



# TAKE CONFERENCE 2019

## Theory and Applications in the Knowledge Economy

3<sup>RD</sup>–5<sup>TH</sup> JULY 2019, VIENNA, AUSTRIA



*BUILDING FUTURE COMPETENCES –  
THEORY MEETS PRACTICE*

## CONFERENCE PROGRAMME

**Institute for Applied Research on Skilled Crafts and Trades (IAGF)**  
**Austrian Federal Economic Chamber (WKÖ)**  
**WU Vienna University of Economics and Business**  
**Research Group Knowledge-Based Management**  
**GOVCOPP Research Centre**  
<https://www.take-conference2019.com/>


***All scientific sessions take place at  
Wiedner Hauptstraße 63, 1045 Vienna***

Wednesday, 3 July 2019					
10:00	Registration opens				
10:30	Reception Participants meet				
11:30	Opening Ceremony				
12:30	Keynote Speakers				
13:30	Coffee break				
14:00	Human Resources	Innovation and Entrepreneur- ship	Gig Economy	Knowledge Management	Soft Skills Empowerment
16:00	Keynote Speaker				
17:00	Participants go to hotels				
19:00	Guided City Tour (optional)				

Thursday, 4 July 2019						
8:00	Registration opens					
8:30	Keynote Speaker					
9:30	Coffee Break					
10:00	Business Models	Human Resource Management	Knowledge Management	Competitiveness	SMEs	Doctoral Workshop
12:00	Lunch					
13:00	Keynote Speaker					
14:15	Accounting Systems and Auditing	Gig Economy	Human Resource Management	Intellectual Capital	Innovation and Entrepreneurship	
15:45	Coffee Break					
16:15	Accounting Systems and Auditing	Business Models	Teaching and Learning	Financing	Knowledge Change Innovation	
19:15	Conference Gala Dinner, Presentation of TAKE 2020					
Friday, 5 July 2019						
8:00	Registration opens					
8:30	Keynote Speaker					
9:30	Coffee Break					
10:00	Keynote Speaker					
11:00	Knowledge Loss in Organizations	Competitiveness	Financing	Retail	Knowledge Management	
12:30	Lunch					
13:30	Keynote Speaker					
14:30	Knowledge Management	Knowledge Management	Learning Assistance	Public Policies	Knowledge Management	
16:00	Coffee Break					
16:30	Closing of the Conference					

Wednesday, 3 July 2019					
10:00	Registration opens				
10:30 11:30	Reception, Participants meet	Posters will be exposed during the conference			
11:30 12:30	Opening Ceremony Rudolf Sallinger Room	Mariana Kühnel - Austrian Federal Economic Chamber (WKÖ) Michael Lang – WU Vienna University of Economics and Business Gabriele Eschig – Austrian Commission for UNESCO Reinhard Kainz – Institute for Applied Research on Skilled Crafts and Trades (IAGF) Eduardo Tomé – Universidade Europeia Florian Kragulj – WU Vienna University of Economics and Business			
12:30 13:30	Keynote Speakers Rudolf Sallinger Room	<b>Alexander Kaiser and Andreas Schnider:</b> <b>The Net of Competences: An Innovative Framework for Prior Learning Assessment</b>			
13.30 14:00	Coffee break				
14:00: 16:00	<b>Human Resources Rudolf Sallinger Room</b> <i>Chair: Gary McLean</i>	<b>Innovation and Entrepreneurship Room 2</b> <i>Chair: Manfred Bornemann</i>	<b>Gig Economy Room 3</b> <i>Chairs: Dieter Bögenhold and Ondřej Dvouletý</i>	<b>Knowledge Management Room 4</b> <i>Chair: Constantin Bratianu</i>	<b>Soft Skills Empowerment Room 5</b> <i>Chair: Roland Bardy</i>
14:00 14:30	Heidrun Bichler- Ripfel Traditional Craftsmanship as Intangible Cultural Heritage and an Economic Factor in Austria	Radwan Kharabsheh The mediating effect of learning orientation, proactive market orientation and absorptive capacity on the relationship between entrepreneurial orientation and organizational performance	Audrey Jamal Coworking in Mid- Sized Cities: A Pathway to Local Economic Development	Larry Lucardie knowledge, data and reality	Kateřina Bočková, Dáša Porubčanová and Monika Dohnanská The Project Team Members Color Preferences in the Context of Their Team Role
14:30 15:00	Alexandra Baldwin Introduction of e- learning environments in university settings -	Maria Do Rosário Almeida, M. Carolina Martins-Rodrigues and Manuela Malheiro The Incubator and the Strategy for the Competitive Success of its Incubated Enterprises	Uwe Fachinger Solo Self- employment by Older People – Some Comments on an Often Overlooked Phenomenon	Rose Gathii Linking Transformational Leadership to Knowledge Management in the Universities in Kenya ; the Role of Teamwork Processes	Sona Ferencikova, Roland Bardy and Arthur Rubens The Public Good of Internet Usage and how Soft Skills can Bridge the Digital Divide
15:00 15:30	Baek-Kyoo (Brian) Joo and Gary N. McLean Learning Organization Culture and Core Job Characteristics for Knowledge Workers in Korea	Zbigniew Drewniak Innovation performance of family firms	Michael Knapp Independent Professionals: Knowledge- intensive work between the professions and new expert occupations	Sarah Renzl and Caroline Gahr Triple Loop Learning: A Rapid Structured Literature Review of its Conceptualizations and Practical Occurrence	Helen Azupogo, Roland Bardy and Arthur Rubens Combining Indigenous Wisdom and Academic Knowledge to Build a Sustainable Future in Africa

