

**Proceedings of the
20th European Conference on
Innovation and Entrepreneurship
ECIE 2025
25-26 September 2025**

**Hosted By
University of the National Education
Commission, Krakow, Poland**

**Edited by
Dr. Iwona Lupa-Wójcik and
Prof. Dorota Murzyn**

About the 20th European Conference on Innovation and Entrepreneurship, 2025

The European Conference on Innovation and Entrepreneurship (ECIE) is a prominent academic conference that has been held annually for 20 years. The conference serves as a vital forum for scholars, researchers, entrepreneurs, and practitioners to explore the latest trends, research findings, and practical applications in the fields of innovation and entrepreneurship. ECIE is committed to advancing the understanding of how innovation and entrepreneurship drive economic growth, competitiveness, and societal progress.

ECIE is recognized for its rigorous peer-reviewed conference proceedings, which ensure that the research presented is of high academic quality and practical relevance. The Proceedings of the 20th ECIE, 2025 includes academic research papers, PhD research papers and Master's research papers as well as work-in-progress papers, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a research audience including graduates, post-graduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

Aims and Scope

The primary aim of ECIE is to foster a comprehensive understanding of innovation and entrepreneurship by bringing together, from around the world, diverse perspectives from academia, industry, and policy-making. The conference seeks to bridge the gap between theory and practice, offering insights into the processes that fuel innovation and entrepreneurial ventures. ECIE encourages the exploration of new ideas, the development of innovative business models, and the identification of best practices that can be applied across different sectors and regions.

The scope of the conference is broad and interdisciplinary, encompassing a wide range of topics related to innovation management, entrepreneurial ecosystems, and the role of technology in driving business growth. ECIE also emphasises the importance of education and training in fostering entrepreneurial skills and mindsets, as well as the role of policy and government in supporting innovation and entrepreneurship.

Topics Covered

ECIE covers a diverse array of topics that reflect the dynamic and evolving nature of innovation and entrepreneurship. The call for papers asked for contributions that considered the following topics. In addition, the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.

Innovation Management:

- Innovation Processes and Models
- Managing R&D and Product Development

- Innovation in SMEs and Large Enterprises.

Entrepreneurial Ecosystems:

- Startup Ecosystems and Incubators
- Social Entrepreneurship
- Corporate Entrepreneurship and Intrapreneurship

Technology and Digital Innovation:

- Digital Transformation
- Emerging Technologies
- Innovation in the Digital Economy

Entrepreneurship Education and Training:

- Entrepreneurial Mindset Development
- Curriculum Design and Pedagogy
- Experiential Learning

Innovation and Entrepreneurship Policy:

- Government Policies and Support Programs
- Regional and National Innovation Systems
- Public-Private Partnerships

Sustainable Innovation and Entrepreneurship:

- Sustainability and Green Innovation
- Circular Economy
- Impact of Innovation on Society

Global Perspectives on Innovation and Entrepreneurship:

- International Entrepreneurship
- Innovation in Emerging Markets
- Cross-Cultural Entrepreneurship

Research Methods in Innovation and Entrepreneurship:

- Quantitative and Qualitative Approaches
- Action Research and Participatory Methods
- Innovation Metrics and Impact Assessment.

Mini Tracks

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Social Innovation Using AI: Reimagining Entrepreneurship for Sustainable Societal Impact

- The Third Mission of Universities: Fostering Innovation and Entrepreneurship
- Innovative Curriculum Design in Entrepreneurship Education Bridging Theory and Practice to Develop Entrepreneurial Competencies and Mindset
- Gendered Landscapes and Perspectives in Innovation and Entrepreneurship
- Innovation Practices in SMEs Business Management and Operations

The programme from the 2025 conference can be downloaded from here and full details about the conference can be seen from the conference website: <https://www.academic-conferences.org/conferences/ecie/>

ECIE Preface

These proceedings represent the work of contributors to the 20th European Conference on Innovation and Entrepreneurship (ECIE 2025), hosted by University of the National Education Commission, Krakow, Poland on 25-26 September 2025. The Conference Co-Chairs are Dr Iwona Lupa-Wójcik and Prof. Dorota Murzyn, while the Programme Chairs are Dr Marta Czyżewska and Dr Wojciech Maciejewski, all from the University of the National Education Commission, Poland.

