



**B.S.LAB**  
*Business Systems Laboratory*



**SEVENTH  
BUSINESS SYSTEMS LABORATORY  
INTERNATIONAL SYMPOSIUM  
2020**

**SOCIO ECONOMIC ECOSYSTEMS  
CHALLENGES FOR SUSTAINABLE DEVELOPMENT IN THE DIGITAL ERA**



**JANUARY 22-24, 2020**

**UNIVERSITY OF ALICANTE - POLYTECHNIC SCHOOL**

**Calle San Vicente del Raspeig  
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SPAIN**



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**Universitat d'Alacant  
Universidad de Alicante**  
University of Alicante Polytechnic School - EPSA

## **SYMPOSIUM SCOPE**

The Business Systems Laboratory International Symposia aim to address the global economic and social challenges of our times by systemic perspectives; shedding light on the various interactions between natural social and economic systems. The challenges and the opportunities faced in our times require cutting edge research and practices in social science.

This multidisciplinary perspective includes a wide range of fields such as: management, psychology, economics, engineering and sociology.

The Symposium is designed to create a friendly atmosphere among senior scholars, PhD students, researchers and business practitioners.

The Symposium 2020 will consider how Socio-economical Ecosystems can be developed and managed to foster Sustainable Development by considering the challenges and opportunities of digital tools.

With this premise the Symposium 2020 focuses on the epistemological, theoretical, methodological, technical and practical contributions that can represent advancements in theory and practice for sustainable well-being in the global era in and by different perspectives.

While focusing on Systemic methodology the Symposium is also open to all scientific approaches in order to foster constructive debates and confrontations to create new paths of research and practice.

## SYMPOSIUM ORGANISATION BOARD

### Conference Program Chairs



***Josué Antonio Nescolarde Selva***  
Associate Professor of Applied Mathematics  
University of Alicante, Spain



***Andrés Montoyo Guijarro***  
Dean of the Polytechnic School  
University of Alicante, Spain

### Scientific Director



***Gandolfo Dominici***  
Scientific Director B.S.Lab  
University of Palermo,  
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**Sergey Yablonsky** - *Saint-Petersburg State University, Russia*  
**Maurice Yolles** - *Liverpool John Moores University, UK*

# GENERAL PROGRAM

WEDNESDAY, JANUARY 22, 2020

❖ 13,00 -14,00 - REGISTRATION OF PARTICIPANTS

## FIRST PLENARY SESSION

➤ 14,00 - 14,30:

*Welcome address:*

- *Maria José Rodríguez Jaume*, Vice President of Social Responsibility, University of Alicante;
- *Josué Antonio Nescolarde Selva*, University of Alicante

➤ 14,30 - 16,00:

*Keynote speeches:*

- *Critical Systems Thinking and Health Systems Research: The Case for Partnership* by *Mike C. Jackson*, Emeritus Professor of Management Systems, Hull University Business School (UK) & *Luis Sambo* ex- WHO Regional Director for Africa.
- *Segura River Reclamation: A Successful Systems Engineering Project* by *Miguel A. Rodenas Cañada* Former President of the Segura River Basin Authority, Spain

## COFFEE BREAK

➤ 16,00 - 16,30: COFFEE BREAK

## PANEL SESSIONS

➤ 16,30 - 18,30: PANEL SESSIONS

**THURSDAY, JANUARY 23, 2020**

**PANEL SESSIONS**

- **9,30 - 11,00: PANEL SESSIONS**

**COFFEE BREAK**

- **11,00- 11,30: COFFEE BREAK**

**PANEL SESSIONS**

- **11,30 - 13,30: PANEL SESSIONS**

**LUNCH**

- **13,30 - 14,30: LUNCH**

**PANEL SESSIONS**

- **14,30 - 16,30: PANEL SESSIONS**

**COFFEE BREAK**

- **16,30 - 17,00: COFFEE BREAK**

**SECOND PLENARY SESSION**

- **17,00 - 19,00:**

*Keynote speeches:*

- *Social Responsibility of Universities: a Cybersystemic approach:* by *Alfonso Reyes*, Dean of Engineering School, Universidad de los Andes, Colombia.
- *Digital Business Ecosystems* by *Sergey Yablonsky*, Associate Professor Information Technologies in Management, Saint-Petersburg State University, Russia.
- *Heuristics to facilitate Sustainable Development* by *Hugh Gash*, Emeritus Professor School of Human Development, DCU, Ireland.

