Co-organized by Inseec-U, the John Molson School of Business and Jilin University, the Digital Innovation & Financing Conference gathers the works of more than 100 researchers from all around the world. During these two days, researchers and practitioners will be sharing ideas, concepts and the best practices that guide the digital transformation of the businesses and society as a whole.

You are welcome to Inseec-U Lyon

Jean-Michel Sahut, Denis Schweizer, Zheng Li, Eric Braune
Chairmen of the Digital Innovation and Financing Conference
June, 11th

Campus INSEEC-U, Lyon

8h00-9h00 Registration, 4th floor

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9h00 - 11h
Plenary session - Location: Amphitheater Saint-Exupéry

Marion Fabre
Head of INSEEC-U Lyon

Isabelle Barth
Dean of the INSEEC-U Research Center

A New ?Gold Rush?: Success Determinants of Initial Coin Offerings
Denis Schweizer
Associate Professor of Finance, JMSB, Concordia University (CA)

Innovation, Entrepreneurship & Evolving Environments
Léo Paul Dana
Distinguished Professor of Entrepreneurship, Montpellier Business School (FR) & Marie Curie Fellow at Princeton University (US)

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11h00 - 11h30 Coffee Break

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Amphitheater Saint-Exupéry
Special Interest Group

INSURETECH: NOUVELLES PERSPECTIVES
SIG Chair: Pr. Ilaria DALLA POZZA, IPAG Business School (France)

Presentation of "Finance Innovation", cluster for innovation in the French Financial sector, to support innovation for InsureTech (and Fintech)"
speakers: Maximilien Nayaradou (R & D director of Finance & Innovation) and Peter Elias Eid (Chargé de mission Assurance - Finance et Innovation)

“Experience from a Fintech”: Martin Vancostenoble
c-o-founder and associate managing director, UTWIN

What brings Fintech's success: the power of the ecosystem
Julie Robson, University of Bournemouth (UK)
Ilaria Dalla Pozza, IPAG Business School (France)

Room A
RESEARCH TRACK: DIGITAL FINANCE, MONEY, BANKING, AND INSURANCE
Chair: Eric Braune, Inseec Business School (France)

The Prelude to the Collapse of Bubble: Evidence of Bitcoin Speculation
Lee Seungho, Concordia University (Canada)

A Sentiment Factor Model for Bitcoin Price
Fathi Ajirloo Bahman, Lorne Switzer
JMSB, Concordia University (Canada)

Room B
RESEARCH TRACK: ENTREPRENEURSHIP / INTRAPRENEURSHIP
Chair: Ivana Vitanova, University Lyon 2 (France)

How Opportunity Co-creation influences the Growth of Social Enterprises-Based on the Moderating Effect of Entrepreneurial Resources
Ge Jianxin, Central University of Finance and Economics (China),
Han Lingling, Head office of Agricultural Bank of China (China)

A conceptual model of the role of digital entrepreneur's characteristics on new digital venture’s success
Jafari Asma, El Meskine Lahcen, Chakir Ahmed
Department of Research in Entrepreneurship, Finance and Audit, ENCG, IBN Zohr University (Morocco)

Unwrapping Opportunity Confidence: How Do Different Types of Nascent Entrepreneurs’ Feasibility Beliefs Affect Venture Emergence
Vitanova Ivana, Vitanova Laurent, University Lyon 2 (France)
Room C

RESEARCH TRACK: GOVERNANCE AND FINANCING OF INNOVATIVE FIRMS

Chair: Juan Pineiro-Chousa, Universidade de Santiago de Compostela (Spain)

Recognizing disruptive events for technological firms through NNMF
Pineiro-Chousa Juan, Universidade de Santiago de Compostela (Spain)
Vizcaíno-González Marcos, Universidade da Coruña (Spain)
Ribeiro-Navarrete Samuel, University of North Carolina Wilmington (United States)

The New Paradigm of Cloud Computing from the Perspective of Corporate Governance: Factors of Influence in its Adoption
Peris-Ortiz Marta, Universitat Politècnica de València (Spain)
Palos-Sánchez Pedro, University of Seville (Spain)
álvarez-García José, University of Extremadura (Spain)

Ownership Structure and IPO Long-run Performance of French firms
Boubaker Sabri, Toumi Narjess, Celler Alexis
IRG, University Paris Est Creteil (France)

13h00 - 14h30 Lunch

14h30 – 16h00 Special Interest Groups and Research Tracks

Amphithéâtre Saint-Exupéry
Special Interest Group (SIG)

« LA DIGITALISATION ET LE METIER DE L'AUDITEUR »

Cette session réunira des universitaires ainsi que des praticiens autour de présentations et d’une table ronde.

