



**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



**UNIVERSITÀ
DEGLI STUDI
DI FERRARA**
- EX LABORE FRUCTUS -

11th EIASM INTERDISCIPLINARY WORKSHOP

on

“INTANGIBLES, INTELLECTUAL CAPITAL & EXTRA-FINANCIAL INFORMATION”

**Athens University of Economics and Business (AUEB), 76 Patission Street
Athens, Greece
17-18 September 2015**

Under the auspices of



W I C I Europe

regional jurisdiction of the
Global WICI Network
the world's business reporting network

www.wici-global.com

Sponsors



WORKSHOP PROGRAMME

THURSDAY, SEPTEMBER 17, 2015			
08:45	Registration		
09:30 – 09:50	Welcome Addresses – Aula, Central Building Dr. Sandra Cohen, Athens University of Economics and Business, Co-Coordinator of the Workshop Prof. Stefano Zambon, University of Ferrara, Co-Coordinator of the Workshop Prof. Konstantine Gatsios, Rector, Athens University of Economics and Business Prof. George Siomkos, Dean, School of Business Administration		
09:50 – 11:00	Inaugural Plenary Session – Aula, Central Building Chairperson: Prof. Stefano Zambon, University of Ferrara and Co-Coordinator of the Workshop Key note speech: Prof. Jan Mouritsen, Professor of Management Control, Copenhagen Business School "MAKING IC COUNT"		
11:00 – 11:30	Coffee Break		
11:30 – 13:00	PS1: Goodwill Accounting Room A42	PS2: Intangibles Strategy and Valuation Room A43	PS3: Performance Management Room A44
13:00 – 14:10	Buffet-Lunch @ Antoniadou Auditorium Foyer		
14:10 – 15:40	PS4: IC disclosure and Markets Room A42	PS5: Integrated reporting Room A43	Special Panel “Knowledge intensive companies and Business models: Deviations on a theme” – Room A44
15:40 – 16:00	Coffee Break @ Antoniadou Auditorium Foyer		
16:00 – 18:30	Plenary Session – Antoniadou Auditorium Key note speech: Dr. Stefanos Komninos , Former Secretary General at the Ministry of Development “New Legal Environment for Non Financial Information: Next Steps Forward” Chairperson: Sandra Cohen, Athens University of Economics and Business, Co-Coordinator of the Workshop Special Panel “Reflections on integrated reporting: The views of Preparers and Auditors” <i>Laura Girella (Ca’ Foscari University of Venice and IIRC) – “<IR>: opportunities and challenges towards a new corporate reporting landscape”</i> <i>Maria Alexiou (TITAN, CSR Manager) - “Moving towards integrated thinking”</i> <i>Nikolaos Arvanitis (Coca Cola 3E, Commercial Controller) - “It is good to share”</i> <i>Vassilis Monogios (Grant Thornton, Partner) - “Auditing non financial Information”</i> <i>Kiara Konti (EY, Manager Sustainability Services)- “Walking before crawling; Is the current state of extra financial reporting adequate for stepping into <IR>?”</i>		
20:30	WORKSHOP DINNER Restaurant Orizontes Lycavitou http://www.orizonteslycabetus.gr/en/restaurant Address: LYCABETTUS: LYCABETTUS HILL TEL. 210 72 27 065 (Note: Use the funicular to reach the restaurant)		

FRIDAY, SEPTEMBER 18, 2015				
09:30 – 11:00	PS6: Accounting and intangibles Room A42	PS7: Social cooperation and intangibles Room A43		Special Panel “Public Sector, Intangibles, Intellectual Capital and Reporting: Experiences and Challenges” Room A44
11:00 – 11:30	Coffee Break			
11:30 – 13:00	PS8: Management aspects and performance Room A42	PS9: Innovation and performance Room A43		PS10: Empirical research on intangibles Room A44
13:00 – 14:00	Buffet-Lunch @ Antoniadou Auditorium Foyer			
14:00 – 15.45	PS11: IC reporting and Public Sector Room A42	PS12: Intangibles Management Room A43	PS13: IC reporting Room A44	
16:00 – 17:00	<p>Conclusive Plenary Session – Aula Central Building Chairperson: Prof. Sandra Cohen, AUEB</p> <p>Key-note Speech: <i>Dr. Karl-Heinz Leitner, Austrian Institute of Technology - AIT</i> <i>“Management, governance and accountability: The role of intellectual capital reporting in public sector organisations and universities”</i></p> <p>Conferral of the “Best Junior Contribution to the Intangibles and IC Theory and Practice Award”</p> <p>The 12th EIASM Workshop on “Intangibles, Intellectual Capital and Extra Financial Information”, St. Petersburg, September 2016</p> <p>Close of the Workshop by Stefano Zambon and Sandra Cohen</p>			
17.20	Departure for the Acropolis Museum by bus			
18.00-19.30	Guided tour to the Acropolis Museum (http://www.theacropolismuseum.gr/en)			