ECIE is now a well-established event on the academic research calendar and now in its 20th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Prof. Zoran Wittine, from the University of Zagreb, Croatia, who will be speaking about “Bridging the Innovation Gap: Can Europe Strengthen Its Global Competitiveness?” There will be a second keynote speech after lunch on day one from Anna Ledwoń-Błacha, Co-founder & Creative Director of More Bananas who will be discussing “Strategic Thinking in the age of Generative AI: Between Human Intuition and Algorithmic Overconfidence.” The second day of the conference will open with an address from Prof. Maria Urnaniec, Krakow University of Economics, Poland on the topic of “Entrepreneurship in the Age of AI: How Technology Shapes New Market Opportunities.”

With an initial submission of 209 abstracts, after the double blind, peer review process there are 134 Academic research papers, 9 PhD research papers, 1 Non-Academic papers and 3 work-in-progress papers published in these Conference Proceedings. These papers represent research from Bangladesh Brazil; China; Colombia; Croatia; Cyprus; Czech Republic; Denmark; Finland; France; Germany; Greece; Hungary; Iceland; India; Indonesia; Ireland; Isreal; Italy; Japan; Latvia; Lithuania; Malaysia; Morocco; Netherlands; Nigeria; Norway; Oman; Poland; Portugal; Saudi Arabia; Slovakia; South Africa; Sweden; Switzerland; Turkey; UAE; UK; USA

We would like to thank everyone who participated in this event.

Dr. Iwona Lupa-Wójcik and Prof. Dorota Murzyn
University of the National Education Commission,
Krakow, Poland
September 2025

Biographies of Chairs and Keynote Speakers

Conference and Programme Chairs



Dr. Iwona Lupa-Wójcik Doctor of Economic Sciences, Assistant Professor at the Department of Entrepreneurship and Social Innovation at the University of the National Education Commission, Krakow (Poland). Author of books and several dozen scientific articles on social media, marketing, new technology (including AI), and social entrepreneurship. Member of many research and teaching projects related to social entrepreneurship, including INN@SE - Innovative Social Entrepreneurship with youth engagement (Erasmus+) or Responsible Business – from East to West.



Prof. Dorota Murzyn Associate professor and head of the Department of Entrepreneurship and Social Innovation at the University of the National Education Commission, Krakow (Poland), chair of the council of economics and finance scientific discipline at UKEN. Author of many publications on EU policy, innovation and social entrepreneurship. Expert and advisor on EU funds, cooperating with the Joint Research Center (European Commission), Polish Ministry for regional development, companies and NGOs. Manager and contractor of numerous projects co-financed by the EU, including INN@SE - Innovative Social Entrepreneurship with youth engagement (project coordinator).

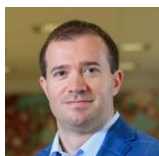


Dr. Marta Czyżewska doctor of economic sciences, assistant professor at the Department of Entrepreneurship and Social Innovation at the University of the National Education Commission, Krakow (Poland). Team member of international projects such as INN@SE - Innovative Social Entrepreneurship with youth engagement, SeGoesGreen - Integrating Nature-Based Solutions into higher education towards exploiting the transformative potential of Social Economy for a green and inclusive future. Author of several publications on entrepreneurship, social entrepreneurship and venture capital. Mentor and advisor for startups under incubation and acceleration processes.