15:30 16:00	Maheran Zakaria Are Massive Open Online Courses More Effective than Traditional Classroom?"	Ryszard Rohatyński EMBEDDING EKOLOGICAL REQUIREMENTS INTO NEW PRODUCTS	Smaranda Pantea Income Polarization among Self- Employed inEurope: Evidence from EUSILC	Ronald Tarr and Maria-Teresa Lepeley Soft Skills: The Hard Core of the Human Centered Knowledge Economy	Jana Hrdličková, Soňa Ferenčíková and Roland Bardy What the West can Learn from Central & Eastern Europe: Soft Skills Spillovers and Reverse Knowledge Transfer
16:00 17:00	Keynote Speaker Rudolf Sallinger Room	Gaby Neumann: How digitalization and industry 4.0 changes the work environment – the logistics example			
17:00 19:00	Participants go to hotels				
19:00	Guided City Tour 'Science in Vienna' (optional)	<a href="https://www.take-conference2019.com/social-events/">https://www.take-conference2019.com/social-events/</a>			

Thursday, 4 July 2019						
8:00	Registration					
8:30 9:30	Keynote Speaker Rudolf Sallinger Room	Susanne Durst: KM in SMEs in the Age of Digitalization: Now more than ever				
9:30 10:00	Coffee Break					
10:00 12:00	<b>Business Models Room 1</b> <i>Chair: Maria Do Rosário Almeida</i>	<b>Human Resource Management Room 2</b> <i>Chair: Katarzyna Tracz-Krupa</i>	<b>Knowledge Management Room 3</b> <i>Chair: José Maria Viedma</i>	<b>Competi- tiveness Room 4</b> <i>Chair: Francisco Cesário</i>	<b>Small and Medium Enterprises Room 5</b> <i>Chair: Florian Kragulj</i>	<b>Doctoral Workshop Room B5.09</b> <i>Chair: Anthony Wensley</i>
10:00 10:30	Wolfgang Schinagl and Andreas Schnider Artificial Intelligence and Digital Repository of Crafts Knowledge for Robotic Creation of 3D- Objects	Oranuch Pruetipibultham , Pinthip Chockchaipatta na and Siriporn Yamnil Organizational values and human resource management factors leading to organizational engagement and sustainability in a local Thai NGO: A case study of the Pid Thong Lang Phra Foundation	Constantin Bratianu Integrating Knowledge Dynamics in the Decision- Making Process KM	Manfred Bornemann Temperature curves of Knowledge Management Implementation in German speaking countries	Henri Hussinki, Aino Kianto and Pia Adibe Standout knowledge management practices in Finnish companies	How to make scientific research?  
10:30 11:00	Eva Heckl, Sascha Ruhland, Karin Petzlberg, and Thomas Oberholzner The use and application of (digital) information and communication technologies and sources in the Austrian Crafts and Trade Sector	Danielle Dimitrov Spirituality at Work	Peter Sharp Why Knowledge Cafes can be Valuable to Organisations	Carlos Pinho and Isabel Maldonado Commodity and Equity Markets – A Time and Frequency Approach	Chulatep Senivongse and Genevieve Lim Absorptive Capacity in Highly Dynamic Market: Multiple Case Study on the Behavioral Aspects of Thai IT SMEs	How to make scientific research?

