

2nd Annual Meeting of the European Journal of Management Studies

(7th July 2022)



Lisbon School
of Economics
& Management
Universidade de Lisboa

Programme

8.30 – 9.00

Reception and welcome – Cloisters, Level 1

9.00 – 9.15

Opening session – Tiago Cardão-Pito, Editor-in-Chief – Auditorium 2

9.30 – 11.00

Parallel sessions – Staples and Santander Rooms

11.00 – 11.20

Coffee Break – Cloisters, Level 2

11.30 – 13.00

Parallel sessions – Staple and Santander Rooms

13.15 – 13.30

Closing session – Eduarda Soares, Helena Gonçalves, Sofia Lourenço, Associate Editors – Auditorium 2

9.30 – 11.00 Parallel sessions

Staples Room		Chair: Carlos Costa
Authors	Paper	Discussant
Brighton Nyagadza	Artificial Intelligence (AI), Machine Learning (ML) and big data analytics impact on digital marketing for ambidextrous digital firms	Manuela Aparicio
Olugbenga Ayo Ojubanire, Hicham Sebti & Sabrina Berbain	Blockchain adoption in maritime supply chain: another catch-up game for African maritime industry?	Reihaneh Hajishirzi
Ricardo Santos, Jose Soares, Vitor Anes, Fernanda Mendes, Adília Gaspar, Helena V.G. Navas	Using artificial intelligence-based approaches to develop green products in open innovation context	Mário Romão

Santander Room		Chair: Helena Gonçalves
Authors	Paper	Discussant
Carolina Afonso and Inês Vaz	The slow-fashion oriented consumer: relationship between profile, orientation and purchase intent	Patrícia Tavares
Daniel Perdigão and Ricardo Rodrigues	From customer experience quality to revisit intention and electronic word of mouth in waterparks	Patrícia Tavares
João Martins and Ricardo Rodrigues	Motivations in the adoption and conversion of music freemium services	Patrícia Tavares

11.30 – 13.00 Parallel sessions

Staples Room		Chair: Sofia Lourenço
Authors	Paper	Discussant
Gustavo Iamin, Nuno Crespo & Pedro Rino Vieira	Cryptocurrencies: looking to understand their rationale (or the lack of). A systematic analysis	Mariya Gubareva
Ruchita Verma, Dhanraj Sharma & Shiney Sam	Does google trend affect cryptocurrency? An application of panel data approach	Tiago Gonçalves
Tomás da Cruz Machado, Pedro Rino Vieira & Magda Aguiar Fontes	Futures and forwards contracts as a hedging strategy in the European Beef Cattle market	Iryna Alves

Santander Room		Chair: José Novais Santos e Eduarda Soares
Authors	Paper	Discussant
Farhat Sultana	Strategic Orientation of TQM and Organizational Performance, a Qualitative Study of Social Enterprises from UAE	Graça Silva
Olugbenga Ayo Ojbanire, Ahmed Benjelloun, Sabrina Berbain & Hicham Sebti	Digital Competence and Entrepreneurial Resilience: A Post-pandemic Investigation of the Moroccan Tourism Sector	Ricardo Belchior
Chérine Jneid	Conditional Mediation of Entrepreneurial Self-Efficacy and Global Mindset in International Individual Entrepreneurial Intention of SME's entrepreneurs in Brazil	Nuno Crespo



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