

Program Details

Tuesday, 19th September 2017

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|-------|---|-------------------|
| 18:30 | Welcome drink in Campus IPV | CAFAC (IPV) |
| 19:45 | Bus to Museu Grão Vasco | IPV |
| 20:00 | Visit to the National Museum Grão Vasco | Grão Vasco Museum |
| 21:00 | Bus to the Hotels | Grão Vasco Museum |

Wednesday, 20th September 2017

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|-------|---|-------------------------|
| 09:45 | Bus in Hotel Montebelo to IPV | Montebelo Hotel |
| 10:00 | Bus in Hotel Príncipe Perfeito to IPV | Príncipe Perfeito Hotel |
| 10:15 | Registration | ESTGV auditorium atrium |
| 11:00 | Opening session | ESTGV auditorium |
| 11:30 | Plenary session | ESTGV auditorium |
| | Key note speeches: | |
| | - Visabeira Global by Jorge Sousa, <i>Visabeira Global Administrator</i> | |
| | - Innovation by Nuno Dionísio, <i>Director of Delivery Centers for SOFTINSA</i> | |
| 12:30 | WORK LUNCH | CAFAC (IPV) |
| 14:00 | Workshop of VCW by Carlos Reis Marques (Diretor Executivo do VCW Center da Nova SBE) | ESTGV auditorium |
| 15:30 | COFFEE BREAK | ESTGV auditorium atrium |
| 15:45 | Workshop of VCW | |
| 17:45 | Bus from IPV to the city center | |
| 18:00 | Visit to the exhibition in the Museum Almeida Moreira | Museum Alm. Moreira |
| 18:30 | Visit to the Historic Center | City center |

Thursday, 21st September 2017

| | | |
|-------|---|--|
| 09:00 | Bus in Hotel Montebelo to IPV | Montebelo Hotel |
| 09:15 | Bus in Hotel Príncipe Perfeito to IPV | Príncipe Perfeito Hotel |
| 09:30 | Session 1: MARKETING, PROMOTION & CONSUMER BEHAVIOR Session 2: TOURISM, LEISURE AND SPORT Session 3: ECONOMY, MANAGEMENT AND ACCOUNTING Session 4 5: AGRICULTURE, FOOD, WINE & LOCAL AND RURAL DEVELOPMENT (11:00) HEALTH AND MEDICINE Session 6 7: CULTURE, ARTS & EDUCATION (11:00) INNOVATION AND TECHNOLOGY | ESTGV auditorium Anfiteatro 1 Anfiteatro 2 Anfiteatro 3 Room 9 |
| | COFFEE BREAK (between 10:30 and 11:00) | ESTGV Auditorium Atrium |
| 13:00 | WORK LUNCH | CAFAC (IPV) |
| 14:30 | Closing Plenary Session and Conference Feedback BEST PAPER AWARD ceremony | ESTGV auditorium |
| 16:00 | Bus to Hotel Príncipe Perfeito and Montebelo | Príncipe Perfeito Hotel |
| 18:45 | Bus in Hotel Príncipe Perfeito to city center | Príncipe Perfeito Hotel |
| 19:00 | Bus in Hotel Montebelo to city center | Montebelo Hotel |
| 19:30 | GALA DINNER (smart dress) | Hotel Grão Vasco |
| 21:00 | Teresa Salgueiro Concert After Party Festival das Vindimas | Mercado 2 de Maio Mercado 2 de Maio |

Friday, 22nd September 2017

| | | |
|-------|--|-----------------------------------|
| 08:30 | Bus in Hotel Montebelo to IPV | Montebelo Hotel |
| 08:40 | Bus in Hotel Príncipe Perfeito to IPV | Príncipe Perfeito Hotel |
| 09:00 | Leaving for Day Trip* from IPV | |
| 10:00 | Visit to Museum of Douro – Peso da Régua | Peso da Régua |
| 12:30 | LUNCH at Restaurant D. Hermínia do Marão | Marão Mountain in Douro Landscape |
| 15:00 | Visit to Caves Santa Marta with wine tasting | Sta.Marta de Penaguião |
| 16:00 | Return to Viseu | |

*Note: Minimum 25 participants

TRACK: MARKETING, PROMOTION & CONSUMER BEHAVIOR

Personal and Organisational Characteristics as a Facilitator of the Relationship Quality in the Portuguese Wine Sector

Namericio Cunha - Sandra Loureiro

Internal vs External Service Quality: Employees and Customers in the Mirror

Emir Ganić - Vesna Babić-Hodović - Maja Arslanagić-Kalajdžić

What Motivates a Book Purchase? An Analysis from a Sample of Fictional Book Consumers

Luís Leitão - Suzanne Amaro - Carla Henriques

Clarifying Customer Brand Engagement Boundaries: A Systematic Literature Review Approach