<b>11:00 11:30</b>	Cristina Sousa Business model innovation and digital transformation in SMEs - A bibliometric study	Eduardo Tomé and Mafalda Rombão May Robots replace Humans ?	Rachel Barker CREATING A KNOWLEDGE-BASED ORGANISATIONAL CULTURE CONDUCIVE TO KNOWLEDGE SHARING: ROLE OF KNOWLEDGE LEADERS	Carla Azevedo Lobo, Carla Santos Pereira and Natércia Durão International business performance and the enhancers of the internationalization strategy in Portuguese firms.	Khalid Abdul Wahid and Ahmad Suffian Mohd. Zahari The Roles of Market Knowledge Management System and Market Knowledge Sharing on SMEs' Organizational Performance	<i>How to make scientific research?</i>
<b>11:30 12:00</b>	Boonthipa Jiantreerangkool and Wasita Boonsathorn Factors Leading to Innovative Work Behavior of Employees in the Insurance Industry in Thailand.	Francisco Cesário Ana Moreira Cidália Oliveira Perceived Overqualification and Work Engagement: The Moderating Role of Organizational Support	Velimir Srića The World is Broken, We Need to Fix It: Path to Strategic Harmony	Terseer Hemen MANAGEMENT: THE AFFECT OF KNOWLEDGE ECONOMY ON GLOBAL ECONOMIC DEVELOPMENT PATTERN AND QUALITY OF LIFE	Joanna Małecka Knowledge Management in SMEs: Theory or Practice – Paradigm or Experience	<i>How to make scientific research?</i>
<b>12:00 13:00</b>	Lunch					
<b>13:00 14:00</b>	Keynote Speaker Rudolf Sallinger Room	<b>Johann Kinghorn:</b> <b>The clash of the knowledge economy with conventional economic theory</b>				
<b>14:15 15:45</b>	<b>Accounting Systems and Auditing Room 1</b> <i>Chair: Ivana Mamić Sačer</i>	<b>Gig Economy Room 2</b> <i>Chairs: Dieter Bögenhold and Ondřej Dvouletý</i>	<b>Human Resource Management Room 3</b> <i>Chair: Danielle Dimitrov</i>	<b>Intellectual Capital Room 4</b> <i>Chair: Aino Kianto</i>	<b>Innovation and Entrepreneurship Room 5</b> <i>Chair: Susanne Durst</i>	
<b>14:15 14:45</b>	Adis Muharemović, Dijana Vuković and Ivana Pavić EFFECTS OF FINANCIAL MANAGEMENT AND CONTROL SYSTEM IMPLEMENTATION ON BUDGETS OF COUNTIES IN CROATIA	Martha O'Hagan-Luff, Andre van Stel, Damien Cassells and Jenny Berrill The relationship between financial distress and well-being: Exploring the role of self-employment	Katarzyna Tracz-Krupa, Sylwia Przytula, Vincent Cassar and Frank Bezzina Evidence-based HR: The promise of data analytics to enhance strategic HR and the challenges ahead	Almir Cosic Knowledge Management and Intellectual Capital: What frameworks from KM and IC are viable to measure competence	Manfred Bornemann KM Methods in use and Requirements of Standards – a growing divide.	

