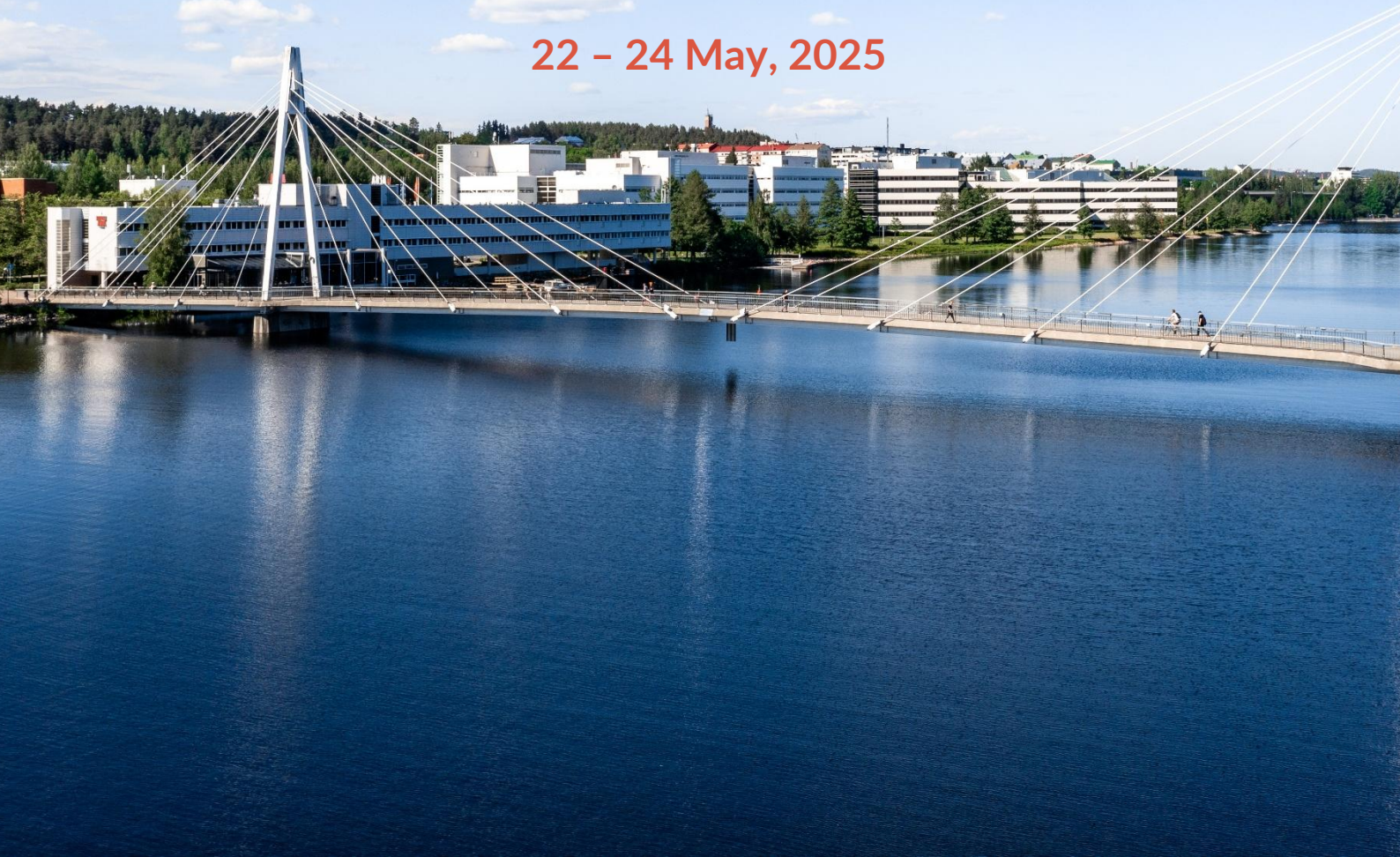


The 2nd Nordic-Iberian Doctoral Workshop on Business Economics

22 – 24 May, 2025



UNIVERSITY OF JYVÄSKYLÄ
SCHOOL OF BUSINESS AND ECONOMICS



NFF
1950-2025 75

ABOUT THE WORKSHOP

Seminar location Agora-building, Mattilanniemi 2, Jyväskylä

Organizer Jyväskylä University School of Business and Economics

Contacts

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There is no participation fee for the seminar. The seminar has been supported by the Jenny and Antti Wihuri Foundation, NFF Nordic Academy of Management, and OP Research Foundation.