Nicolas Touchet, Commissaire aux Comptes, Associé – Audit, ORFIS Baker Tilly, membre de la CRCC Lyon
Nathalie Malicet, Commissaire aux Comptes, ANEXIS, membre de la commission nationale sur le digital de la CNCC
Guillaume Villard, Associé, Audit, Deloitte
Dr. Riadh Manita, Consultant, Professeur associé à NEOMA Business School (France)

Room A

RESEARCH TRACK: MOBILE APPLICATIONS AND USES

Chair: Marta Peris-Ortiz, Universitat Politècnica de València (Spain)

Hermes or Hephaistos: Arthurian technological progress and the future of mobile payments
Dai Shuanping, University of Duisburg-Essen (Germany)
Li Zheng, Yang Siying, Jilin University (China)

Extending the expectation-confirmation model of IS continuance: the role of emotions in Chinese users’ continuance intention towards mobile gaming applications
Zheng Lili, Groupe Sup de Co La Rochelle, CEREGE-EA 1722 (France)

On how mobile technologies can support business models: an empirical analysis based on case studies.
Peris-Ortiz Marta, Universitat Politècnica de València (Spain)
Devece Carlos, Universitat Politècnica de València (Spain)
Hikkerova Lubica, Ipag Paris. (France)
Room B

RESEARCH TRACK: TOKEN AND BITCOIN

Chair: Nsren Shetwey, Jilin University (China)

Token it easy? Analyzing the success of Initial Coin Offerings
Giudici Giancarlo, Department of Management, Economics, and Industrial Engineering Politecnico di Milano (Italy), & Politecnico di Milano (Italy)
Adhami Saman, Università Bocconi (Italy)

Challenges of the Bitcoin in the Arabic Countries
Shetwey Nsreen, Jilin University (China)

Room C

RESEARCH TRACK: DIGITAL FINANCE, MONEY, BANKING, AND INSURANCE

Chair: Eric Schenk, BETA-UMR CNRS 7522 (France)

La finance digitale : les enjeux du recours à la blockchain pour l'échange de titres financiers
Rhattat Rachid, Ftiti Zied, OCRE EDC Paris Business School (France)

La Technologie Blockchain et le Futur des Intermédiaires de l’Innovation
E. Schenk, V. Schaeffer, J. Pénin, C. Guittard, Université de Strasbourg, BETA-UMR CNRS 7522 (France)

Le rôle des marchés émergents dans les prix des cryptomonnaies
Eric Lefur, Inseec Business School (France)

Room D

RESEARCH TRACK: ENTREPRENEURSHIP / INTRAPRENEURSHIP

Chair: Li Zheng, Jilin University (China)

Entrepreneurial strategies in connection with sustainable approach through responsible brand identity: Comparison between two case studies of sneakers companies
Cherif Hela, Pôle de recherche interdisciplinaire en sciences du management, Université Paris I (France)

Comparative Analysis of China and G7 Countries Entrepreneurial Ecosystem in the success of entrepreneurship
Hasanat Shah Syed, Li Zheng, Zhou Xi Zhen, Jilin University (China)

Internationalization, Entrepreneurship and innovation performance-evidence from listed manufacturing firms in China
Zhou Xizhen, Li Zheng, Shah Syed Hasanat, Jilin University (China)
Room E

RESEARCH TRACK: TRANSFORMATION DIGITALE, STRATEGIE ET COMPETITIVITE DES ENTREPRISES

Chair: Fidel A-K Ettien, Brest Business School (France)

Maturité digitale et capacité absorptive : déploiement d'une stratégie de transformation digitale dans une entreprise agroalimentaire
Ettien Fidel A.K., Brest Business School (France)
Peron Nathalie, Sté Doux, (France)

Transformation SI et contrôle : une perspective historique, le cas Pechiney
Azan Wilfrid, Inseec Business School (France)
Bensadon Didier, Université Paris-Dauphine/PSL DRM-MOST (France)

La transformation digitale, vers un management stratégique augmenté ?
Bos Céline, Ea Conseil & Formation (France)

Room F

RESEARCH TRACK: DIGITAL MARKETING

Chair : Nada Soudi, Groupe ISCAE-Casablanca (Morocco)

E-conférence et méfiance se loge la schizophrénie des réseaux sociaux - cas du Maroc
Nada Soudi, Groupe ISCAE-Casablanca (Morocco)

L'effet des médias sociaux sur le Marketing Territoriale au Maroc une recherche exploratoire : Cas de Facebook
Maataoui Belabbes Nadia, Laboratoire de Recherche en Management (Morocco)

Le phénomène d'attente à l’ère des applications mobiles:
Cas de la restauration universitaire
Zerguini Seghir, GREThA - UMR CNRS 5113 (France)
Ben Arfi Wissal, IDRAC Business School (France)

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16h00 - 16h30 Coffee Break
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16h30 – 18h00
Round Table, Special Interest Groups and Research Tracks

Amphithéâtre Saint-Exupéry
Table Ronde

LES IMPACTS DE LA TRANSFORMATION NUMÉRIQUE SUR LA MODÉLISATION FINANCIÈRE ET LES MÉTIERS DE LA FINANCE

Cette table ronde vise à débattre des transformations de la modélisation financière issues du digital et du big data, ainsi que de ses conséquences sur les opérations et les métiers.