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Thursday, 17 September 2015

PS1 11:30-13:00 Room A42	PS2 11:30-13:00 Room A43	PS3 11:30-13:00 Room A44
<p><u>Session Title:</u> Goodwill accounting</p> <p>Chairperson: Altenburger Otto A. (Universitat Wien)</p> <p>APRILE ROBERTO, (UNIVERSITY OF BOLOGNA - ITALY) - DAVID ALEXANDER GOODWILL ACCOUNTING AND A POSSIBLE CAPITAL MAINTENANCE FRAMEWORK</p> <p>CASTELLANO NICOLA, (UNIVERSITY OF MACERATA - ITALY) - KATIA CORSI ROBERTO DEL GOBBO DETERMINANTS OF GOODWILL DISCLOSURE: A CLOSER LOOK TO RELATIONS</p> <p>CENCIARELLI VELIA GABRIELLA, (UNIVERSITY OF PISA - ITALY) - GIULIO GRECO, SILVIA FERRAMOSCA GOODWILL WRITE-OFF AND STRATEGIC CHANGE</p>	<p><u>Session Title:</u> Intangibles Strategy and Valuation</p> <p>Chairperson: Marco Bisogno (Salerno University)</p> <p>DEMIRAKOS EFTHIMIOS, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - APOSTOLOS BALLAS THE VALUATION IMPLICATIONS OF STRATEGY IN R&D-INTENSIVE INDUSTRIES</p> <p>MANOLOPOULOU EIRINI, (UNIVERSITY OF PATRAS - GREECE) - DIMITRIS TZELEPIS INTANGIBLES AND FINANCIAL PERFORMANCE:EVIDENCE FROM GREEK MANUFACTURING FIRMS</p> <p>VLISMAS ORESTES, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - SANDRA COHEN VASILEIOS CHRISTOS NAOUM INTELLECTUAL CAPITAL AS A MEANS TO REACT TO THE FINANCIAL CRISIS</p>	<p><u>Session Title:</u> Performance management</p> <p>Chairperson: Manfred Schwaiger (LMU, Munich)</p> <p>GIRELLA LAURA, (CA' FOSCARI UNIVERSITY OF VENICE - ITALY) INTEGRATING PERFORMANCE MANAGEMENT SYSTEMS AND SOCIAL MEDIA FOR ACCOUNTING INFORMATION SHARING: INSIGHTS FROM THE ITALIAN MANUFACTURING INDUSTRY</p> <p>OLIVEIRA LIDIA, (MINHO UNIVERSITY / SCHOOL OF ECONOMICS AND MANAGEMENT - PORTUGAL) - PATRÍCIA GOMES ANA CARIA ANNUAL REPORTS AND ACCOUNTING COMMUNICATION: THE CASE STUDY OF DST GROUP</p> <p>WUSCHER SVEN, (FRAUNHOFER IPK - GERMANY) - HOLGER KOHL; RONALD ORTH IC FUTURE CHECK: IC REPORTING IN THE LENDING PROCESS</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Thursday, 17 September 2015