## FRIDAY, JANUARY 24, 2020

### PANEL SESSIONS

- 9,30 - 11,00: PANEL SESSIONS

### COFFEE BREAK

- 11,00- 11,30: COFFEE BREAK

### THIRD PLENARY SESSION

- 11,30 - 13,00:

#### *Keynote speeches:*

- *Agency, Generic Ecosystems and Sustainable Development* by Maurice Yolles, Emeritus of Management Systems, Liverpool John Moores University (UK ).
- *Knowledge Entropy* by *Constantin Bratianu*, Professor Emeritus of Strategic and Knowledge Management, UNESCO Department for Business Administration, Romania.

- 13,00 - 13,30:

#### **AWARD:**

- **BSLab Career Awards for the Advancements of Systemic Theories applied to Business Studies to:**
  - *Constantin Bratianu*, Professor Emeritus of Strategic and Knowledge Management, UNESCO Department for Business Administration, Romania.
- **Best presentation Awards**

### LUNCH

- 13,30 - 14,30: LUNCH

### PANEL SESSIONS

- 14,30 - 16,00: PANEL SESSIONS

### COFFEE BREAK

- 16,00- 16,30: COFFEE BREAK

### GENERAL ASSEMBLY AND FAREWELL

- 16,30. 17,30: ROOM 1

**PANEL SESSIONS PROGRAM**  
**WEDNESDAY, JANUARY 22**  
*16,30-18,30*

# ADVANCES IN SYSTEMIC THEORIES

Chair: *Maurice Yolles*

Room 1- 16,30- 18,30 pm

**Integrating instrumental and normative stakeholder theories: a systems theory approach** - *Vladislav Valentinov, Anna Hajdu*, Leibniz Institute of Agricultural Development in Transition Economies, Halle, Germany.

**Utopian and Dystopian Ideological Systems and Unintended and Adverses Consequences** - *José Luis Usó-Doménech, Josué Antonio, Nescolarde-Selva, Miguel, Lloret-Climent, Kristian Alonso-Stenberg*, Department of Applied Mathematics, University of Alicante, Spain.

**An Epistemological Look at several 3rd Order Cybernetics** - *Teodora Ivanuša, Matjaž Mulej*, University of Maribor, Slovenia.

**Some principles of creating of Technical Thinking Systems** - *Anatoly Timofeev*, Independent Scholar, Russia.

**Structure and resolution of systemic problems** - *Janos Korn*, Independent Scholar, UK.

**Smart Ports and Sustainability: The Case of Puerto Madryn using Multi Methodologies** - *Ricardo Barrera*, UNTDF, Argentina.

**A Systemic Thinking in Digital Transformation** - *Rich C. Lee*, Commerce Development Research Institute, *Hui-Yi Fan*, Fu Jen Catholic University, Taiwan.



# INTELLECTUAL CAPITAL AND ORGANIZATIONAL SYSTEMS

## Panel 1 (of 2)

Chairs: *Elena-Mădălina Vătămănescu* and *Andreea Mitan*

Room 2- 16,30- 18,30 pm

**Developing ecosystem for decentralized business models** - *Aelita Skaržauskienė*, Vilnius Gediminas Technical University, Lithuania; *Monika Mačiulienė*, Mykolas Romeris University, Lithuania; *Daniel Bar*, bitfwd community, Australia.

**The impact of managers' cultural intelligence on SMEs internationalization** - *Andreea Mitan*, SNSPA Bucharest, Romania.

**The influence of value networks on sustainable competitive advantage attainment** - *Vlad-Andrei Alexandru*, Insubria University, Italy; *Elena-Mădălina Vătămănescu*, *Andreea Mitan*, SNSPA Bucharest, Romania.

