

**10th CIRCLE International Conference  
3rd to 6th of April 2013  
Viana do Castelo, Portugal**

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**WORKSHOP SESSIONS AND CHAIRS**

**Thursday, 4<sup>th</sup> of April 2013**

**Parallel sessions—9h00—10h50**

|             | <b>MANAGEMENT</b>  | <b>TOURISM</b>   | <b>MARKETING</b>  |
|-------------|--|--|---|
|             | <b>CHAIR: Tahir Rashid<br/>ROOM: Library 1</b>   | <b>CHAIR: Carlos Fernandes<br/>ROOM: Library 2</b>   | <b>CHAIR: Helena Santos Rodrigues<br/>ROOM: Library 3</b>   |
| 9:00-9:20   | <b>Finkbeiner, P. &amp; Aftab Dean—</b><br>Social Media and Social Capital: A Literature Review in the field of knowledge management         | <b>Qian Chen—</b><br>An Investigation of Food Tourism in Chongqing   | <b>Sztangret, I. &amp; Bilińska-Reformat, K.</b><br>Influence of knowledge sharing between intermediaries and IT leaders on developing offers for customers and its consequences for customers' behavior- example of Media Market operating in Poland |
| 9:20-9:40   | <b>Veronika, A., Skalova, D. &amp; Birciakova, N.—</b><br>Income situation and living conditions of Czech households according to statistics | <b>Vodenska, Maria—</b><br>New Marketing Approaches and Emerging Tourism Products  | <b>Krzyzanowsta, M. &amp; Tkaczyk, J.—</b><br>Identifying competitors: the challenges for start-up firms  |
| 9:40-10:00  | <b>Rudawska Edyta—</b><br>Relations with business partners among social responsibility areas   | <b>Correia, A., Vaughan, R., Fyall, A. &amp; Alford, P.—</b><br>The perceived factors influencing the decision to whether cooperate or not, from a tourism micro and small businesses' perspective in the Douro Valley, Portugal | <b>Cayolla, Ricardo—</b><br>The effect of Portuguese Nation Brand on Cognitive Brand Image: Portuguese and Canadian comparison  |
| 10:00-10:20 | <b>Pinto, C &amp; Santos, C.—</b><br>The perfect position: Identifying central individuals in online food-related social networks            | <b>Leo, D. &amp; Lasch, F.—</b><br>A tale of two villages: A comparison of neighbouring communities in southern France and the impact of tourism   | <b>Bialdya Dorothee—</b><br>Brand Parity Perception on the German Automotive Market—A comparative analysis of brand clusters  |
| 10:20-10:40 |  | <b>Ales, G &amp; Kerma, S.—</b><br>Wine tourism as an opportunity for tourism development: Examples of Good practice in Slovenia   |   |

**Thursday, 4<sup>th</sup> of April 2013**

**Parallel sessions, 11h15 – 12h45**

|             | <b>SERVICES</b>   | <b>TOURISM</b>  | <b>MARKETING</b>   | <b>FINANCE</b>  |
|-------------|---|---|--|---|
|             | <b>CHAIR: Olga Matos<br/>ROOM: Library 4</b>  | <b>CHAIR: Goretti Silva<br/>ROOM: Library 3</b>   | <b>CHAIR: Gianpaolo Vignali<br/>ROOM: Library 2</b>  | <b>CHAIR: Razaq Raj<br/>ROOM: Library 1</b>   |
| 11:15-11:35 | <b>Reikli Melinda—</b><br>Value Creation or Value Destruction in the Shopping Centre Industry?  | <b>Raj, R. &amp; Io Presti, O. —</b><br>How destination image is changing through the use of new technology                             | <b>Plantic Tadic, Diana—</b><br>Analysis of image research in Croatia  | <b>Planing, Patrick—</b><br>Applications of Psychological constructs in Empirical Consumer Acceptance Research---A Meta-study |
| 11:35-11:55 | <b>Székely Kovács, I. &amp; Bóka, Z.—</b><br>The Hungarian Cuisine in Respect of Restaurant Awards and Consumers' Opinion                                       | <b>Benić Penava, Marija—</b><br>Tourism in Croatia between the Two World Wars: the Dubrovnik District Case                              | <b>Kustrak, Ana</b><br>The influence of religion to behavior and further implications to international marketing | <b>Kontuš, Eleonora—</b><br>Management of liquidity and liquid assets in SMEs   |
| 12:05-12:25 | <b>Zhanina D., Klime P. &amp; Liljana, E.—</b><br>Insurance product development: Managing the changes and marketing adoption. The case of Albania and Macedonai | <b>Griffiths, M. &amp; Mair, J. —</b><br>The Role of Small Community Events in Increasing Visitor Numbers: A Bright N´ Sandy Case Study | <b>Gassiot Melian, Ariadna—</b><br>Destination Image of Girona: an online text-mining approach                   | <b>Wisniewski, Tomas—</b><br>Risk and Strategy - Real Option Approach   |
| 12:25-12:45 |   | <b>Domingues C. &amp; Silva, G.—</b><br>Opportunities and constraints to tourism led development  | <b>Rashid, T. &amp; Kurhade, V.—</b><br>Strategic Advantages of adopting e-CRM in Indian SME's                   | <b>Schlegel, D., Dean, A. &amp; Britzelmaier, B.—</b><br>Previous Empirical Results on Company Cost-of-Capital Practices      |