<b>14:45 15:15</b>	Ivana Mamić Sačer and Beata Zyznarska-Dworczak Analysis of similarities and differences between Polish Accounting Standards and Croatian Financial Reporting Standards	Ondřej Dvouletý and Jerzy Cieślik Segmentation of the population of solo self-employed	Luis Pimentel Institutional Theory and Organizational Change	Earl Brieger, Vishal Arghobe, Gary N. McLean Adult Learning Theories and Online Instruction: Review and Reflection	Rafif Al-Sayed, Yang Jianhua Knowledge Blockchains: A Conceptual Analysis
<b>15:15 15:45</b>	Cidalia Oliveira, Carmem Leal and António Pinho Management Control – The importance towards Organisational's success – Case Studies	Dieter Bögenhold Solo-Self-Employment, Freelancers and the Gig-Economy: New Contours in a Changing Economy	Bui Nhat Vuong, Hasanuzzaman Tushar, Tran Nhu Quan The Impact of Emotional Intelligence on Turnover Intention through the Mediation of Work-Family Conflict: The Case of Commercial Bankers in Vietnam		
<b>15:45 16:15</b>	Coffee Break				
<b>16:15 17:15</b>	<b>Accounting Systems and Auditing Room 1</b> <i>Chair: Ivana Mamić Sačer</i>	<b>Business Models Room 2</b> <i>Chair: José Maria Viedma</i>	<b>Teaching and Learning Room 3</b> <i>Chair: Fazel Ansari</i>	<b>Financing Innovation Room 4</b> <i>Chair: Barbara Grabińska</i>	<b>KCI Room 5</b> <i>Chair: Julee Hafner</i>
<b>16:15 16:45</b>	Katarina Žager, Cidália Oliveira and Ana Rep The Role of Financial and Non-Financial Reporting in Systematic and Comprehensive Monitoring of Companies' Business Activities	Ana Rita Matos: Recruitment, Selection and Integration in a Portuguese Hotel	Martin J. Eppler and Christian Muntwiler Do Managers Have an Illusion of Explanatory Depth in Digitalization? Results from Experimental Tests	Lajoš Žager, Sanja Sever Mališ and Mateja Brozović Trends in audit market concentration for listed companies in Croatia	Mauro Camara and Rodrigo Ribeiro Preserving tacit knowledge into public organizations
<b>16:45 17:15</b>	Nikolina Dečman, Ivana Pavić and Cidália Oliveira Analysis of Accounting Systems for Companies Operating in Croatia and Portugal	Andrej Bregar and Ciril Kafol Cyber security-centric business models and processes for the industry 4.0		Luis Pacheco Foreign Ownership and Performance: The case of Portuguese industrial SMEs	Markus Peschl Innovation and design processes as cooperating with an unfolding future
<b>19:00 23:30</b>	<b>Conference Gala Dinner Presentation of TAKE 2020</b>	<a href="https://www.take-conference2019.com/social-events/">https://www.take-conference2019.com/social-events/</a> 19:00 Guided tour on WU Campus (meeting point: in front of WU building 'LC') 19:30 Conference Dinner at "WU Mensa"			