**Capitalizing on CSR disclosure. Evidence on the organizations' use of digital media for revealing CSR** - *Elena Dinu*, SNSPA Bucharest, Romania.

**SMEs internationalization challenges: from tangible towards intangible resources** - *Vlad-Andrei Alexandru*, Insubria University, Italy.

**Preparing for tomorrow? The impact of the digital transformation on IT jobs** - *Ion Moldoveanu*, *Florina Pinzaru*, SNSPA Bucharest, Romania.

**PANEL SESSIONS PROGRAM**  
**THURSDAY, JANUARY 23**

# **KNOWLEDGE ECOSYSTEMS IN THE DIGITAL ERA**

## **Panel 1 (of 2)**

Chair: *Constantin Bratianu*

Room 1- 09,30- 11,00 am

**Virtues as Key Enablers for Scaling Gene-rative Knowledge Management Systems: Inquisitiveness, Appreciation, and Trust** - *Ulrich Schmitt*, University of Stellenbosch Business School, South Africa.

**Reliable Signals and Limit Conditions using Trigonometric Interpolation for Algorithmic Capital Investments** - *Cristian Păuna*, Bucharest Academy of Economic Studies, Romania.

**The Role of Intermediary Organizations in Knowledge Sharing and Sustainable Development in the IT Sector: a Canadian Case Study** - *Diane-Gabrielle Tremblay*, T luq University of Qu bec, Canada.

# INTELLECTUAL CAPITAL AND ORGANIZATIONAL SYSTEMS

## Panel 2 (of 2)

Chairs: *Elena-Mădălina Vătămănescu* and *Andreea Mitan*

Room 2- 09,30- 11,00 am

**Interdisciplinary research - an instrument for measuring knowledge, skills and attitudes** - *Adriana Zait, Andreia Gabriela Andrei, Ioana Alexandra Horodnic, Alexandru Ioan Cuza*” University of Iasi, Romania.

**Organizing knowledge transfer between university and agri-business firms** - *Walter Vesperi*, University of Messina, Italy; *Anna Maria Melina, Marzia Ventura, Raffaella Coppolino*, University “Magna Graecia” of Catanzaro, Italy.

**The importance of intangible resources for creating value in the context of the digital revolution** - *Cătălin Gabriel Ionita*, National University of Political Studies and Public Administration, Romania.

**Variation of the level of satisfaction of HR managers on training programs and potential impact on the future development of the intellectual capital** - *Diana-Maria Cismaru, Valeriu Frunzaru*, National University of Political Studies and Public Administration, Romania

## **MARKET-ING SYSTEMS**

Chair: *Gianpaolo Basile*

Room 3- 09,30- 11,00 am

**Developing public open spaces ecosystems: measuring co-creative initiatives** - *Aelita Skaržauskienė*, Vilnius Gediminas Technical University, Lithuania.

**The role of e-WOM in the cinema marketing system** - *Raluca-Silvia Ciochină*, *Diana-Maria Cismaru*, *Razvan Nistor*, SNSPA Bucharest, Romania.

# **RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT FOR THE SMART ECONOMY**

## **Panel 1 (of 2)**

Chairs: *Piero Mella, Patrizia Gazzola and Irene Bajo Garcia*

Room 1- 11,30 - 13,30

**Big data and sustainable tourism** - *Judita Peterlin, Vlado Dimovski*, University of Ljubljana Faculty of Economics and Business, Slovenia; *Maja Meško, Vasja Roblek*, University of Primorska Faculty of management, Slovenia.

**Rethinking urban sustainability for innovation** - *Mauro Romanelli*, University of Naples Parthenope, Italy.

**The benefits of Risk Management strategies for the CSR in healthcare** - *Elena Querci*, University of Insubria, Italy and *Stefano Amelio*, University of Milan-Bicocca, Italy.

**Sustainability in wine sector: a survey focused on consumers' perception** - *Gloria Gilardoni*, University of Insubria, Italy.

**The challenge for innovators: how to combine digital technology and sustainability** - *Alessandra Gorini*, University of Gastronomic Sciences, Pollenzo, Italy.