Ricardo Godinho Bilro - Sandra Maria Correia Loureiro

Tactical Pricing of Grocery Retailers as the Driver of Tactical Consumer Response

Jelena Franjković - Davor Dujak - Ana Trusić

Law and Marketing: Promoting Fundamental Rights in the Information Society and Possible Public Policies

Flávio Régio Brambilla - Luiz Gonzaga Silva Adolfo

Smartphones: The Nervous System of Liquid Communication

Paulo Silva - Cláudia Seabra - Isabel Ferin Cunha

Achieving Loyalty of Customers of Retail Chains in Croatia Through Improving Their Satisfaction

Pavao Vranešević

Gerilla Strategies as a Starting Point for Improvement of Marketing Program: Case of Textile Company

Marko Geček - Maja Dawidowsky Mamić

Opportunities in Extension of Brands in Food Industry - Explorative Research

Marin Pucar - Tihomir Vranešević

The Return of Koala and Kangaroo Effects: Refining an Alternative Scale for Consumer Behavior

Flávio Régio Brambilla - Bruno Morgado Ferreira - Pável Reyes Mercado - Duc Nguyen Ngoc - Nicholas G. Paparoidamis

Materialism among Teenagers, the Relationship between Terminal Values and Social Media Use

Janos Debreceni - Agnes Hofmeister-Toth

Viral Marketing Campaigns: The Role of Arousal Emotions and Controversy

Diana Gavilan - Maria Avello - Cesar Del Olmo

Shopping Intention Prediction Using Decision Trees

Dario Šebalj - Jelena Franjković - Kristina Hodak

The Impact of Various Information Sources on Mothers of Generations X and Y When Purchasing Toys

Miroslav Mandić - Dubravka Puljak

Online Ratings and Reviews: The Influence of Peers

Diana Gavilan - Gema Martinez - Susana Fernandez Lores

TRACK: TOURISM, LEISURE AND SPORT

Linking Sacred Place Preferences with Place Meaning: A Conceptual Model of Relationship between Sacred Place Motivations and Place Attachment

Carla Silva - José Luís Abrantes - Ram Herstein

Gastronomic Tourism, a Differential Factor

Sandra Cunha - Claudia Seabra

Are Destinations Brands? Do They Have Personality?

Catarina Amaro - Cláudia Seabra

Motivations and Experiences of Women Solo Travellers

Andreia Pereira - Carla Silva

Cyclotourism in the Function of Development of Slavonia and Baranja

Dražen Čučić - Renata Petrović - Krešimir Herceg

Terrorism and Tourism: Is there a Threat to Mobility?

Cláudia Seabra

Determinants of the Souvenirs Consumption: A Conceptual Model

Catarina Amaro - Cláudia Seabra - Carla Silva

Marketing Communication in the River Cruise Industry

Drago Ružić - Irena Bosnić - Ivan Kelić

Digital Marketing Communication in the Function of Branding of Tourism Organisations and Destinations: With Special Focus on Social Networks

Hrvoje Ratkić - Dianaplantić Tadić - Branka Šuput

Strategic Positioning of Small Hotels in the Tourist Offer of Dalmatia

Sanja Gutić Martinčić

The Importance of Nautical Tourism in the Island of Faial - Azores

Heitor Amaral - Joaquim Antunes - Clarinda Almeida

TRACK: ECONOMY, MANAGEMENT AND ACCOUNTING

Gasoline and Diesel Price and Income Elasticities

Ivo Družić - Tomislav Gelo - Ivan Šušnjar

Challenges of Circular Economy in Croatia

Ana Andabaka - Marija Beg - Tomislav Gelo

IoT Industries - A Challenge of Competition

António Pinto - Joaquim Antunes - Pedro Reis - Carla Henriques

International Diversification Strategies and their Organizational and Exogenous Antecedents

António Figueiredo - Margarida Vicente - António Mário Rodrigues - Maria José Antunes

Gaining Strategic Balance Between Inimitability and Legitimacy in Generating Innovative Business Model

Hajime Kobayashi - Masaaki Takemura - Yoritoshi Hara

The Macroeconomic Based Financial Imbalance Procedure of Eurozone and the Structural Expectations after 2008

A. Niyazi Özker

Risk and Fraud Management in the Banking System

Sandra Benić

The Importance of the Procedures for the Award of Concessions for Marinas in the Republic of Croatia – De Lege Lata Et De Lege Ferenda

Nina Perko – Doris Peručić

Network Related Prospecting Biases of Industrial Salespersons: How Networks Distort Salesperson's Cognition and Behavior

Kenichi Hosoi - Keneth Ichiro Tsuye

Challenges for Small National Economies in the 21st Century

Lukša Lulić - Tomislav Ivancević - Goran Luburić

Importance of Service Quality in a Company's Regional Development – Challenges and Opportunities