Dr. Wojciech Maciejewski assistant professor of economics, author of publications and books in the area of entrepreneurship, social entrepreneurship, education for entrepreneurship, decision-making process. He took part and is taking part in international research and development projects such as INN@SE - Innovative Social Entrepreneurship with youth engagement, SeGoesGreen - Integrating Nature-Based Solutions into higher education towards exploiting the transformative potential of Social Economy for a green and inclusive future.

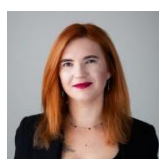
Keynote Speakers



Prof. Zoran Wittine is an Associate Professor at the Department of International Economics, Vice-Dean for infrastructure and business processes at the University of Zagreb and a member of the University Senate. In addition, he is also a member of the Commission on Customs and Trade Facilitation within the International Chamber of Commerce; member of International project management association (IPMA) and a senior member of the International Economics Development and Research Center. His areas of expertise include international business, international entrepreneurship, social innovation education, social entrepreneurship and risk management. He is a member of the editorial boards of several international scientific journals and was a member of the organizational and technical committee of many international conferences. He was a leader of many international/EU-funded projects, of which most of them were focused on the topics of education development, digitalization, social innovation, social entrepreneurship, innovation, skill development and capacity building. In addition, he was an associate on many professional projects and had an active role in creation of the “Industrial strategies of The Republic of Croatia 2014-2020”. Before taking up a position at the University of Zagreb, he worked as a management consultant at McKinsey&Company, where he worked on projects of corporate restructuring, corporate integration processes, improvement of corporate efficiency, etc.



Prof. Maria Urbaniec is an Associate Professor and the Head of the Department of Entrepreneurship and Innovation at the Krakow University of Economics, Poland. She earned her Master’s degree and PhD in Economics at the International Graduate School Zittau of the Technische Universität Dresden, Germany. She has authored or co-authored over 200 scientific publications, including articles in journals indexed in Web of Science. Her main research interests include entrepreneurship, innovation, sustainable development, and the digital transformation. She has extensive experience in project management, having participated in numerous national and international research and educational projects funded by organizations such as the European Commission, International Visegrad Fund, INTERREG Central Europe, German Federal Environmental Foundation (DBU), the Polish Ministry of Education and Science, and the National Bank of Poland. She is an expert for the European Commission, evaluating project proposals applying for EU funding under the European Innovation Council and SMEs Executive Agency. She is a member of both international and national scientific organizations, including the European Council for Small Business and Entrepreneurship (ECSB) and the Polish Association of Environmental and Resource Economists (PSESIZN). She also serves as the Vice President of the Polish Economic Society (PTE) and the President of its Krakow Branch. Additionally, she is a member of the Central Committee for the Entrepreneurship Olympiad in Poland. Her international academic experience includes research fellowships and study visits at leading universities worldwide in Austria, Finland, Germany, Indonesia, the Netherlands, Spain, the United Kingdom, and Vietnam. Among her numerous honors are the Medal of the National Education Commission, and an honorary award from the National Academy of Pedagogical Sciences of Ukraine for her role in advancing international scientific collaboration.



Anna Ledwoń-Blacha is co-founder & Creative Director at More Bananas agency, and co-founder and main organizer of CRASH Mondays. Program director of the Brand Manager course at IMOK. Author of the books “A Strategic Approach to Social Media” and “Build Your Brand’s Future. Brand Purpose Step by Step.” TEDx speaker. Former Product Marketing Manager at the startup alloweat. Marketing and communication strategy evangelist. Fascinated by people, their emotions, and the psychological approach to marketing. For several years now, she has successfully implemented AI-based solutions in both her professional and personal life – integrating them into her agency’s operations as well as in marketing processes for her clients. With over 14 years of experience in marketing, and more than 7 years as a trainer and workshop leader, she has spent over 4000 hours in both physical and virtual training rooms. Former trainer at Socjomania, where she specialized in social media; currently a trainer for IAB Polska and IT Media. Co-author of several e-learning courses. Her training focuses on social media, digital marketing, strategy, customer experience, and – for over two years now – generative AI. She holds an international DIMAQ PROFESSIONAL certificate, confirming her expertise and experience in digital marketing. Winner of one edition of Sprawny. Marketing and ambassador of the Małopolska Innovation Festival. Lecturer at postgraduate programs at AGH University of Science and Technology, WSB University in Gdańsk, and Wrocław School of Commerce. She has worked with clients such as Pandora, Akamai, Venezia, Capgemini, PKL, DKMS, InPost, Pracuj.pl, eurobank, Zooksy, Hines, Nordea, mBank, and Lufthansa Global Services. She has also