# ARTIFICIAL INTELLIGENCE (AI)

## IN MANAGEMENT

### Panel 1 (of 2)

Chair: *Sergey Yablonsky*

Room 2- 11,30 - 13,30

**Digital multi-sided platform and the chicken and egg issue: some evidences from the MyTaxi/Freenow case study** - *Mario Tani*, Federico II University of Naples, Italy; *Ciro Troise*, Università della Campania “Luigi Vanvitelli”, Italy.

**Analyzing the Intrinsic Bias in Job Postings** - *Alejandro Piad-Morffis*, *Suilan Estevez-Velarde*, University of Havana, Cuba; *Yoan Gutiérrez*, *Rafael Muñoz*, *Andrés Montoyo*, University of Alicante, Spain.

**Security Online system by using Blockchain and Machine Learning** - *Ana Martínez*, *José Miguel Llauradó*, *Francisco A. Pujol*, *Higinio Mora*, University of Alicante, Spain.

**A methodology based on information and communication technologies to face the challenges of urban planning before the new uses of public space** - *Raquel Pérez-del Hoyo*, *Higinio Mora*, *José Manuel Nolasco-Vidal*, *Rubén Abad-Ortiz*, *Rafael A. Mollá-Sirvent*, University of Alicante, Spain.

**Method for identifying accessibility city issues by comparing routes** - *Rafael Mollá-Sirvent*, *Higinio Mora*, *Virgilio Gilart-Iglesias*, *Raquel Pérez-delHoyo*, University of Alicante, Spain.

**Towards an Enterprise Artificial Intelligence Maturity** - *Sergey Yablonsky*, St.-Petersburg University, Russia.

# ECONOMIC AND FINANCIAL SYSTEMS

Chair: *Maurice Yolles*

Room 3- 11,30- 13,30 am

**Financial knowledge and investment behaviour: the case of young financial markets during the economic crisis** - *Luminița Nicolescu, Florentin Gabriel Tudorache*, Bucharest University of Economic Studies, Romania; *Elena-Mădălina Vătămănescu*, National University of Political Studies and Public Administration (SNSPA), Romania.

**Corporate Cost of Capital: The Effective Costs of Long-Term Debt Financing**, *Eleonora Kontuš*, City of Kastav, Croatia, *Nataša Šarlija*, University of J.J. Strossmayer in Osijek, Croatia.

**Digital Divide in the Focus of Economic Policy** - *Nino Papachashvili*, Sulkhani-Saba Orbeliani University, Georgia.

**Measuring and Forecasting Investor Information Demand using Time Series Factor Analysis and A Neural Networks Forecast Combination** - *Carlo Drago*, University “Niccolò Cusano” Rome, Italy; *Elisabetta Massa*, Independent scholar, Italy.

**Anomaly Detection of Interval Time Series with Application to US House Price Index** - *Carlo Drago*, University “Niccolò Cusano” Rome, Italy.

**A Novel View on Financial Distress: Estimating the Probability of Financial Difficulties** - *Eleonora Kontuš*, City of Kastav, Croatia.



# **KNOWLEDGE ECOSYSTEMS IN THE DIGITAL ERA**

## **Panel 2 (of 2)**

Chair: *Constantin Bratianu*

Room 1- 14,30 - 16,30 pm

**Digital Signature: A Key Tool for Technological Transformation in Global Economy** - *Eka Sepashvili, Tamar Mermanishvili, Ivane Javakhishvili* Tbilisi State University, Georgia.

**Diagnosing nations' wealth creation potential in the knowledge economy context. Theoretical foundations, framework proposal and practical implications** - *José María Viedma Mart*, Polytechnic University of Catalonia, Spain.

**Women in Science and Technology entrepreneurship: Motivation, challenges and impact factors in a predominantly male sector** - *Nathalie Lachapelle, Diane-Gabrielle Tremblay*, Téléq University of Québec, Canada.

**Using artificial intelligence to change conversation about public safety among young people** - *Alina Duduciuc, Corina Buzoianu, Monica Bîră*, SNSPA, Romania; *Călin Bîră*, Politehnica University, Bucharest Romania.