Friday, 5 July 2019					
8:00	Registration opens				
8:30 9:30	Poster Session & Discussions				
9:30 10:00	Coffee Break				
10:00 11:00	Keynote Speaker Rudolf Sallinger Room	<b>Peter Sharp:</b> <b>Leonardo da Vinci – Accumulating Knowledge and Learning from How He Thought</b>			
11:00 12:30	<b>Knowledge Loss in Organizations Room 1</b> <i>Chair: Florian Fahrenbach</i>	<b>Competitiveness Room 2</b> <i>Chair: Francisco Cesário</i>	<b>Financing Innovation Room3</b> <i>Chair: Barbara Grabińska</i>	<b>Retail Room 4</b> <i>Chair: Blaženka Knežević</i>	<b>Knowledge Management Room 5</b> <i>Chair: Anthony Wensley</i>
11:00 11:30	Julee Hafner Unlearning 2 (n/a)	Jozef Hvorecky, Michal Beno, Sonya Ferencikova and Milan Terek Relations between Academic Ethics and University System’s Quality	Isabel Maldonado and Carlos Pinho The goodwill relevance in cashflow forecasting – the Portuguese case	Petra Škrobot and Blaženka Knežević Environmental dimension of CSR in retail with an emphasis on information flow	Judy Smetana Krissy Lewis How coaching could be integrated into organizational learning and thus help the intergenerational workplace.
11:30 12:00	Julee Hafner Three typologies of unlearning	Johanna Haunschild and Ronald Orth Community Management: Networking Approach as Business Model	Barbara Grabińska Financial constraints to firm’s R&D investments and the role of the active innovation policy	Dijana Tevsic and Arnela Nanic RESEARCH OF GENDER-BASED BEHAVIOURAL DIFFERENCES IN THE PURCHASING DECISION-MAKING PROCESS	Juha Mattila and Simon Parkinson Using Knowledge Leverage and Enterprise Architecture in Transforming Consulting Business
12:00 12:30	Katarina Milenković, Simon Mayer, Konrad Diwold and Josef Zehetner Practical Data Curation and Knowledge Management in Complex Industrial Processes	Rafał Drewniak Implementation of innovation through a strategic alliance: the importance of the duration of the alliance and the size of enterprises	Anna Odrobina and Katarzyna Stabryła-Chudzio European Union's research and development potential after British withdrawal – areas of influence	Blaženka Knežević Petra Škrobot Communication of Corporate Social Responsibility on Official Websites in Retail Industry	Ahmad Suffian Mohd Zahari, Khalid Abdul Wahid and Rosman Mahmood The Effect of Customer Knowledge Management on Organizational Performance
12:30 13:30	Lunch				



<b>13:30 14:30</b>	Keynote Speaker Rudolf Sallinger Room	<b>Wilfried Sihm: Knowledge Management for or against Industrial Fake News!?</b>			
<b>14:30 16:00</b>	<b>Knowledge Management Room 1</b> <i>Chair: Constantin Bratianu</i>	<b>Knowledge Management Room 2</b> <i>Chair: Peter Sharp</i>	<b>Learning Assistance Room 3</b> <i>Chair: Fazel Ansari</i>	<b>Public Policies Room 4</b> <i>Chair: Alexandre Kayser</i>	<b>Knowledge Management Room 5</b> <i>Chair: Anthony Wensley</i>
<b>14:30 15:00</b>	Jose Maria Viedma and Maria Do Rosário Cabrita Wealth Creation in the Context of Knowledge-Based Economy: Theoretical Foundation	Luisa Martinez, Allison White and Luis Martinez Complementary colors and consumer behavior: Emotional affect, attitude, and purchase intention in the context of Web banner advertisements	Sebastian Schlund, Walter Mayrhofer and Fazel Ansari Learning Assistance Systems in Manufacturing – Status Quo! Quo vadis?!	Janusz Rosiek Ecological policy versus socio-economic development of the EU countries. Selected aspects	Sven Laudien Understanding the Potential of Design Thinking in the Context of Business Model Innovation: An Experimental Analysis
<b>15:00 15:30</b>	Eduardo Tomé and Andrew Hatch On-Site vs. Off-Site practices of MSD intervention and its impact on Organizational Productivity, Absenteeism and Costs. Theoretical analysis with application	Tomas Vedluga and Birute Mikulskiene ERP in the edge of knowledge retention: how to prevent knowledge loss in customized manufacturing?	Marjan Khobreh, Fazel Ansari and Ulrich Seidenberg Applying Experience-Based Job-Know Ontology to Smart Factory Industry 4.0	Chiraprapha Akaraborworn Organization Diagnosis before Development: Case study of Public Hospitals in Thailand	Florian Fahrenbach Building a bridge between Occupational Information Network and European Qualifications Framework: A design science approach to generate and validate items for the assessment of transversal professional competences"
<b>15:30 16:00</b>			Tala Seghatoleslami Quality of Mutual Human-machine Learning processes in Smart Factories		
<b>16:00 16:30</b>	Coffee Break				
<b>16:30 17:00</b>	Closing of the Conference				