co-created campaigns for Akcja Menstruacja and the Polish Zero Waste Association. She holds a postgraduate degree in Information Technology in Marketing from the Tischner European University and a master's degree in Management and Marketing from the AGH University of Science and Technology in Kraków. Passionate about human behavior and emotions. Deeply explores customer experience and new media.

Mini Track Chairs



Nasser Abouzakhar is an entrepreneur and the director of an award-winning SME Anzar Property Investment Limited, which he founded in 2017. He is the author of the books *AI for Businesses*, *Smart Money Management* and *Real Estate Investment*. Nasser is a TEDx speaker, award-winning author, and a regular guest on the BBC TV channel for over 100 live TV interviews, including the *Homes Under the Hammer* TV show. Between 2004 and 2019, he worked at different universities in the UK as an academic, teaching and researching different technology-related subjects. Nasser has a good understanding of the property investment business and finances. He has firm relationships with professionals in banking, legal, accounting, and real estate valuation, assisting with his responsibility as the company director. He leads a highly professional and experienced property management team



Paul Coyle is the Director of the Entrepreneurial Mindset Network, a global community of practice, with members in 107 countries, and special interest groups for the application of the entrepreneurial mindset in business, education, healthcare and social entrepreneurship. The Network's vision is that everybody, not just entrepreneurs, can benefit from having an entrepreneurial mindset including employees in the public, private and not-for-profit sectors. An entrepreneurial mindset enables each person to make their unique contribution to the world. Paul is an expert in the entrepreneurial mindset, innovation, entrepreneurship, leadership and organisational change.



Valerie Priscilla Goby, PhD (Business, Finland), PhD (Communication, Australia), FHEA, SFHEA, professor at Zayed University, Dubai, has published across a range of disciplines including ethics, leadership, cross-cultural communication, CSR, and gender studies in journals such as *Journal of Business Ethics*, *Leadership and Organisation Development*, and *Women's Studies International Forum*



Marco Lamas is a Post-Doc in Education (Entrepreneurship), with a PhD in Education (Entrepreneurship) and Bsc in International Relations. He is a Senior Professor at the Polytechnic Institute of Management and Technology in Porto, Portugal where he Leads the Business and Innovation LAB (BIL). He is a founder member of SHINE - Scaling Higher Education Innovation for Europe (<https://shine-project.eu/>) and he is recognized as an EntreComp Practitioner.



Carlos Miguel Oliveira has a Ph.D. in Management. He is a Coordinating Professor and Director of the School of Management at ISLA – Polytechnic University of Management and Technology. He is editor-in-chief of the *Management in Review Journal* and a collaborating member of CEOS.PP – Centre for Organisational and Social Studies. In recent years, he has published several articles in journals and conferences. He is a reviewer in some journals in the management area.



Dr. Mitt Nowshade Kabir is an adjunct professor of Digital Transformation at Ecole de Management Léonard De Vinci. He is a serial entrepreneur, knowledge evangelist, business accelerator, and investor. Dr. Kabir has a master's degree in computer science, an MBA, a Ph.D. in Information Technology, and a DBA in Management. His current interests include AI, innovation, entrepreneurship, and strategic management.