Dr. Marie Pierre Ravoteur, Head of Quant Lab and Structuration for MACS-AXA IM
Dr. Jean-Michel Sahut, consultant, IDRAC Business School
Dr. Eric Braune, Insec Business School
Dr. Faten Ben Bouhemi, ISC Paris Business School

Room A
Special Interest Group (SIG)

DIGITAL INNOVATION AND FAMILY FIRM

The sustainability of the family business lies on its ability to transform and innovate through time and environment evolutions. Taking into account that the digital innovation is crucial for the family business specially in terms of opportunities and threats created, this innovation can also deeply change their business model. Despite this fact, many elements specific to these companies would plead for an easy integration of the digital challenge.

Thus, several questions are raised, among which we can select the following issues; Is the digital innovation have an impact on the family governance model? Is the time conception of the family business compatible with the digital innovation imperatives? What’s the impact of digital innovation on family business performance? How the family firm manager is facing the digital innovation? How to drive the change induced by digital innovation within family governance; Older versus younger generation? And finally, how about changes in the family network culture within a digital innovation process?

SIG Chair: Prof. Gérard HIRIGOYEN, Professor Emerita, University of Bordeaux 4

Digital innovation and family governance in family firms: The case of Solvay Group

G. Hirigoyen, University of Bordeaux (France)
A. De Coninck, Trusted Family (Luxemburg)
K. Remah, University of Bordeaux(France)

Innovation digitale et marketing des entreprises familiales : les fermes 2.0 au confin d’un nouveau paradoxe ?

J-P. Galan, University of Bordeaux, Toulouse Business School (France)
Valérie Rabassa, Associé-gérant d’une société de conseil et d’études (France)

Digital innovation in book publishing industry: family versus nonfamily firms.

D. Moussa Ousseini, Edhec Business School, Lille (France)
Room B

RESEARCH TRACK: DIGITAL FINANCE, MONEY, BANKING, AND INSURANCE

Chair: Francesc Prior, Universitat Internacional Catalunya (Spain)

The impact of mobile financial services' usage on microfinance delinquency
Prior Francesc, Mora Toni
Universitat Internacional Catalunya (Spain)

From bank 1.0 to bank 3.0 and the need to develop a Bank Internet Maturity Model (BIMM)
Fayon David, Fernandez Valérie
Laboratoire traitement et communication de l'information (France)

How could China become the trendsetter of the global mobile payment A case of China on institutional perspective
Zhang Can, Jilin University (China)

Room C (16h30 – 18h15)

RESEARCH TRACK: GOVERNANCE AND ORGANIZATION

Chair: Sabri Boubaker, SCBS & IRG, University Paris Est Créteil (France)

Do good as others are doing well: An Evidence from corporate employee welfare policy
Ali-Rind Asad, IRG, University Paris Est Créteil (France)
Lajili Jarjir Souad, IRG, University Paris Est Créteil (France)

Peer effects in Research and Development
Ali-Rind Asad, IRG, University Paris Est Créteil (France)
Lajili Jarjir Souad, Institut de Recherche en Gestion (France)

Corporate Social Responsibility, Trade Credit and Financial Crisis
Saeed Asif, IRG, University Paris Est Créteil (France)
Boubaker Sabri, SCBS & IRG, University Paris Est Créteil (France)
Cellier Alexis, IRG, University Paris Est Créteil (France)

Impact of patententing on American companies’ financial valuation
Kammoun Niaz, Université Paris Sud - Paris Saclay (RITM) (France)
Room D (16h30 – 18h15)
RESEARCH TRACK: FINANCEMENT DE L’INNOVATION ET NOUVELLES FORMES DE FINANCEMENT

Chair: Nadine De la pallièrè, Laboratoire d’Économie et de Gestion de l’Ouest (France)

Capital social interne et réseaux sociaux : une analyse des levées de fonds sur le marché français de l’equity crowdfunding

Onnée Stéphane, VAL de Loire REcherche en Management (France)
Bouaiss Karima, Lille School Management Research Center (France)
Zoukoua Eric Alain, VAL de Loire REcherche en Management (France)

L'expérience entrepreneuriale, un atout pour la levée de fonds ? Le cas des start-up françaises de TIC

Redis Jean, ESIEE Paris (France)
Bouaiss Karima, Université Lille 2 (France)