More information about the seminar can be found on the seminar website at <https://www.jyu.fi/en/events/the-2nd-nordic-iberian-doctoral-workshop-on-business-economics>.

The 2nd Nordic-Iberian Doctoral Workshop on Business Economics

22-24 May 2025, University of Jyväskylä, Finland

Thursday, May 22nd

19:00 Hotel Alba Welcome Reception

Friday, May 23rd

Time	Room	Activity
8:30	Agora main lobby	Registration opens – navigation help at the desk
9:30	Auditorium 2	Welcoming words – Dean Hanna-Leena Pesonen (JSBE)
9:45	Auditorium 2	Keynote Speech by Professor Juan P. Maicas
10:50	Outside Auditorium	Coffee break
11:05	Ag C132.1	Session I
		Round Table on Research to Business
12:45	Auditorium 2	Opening words – Vice Rector Pasi Raiskinmäki
		Panelists: Daria Hakola, Patrik Louko, and Risqo Wahid
13:45	Bistro Mattilanniemi	Lunch
14:45	Ag C132.1	Session II
16:15	Outside the room	Coffee break
16:30	Ag C132.1	Session III
19:00	Hotel Alba	Guided walking tour or a Sauna

Saturday, May 24th

Time	Room	Activity
9:00	Agora main lobby	Registration opens – navigation help at the desk
9:30	Lea Pulkkisen Sali	Session IV
11:00	Outside the room	Coffee break
11:15	Lea Pulkkisen Sali	Session V
13:00	Hotel Alba	Lunch
14:00	Auditorium 2	Keynote Speech by Professor Renée Adams
15:10	Lea Pulkkisen Sali	Pitching Session
16:00	Outside the room	Coffee break
16:20	Lea Pulkkisen Sali	Session VI
17:30	Lea Pulkkisen sali	Closing Ceremony
19:30	Restaurant Pöllöwaari	Gala Dinner

Friday, May 23rd, morning

Session I Management I	11:05-12:35	Room Ag C132.1
Chair:	Mikael Lundgren (Linnaeus University)	
	<i>"Competitive Dynamics in the Subscription Video-on-Demand (SVoD) Industry"</i>	
	Aleksi Korhonen (Aalto University) aleksi.o.korhonen@aalto.fi	
Discussant:	Joakim Särkivuori (University of Jyväskylä) joakim.v.f.sarkivuori@jyu.fi	
	<i>"Ethics of Care, Vulnerability, and Social Movement Organizations in End-of-Life Care"</i>	
	Tuisku Takala (University of Jyväskylä) tuisku.t.takala@jyu.fi	
Discussant:	Aleksi Korhonen (Aalto University) aleksi.o.korhonen@aalto.fi	
	<i>"First we fight for life and death, and then we drive home: Social sustainability in the social contract of elite sports work environments"</i>	
	Joakim Särkivuori (University of Jyväskylä) joakim.v.f.sarkivuori@jyu.fi	
Discussant:	Tuisku Takala (University of Jyväskylä) tuisku.t.takala@jyu.fi	

Friday, May 23rd, afternoon

Session II Marketing		14:45-16:15	Room Ag C132.1
Chair:	Tiina Kemppainen (University of Jyväskylä)		
	<i>"Exploring the willingness to pay for exclusive gastronomic experiences: The case of black truffle"</i>		
	Cristina Antón (University of Valladolid) cristina.anton@uva.es		
Discussant:	Elías Vega (University of Valladolid) elias.vega@uva.es		
	<i>"Feeling Attached? Shopping Motives, Place Attachment, and Behavioral Loyalty in Offline and Online Retail Stores"</i>		
	Julie Horáková (University of Jyväskylä) julie.j.horakova@jyu.fi		
Discussant:	Cristina Antón (University of Valladolid) cristina.anton@uva.es		
	<i>"Virtual Realities and Gamification: Transforming User Experiences in the Metaverse"</i>		
	Elías Vega (University of Valladolid) elias.vega@uva.es		
Discussant:	Julie Horáková (University of Jyväskylä) julie.j.horakova@jyu.fi		
Session III Perspectives to ESG		16:30-18:00	Room Ag C132.1
Chair:	Guillermo Badía (University of Zaragoza)		
	<i>"CEO Compensation and the ESG Activities of Compensation Peers"</i>		
	Mohsin Riaz (University of Jyväskylä) mohsin.s.riaz@jyu.fi		
Discussant:	Alamgir Hossain (University of Vaasa) alamgir.hossain@uwasa.fi		
	<i>"ESG Investing And Environmental Impact: Do Investor Preferences Align With Sustainability Goals?"</i>		
	Ingrid María Serrano Bran (University of Deusto) ingridmaria.serrano@deusto.es		
Discussant:	Mohsin Riaz (University of Jyväskylä) mohsin.s.riaz@jyu.fi		
	<i>"Volatility and Connectedness of Hydrogen Economy, Green Assets, and Commodity Markets"</i>		
	Alamgir Hossain (University of Vaasa) alamgir.hossain@uwasa.fi		
Discussant:	Ingrid María Serrano Bran (University of Deusto) ingridmaria.serrano@deusto.es		