Verena Karlsdóttir is a lecturer in the Business Department at the University of Akureyri and a guest lecturer at the University of Applied Sciences Osnabrück and the University of Iceland. She holds a Ph.D. in Business Administration from the University of Iceland. Her teaching focuses on methodology, management, and innovation. Her research primarily contributes to innovation within universities, as well as university policy and organisation.

ECIE Review Committee

ECIE is fortunate to have a significant number of international experts in the field willing to review papers. Care is taken to ensure that a fully double-blind peer review process is followed, and reviewers are not selected if they have any research or organisational connection to the author/s.

Dr Mohd Kamarul Irwan Abdul Rahim, Universiti Utara Malaysia (UUM), Malaysia, Nasser Abouzakhar, Anzar Property Group, Manchester, UK, Prof Dr Zafer Acar, İstanbul Bilgi University, İstanbul, Türkiye, Prof Małgorzata Adamska, Opole University of Technology, Poland, Dr Emma Agusita, UWE Bristol, UK, Ms Dayawati Ahmad, Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia, Dr Imran Akhtar, University of Bolton, UK, Dr Essam Al Lawati, University of Technology and Applied Sciences, Oman, Dr Essam Al Lawati, University of Technology and Applied Science, Muscat, Oman, Oman, Dr Hamid Alalwany, Ithmaar Group/ UQ University/ Brunell University, UK, Dr Laurice Alexandre Leclair, Sorbonne Paris Cité University, France, Dr Jose Alvarez-Garcia, University of Extremadura, Spain, Prof Susana Amante, Polytechnic Institute of Viseu, Portugal, Dr Fabrizio Amarilli, Politecnico di Milano, Italy, PhD student Eleni Anastasopoulou, University of Peloponnese, Greece, Walmsley Andreas, Plymouth Marjon, UK, Prof. Dr a. Marina Godinho Antunes, ISCAL - Instituto Superior de Contabilidade e Administração de Lisboa (Instituto Politécnico de Lisboa), Portugal, Dr Christos Apostolakis, Bournemouth University, UK, Prof Lina Artemenko, National technical university of Ukraine "Igor Sikorsky yiv, Politechnical, University"", Ukraine; Dr Victor Atiase, De Montfort University, Leicester, UK, Ms. Merihan Attia, University of Canada in Egypt (UPEI Cairo campus), Egypt, Dr Manuel Au-Yong-Oliveira, University of Aveiro., Portugal, Dr Shah Awan, Abdul Wali Khan University Mardan, Pakistan, Dr Edward Bace, Middlesex University London, UK, Prof Alina Badulescu, University of Oradea, Romania, Prof Daniel Badulescu, University of Oradea, Romania, Dr Ramika Bansi, Durban University of Technology, South Africa, Dr Ivana Barišić, University of Zagreb, Croatia, Dr Rajiv Basaiawmoit, Aarhus University, Denmark, Ms Sayara Beg, University of Hertfordshire, United Kingdom, Dr Paulo Bento, CEMRI, Open University of Lisbon, Portugal, Prof Cristin Bigan, Ecological University of Bucharest, Romania, Dr NUR BADRIYAH Binti Mokhtar, BPP University, UK, Dr Lukáš Blažek, University of Finance and Administration, Czech Republic; Dr Maria Blekher, Yeshiva University, USA, Prof Alexandra Braga, Polytechnic of Porto, Portugal, Tiina Brandt, Haaga-Helia UAS, Helsinki, Finland, Fraser Bruce, University of Dundee, UK, Dr Acma Bulent, Anadolu University, Turkey, Dr João Carvalho, Universidade Portucalense, Porto, Portugal, Dr Suteera Chanthas, Mahasarakham University, Thailand; Dr Sagar Chavan, D Y patil Agriculture and Technical University, Talsande, India, Prof George Chuladze, The University of Georgia, Georgia, Dr Dale Heywood, University of Liverpool, UK; Dr Irene Ciccarino, BRU-ISCTE-IUL, Portugal, Prof Oscarina Conceição, Polytechnic Institute of Cávado and Ave, Portugal, Dr Elizabeth Conradie, Central University of Technology, Free State, South Africa, Prof Teresa Costa, Instituto Polit cino de Set bal | Escola Superior de Ci ncias Empresariais, Portugal, Mr Paul Coyle, Entrepreneurial Mindset Network, France, Assistant Professor Cosmulese Cristina Gabriela, "Stefan cel Mare" University of Suceava, Romania, Prof Gareth Davies, i-Lab Research and Innovation Centre, UK, Dr Annunziata De Felice, University of Bari Aldo Moro, Italy, Prof Armando Carlos de Pina Filho, Federal University of Rio de Janeiro, Brazil, Assistant Professor Reza Dehghan, Islamic Azad University, Iran, Dr Georgios Deirmentzoglou, Neapolis University Pafos, Cyprus, Dr María de la Cruz del Río-Rama, University of Vigo, Ourense (Spain), Spain, Prof Laura Diaconu Maxim, "Alexandru Ioan Cuza" University of Iasi, Romania, Dr Hichem Dkhili, Faculty of Economics, and Management of Jendouba, University of Jendouba, Tunisia, Tunisia, Dr Karolina Drela, University of Szczecin, Poland, Dr Ramadan Elaïess, University of Benghazi, Libya, Prof ingunn Elvekrok, Organisation, leadership and Marketing Høyskolen Kristiania, Norway; Dr Scott Erickson, Ithaca College, USA, Dr Luisa Errichiello, National Research Council of Italy (CNR), Italy, Dr Ahmed Esawe, higher institute for specific studies, Egypt, Dr Mercy Escalante Ludena, USP, Brazil, Dr MERCY ESCALANTE LUDENA, ANhembi Morumbi University, Brazil; Prof Luis Fé De Pinho, Universidade Lusíada de Lisboa, Portugal, Prof Elisabete G. S. Félix,