Le crowdfunding : une nouvelle tendance en finance entrepreneuriale

Miloud Guermatha, Toulouse Business School, Campus de Casablanca (Morocco)

La dimension régionale du crowdfunding Le cas de la Bretagne

De La Pallière Nadine, Goullet Catherine, Guyvarc’h Annaïck, Laboratoire d’Économie et de Gestion de l’Ouest (France)

Room E (16h30 – 18h15)
RESEARCH TRACK: DIGITAL MARKETING

Chair: Yousra Hallem, IDRAC Business School (France)

De l’évitement au rejet : une analyse des résistances des consommateurs aux paiements mobiles

Nga Nkouma Tsanga Rosalie Christiane, MCV (Cameroon)

Factors hindering the adoption of cryptocurrencies in commercial transactions: A topological and vector psychology perspective

Arsenault Joanie, Ertz Myriam, Université du Québec à Chicoutimi (Canada)

Consumers' engagement and digital collaborative consumption: A proposition of collaborative consumers’ typology

Hallem Yousra, IDRAC Business School (France)
Ben Arfi Wissal, IDRAC Business School (France)

Social Acceptability of a Proximity Mobile Payment System: The Contributions of Structuration Theory

Intissar Abbess, IHEC Carthage, Université de Carthage, LRM (Tunisia)
Nouha Chbak, IHEC Carthage, Université de Carthage, LRM (Tunisia)
Hallem Yousra, IDRAC Business School (France)

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20h Gala Diner
~
The Selcius Restaurant
43 Quai Rambaud,
69002 Lyon Confluence

Route from INSEEC to the Selcius:
Take the T1 tramway towards debourg
Get off at the station "Hotel de Région Montrochet"
Walk 10 minutes

(Google maps works great in France)

To confirm your participation, please send an email to
diflyon2018@gmail.com (before June 4)

Without a confirmation, your booking will be lost.
(extra booking is necessary for accompanying person)
Cédric Villani

QUELLE STRATÉGIE « INTELLIGENCE ARTIFICIELLE » POUR LA France

The rapid advancement in encryption and network computing gave birth to new tools and products that have influenced the local and global economy alike. One recent and notable example is the emergence of virtual currencies, also known as cryptocurrencies or digital currencies. Virtual currencies, such as Bitcoin, introduced a fundamental transformation that affected the way goods, services, and assets are exchanged. As a result of its distributed ledgers based on blockchain, cryptocurrencies not only offer some unique advantages to the economy, investors, and consumers, but also pose considerable risks to users and challenges for regulators when fitting the new technology into the old legal framework. The core of this proposed book is to present and discuss the evidence on financial asset capabilities of virtual currencies, with more emphasis on Bitcoin. Bitcoin for example may be useful in risk management and ideal for risk-averse investors in anticipation of negative shocks to the market. Virtual currencies are experiencing an increasing popularity in the financial markets and in portfolio management as can be classified as financial asset or commodities on a scale from pure medium of exchange advantages to pure store of value advantages.

**SIG Chair:** Dr. Stéphane GOUTTE, University Paris 8 & Dr. Khaled Guesmi - IPAG Business School (France)

**On the link between Bitcoin and Commodities Prices**

Olfa Kaabia, INSEEC Business School, Paris (France)
Ilyes Abid, ISC Paris Business School, Paris (France)
Khaled Guesmi - IPAG Business School (France)
Sahut Jean Michel, IDRAC Business School (France)

**Does Bitcoin collapse threaten the U.S. economy?**

Ilyes Abid, ISC Paris Business School, Paris (France)
Olfa Kaabia, INSEEC Business School, Paris (France)
Khaled Guesmi - IPAG Business School (France)
Stéphane Goutte - Université Paris 8 (France)

**Study of the dynamic of Bitcoin price**

Stéphane Goutte - Université Paris 8 (France)
Khaled Guesmi - IPAG Business School (France)
Samir Saadi - TELFER, University of Ottawa (Canada)
Room A

RESEARCH TRACK: MANAGEMENT OF INNOVATION AND ORGANIZATIONAL IMPACTS

Chair: Marc Pikington, Université de Bourgogne (France)

The Emerging ICO Landscape - Some Financial and Regulatory Standpoints
Pilkington Marc, Université de Bourgogne (France)

Transforming India Digitally: Financing of young innovative startups from India
Nigam Nirjhar, ICN BS- CEREFİGE (France)
Benetti Cristiane, ICN Business School (France)

Fintech startups, disruptive innovation and deregulation? The fintech startups as institutional entrepreneurs and advisors of financial regulators: Case study of Korea
Karpijoki Joni (Finland)

Room B

RESEARCH TRACK: INNOVATION, VALUE CHAIN AND VALUE CREATION

Chair: Can Zhang, Jilin University (China)

Mechanism to Drive the Formation of Innovation Value Chain for Digital Startups: Towards Organizational Ambidexterity
Lv Fen, University Paris 1 (France)