**Scientific mapping on the convergence of innovation and sustainability (innovability). 1990-2018ania** - *Iván de la Vega, Luciano Barcellos de Paula*, CENTRUM Católica Graduate Business School, Peru.

# **EDUCATIONAL SYSTEMS AND SOCIAL RESPONSABILITY OF UNIVERSITIES**

## **Panel 1 (of 2)**

Chair: *Alfonso Reyes*

Room 2- 14,30- 16,30 pm

**Exploring the impact of Fake News among university students-** *Tania Josephine Martin, Yoan Gutiérrez, Robiert Sepúlveda Torres*, University of Alicante, Spain.

**NLP technologies for analyzing user generated Twitter data to identify the reputation of universities in the Valencian Community, Spain** - *Paula Núñez, Manuel Palomar, Yoan Gutierrez*, University of Alicante, Spain.

**Innovative Educational Technologies and Digital Culture: a model of End-to-End Outrunning Learning in a Digital Future** - *Olga Tikhomirova, Sergey Galitskii*, ITMO University, Russia.

**Role & Impact of Universities' Education on CSR's Culture** - *Marzia Ventura, Rocco Reina, Concetta Lucia Cristofaro*, University of Catanzaro, Italy; *Raquel Puentes Poyatos*, University Jaen, Spain.

**Education for the Future: a necessary redesign** - *José Pérez Ríos*, University of Valladolid, Spain.

**Interdisciplinarity and SDGs: a quantitative text-mining and social network analysis for accounting research in universities** - *Dario Cottafava, Grazia Sveva Ascione, Laura Corazza*, University of Turin, Italy.

# **RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT FOR THE SMART ECONOMY**

## **Panel 2 (of 2)**

Chairs: *Piero Mella, Patrizia Gazzola and Irene Bajo Garcia*

Room 3- 14,30 - 16,30 pm

**An Historical Instance of Urban Unsustainability that Astounds to this Day** - *Piero Mella*, University of Pavia, Italy.

**Risk factors for sustainable development of socio-economic ecosystems** - *Yulia Sleptsova, Yan Shokin*, Dubna State University, Russia; *Roman Kachalov*, CEMI RAS, Russia;

**Religious tourism as a driver for sustainable development, Italian and Spanish experience** - *Patrizia Gazzola, Daniele Grechi, Francesca Pollice*, University of Insubria, Italy; *Mauro Romanelli*, Parthenope University, Italy.

**Fashion Industry & Sustainability** - *Valentina Raimondi*, University of Insubria, Italy.

**The determining relationship between corporate social responsibility programs and managerial sustainable development strategies** - *Victor Ciuciuc, Florina Pinzaru*, SNSPA Bucharest, Romania.

**PANEL SESSIONS PROGRAM**  
**FRIDAY, JANUARY 24**

# **EDUCATIONAL SYSTEMS AND SOCIAL RESPONSABILITY OF UNIVERSITIES**

## **Panel 2 (of 2)**

Chair: *Alfonso Reyes*

Room 2- 09,30- 11,00 am

**Role of Knowledge Management in Developing Higher Education Partnerships: Towards a Conceptual Model** - *Enis Elezi*, Teesside University, UK.

**Application of a Transdisciplinary Cybersystemic Method for the sustainability of Higher Education in Mexico** - *Matilde Reséndiz-Castro, Ignacio Peón-Escalante, Rosalba Zepeda-Bautista*, National Polytechnic Institute. Higher School of Mechanical and Electrical Engineering, Mexico.

**Expanding people's real freedoms through the evaluation of a university policy: a dialogue between system thinking and human capabilities** - *Boni Alejandra*, Ingenio (CSIC-UPV), Spain; *Diana Velasco*, Universidad de Ibagué, Colombia.

**Engineering Students and Projects with Social Impact: A Systemic Approach** - *Andrés Acero* and *María Catalina Ramírez Cajiao*, Universidad de los Andes, Colombia.