University of Évora, Portugal, Prof Cristina Feniser, Technical University of Cluj Napoca, Romania, Francesco Ferrati, University of Padova, Italy, Prof João Ferreira, University of Beira Interior, Covilhã, Portugal, Prof Maria Joao Ferreira, Departamento de inovação, Ciência e Tecnologia, Portugal, Dr Pedro Ferreira, University of Aveiro, Portugal, Fátima Ferreira, Portugal, Dr Heather Fulford, Aberdeen Business School, UK, Dr Gema García-Piqueres, University of Cantabria, Spain, Prof Sofia Gomes, Universidade Portucalense, Portugal, Dr Mario Gomez Aguirre, Universidad Michoacana de San Nicolas de Hidalgo, Mexico, Prof Ken Grant, Ryerson University, Toronto, Canada, Dr Noor Ul Hadi, Prince Mohammad Bin Fahd University, Saudi Arabia, Angela Hamouda, United Arab Emirates University, United Arab Emirates, Dr Jennifer Harrison, Southern Cross University, Australia, Dr Mahmoud Hassanin, Ahram Canadian University, Egypt, Dr Andreas Hinz, Institute of Management, FHNW School of Business, Switzerland, John Howard, Public Health and Clinical Sciences, UK, Dr Karen Howells, Coventry University, UK, Tom James, Welsh Government / Swansea University, Wales, Dr Sanna Joensuu-Salo, Seinäjoki University of Applied Sciences and LUT university, Finland, Dr Kate Johnston, Dundalk Institute of Technology, Ireland, Dr Magdalena Jurczyk-Bunkowska, Opole University of Technology, Poland, Prof Maria do Rosário Justino, Lisbon Accounting and Business School, Portugal, Dr Nowshade Kabir, Trouvus, Canada, Dr Laila Kabous, University of applied sciences and arts Northwestern Switzerland, Switzerland, Dr Alexandros Kakouris, University of Peloponnese, Greece, Dr Paul Kamal Chandra, Global Research Centre, Malaysia and Bangladesh, Malaysia, Dr Yusniza Kamarulzaman, University of Malaya, Kuala Lumpur, Malaysia, Dr Verena Karlsdottir, University of Akureyri, Iceland, Prof Jesuk Ko, Universidad Mayor de San Andres, Bolivia, Dr Dmitry Kochetkov, RUDN University, Russia, Dr Sam Kongwa, Walter Sisulu University, Mthatha, South Africa, Dr Ilker Kose, Istanbul Medipol University, Turkey, Dr Ewa Kraska, Jan Kochanowski University of Kielce, Poland, Dr Janitha Kularajasingam, Taylor's University, Malaysia, Dr Konstadinos Kutsikos, Business School, University of the Aegean, Greece, Dr Stefan Lagrosen, Linnaeus University, Sweden, Marco Lamas, ISLA-IPGT, Portugal, Dr Jo'Anne Langham, Queensland University of Technology, Australia, Sharifa Latter, University of Dundee, UK, Dr Jonathan