SME productivity in the Era of Blockchain Disruption
Chowdhury Musabbir, Productivity and Innovation Lab, Niagara College Canada (Canada)

Why does the innovation of the global mobile payment happen in China? A comparative view on institutions between the US and China
Zhang Can, Jilin University (China)

Room C

RESEARCH TRACK: ECOSYSTEM AND GROWTH STRATEGY OF DIGITAL FIRMS

Chair: Shah Syed Hasanat, Jilin University (China)

« Trust but verify »: A neo-institutional perspective towards decentralized evaluation systems of the sharing economy
Barbe Anne Sophie, IAE Lyon (France)
Hussler Caroline, Université Jean Moulin Lyon (France)

How universities, as non-profit organizations, can enhance sustainable development practices in societies? Case of Institutional Entrepreneurship Initiative of a public university in Istanbul for Sustainability Development
Keifer Zeynep Hale, ESCE (France)

The Role of Institutions and Infrastructure in the Entrepreneurial Ecosystem? Evidence from China and India
Hasanat Shah Syed, Li Zheng, Jilin University (China)
Room E

RESEARCH TRACK: ECONOMICS OF DIGITAL AND VALUATION

Chair: Dominique Guegan, LabEX Régulation Financière (France)

A new token: the CommodCoin. What could be its interest for financial market? A macro-economic modelling
Guegan Dominique, LabEX Regulation Financière (France), Ca Foscari University Venezia (Italy), University Paris 1 Panthéon-Sorbonne (France), IPAG Business School (France); Cales Ludovic, European Commission Joint Research Center (Italy)

Evaluation des projets d’investissement dans les ERP : une approche par les options réelles
Azan Wilfrid, (France), Miloud Tarek, Inseec Business School (France)

The equity market and its price discovery risk: An empirical study for the CAC40 stock index
Ligot Stéphanie, Sorbonne Management School (PRISM and Labex RéFi), Université Panthéon-Sorbonne (France); Gillet Roland, Sorbonne Management School (PRISM and Labex RéFi), University Paris 1 Panthéon - Sorbonne, (France), Solvay Brussels School, Free University of Brussels (Belgium)

Are innovation and economic liberalization determinants of European economic growth?
Ben Bouheni Faten, ISC Paris (France)

Room D

Special Interest Group (SIG)

DIGITAL INNOVATION AND FAMILY FIRM

The sustainability of the family business lies on its ability to transform and innovate through time and environment evolutions. Taking into account that the digital innovation is crucial for the family business specially in terms of opportunities and threats created, this innovation can also deeply change their business model. Despite this fact, many elements specific to these companies would plead for an easy integration of the digital challenge.

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SIG Chair: Prof. Gérard HIRIGOYEN, Professor Emerita, University of Bordeaux 4

Startup versus family business: the oxymoron of the relationship to time
A. Villeger, University of Poitiers

Digital innovation and business internationalization: what do we know?
S. Basly, Paris-Nanterre University

Digitalization and boards: what issues and what risks?
V. Neitter, Governance Professionals of Canada (GPC), ESC Reims

13h00 - 14h30 Lunch
Discourse on digital maturity, better appreciated processually as a transformation or maturing at several levels of the organization, is often associated with the adjective sustainable. Sustainability of gradual transformation or radical disruption of new digital business ecosystems requires a broader appreciation of the term sustainable, compared to its meaning in the strategy literature, such as « sustainable competitive advantage ». The economic transformation of networked markets (Parker, Van Alstyne & Choudary, 2016), with the emergence of machines, platforms and crowds rebalancing a division of labour, respectively with minds, products and core competences and capabilities (McAfee & Brynjolfsson, 2017), raises new ethical challenges for business firms and society. What are the values that should underlie digital innovative practices linked to business practices and processes linked to emerging technologies (e.g. artificial intelligence, big data analytics, blockchain, etc.) across functions and tasks (e-HRM, e-invoicing, CSR, etc.)? Who, if anyone, and how should regulate digital innovation? How to understand and define a specific digital ethics and sustainability?

SIG Chair: Dr. Fabio James Petani, and Dr. Ishraf Zaoui, INSEEC Business School, Chair Digital, et AI (France)

Information disclosure and incentives in innovation contest - an empirical analysis of Bug bounty programs

Jo Arrah-Marie, Institut Télécom - Télécom ParisTech (France)
L'intelligence économique face au défi de la coopétition
Faiz Mohamed Amine, Ecole nationale de commerce et de gestion de Settat (Morocco), Ecole nationale de commerce et de gestion de Settat (Morocco)

A Delphi study on sustainable digital maturity

Fabio James Petani, Ishraf Zaoui, Sergey Kovalev, Pascal Montagnon, Inseec-U (France)

A literature review on digital innovation and transformation, sourced from special issues published in selected FT research ranked journals (2007-2017)

Fabio James Petani, Ishraf Zaoui, Sergey Kovalev, Pascal Montagnon, Inseec-U (France)

Digital technology and the sociomaterial change of workplaces and practices: How HRM may consider IT and space as human and material resources

Fabio James Petani, Ishraf Zaoui, Sergey Kovalev, Pascal Montagnon, Inseec-U (France)

Digitalization of the co-construction of a political brand: The exploratory case of “En Marche!” toward digitalized open-source multi-sided political model?