# **ARTIFICIAL INTELLIGENCE (AI) IN MANAGEMENT**

## **Panel 2 (of 2)**

Chair: *Sergey Yablonsky*

Room 3- 9,30- 11,00 am

**Social Crypto-Currency: a Bridge to Social Entrepreneurship** - *Higinio Mora, Francisco A. Pujol-López, Rafael Mollá-Sirvent*, University of Alicante, Spain; *Mario R. Morales*, Central University of Ecuador, Ecuador.

**Convergent Autopoiesis in Complex AI and Kauffmann Law** - *Marco Magno*, University of Padua, Italy; *Massimo Magno*, Gnosys, Singapore.

**A software tool to visualize the impact of intangible assets on business models** - *Maria-Isabel Sanchez-Segura, Alberto Miño-Calero, German Dugarte-Peña, Fuensanta Medina-Domínguez, Antonio Amescua-Seco*, Universidad Carlos III de Madrid, Spain.

**Computational model to approach the spread of plant pests** - *Maria Teresa Signes Pont, Juan Manuel García Chamizo, Higinio Mora Mora, Ana Amilburu Osinaga*, University of Alicante, Spain.

**TECHNIQUES FOR PROJECT CYCLE MANAGEMENT IN THE DIGITAL ERA: FROM PROJECT FINANCING TO PERFORMANCE MONITORING AND EVALUATION SYSTEMS**

Chairs: *Donato Morea, Andrea Mazzitelli and Elisa Gebennini*

Room 1- 14,30- 16,00 pm

**A demand forecasting approach for the grocery retail industry: combining traditional time-series methods and neural networks** - *Elisa Gebennini*, Universitas Mercatorum, Italy; *Andrea Grassi*, University Federico II of Naples, Italy; *Fabio Bursi, Davide Salsi*, Logistics & Automation Consulting, Italy.

**Digital Platforms and Big Data-Driven Sustainable Innovation in Smart Healthcare Investments** - *Donato Morea, Andrea Mazzitelli*, Universitas Mercatorum, Italy; *Roberto Moro Visconti*, Cattolica University, Italy.

**Energy Performance Contracting and Public-Private Partnership: the importance of Technological Advanced Systems for Performance Monitoring** - *Laura Martiniello, Donato Morea, Francesco Paolone, Riccardo Tiscini*, Universitas Mercatorum, Italy.

# POSTER SESSION

THURSDAY AND FRIDAY, JANUARY 23, 24,  
*DISPLAYED ALL DAY*

**The role of social media marketing in attitude towards Georgian consumers to travel agencies,** *Ekaterine Urotadze*, Ivane Javakhishvili Tbilisi State University, Georgia.

**The Most Important Elements of Knowledge in Sales and the Necessity of Acquiring Them,** *Maia Seturi*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Some Legal Aspects of Achievement of Sustainable Consumption and Production in Georgia,** *Babulia Mghebrishvili*, Ivane Javakhishvili Tbilisi State University, Georgia.

**For the purpose of stimulation policy for social entrepreneurship in Georgia -** *Eka Lekashvili*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Education – the Tool for the Challenges of Sustainable Development in Digital era -** *Ineza Gagnidze*, Iv.Javakhishvili Tbilisi State University, Georgia.

**The impact of digitalization on the economic policies of small countries -** *Irina Gogorishvili*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Rethinking the System of Research Assessment in Higher Education in the Digital Era -** *Ia Natsvlishvili, Rusudan Seturidze*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Contemporary World Trends of Organic Agriculture Development and Georgia: Problems and Perspectives -** *Nanuli Okruashvili and Nino Paresashvili*, Tbilisi State University, Tbilisi, Georgia.

**Studying Socio-Economic Outcomes of Unemployment in Georgia–** *Nino Paresashvili, Nanuli Okruashvili*, Tbilisi State University, Tbilisi, Georgia.

**One of the ways of cooperation between the businesses and the universities – Unified data management using the Business Intelligence portal -** *Rusudan Seturidze*, Ivane Javakhishvili Tbilisi State University, Georgia; *Nino Topuria*, Georgian Technical University, Georgia.

**Digital Economy and Society index-** *Jana Naščáková, Naqibullah Daneshjo, Erika Dudáš Pajerská*, University of Economics in Bratislava Department of Commercial Entrepreneurship, Slovakia.



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