Lean, University of Plymouth Business School, UK, Prof Michelle Lefevre, University of Sussex, UK, Assistant Professor Anna Lemańska-Majdzik, Czestochowa University of Technology, Poland, Assc Regina Lenart-Gansiniec, Jagiellonian University, Poland, Prof Eunice Lopes, Polytechnic Institute of Tomar, Portugal, Prof João M. Lopes, Instituto Superior Miguel Torga, Coimbra, Portugal & NECE-UBI – Research Unit in Business Sciences, University of Beira Interior, Covilhã, Portugal, Portugal, Dr Agnieszka Malkowska, University of Szczecin, Poland, Dr Margaret Mangion, University of Malta, Malta, Prof Stelios Marneros, European University Cyprus, Nicosia, Cyprus, Dr Renetchie Martinez, Department of Education, Philippines, Dr Jose Alberto Martinez-Gonzalez, Universidad de la Laguna, Spain, Prof Ana Martins, University of KwaZulu-Natal, South Africa, Prof Isabel Martins, University of KwaZulu-Natal, Portugal, Florinda Matos, University of Lisbon, Portugal, Dr Stephanos Mavromoustakos, Indiana Institute of Technology, USA, Philip McClenaghan, Augsburg University of Applied Sciences, Germany, Assc Andreea Maria Gabriela MILITARU, University POLITEHNICA of Bucharest, Romania, Prof Clemente Minonne, Lucerne University of Applied Sciences and Arts, Switzerland, Dr Clemente Minonne, Institute for Innovation and Technology Management, Switzerland, Prof Mónica Monteiro, Universidade Portucalense, Portugal; Dr Christopher J Moon, Middlesex University, UK, Dr Fernando Moreira, IJP, REMIT, University Portucalense, IEETA, University of Aveiro, Portugal, Dr Soebowo Musa, Swiss German University, Indonesia, Dr Thao Nguyen, University of Economics Ho Chi Minh City, Vietnam, Elisabete Nogueira, Portucalense University, Portugal, Dr Ana Novak, University of Zagreb, Croatia, Dr Melao Nuno, Polytechnic Institute of Viseu, Portugal, Dr Maria Obeso, University of Cantabria, Spain, Dr Małgorzata Okręglicka, Czestochowa University of Technology, Poland, Prof Pedro Oliveira, Polytechnic Institute of Santarém, Portugal, Assc Siti Sarah Omar, Universiti Tun Hussein Onn Malaysia, Malaysia, Assoc Prof. Fahri Özsungur, Mersin University, Turkey, Ruslan Pavlov, Independent Researcher, Prof Rafael Pedrosa, Instituto Politécnico do Porto, Portugal, Prof Dr Elisabeth T. Pereira, University of Aveiro, Portugal, M.A., EMBA Stefan Philippi, Institute of Management, School of Business, FHNW University of Applied Sciences and Arts Northwestern Switzerland, Switzerland, Prof Maryna Pichugina, National

