



**UNIVERSITÀ
DEGLI STUDI
DI BERGAMO**

19th International Business and Economy Conference

Conference Venue:

University of Bergamo

Department of Management, Economics and Quantitative Methods (SAEMQ)

Via dei Caniana, 2

24127 Bergamo, Italy

Host Institution Organizers:

Giovanna Zanotti, Full Professor of Banking & Finance,
Chair of the Department of Management, Economics and Quantitative Methods,
University of Bergamo, Italy [giovanna.zanotti@unibg.it]

Peter Cincinelli, Assistant Professor in Banking & Finance,
Department of Management, Economics and Quantitative Methods,
University of Bergamo, Italy [peter.cincinelli@unibg.it]

Bergamo, 7-8-9 January 2020

PROGRAMME

Tuesday, 7th January 2020

- 14:30 – 15.30 Opening Reception at Room 1 – Room Fornasa
Piazzale Sant'Agostino, 2 – Bergamo "Old City"
- 15.30 – 16.30 **Plenary session in Room 1 - Room Fornasa - Welcome Greetings**
Dr. Peter Cincinelli – Assistant Professor in Banking & Finance at SAEMQ Department,
University of Bergamo, Italy
Dr. Carlos Trejo-Pech – Assistant Professor of Agribusiness Finance,
University of Tennessee, TN, USA
Professor John Manley – Iona College, New York, USA
Professor Pavel Štrach – SKODA AUTO University, Mlada Boleslav, Czech Republic
- 15.30 – 16.30 **Keynote speech: "Waqf and Islamic Finance: Past, Present and Future"**
Dr. Mohammad Abdullah
Ph.D. and Research Fellow at the Markfield Institute of Higher Education (UK)
- 16.30 – 17.30 **Welcome Cocktail and Coffee – Chiostro Sant'Agostino**
- 20:00 Executive Meeting

Wednesday, 8th January 2020

Morning sessions at the Department of Management, Economics and Quantitative Methods

Via dei Caniana, 2 - Bergamo

8:00 – 8.30 Opening Reception at Room 17

8:30 – 10.00 Room 20 – Session 1 – Marketing

Chair: Professor Pavel Štrach – SKODA AUTO University, Mlada Boleslav, Czech Republic

- *Consumer Brand Attachments to “Alternative” Culinary spaces: Effects of self-image congruence, perceived authenticity and need for uniqueness*
Authors: Pashkevich
- *Augmented Brand Identity: The Case of Controversial Products*
Authors: Štrach, Kincl
- *Millenials’ Banking Behavior: An Exploratory Study to their Cross-Cultural Differences*
Authors: Husseing, Kang

10.00 – 10.30 Coffee, Tea and Pastries break

10.30 – 12.30 Room 20 – Session 2 – Finance

Chair: Professor Ameeta Jaiswal-Dale – University of St. Thomas, Minnesota, USA

- *Effects of Telecommunications Infrastructure on Economic Growth – Analysis of Latin America and the Caribbean*
Authors: Fawaz, Mnif
- *Does the managerial overconfidence affect M&As operations? Evidence from the Eurozone corporate context*
Authors: Maj, Cincinelli
- *Portfolio Diversification and Risk Reduction with Global Real Estate*
Authors: Qayyum, Khan
- *Macroeconomic Determinants of European Private Equity*
Authors: Marini, Caratelli

12.30 – 13.30 Lunch and Annual Membership Meeting

Afternoon parallel sessions

13.30 – 15.00 Room 20 – Session 3a – Education and Ethics

Chair: Professor John Manley – Iona College, New York, USA

- *Policy Management – Past, Present, and Future: A 360 – degree Overview for Creating, Communicating, Maintaining Policies and Procedures in Organizations*
Authors: DeFeis, Atallo

- *Enhancing the Learning Experience: the Affordable Trading Room*
Author: Manley