Damien Richard, Inseec Business School; Didier Chabanet, Idrac (France)
Tourism is certainly one of the economic sectors that has been the most exposed to digitization over the last decade. Let us just mention companies like Easyjet, Ryanair, AirBnB and Uber that have contributed to a new form of tourism called e-tourism. Electronic tourism means that all touchpoints of the Customer Journey (CJ) are handled through global digitized platforms. The change has been so sudden and disruptive that “traditional” tourism is struggling to adapt to this new tourism paradigm. The aim of this track is to discuss about this rapid evolution of e-tourism to understand it and to anticipate new trends and innovation potentials. We are interested in any kinds of approaches (theoretical, empirical as well as practitioner-oriented) to improve the general knowledge in digital innovation for tourism.

**SIG Chair: Dr. Emmanuel FRAGNIERE, Tourism Institute, HES-SO Valais-Wallis**

**A multi-criteria decision making approach for ranking wheelchair accessible tourism**
Afaf Merazi, EEDIS Laboratory, Computer Science Department. Djillali Liabes University (Algeria)
Zhan Liu, Nicole Glassey Balet, and Camille Pellaton, Institute of Information Systems, University of Applied Sciences and Arts Western Switzerland (HES-SO Valais-Wallis), Sierre (Switzerland)

Developing the concept of a digitalised conciergerie based on an app:
A service design case study in the Matterhorn Region
Emmanuel Fragniere, HES-SO Valais-Wallis, IEM, Sierre, (Switzerland)
Benoît Golay, ICARE Sierre (Switzerland)
Benjamin Nanchen, HES-SO Valais-Wallis, IEM, Sierre, (Switzerland)
Jérôme Salamin, ICARE Sierre, (Switzerland)
Roland Schegg, HES-SO Valais-Wallis, IEM, Sierre, (Switzerland)

**How can sustainability be a relevant digital innovation to induce loyalty in tourism: A Case Study**
Eliane Lörtscher, Scientific Assistant in Tourism, HTW Chur, Chur, (Switzerland)
Emmanuel Fragnière, HES-SO Valais-Wallis, IEM, Sierre, (Switzerland)

**La dynamisation des démarches de participation citoyenne aux débats publics à l’échelle régionale dans une région périphérique de montagne : une étude de cas dans le canton du Valais, Suisse**
Vincent Grèzes, Institut Entrepreneuriat & Management ; Sandra Grèzes, Institut de Tourisme ; Randolf Ramseyer, Institut Entrepreneuriat & Management ; Florian Evéquoz, Institut d’Informatique de Gestion ; Nicole Fumeaux-Evéquoz, Haute Ecole de Travail Social ; Antoine Perruchoud, Institut Entrepreneuriat & Management Blaise Larpin, Institut de Tourisme, HES-SO Valais Wallis (Switzerland)

**Using Phenomenology to Understand the User Acceptance and The Risk Perception of a New Technology as a Service: The Case of Autonomous Smart Shuttle in Switzerland Designed as a Touristic Activity**
Randolf Ramseyer, Emmanuel Fragniere, Benjamin Nanchen, Florian Evéquoz HES-SO Valais-Wallis, IEM, Maison de l’Entrepreneuriat, Sierre (Switzerland)

**Comment l'environnement de service influe sur l'intention comportementale du client dans hôtellerie de luxe : l'effet modérateur de l'expérience passé**
Ibraheem Manar, Groupe de Recherche en Management (GRM) EA - 471, IAE de Nice (France)
Room B

RESEARCH TRACK: GOVERNANCE AND FINANCING OF INNOVATIVE FIRMS

Chair: Richard-Marc Lacasse, Université du Québec (Canada)

Financing innovation in wake of Global Financial Crisis? A survey from Germany, France, Spain and Italy

Nigam Nirjhar, ICN BS- CEREFIGE (France)
Benetti Cristiane, Mbarek Sondes, ICN Business School (France)

Interactions between angel group members: a critical ingredient in funding decision dynamic

Xiao Li, Lancaster University Management School (United Kingdom)
Xu Zhi, South China University of Technology (China)

Blockchain Startups? Solving the Funding Gap Through Reverse-Take- Overs

Lacasse Richard-Marc, Université du Québec (Canada)