PS4 14:10-15:40 Room A42	PS5 14:10-15:40 Room A43	Special Panel 14:10-15:40 Room A44
<p><u>Session Title:</u> IC disclosure and markets</p> <p>Chairperson: Jan Mouritsen (Copenhagen Business School)</p> <p>ABHAYAWANSA SUBHASH, (SWINBURNE UNIVERSITY OF TECHNOLOGY - AUSTRALIA) - MARK ALEKSANYAN - SURESH CUGANESAN SELL-SIDE ANALYSTS' VIEW OF CORPORATE INTELLECTUAL CAPITAL</p> <p>KASSOTAKI ELISSAVET, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - SANDRA COHEN FINANCIAL PROFESSIONALS' PERCEPTIONS REGARDING IC CONTRIBUTION TO THE VALUE-CREATION PROCESS.</p> <p>NYLINDER PIA, (LINNEAUS UNIVERSITY - SWEDEN) - JOHAN DERGÅRD TO DISCLOSURE OR NOT TO: A REVIEW OF BIAS OF INTELLECTUAL CAPITAL REPORTING IN SWEDISH COMPANIES</p>	<p><u>Session Title:</u> Integrated reporting</p> <p>Chairperson: Francesca Manes Rossi (Salerno University)</p> <p>BRIEM CHRISTIAN, (EUROPEAN BUSINESS SCHOOL REICHARTSHAUSEN - GERMANY) - INTEGRATED REPORTING – WHY DO COMPANIES APPLY THIS INNOVATIVE APPROACH AND WHICH IMPLICATION DOES IT HAVE FOR THE ORGANIZATIONAL STRUCTURE</p> <p>BRUSCA ALIJARDE ISABEL, (UNIVERSITY OF SARAGOZZA - SPAIN) - RODRIGO VAZ MEASURING AND REPORTING INTELLECTUAL CAPITAL IN NON PROFIT ORGANIZATIONS</p> <p>DONI FEDERICA, (UNIVERSITY OF MILANO-BICOCCA - ITALY) - MASSIMO ROMANO ANDREA GASPERINI EMBEDDING INTEGRATED THINKING IN INTERNAL CORPORATE REPORTING. THE CASE OF GENERALI GROUP</p>	<p><u>Special Panel</u> “Knowledge intensive companies and Business models: Deviations on a theme”</p> <p>Chairperson: Robert Obermaier (University of Passau)</p> <p>Manfred Schwaiger (Professor, Institute for Market-based Management – LMU Munich) - The Permeation of Corporate Reputation among Stakeholder Groups</p> <p>Ioannis Anagnostis Tsoukalas (Head of Sustainability, Apivita SA) -TBA</p> <p>Antonis Gortzis (Chairman, Oneteam - President EBEN GR) – World in Turmoil Due to Lack of Business Ethics and the Greek Business Ethics Model</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 18 September 2015

PS6 09:30-11:00 Room A42	PS7 09:30-11:00 Room A43	Special Panel 9.30-11.00 Room A44
<p><u>Session Title:</u> Accounting and Intangibles</p> <p>Chairperson: Efthimios Demirakos (Athens University of Economics)</p> <p>AGGESTAM PONTOPPIDAN CAROLINE, (COPENHAGEN BUSINESS SCHOOL - DENMARK) - ISABELLE ANDERNACK VALUING INTERNALLY DEVELOPED NON-CASH GENERATING INTANGIBLE ASSETS IN THE PUBLIC SECTOR</p> <p>HILL MARY, (THE UNIVERSITY OF OKLAHOMA - U.S.A.) THE RELEVANCE OF NON-GAAP NET ASSETS TO CREDITORS: AN EXAMINATION OF THE CREDIT DEFAULT SWAP MARKET</p> <p>TSOLIGKAS FANIS, (UNIVERSITY OF BATH - U.K.) - CHRISTINA DARGENIDOU . IAN TONKS THE ADVERSE CONSEQUENCES OF IAS 38</p>	<p><u>Session Title:</u> Social cooperation and intangibles</p> <p>Chairperson: Ivashkovskaya Irina (Higher School of Economics, Moscow)</p> <p>DONI FEDERICA, (UNIVERSITY OF MILANO-BICOCCA - ITALY) - SILVIO BIANCHI MARTINI, ANTONELLO CORVINO EXPLORING THE LINK BETWEEN ENVIRONMENTAL SOCIAL AND GOVERNANCE INDICATORS AND FINANCIAL PERFORMANCE EMPIRICAL EVIDENCE FROM THE OIL AND GAS INDUSTRY</p> <p>SALAVOU HELEN, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - OLIVIA KYRIAKIDOU MEASURING THE VALUE OF SOCIAL ENTERPRISES: SHOULD WE NEED SOMETHING IN HAND?</p> <p>SGRÒ FRANCESCA, (UNIVERSITY OF URBINO - ITALY) - MASSIMO CIAMBOTTI FEDERICA PALAZZI THE ROLE OF INTELLECTUAL CAPITAL IN SOCIAL COOPERATIVES WITHIN A NETWORK TO SUPPORT STRATEGY IMPLEMENTATION AND CORPORATE PERFORMANCE</p>	<p><u>Special Panel</u> “Public Sector, Intangibles, Intellectual Capital and Reporting: Experiences and Challenges”</p> <p>Chairperson: Karl-Heinz LEITNER (Austrian Institute of Technology - AIT)</p> <p><i>Grant Patterson (Programme Lead, Public Sector Pioneer Network, IIRC) - Integrated Reporting in the Public Sector - Experiences and Challenges</i></p> <p><i>George Venieris (President of Greek Accounting and Auditing Oversight Body) - Intellectual Capital and Public Sector in financial crisis: Lessons from Greece</i></p> <p><i>Emidia Vagnoni (Prof. University of Ferrara) - Managing a teaching hospital: the role of intellectual capital disclosure</i></p> <p><i>Francesca Manes Rossi (Prof. University of Salerno) – Intellectual Capital in Local Governments: Evidence from Italy</i></p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 18 September 2015