Mladen Pančić - Ivan Kristek - Saša Ilić

The Contribution of Internal Audit to Corporate Governance

Ana Maria Rodrigues - Isabel Martins

TRACK: AGRICULTURE, FOOD, WINE & LOCAL AND RURAL DEVELOPMENT

Evaluation of Operating Conditions for Extraction of Phenolic Compounds from Sugar Beet

Raquel Guiné - Fernando Gonçalves - Clémence Lerat - Theo El Idrissi - Eva Rodrigo - Paula Correia - João Carlos Gonçalves

Effect of Addition of Oak Sticks during Ageing on the Characteristics of a Red Wine from Dão Appellation Region

Fernando Gonçalves - Diogo Santos - Miguel Oliveira

Vitiviculture, Environment and Biodiversity: Sustainability Actions

António Mário Rodrigues - António Figueiredo - Margarida Vicente - Maria José Antunes

Synergies Between Rural Tourism and Rural Development 30 Years its Creation in Portugal: The Case Study of Viseu Dão-Lafões Region

Lúcia Pato

Sustainable Rural Tourism Actions: A Case Study of a Rural Tourism Accommodation in the Viseu Dão-Lafões Region

Lúcia Pato - Joana Travessas

Wine Routes: Development of Wine Regions and Local Communities

André Lopes - Cláudia Seabra - Carla Silva - José Luís Abrantes

TRACK: HEALTH & MEDICINE

Emotional Intelligence: The Self-Evaluation of Emotional Behavior, Problems and Skills in Students of the 3rd Cycle of Basic Education

João Duarte - Manuela Ferreira - Claudia Chaves - Sofia Campos - Sara Felizardo - Paula Cardoso - Daniel Silva - Claudia Seabra - José Luis Abrantes

Sex Education and Risk Behaviors: Insight on Portuguese Girls

Bruno Morgado Ferreira - José Bastos

Complications of Fluidotherapy in Patients with Acute Pancreatitis - A Contribution

Carla Henriques - Ana Matos - Catarina Afonso - Jorge Pereira

The Gender Differences in the Eating Behaviour of Pre-School aged Children

Tina Tímea Kásler

The Ewom Importance on Health Risk Communication Behavior

Victor Silva - José Luís Abrantes - Romeu Lopes - Carla Silva - Isabel Mateos Rubio

TRACK: CULTURE, ARTS & EDUCATION

Role and Implementation of Marketing in Croatian Theaters - Explorative Research

Duško Ljuština - Tihomir Vranešević

The Influence of Live Music on Consumer Behavior

Bruno Morgado Ferreira - Diana Marli

Marketing in Croatian Feature Film – Explorative Research

Ivan Maloča

Does Social Media Usage Influence Youth's Interest in Politics?

Ana Pap - Marija Ham - Karla Bilandžić

Education with Social Media Technologies

José Luís Abrantes - Romeu Lopes - Bruno Morgado Ferreira - Vitor Roque

The Contribution of Foreign Languages in the Development of Enterprises: A Review of Literature

Ana Costa - Ana Oliveira - Fátima Susana Amante - Isabel Oliveira - José Luís Abrantes - Lúcia Pato - Odete Amaral - Susana Fidalgo - Véronique Delplanq

Curricular Articulation between Pre-School and 1st Cycle of Basic Education: Conceptions and Practices

Ana Paula Cardoso - Florencia Carugati - Carla Lacerda - Susana Fidalgo

Internationalization of Higher Education – The Path to an Open Society or a Mode of Diversity Suppression

Slavica Manic

Teaching English as a Second Language: Simulated Situations, Role-Play and Veracity in Education Settings

Maria José Antunes - Margarida Vicente - António Figueiredo - António Mário Rodrigues

Students' Satisfaction With Business Studies at Public Faculty vs. Private School in Croatia

Antonela Samodol - Irena Pandža Bajs

Students' Learning Processes for Sustainable Knowledge

Anette Oxenswärdh

Students with Special Educational Needs in Higher Education in Portugal: A Legislation Imperative Review

Maria Matos - Joana Silva - Lúcia Paiva

TRACK: INNOVATION AND TECHNOLOGY

Applications of Marketing as Social Technology

Flávio Régio Brambilla

Socio-Economic Barriers and Development Opportunities of Electromobility as Key Technological Innovation of the Transportation

Peter Drábik - Paulína Krnáčová

Environmental Turbulence as a Moderator between Capabilities and Innovation

Margarida Vicente - Maria José Antunes - António Figueiredo - António Mário Rodrigues

The Impacts of Co-Creation in Innovation Capacity

Roberto Da Silva Volmer - Mirela Jeffman Dos Santos - Flávio Régio Brambilla

Electromobility in the European Union and in Slovakia and its Development Opportunities

Ferdinand Daňo - Róbert Reháč

Innovation in the Higher Education Management Course through Co-Creative Practices in Classroom

Flávio Régio Brambilla