Room C

RESEARCH TRACK: BUSINESS MODEL AND GROWTH STRATEGY OF DIGITAL FIRMS

Christophe Estay, KEDGE Business School (France)

La croissance de l'entreprise dans les industries culturelles et créatives : quels défis à relever ? Vers une vision par l'approche qualitative

Kristoforidis Kevin, Finet Alain, Viseur Robert
Université de Mons - Faculté Warocqué d'Économie et de Gestion (Belgium)

Pratiques d'inclusion financière des IMF dans la zone UEMOA : Approches et mesure des modèle d'affaires financier et social
Ndour Ndiouma, Université Assane Seck de Ziguinchor (Senegal)

Modèles d’affaires et modèles d’affaires innovants au sein des zones franches : une approche qualitative

Christophe Estay, KEDGE Business School (France)
Ayman AlKhanbouli, Hull University Business School, Hull (UK)
Dimitrios Tsagdis, KEDGE Business School (France)

Does gender diversity of new venture top management teams matter for R&D intensity in digital startups?

Mahammad Biga-Diambeidou, ICN Business School – CEREFIGE, Nancy-Metz, France
Maria Giuseppina Bruna, IPAG Business School, France
Rey Dang, ICN Business School – CEREFIGE, Nancy-Metz, France
L'Hocine Houanti, La Rochelle Business School, France

Room D

RESEARCH TRACK: CROWDFUNDING

Chair: Denis Schweizer, JMSB, Concordia University (Canada)

Success Factors for Crowdfunding in the Online Computer Game Industry
Song Yang, Jilin University (China), Berger Ron, College of Law and Business (Israel)
The Role of Collateral in Peer-to-Peer Lending  
*Huang Jin, University of Essex (United Kingdom)*

**Economics of Philanthropy? Evidence from Health-Crowdfunding**  
*Schweizer Denis, Proelss Juliane, Zhou Tingyu, JMSB, Concordia University (Canada)*

**Co-creation and Crowdfunding: A cross customer-market view**  
*Eric Braune, Mariem El Euch Maalej, Anne-Laure Boncori, INSEEC U. Research  
Maxime Ricomes, Aviva Investors France et Université Paris-Dauphine,  
Sabrina Gomes, INSEEC Business School*

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16h00 - 16h30 Coffee Break

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16h30 – 18h00  
Research Tracks

**Room B**  
**RESEARCH TRACK: DIGITALISATION ET RISQUE-CRÉDIT**  
*Chair: Eric Braune, Inseec Business School (France)*

Confrontation de la prééminence d’une méthode de score et d’une méthode économétrique pour évaluer le risque de crédit : une application aux PME du Maghreb  
*Baha Riad, LIRSA CNAM (France)  
Aldo Levy, LIRSA CNAM, ISC Paris (France)*

Les mesures du risque de crédit  
*El Farissi Inass, Groupe ISCAE-Casablanca (Morocco)*

Dispositions d’octroi de crédit aux PME innovantes par le secteur bancaire en République Centrafricaine  
*Souleymanou Kadoumaï, Bertrand Rodilphe Mbeya Senam  
LAREGO, FSEG, Université de Maroua*

**Room C**  
**RESEARCH TRACK: KNOWLEDGE TRANSFER AND COLLABORATIONS**  
*Chair: Maaref Abdennacer, École supérieure de commerce de Tunis (Tunisia)*

The effect of total quality management practices on knowledge transfer: case of the automobile industry in Morocco  
*Bichani Hafsa, Boubrahimi Nabil, University Ibn tofail (Morocco)*

Transfert des connaissances : une étude de cas multiples sur les connaissances transférées de la joint-venture à l’entreprise-mère  
*Maaref Abdennacer, École supérieure de commerce de Tunis (Tunisia)*

A Study on the Evolutionary Game of Collaborative Innovation Path Choice in Industry-University and Research Institute  
*Song Yang, Jilin University (China), Zhang Zhiyuan, Jilin University of Finance and Economics (China)*

The link between investment in HRM and performance in Morocco  
*El Adraoui Hayat, Groupe ISCAE-Casablanca (Morocco)*
Room E

RESEARCH TRACK: CROWDFUNDING ET RESEAUX SOCIAUX

Chair: René Guy Omenguélé, Faculty of Economics and Management Sciences, University of Bamenda (Cameroon)

Risques et décisions en matière de crowdfunding immobilier : étude juridique et économique de la rationalité des investissements
Loheac Youenn, Brest Business School (France)
Branellec Gurvan, Laboratoire d’Économie et de Gestion de l’Ouest (France)

Quand les réseaux sociaux et Internet volent au secours des start-up, des PME et des jeunes créateurs d’entreprises : un état des lieux du financement participatif en Afrique
René Guy Omenguélé, Faculty of Economics and Management Sciences, University of Bamenda (Cameroon)
Cedric Mbouolang, Faculté des Sciences Economiques et de Gestion, Université de Dschang (Cameroun)