Saturday, May 24th, morning

Session IV Financial Institutions		9:30-11:00	Room Lea Pulkkinen sali
Chair:	Eleuterio Vallelado (University of Valladolid) <i>Sponsored by OP Research Foundation</i>		
	<i>"Bank competition measurements meet NIRP"</i> Tomi Soininen (University of Jyväskylä) tomi.h.a.soininen@ju.fi		
Discussant:	Sami Vähämaa (University of Vaasa) sami.vahamaa@uwasa.fi		
	<i>"Central bank digital currency (CBDC): social capital and financial inclusion"</i> Sultan Islam (University of Vaasa) x8832759@student.uwasa.fi		
Discussant:	Claudio de Moraes (Central Bank of Brazil) claudio.moraes@coppead.ufrrj.br		
	<i>"In search of premium in sustainable bonds"</i> Beatrice Boumda (University of Zaragoza) bboumda@unizar.es		
Discussant:	Heikki Lehkonen (University of Jyväskylä) heikki.lehkonen@ju.fi		
Session V Financial Management		11:15-13:00	Room Lea Pulkkinen sali
Chair:	Emilia Vähämaa (Hanken School of Economics) <i>"Irresponsible practices, CEO turnover, and firm value – a mediation model"</i> David Cabrerros (University of Valladolid) david.cabreros@uva.es		
Discussant:	Minjia Zhang (The University of Manchester) minjia.zhang@postgrad.manchester.ac.uk		
	<i>"Directors' Expertise and Corporate Performance"</i> Anastassia Vilderson (Florida Atlantic University) avilderson2021@fau.edu		
Discussant:	David Cabrerros (University of Valladolid) david.cabreros@uva.es		
	<i>"Breaking barriers: How cultural masculinity and structural inequality act as Moderators of Gender Diversity and gender quotas-performance"</i> Fernando Hernández (University of Valladolid) fernando.hernandez.atienza@uva.es		
Discussant:	Anastassia Vilderson (Florida Atlantic University) avilderson2021@fau.edu		
	<i>"Political Bias in the Coverage of Corporate Misconduct: Effects on Employees and Managers"</i> Minjia Zhang (The University of Manchester) minjia.zhang@postgrad.manchester.ac.uk		
Discussant:	Fernando Hernández (University of Valladolid) fernando.hernandez.atienza@uva.es		

Saturday, May 24th, afternoon

Pitching Session	15:10-16:00	Room Lea Pulkkinen sali
Chair:	Pilar Velasco (University of Valladolid) "AI Influencers" Julie Horáková (University of Jyväskylä) julie.j.horakova@jyu.fi	
	<i>"Central bank digital currency (CBDC): informal economy and financial inclusion"</i> Sultan Islam (University of Vaasa) x8832759@student.uwasa.fi	
	<i>"Banking research"</i> Jari-Mikko Meriläinen (University of Jyväskylä) jari-mikko.jm.merilainen@jyu.fi	
Session VI Management II	16:20-17:30	Room Lea Pulkkinen sali
Chair:	Virpi Sorsa (University of Eastern Finland) "Fostering collaboration among various stakeholders to enhance voluntary sustainability commitments of SMEs in the era of new sustainability due diligence law: the role of Business Development Services company of Central Finland" Elena Plotnikova (University of Jyväskylä) elena.o.plotnikova@jyu.fi	
Discussant:	Emmanuel Ossom (University of Jyväskylä) emmanuel.n.ossom@jyu.fi	
	<i>"Transformative learning within the context of a regional entrepreneurial ecosystem"</i> Emmanuel Ossom (University of Jyväskylä) emmanuel.n.ossom@jyu.fi	
Discussant:	Elena Plotnikova (University of Jyväskylä) elena.o.plotnikova@jyu.fi	