PS8 11:30-13:00 Room A42	PS9 11:30-13:00 Room A43	PS10 11:30-13:00 Room A44
<p><u>Session Title:</u> Management aspects and performance</p> <p>Chairperson: Girella Laura (Ca' Foscari University of Venice)</p> <p>CHYTIRI ALEXANDRA PARASKEVI, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - LEDA PANAYOTOPOULOU, NANCY PAPALEXANDRIS HUMAN RESOURCE MANAGEMENT AND PERFORMANCE: TESTING THE RELATIONSHIP IN A LONGITUDINAL BACKGROUND</p> <p>CIPULLO NADIA, (LINK CAMPUS UNIVERSITY - ITALY) - ADRIANA BRUNO, ROSA LOMBARDI, ROSA VINCIGUERRA REPUTATION AND LIQUIDITY IN ITALIAN LISTED BANKS: FIRST APPLICATIONS</p> <p>FIJALKOWSKA DOMINIKA, (WROCLAW UNIVERSITY OF ECONOMICS - POLAND) - KAROL MAREK KLIMCZAK MAREK PAUKA IMPRESSION MANAGEMENT: SIGNALLING AND AGENCY APPROACHES</p>	<p><u>Session Title:</u> Innovation and performance</p> <p>Chairperson: Carla Millar (University of Twente)</p> <p>OBERMAIER ROBERT, (UNIVERSITY OF PASSAU - GERMANY) - MARKUS GROTTKE THE ROLE PLAYED BY CALCULATIVE PRACTICES IN THE SHAPE, SUCCESS, AND FAILURE OF INDUSTRY 4.0 PROJECTS – INSIGHTS FROM A COMPARATIVE PROCESS TRACING STUDY ON THE COURSE OF TWO INNOVATIONS</p> <p>SALAZAR JUAN CARLOS, (AUTONOMOUS UNIVERSITY OF MADRID - SPAIN) - ASUNCIÓN LÓPEZ PALOMA SÁNCHEZ THE ROLE OF INTELLECTUAL CAPITAL MANAGEMENT ON INNOVATION. DOES ONE SIZE FITS ALL?</p> <p>WIEDENHOFER ROSWITHA, (FH JOANNEUM UNIVERSITY OF APPLIED SCIENCES - AUSTRIA) - FRIEDL CHRISTIAN, BILLY LUBOMIR, OLEJAROVA DANIELA) APPLICATION OF AUSTRIAN AND GERMAN IC-MODELS IN A COMBINED PUBLIC-PRIVATE SECTOR SETTING FOR REGIONAL INNOVATION IN SLOVAKIA</p>	<p><u>Session Title:</u> Empirical research on intangibles</p> <p>Chairperson: Viedma Marti Jose (Technical University of Catalonia)</p> <p>ALTENBURGER OTTO A., (VIENNA UNIVERSITY - AUSTRIA) - MICHAELA M. SCHAFFHAUSER-LINZATTI IS THERE A PRODUCTION THEORY (ALSO) FOR SERVICES?</p> <p>TLILI MAROUA, (UNIVERSITÉ DE LA MANOUBA, TUNISIA) INTANGIBLE ASSETS VALUATION IN CAPITAL MARKET: EMPIRICAL STUDY IN TUNISIAN CONTEXT</p> <p>VLISMAS ORESTES, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - VASILIOS CHRISTOS NAOUM STRATEGY, MANAGERIAL ABILITY AND STICKY BEHAVIOR OF SELLING, GENERAL AND ADMINISTRATIVE EXPENSES</p>

