned from Arena Split?

Markus Brem:

Networking Effect in International Corporate Taxation - the Case of Transfer Pricing Consulting

Shakeel Aslam, Ahmad Qammar, Zafar Yaqub, Imran Ali, Farhan Ahmad

Understanding Dynamic Capabilities through Knowledge Acquisition in International Alliances- a Mediated and Moderated Model

Friday: September 24, 2021

Plenary Session: 9.15 – 9.30 (Zoom 0)

9.30 to 11.00 – Session C1: Cooperatives (Zoom 3)

Session Chair: Aved Raha

Dietmar Roessl, Martina Pieperhoff:

The Network Level of Cooperatives as Innovation Area

Irene Martinez Lopez, Marta Fernández Barcala, Manuel González Díaz:

How to Measure the Performance of Cooperative Entities?

Anyan Wei and George Hendrikse:

Cognition and Incentives in Cooperatives

9.30 to 11.00 – Session A3: Alliances (Zoom 1)

Session Chair: Ilir Hajdini

Viktor Fredrich, Ricarda Bouncken:

Dyadic Business Model Convergence or Divergence in Alliances? – A Configurational Approach

Kurt April:

A Complexity-Based Framework for Leadership Development: Chinese-South African Cross-Cultural Engagement and Networking Practices

Meryem El Alaoui Amine, Laila Ouhna

Stakeholder Network, Relationship Marketing, and Business Model

Plenary Session: 11.00 to 11.30 Break (Zoom 0)

11.30 to 13.00 – Session C2: Cooperatives (Zoom 3)

Session Chair: Ilir Hajdini

Barbara Richter, Jon Hanf:

Differentiate from the Competitors: How Wine Cooperatives Can Use Brands and Sustainability for Differentiation?

Nikos Kalogeras, Joost Pennings:

Cooperative Members' Choice for Ownership Financing Sources: Evidence from The Netherlands

Constantine Iliopoulos:

Delving into the Cooperative Lifecycle Framework: Economic Justification as a U Process

11.30 to 13.00 – Session A4: Alliances (Zoom 1)

Session Chair: Aved Raha

Michael Paul Kramer, Linda Bitsch, Jon H. Hanf:

The Impact of Instrumental Stakeholder Management on Blockchain Technology Adoption Behavior

Narmin Nahidi, Stefan Hirth, Thomas Lauer:

Digital Rights Management System in Corporate Takeover

Maria Jell-Ojober:

The Role of Management in Green Supply Chain Management – Financial Performance Relationship

13.00 to 13.45 Lunch
13.45 – 14.00 Plenary Session (Zoom 0)

14.00 to 15.30 – Session T1: Theory of the Firm & Networks (Zoom 2)

Session Chair: Josef Windsperger

Anna Grandori, Bruno Varella Miranda:

Polyarchy and *societas*: An Extended View of Firms and Hybrids Applied to the Agri-Food Sector

Louise-Antoine Saisset:

Towards a New Approach of Agricultural Co-op Governance: Context and Research Question

14.00 to 15.45 – Session A5: Alliances (Zoom 1)

Session Chair: Zafar Yaqub

Pieperhoff Martina:

Dynamics between Trust and Reciprocity: Contribution to the Discourse of Behavior Coordination in the Network Setting

Bianca Polenzani, Andrea Marchini:

How to scan firms for possible signs of data-drivenness? A Machine Learning instrument based on investments

Laila Ouhna, Meryem El Alaoui Amine:

Impact of COVID 19 Pandemic on Relationships with Retails in Agricultural Industries

Ali, Murad Ali, Asif Khan, Zafar Yaqub

Impact of Corporate Knowledge Governance on Employee Innovative Performance: the Sequential Mediation of Knowledge Sharing and Individual Absorptive Capacity

Plenary Session 15.30 to 15.45 Break (Zoom 0)

15.45 to 17.30 – Session F3: Franchising and Retail Networks (Zoom 2)

Session Chair: Ilir Hajdini

Bocquet Rachel, Fadaïro Muriel, Perrigot Rozenn:

Is Social Franchising more than Franchising? A Business Model Perspective

Frédéric Perdreau, Anne-Laure Le Nadant, Nabil Khelil:

Franchise System Configurations for High Performance: The Role of Dynamic Capabilities and Know-How

Zeinab Esmaeili:

Decentralization, Output Control, and Process Control in Franchise Networks

Uri Benoliel:

Formalism versus Anti-Formalism in Contract Law: An Empirical Study

15.45 to 17.15 – Session A6: Alliances (Zoom 1)

Session Chair: Aved Raha

Ana Aleksic Miric, Zorica Anicic, Marina Petrovic:

Innovations and Networking: An Eleven Country Study on the Relationship between Networking and Innovativeness of Social Enterprises

Barbara Richter, Jon Hanf:

The Role of Competitive Parity in Strategic Networks

Borbala Szüle:

Risk Dimensions of Bank Insurance Alliances

15.45 to 17.15 – Session C3: Cooperatives (Zoom 3)

Session Chair: Josef Windsperger

Julien Albanese and George Hendrikse:

Attention in Cooperatives

D. Diakité, A. Royer, D. Rousselière, L D. Tamini:

Governance of Machinery Cooperatives: The Case of Machinery Cooperatives in Quebec

Jos Bijman, A. Wolff, M. Hanisch:

Cooperatives as Commons. Exploring the Applicability of the Ostrom Institutional Design Principles to Agricultural Marketing Cooperatives

Plenary Session: 17.15 to 17.30 Break (Zoom 0)

17.30 to 19.00 – Session T2: Theory of the Firm & Networks (Zoom 2)

Session Chair: Josef Windsperger

Sanja Kolarević, Ana Aleksić Mirić:

Analysis of Intra-organizational Networks: Principles, Application and Contribution to the Organizational Design Theory

Ivan Kotliarov:

Metafirm as the Modern Form of Economic Organization

Marijana Sreckovic, Josef Windsperger:

Blockchain, (De-)Centralization and Governance of Networks

17.30 to 19.00 – Session C4: Cooperatives (Zoom 3)

Session Chair: Zafar Yaqub

Sukhpal Singh:

Innovation in Cooperative Governance and Management: Case Studies of India's Producer Companies

Jean Carlos da Silva Américo, Silvia Morales de Queiroz Caleman, Maisa Gomide Teixeira:

Does Corporate Governance Contribute to Organizational Resilience? Evidence from Brazilian Agricultural Cooperatives

Celina Martinez Georges, Silvia Morales de Queiroz Caleman:

Information and Communication Technologies in Agricultural Cooperatives' Decision Making

17.30 to 19.00 – Session A7: Alliances (Zoom 1)

Session Chair: Ilir Hajdini

Malgorzata Mazurkiewicz:

Strategic Alliance between German Banks and Fintechs in Terms of Digital Innovations: Isn't for Banks a Blessing in Disguise?

Liliya Nedeva:

Networks in Social Capital

Nebojsa Savanovic, Faruk Hadzic:

Public Private Partnership, GDP and Employment

FINAL Plenary Session: 19.00 – 19.30 (Zoom 0)

*Changes of the FINAL program will be published at:
<https://emnet.univie.ac.at/emnet2021/program2021/>*