



PROGRAM

DIF Conference

June 11 & 12, 2018

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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11h30 – 13h00
Research Tracks and Special Interest Groups

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
co-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, Vilanova 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, Cellier Alexis

IRG, University Paris Est Creteil (France)

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13h00 - 14h30 Lunch
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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, Ftitri 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-confiance 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)

16h00 - 16h30 Coffee Break

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, Inseec 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 pallière, 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 pscyhology 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
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The Selcius Restaurant

43 Quai Rambaud.

69002 Lyon Confluence



@LaFourchette.com

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)*

June, 12th

**INSEEC-U, Lyon
3rd floor**

**10h15 - 11h15
Session plénière**

**Amphithéâtre André Citroën
3^{ème} étage**

Cédric Villani

QUELLE STRATÉGIE « INTELLIGENCE ARTIFICIELLE » POUR LA France

Professeur à l'Université de Lyon, Cédric Villani est également Docteur Honoris Causa d'HEC Paris. Il a occupé divers postes en qualité de Professeur invité à Georgia Tech, à l'Université de Californie (Berkeley) et à l'Institute for Advanced Study (Princeton). De 2009 à 2017, Le Pr. Villani a été directeur de l'Institut Henri Poincaré de l'Université Sorbonne. Ses principaux intérêts de recherche sont la théorie cinétique (les équations de Boltzmann et Vlasov et leurs variantes), le transport optimal et ses applications. Il fait partie des comités de rédaction d'*Inventiones Mathematicae*, du *Journal of Functional Analysis* (JFA), du *Journal of Mathematical Physics* (JMP) et du *Journal of Statistical Physics* (JSP). Il est également administrateur de plusieurs associations, notamment le Think-Tank EuropaNova pro-européen et membre de comités scientifiques (Commission européenne, Orange, EDF, Atos et BCG). Le Pr. Villani a reçu la médaille Fields en 2010.

June, 12th

INSEEC-U, Lyon

4th floor

**11h30 – 13h00
Special Interest Groups and Research Tracks**

**Amphitheater Saint-Exupéry
Special Interest Group (SIG)**

CRYPTOFINANCE AND MECHANISM OF EXCHANGE

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 Pilkington, 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- CERFIGE (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 Paris1 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. Villegger, 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

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13h00 - 14h30 Lunch
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Amphitheater
Special Interest Group (SIG)

ETHICAL SUSTAINABILITY OF DIGITAL MATURITY

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)

L'arrivée des Regtechs sur le marché de la compliance : entre logiques juridiques et logiques managériales

*Onnée Stephane, VAL de Loire REcherche en Management (France)
Branellec Gurvan, Laboratoire d'Economie et de Gestion de l'Ouest (France)*

Quand Hutchinson embarque ses clients à destination d'une pratique managériale innovante : l'implémentation d'un "Faux-EDI" au sein du secteur aéronautique français
Rossi David, Lanotte Hervé, Ferreira Antonio, Laboratoire d'Economie et de Gestion de Reims (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 coopération

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)

Room A
Special Interest Group (SIG)

INNOVATION, DIGITAL AND TOURISM

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)*

Developping 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 Evequoz
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 modèles 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 Ricones, 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 Kadouamaï, 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)

Banellec 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 (Cameroon)*

Les tiers-lieux et l'engagement entrepreneurial : du collaboratif pur au co-opétitif.

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 (Cameroon)

La comptabilité d'intention autour des décisions de gestion des dirigeants en contexte du Cameroun.

Bimeme Bengono Isidore, Université de Dschang (Cameroon)

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 (Cameroon)

18h00 – 19h15
Research Tracks

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 Fandio, 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, ISG Programme Business & Management Paris-ISERAM, ISMEA (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 Djoutsza, University of Maroua (Cameroon)

Impact of digitalization on the auditor's activity

Riad 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)