Annonce d’un programme de recherche et enjeux
Mohamad AL Abdulsalam, Maître de Conférences, Université Clermont Auvergne, IUT, COMSOS
Thierry Levy, Maître de Conférences HDR, Université Paris 8 – LED

Room F

RESEARCH TRACK: SOCIAL INNOVATION AND FINANCE

Chair: Jean-Michel Sahut, IDRAC Business School (France)

Relationships between employees' perception of corporate social responsibility, job satisfaction, and organizational commitment
El Hajji Asmae, Université Cadi Ayyad (Morocco)

Innovation sociale en rse et communication marketing, le cas des entreprises de la téléphonie mobile au Cameroun.
Ndjambou Ruphin, Centre International de Recherche en Gestion et Economie de Développement (Gabon)
Sangue Fotso Robert, Mvele Sigismond, Centre d’Etudes et de Recherche en Economie et Gestion (Cameroun)

La comptabilité d’intention autour des décisions de gestion des dirigeants en contexte du Cameroun.
Bimeme Bengono Isidore, Université de Dschang (Cameroun)

Modes opératoires de contrôle de gestion dans les PME et performance financière
Alain Takoudjou Nimpa, Clovis Miamo Wendji et Camille Kamga Wendji
Université de Dschang (Cameroun)
Room B

RESEARCH TRACK: INNOVATION ET RESEAUX SOCIAUX

Chair: Eric Braune, Inseec Business School (France)

Les usages des réseaux sociaux numériques par la force de vente et les transformations organisationnelles
Sone Mbassi, FSEG, Université de Yaoundé (Cameroon)

Le mobile marketing au service des causes sociales : une étude empirique en contexte camerounais
Faustine Mimosette, Mbiadjo Fandjo, Université de Ngaoundéré (Cameroon)

Room C

RESEARCH TRACK: INNOVATION & TRANSFORMATION

Chair: Aldane Haffar, École Nationale Supérieure de Statistique et d’Économie Appliquée, Tipaza (Algeria)

The Digital Innovation and Transformation Auto Auction Industry: An Example in Taiwan
Lin Chih-Huang, Feng Chia University (Taiwan)

L’impact de la convertibilité du Cat-Bond sur son attractivité.
Haffar Aldane, École Nationale Supérieure de Statistique et d’Économie Appliquée, Tipaza (Algeria)

Energie numérique, entre innovation disruptive et nouveaux modes d’influence?
Du Castel Viviane, Institut Supérieur de gestion (France), Institut supérieur de gestion Programme Business & Management- ISERAM (France)

Room D

RESEARCH TRACK: PARTAGE D’INFORMATION ET DE CONNAISSANCE

Chair: Lubica hikkerova, IPAG Business School (France)

Gestion des connaissances, structures organisationnelles et compétitivité. le cas des pme tunisiennes
Louati Faten, laboratoire de recherche RIGUEUR (Tunisia)
Hikkerova Lubica, IPAG Business School (France)

Le rôle médiateur de l'orientation entrepreneuriale dans la relation entre la diversité de l'équipe dirigeante et la performance financière des EMF
Math Mazra, Faculté des Sciences Economiques et de Gestion, Université de Maroua (Cameroon)
Room E

RESEARCH TRACK: INNOVATION, DIGITALISATION, CAPITAL IMMATERIEL

**Chair: Jean-Michel Sahut, IDRAC Business School (France)**

**Gouvernance et intensité d’innovations technologiques dans les entreprises innovantes**  
Léopold Djoutsa, University of Maroua (Cameroon)

**Impact of digitalization on the auditor’s activity**  
Riadh Manita, NEOMA Business School (France)  
Najoua Elommal, Ecole de Management Léonard de Vinci (France)  
Patricia Baudier, Ecole de Management Léonard de Vinci (France)

Room F

RESEARCH TRACK: DIGITAL INNOVATION AND R&D

**Chair: Wissal Ben Arfi, IDRAC Business School (France)**

**Overview of influence from financial technologies as strategic innovation in financial industry**  
Gechevski D., Poposka KI.  
Institute of Economics, Ss. Cyril and Methodius University in Skopje, Skopje (Macedonia)

**Organizational impact of digital open innovation in retail banks: Managing external and internal pressure**  
Clarice Bertin, ICN Business School, Université de Strasbourg, BETA-UMR CNRS 7522 et Véronique Schaeffer, Université de Strasbourg, BETA-UMR CNRS 7522 (France)

**Valorisation du capital immatériel**  
Sahut Jean Michel, IDRAC (France)  
Sam Salem, HEIG-VD, HES-SO (Switzerland)