Technical University of Ukraine, Ukraine, Prof Peter Pisár, Matej Bel University, Faculty of Economics, Banska Bystric, Slovakia, Sara Proença, CERNAS, ESAC/Polytechnic Institute of Coimbra, Coimbra, Portugal, Dr Aneta Ptak-Chmielewska, Warsaw School of Economics, Poland, Prof Ganesan Ramaswamy, National Foundation for Entrepreneurship Development, India, Prof Pongsak Rattanachaikunsopon, Ubon Ratchathani University, Thailand, Assc Metin Reyhanoglu, Hatay Mustafa Kemal University, Turkey, Prof Maurizio Rija, University of Calabria, Italy, Prof António Rocha, Polytechnic institute of Cávado and Ave, Portugal, Prof Cristina Rodrigues, University of Minho, Portugal, Prof Ricardo Rodrigues, NECE / University of Beira Interior, Portugal, Prof Susana Rodrigues, Polytechnic of Leiria, Portugal, Dr Beata Rogowska, Department of Economic and Finance, Poland, Fernando Romero, University of Minho, Portugal, Álvaro Rosa, ISCTE Business School, Portugal, Dr Joanna Rosak-Szyrocka, Częstochowa University of Technology, Poland; Prof Agnieszka Rzepka, Lublin University of Technology, Poland, Prof Arik Sadeh, HIT Holon Institute of Technology, Israel, Juha Saukkonen, JAMK University of Applied Sciences, Jyväskylä, Finland, Assistant Prof. Dr. Ousanee Sawagvudcharee, King Mongkut's Institute of Technology Ladkrabang, Thailand, Prof Dr Cezar Scarlat, University "Politehnica" of Bucharest, Romania, Dr Ana María Serrano-Bedia, University of Cantabria, Spain, Dr Vinayak Shinde, D Y Patil Agriculture and Technical University, Talsande, Kolhapur, India, Dr Kamran Siddiqui, Imam Abdulrahman Bin Faisal University, Saudi Arabia, Prof Sergio Silva, Exact and applied Sciences, Brazil, Dr Joao Simoes, Polytechnic University of Tomar, Portugal, Prof Vlatka Skokic, University of Split, Croatia, Dr Souad Slyman, University of Roehampton, UK; Dr Zdenek Smutny, University of Economics, Prague, Czech Republic, Muhammad Sohail, Vilnius University of Applied Sciences, Lithuania LT, Cristina Sousa, ISCTE-IUL, Portugal, Prof Manuel Sousa Pereira, IPVC, Portugal, Dr Inese Spica, Scientific Institution Business Competence Centre, Latvia, Prof Dr Rolandas Strazdas, Vilnius Gediminas Technical University, Lithuania, Christy Suci, Boise State University, USA, Dr Raihan Taqui Syed, United Arab Emirates University, United Arab Emirates, Dr Wendy Ming-Yen Teoh, Universiti Teknikal Malaysia Melaka, Malaysia, Dr Stephen Treacy, University College Cork, Ireland, Dr Anna Ujwary-Gil, Polish Academy of Sciences, Warsaw, Poland, Dr Maria Urbaniec, Cracow University of Economics, Poland, Dr Carolien van den Berg, University of the Western Cape, South Africa, Dr Thea van der Westhuizen, University of KwaZulu-Natal, South Africa, Prof Filipa Vieira, University of Minho, Portugal, Dr Marcia Villasana, Tecnológico de Monterrey, Mexico, Bernard Vollmar, Carl von Ossietzky Universität Oldenburg, Germany, Dr Way Wan Yusof, University of Buraimi, Oman, Dr Krzysztof Zieba, Gdansk University of Technology, Poland, Prof Daiva Zostautiene, Kaunas University of Technology, Lietuva, Dr Justyna Żywiłek, Faculty of Management, Poland