- *Modeling Predatory Journals' Behavior*
Authors: Trejo-Pech, Thompson, Thach

13.30 – 15.00 Room 21 – Session 3b – Finance

Chair: Dr. Carlos Trejo-Pech – University of Tennessee, TN, USA

- *Predicting Equity Market Crashes: the BSEYD model*
Authors: Aversa

- *Technical efficiency of the Italian mutual guarantee institutions*
Authors: Piatti, Cincinelli

- *A Refined Model to Predict Near – Term Us Real GDP Growth*
Authors: Russon, Bansal

15.00 – 15.15 Coffee, Tea and Pastries break

15.15 – 16.45 Room Galeotti: Project Management Workshop

- *Why Bother?*

Facilitators: Professors Ameeta Jaiswal-Dale and Ernest L. Owens – University of St. Thomas, USA

This workshop provides a roadmap, based on the discipline of Project Management, to contain total risk as companies seek to reduce development cycles while increasing the technological complexity of their products.

The roadmap will (a) discuss the fundamental basis for scheduling and project scope difficulties, and provide tools for creating practical solutions; (b) use numerous disciplines to create a more dynamic and flexible project management methodology. These disciplines include Industrial Behavior, Psychology, Human Behavior, Chaos and Complexity, Organizational Behavior, and Systems Theory to name a few; (c) will provide insight and practical examples of the areas of knowledge needed to practice effective project management in today's dynamic and multicultural work environment.

Workshop Best suited for (a) faculty considering expanding their repertoire of current course offerings; (b) administrators seeking curriculum revision to augment student job placement; (c) executive education for upper level management.

Sightseeing and Gala Dinner

17.00 Shuttle leaves the Conference venue

17.15 Starting of the guided tour of Bergamo "Old City"

20.00 Gala Dinner Restaurant "La Marianna" – Bergamo "Old City"

Thursday, 9th January 2020

Morning parallel sessions at the Department of Management, Economics and Quantitative Methods

Via dei Caniana, 2 - Bergamo

8:30 – 11.00 Room 20 – Session 4a – Finance

Chair: Professor Umberto Filotto – University of Rome Tor Vergata

- *Insolvency Risk, Capital Structure, Firm Value: Role and Configuration of Risk Capital*
Author: Gennaro
- *Credit Intermediaries' Regulation and Profitability: The Italian Case of D.Lgs N. 141/2010*
Authors: Bianchi, Filotto, Scimone
- *Risk Management 4.0 – Differences Between Traditional Risks and those developing in an Industry 4.0 Environment*
Author: Toreson
- *The Risk Weighted Ownership Index: an ex-ante measure of banks' risk and performance*
Authors: Bellardini, Murro, Previtali

8:30 – 10.30 Room 21 – Session 4b – Business and Industry

Chair: Professor Ernest L. Owens – University of St. Thomas, Minnesota, USA

- *Impact of Governance on Economic Growth in Developing Countries*
Authors: Fawaz, Mnif
- *Are Companies Acting Ethically and also Paying Attention to Supply Chain Management in the course of their pursuit of sustainability programs: A Review of Three Industries*
Authors: Caluzzo, Mangiero
- *Diagnosis of Internationalization Process of Mexican Leather Footwear SMEs using the Uppsala Model, and how firms succeed*
Authors: Cisneros-Reyes, Calder-Gonzales, Arrendondo-Hildalgo

11.00 – 11.30 Coffee, Tea and Pastries break

11.30 – 13.00 Room 22 – Session 5 – Governance and Social Issues

Chair: Professor Giovanna Zanotti – University of Bergamo

- *European Banking through crisis*
Authors: Allabad, Quyyum
- *Why the Booms in the Agricultural Commodity Prices over the past 40 years*
Authors: Jaiswal-Dale, Zanotti, Damiani, Cincinelli
- *A Health Care Management Time Bomb: The Nursing Profession*
Authors: Maher, Maher

13.00 – 14.00 Lunch

14.00 – 15.00 Room Galeotti: Closing Remarks – Professor Giovanna Zanotti

Chair of the Department of Management, Economics and Quantitative Methods

University of Bergamo, Italy