**Thursday, 4<sup>th</sup> of April 2013**

**Parallel sessions, 14h40 – 16h20**

|             | <b>MANAGEMENT</b>   | <b>TOURISM</b>   | <b>SERVICES</b>   |
|-------------|---|--|---|
|             | <b>CHAIR: Gianpaolo Vignali</b><br><b>ROOM: Library 1</b>   | <b>CHAIR: Vitor Ambrosio</b><br><b>ROOM: Library 2</b>   | <b>CHAIR: Tahir Rashid</b><br><b>ROOM: Library 3</b>  |
| 14:40-15:00 | <b>Harazin, P. &amp; Katalin, P. —</b><br>Measuring and evaluating the added value of human resources management, knowledge management, and organisational learning           | <b>Díaz, J; Palau-Saumell, R.; Forgas-Coll, S. &amp; Prats, L.—</b><br>Measure the Perceived Value, Satisfaction and Loyalty of tourists in a cross – border area. A proposal for a conceptual model | <b>Cayolla, Ricardo &amp; Loureiro, S.</b><br>Football fans and their clubs: exploring the passion and the extreme connection                                 |
| 15:00-15:20 | <b>Diana, P., Basile, G. &amp; Catino, V.—</b><br>The Country of Origin Effect a condition to reach the Territory Systemic Viable Survival: a research in Southern Italy area | <b>Rachão S. &amp; Fernandes, C.—</b><br>Reinventing tourism at a traditional cultural tourism destination: A case study of Viana do Castelo (Portugal)  | <b>Cunha, N., Loureiro, S. &amp; Rego, A.—</b><br>Exploring the attitudes of bottle wine distributors toward the wine producers in the Portuguese wine sector |
| 15:20-15:40 | <b>Endress, T. &amp; Gear, T.—</b><br>e-Delphi Pilot Experiment of Quality of Equity Predictions in Online Groups   | <b>Vasconcelos, Sandra—</b><br>E- and b-learning in European Tourism Higher Education courses: benefits, barriers and challenges   | <b>Scheffknecht-Sinz, Sabine—</b><br>The impact of bureaucracy / red tape on the employees of multinational enterprises                                       |
| 15:40-16:00 | <b>Frąckiewicz, E. &amp; Grzesiuk, A.—</b><br>Online communities in Poland: are e-commerce companies involved in creating and managing online social networks?                | <b>van Oers, Paul—</b><br>From mass & fast to small & slow: the development of ecogastronomic tourism  | <b>Laing, J. &amp; Frost, W.—</b><br>The Food Explorer: Discovery, Authenticity and Sustainability  |
| 16:00-16:20 | <b>Soares Barbosa, Carla—</b><br>The cultural consumption behavior profile of the graduates of Professional Schools of Music (North of Portugal)                              | <b>Amiryan H. &amp; Silva G. —</b><br>Tourism in Armenia   | <b>Martins, H., Loureiro, S. &amp; Amorim, M.—</b><br>Quality and Sustainability in Higher Education Institutions: Key Factors                                |

**Friday, 5<sup>th</sup> of April 2013**

**Parallel sessions—9h00 to 10h20**

|             | <b>MANAGEMENT AND FINANCES</b>   | <b>TOURISM</b>  | <b>FASHION</b>   | <b>MARKETING</b>   |
|-------------|--|---|--|--|
|             | <b>CHAIR: Helena Santos Rodrigues<br/>ROOM: Library 1</b>  | <b>CHAIR: Alexandra Correia<br/>ROOM: Library 22</b>  | <b>CHAIR: Claudio Vignali<br/>ROOM: Library 3</b>  | <b>CHAIR: Vitor Ambrosio<br/>ROOM: Library 4</b>   |
| 9:00-9:20   | <b>Kontuš, Eleonora—</b><br>Managing cash and liquidity of the budget  | <b>Frost, Warwick—</b><br>Wine Tourism, Heritage and Identities in New World Wine Regions   | <b>Bonetti, Enrico—</b><br>Strategic groups definition in the fashion industry   | <b>Salnikova, E., Hooker, N. &amp; Stanton, J.—</b><br>Brand Battles: Are Store Brands Acting more like National Brands?           |
| 9:20-9:40   | <b>Beck, V., Raj, R. &amp; Britzelmaier, B.</b><br>The Effects of Capital Investment Appraisal Methods in Automotive Companies | <b>Io Presti, O. &amp; Raj, R. –</b><br>The changing environment at the tourism social media                                      | <b>Ribeiro, Liliana—</b><br>Design of Fashion Accessories: fabrics, modularity and technology  | <b>Tkaczyk, J. &amp; Krzyżanowska, M.—</b><br>Understanding customers in creative industries                                       |
| 9:40-10:00  |  | <b>Gonçalves, F. &amp; Matos, O.—</b><br>Interpretation Plan of the Jacobean routes in the Barcelos medieval downtown (Portugal)  | <b>Ross, Heather—</b><br>Corporate Social Responsibility Disclosure – The Three Concentric Circles Model - a proposed framework for classifying sustainability initiatives in the fashion supply-chain | <b>Nikola, D., Caic, M. &amp; Ana Kustrak—</b><br>Croatian Perspective(s) on the lecturer-student interaction through social media |
| 10:00-10:20 |  | <b>Oliveira, I. &amp; Ambrosio, V.—</b><br>Sexual Harassment of Hotel Housekeepers  | <b>Chen, Z., Yu, L. &amp; Murray, R.—</b><br>Brand Protection and Counterfeiting in the United Kingdom and China   | <b>Vignali, C. &amp; Vignali, G.—</b><br>The mix map modelling approach Research Application-A thought for the Service industry    |
| 10:20-10:40 |  | <b>Kastenholz E. &amp; Lima, J.—</b><br>Co-creating quality rural tourism experiences – the case of a Schist Village in Portugal. | <b>Santos. V., Pereira, M., Miguel, R., Ribeiro, L. &amp; Lucas, J.—</b><br>Fashion accessories: features and consumer preferences   |  |