DETAILS OF PARALLEL SESSIONS AND PAPER TITLES

Friday, 18 September 2015

PS11 14:00-15:45 Room A42	PS12 14:00-15:45 Room A43	PS13 14:00-15:45 Room A44
<p><u>Session Title:</u> IC reporting and Public Sector</p> <p>Chairperson: Isabel Alijarde Brusca (University of Saragoza)</p> <p>BORNEMANN MANFRED (AUSTRIA) - PATRICK REIMER REQUIREMENTS FOR AN INTELLECTUAL CAPITAL REPORTS AS STRATEGIC MANAGEMENT INSTRUMENT IN THE AUSTRIAN FEDERAL ADMINISTRATION</p> <p>MANES ROSSI FRANCESCA, (UNIVERSITY OF SALERNO - ITALY) - MARCO BISOGNO, FRANCESCA MANES ROSSI, PAOLO TARTAGLIA POLCINI IDENTIFYING AND DISCLOSING INTELLECTUAL CAPITAL IN UNIVERSITIES</p> <p>VIEDMA MARTI JOSE (TECHNICAL UNIVERSITY OF CATALONIA - SPAIN) NATIONS' WEALTH CREATION IN THE KNOWLEDGE ECONOMY CONTEXT. THEORETICAL FOUNDATIONS AND PRACTICAL IMPLICATIONS.</p> <p>GIRELLA LAURA, (CA' FOSCARI UNIVERSITY OF VENICE - ITALY) - THE ARCHAEOLOGY OF BUSINESS MODEL BETWEEN STRATEGY AND ACCOUNTING: TOWARDS A PROBLEMATISATION OF FINANCIAL ACCOUNTING?</p>	<p><u>Session Title:</u> Intangibles management</p> <p>Chairperson: Sandra Cohen (Athens University of Economics and Business)</p> <p>ASONITOU SOFIA, (TECHNOLOGICAL EDUCATION INSTITUTE OF ATHENS - GREECE) - THE EVOLUTION OF ACCOUNTING EDUCATION AND THE DEVELOPMENT OF SKILLS.</p> <p>IANNONE BARBARA, (PESCARA "G.D'ANNUNZIO" DI CHIETI-PESCARA UNIVERSITY - ITALY) - SUSTAINABILITY IN WINEMAKING FAMILY BUSINESS: DOES IT MATTER?</p> <p>KHAVANDKAR EHSAN, (ASTON UNIVERSITY / ASTON BUSINESS SCHOOL - U.K.) - DIFFUSION OF INTELLECTUAL CAPITAL EXPLOITATION PRACTICES IN KNOWLEDGE ECOSYSTEMS: INSIGHTS FROM ICT SMES LOCATED IN THE UK SCIENCE PARKS</p> <p>MANOLOPOULOS DIMITRIS, (ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS - GREECE) - CHRISTODOULOS SOULIS THE IMPACT OF TECHNOLOGY SOURCING ON SUBSIDIARIES' PERFORMANCE: A SURVEY ANALYSIS FROM GREECE</p>	<p><u>Session Title:</u> IC reporting</p> <p>Chairperson: Orestes Vlismas (Athens University of Economics and Business)</p> <p>LUKYANOV ALEXEY, (HIGHER SCHOOL OF ECONOMICS - RUSSIA) - IRINA IVASHKOVSKAYA DOES INTELLECTUAL CAPITAL OF THE BOARD MATTER FOR PERFORMANCE IN RUSSIA?</p> <p>CHIUCCHI MARIA SERENA, (POLYTECHNICAL UNIVERSITY OF MARCHE - ITALY) - MARCO GIULIANI - STEFANO MARASCA IS THIS THE END? REFLECTIONS ON THE USE OF INTELLECTUAL CAPITAL MEASUREMENTS AND REPORTS</p> <p>GAETANO MATONTI, (UNIVERSITY OF SALERNO - ITALY) - WILLIAM FORTE, GIUSEPPE NICOLÒ, JON TUCKER INTELLECTUAL CAPITAL AND ITS DETERMINANTS IN ITALIAN LISTED COMPANIES</p> <p>MILLAR CARLA, (UNIVERSITY OF TWENTE - NETHERLANDS) - KNOWLEDGE INTENSIVE ORGANISATIONS AND INTANGIBLES: CHALLENGES FOR MANAGING INTELLECTUAL CAPITAL</p>