

Circle Conference Programme

TIME ACTIVITY

Day 1 - 20th April 2022

- 12:30 - 15:30 Registration and lunch
- 15:30 - 16:30 CIRCLE Introduction and welcome - Dr Mohamed El-Ansari & Dr Lousie Reid, Mr Pierre Fenech (ITS CEO), Hon. Clayton Bartolo (Minister for Tourism)
- 16:30 - 17:30 Graduations and Professorate - Chair: Hans Rüdiger Kaufmann
- Professor Glen Farrugia
 - Professor Neil Richardson
 - Professor Joseph Albasu
 - Dr Adams Attarh Ibrahim
- 17:30 - 18:30 Keynote Speeches
- Professor Nora Colton & Professor Zahir Irani
- 19:30 - 21:30 Optional Programme

Day 2 - 21st April 2022

- 09:00 - 11:00 Plenary sessions A (Consumer behaviour and Fashion) - The Covid robe - Understanding patterns in post-pandemic consumer behaviour (6 presentations of 15 min each)
- Chair: Dr. Tahir Rashid

| | Paper Title | Author/Speaker |
|---|--|---|
| 1 | How new sustainability typologies will reshape traditional approaches to loyalty | Neil Richardson |
| 2 | I loved you yesterday' – Factors prompting a decrease in brand love | Edda Leonie Freyt and Hans Rüdiger Kaufmann |
| 3 | The pandemic's influence on consumer decision-making towards mHealth applications | Maria Weege |
| 4 | Subscription services boom, but so does churn – a macro analysis on reasons why customers decide to leave and effective strategies to recover them | Denis Muratčehajić |
| 5 | The effect of branding on consumer purchasing behavior: a study of Cadbury Nigeria PLC. | Adams Attarh Ibrahim |
| 6 | Post-pandemic new solutions for fashion designers activity in the context of industry 4.0 | Madalena Pereira, Rui Miguel, Nuno Oliveira, José Morgado, João Oliveira, Manuel Pereira and Manuel Gonçalves |

11:00 - 11:30

Coffee Break

11:30 - 13:30 Plenary sessions B (Education and Hospitality) - Beyond social restrictions: Learning from pandemic trends affecting Higher Education and Hospitality (7 presentations of 15 min each)

Chair: Dr Razaq Raj

| | Paper Title | Author/Speaker |
|---|---|--|
| 1 | The impact of the Covid-19 pandemic on students' learning at the Institute of Tourism Studies (Malta) | Martin Debattista, Charlotte Geronimi and David Pace Senio |
| 2 | What makes Students happy in times of the Pandemic? | Dorothee Brauner |
| 3 | A framework to illustrate the potential demands of Industry 4.0 on higher academic education | Manuel Maier |
| 4 | Locked down: performance gains and policy puzzles in the post-pandemic university | Paul Elmer |
| 5 | Conservation education as a zoo mission – global perspective | Barbara Mroz-Gorgon and Marta Zajac-Ossowska |
| 6 | The Perspectives of Front-Line Hospitality Employees on Emotional Labour and Authenticity | Damien Peplow |
| 7 | The Covid-19 Pandemic and its' Impact on the Meal Experience in Casual Dining Restaurants | Claude Scicluna |

13:30 - 14:30

Lunch

14:30 - 16:30 Plenary sessions C (Tourism and Entrepreneurship) - Rethinking Travel and Tourism Enterprise and Higher Education (5 presentations of 15 min each)

Chair: Neil Richardson

| | Paper Title | Author/Speaker |
|---|--|--------------------------------|
| 1 | Post-pandemic challenges and recommendations: What is the future of Tourism Studies in Malta? | Ruth Azzopardi |
| 2 | The future of travel? Understanding the factors that lead to acceptance or rejection of hyperloop technology | Patrick Planing |
| 3 | Jewish tourism in Portugal | Vitor Ambrósio and João Cortez |

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| 4 | Skills as a conundrum in entrepreneurship development of small to medium tourism enterprises (SMTEs) sector in East London, South Africa | Dinesh Vallabh and Siyabonga Mxunyelwa |
| 5 | Social entrepreneurship and Crowdfunding Model: From Social Entrepreneur Perspective by: Social entrepreneurship and Crowdfunding Model: From Social Entrepreneur Perspective | Shranjani Shukla and Hans Rüdiger Kaufmann |

VIVA - Maria Weege The consumer decision making process towards mhealth applications – and the influence of the covid-19 pandemic

16.30 - 17:00 Matrix Model - Prof Claudio Vigniali

Coffee and cake

17:00 - 21:00 Optional Programme

Day 3 - 22nd April 2022

09:00 - 11:00 Plenary sessions D (Education) - Higher Education in a pandemic context: Past, present and Future (6 presentations of 15 min each)

Chair: Michael Addison

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|---|--|--|
| 1 | Lessons learned from launching a course during the pandemic: Innovation or Adaptation? | Simon Caruana and Glen Farrugia |
| 2 | Post pandemic education – a look at the mature student enrolment at ITS | Chanel Camilleri and Stephanie Mifsud |
| 3 | A Post-pandemic approach towards Quality Assurance in Higher Education. The way forward for Tourism and Hospitality Education | Kevin Ellul and Ronald Briffa |
| 4 | Current and Post Pandemic Hybrid Lecturing – Process, Challenges and Possibilities | Fiorentina Darmenia-Jochimsen, Fleur Griscti and Aaron Rizzo |
| 5 | COVID-19 as a wake-up call in higher education: A review of literature through a SWOT analysis | Bernard Micallef, Aldo Vella and Lucienne Vella |
| 6 | Group Work Perceptions and Practices in Post-Secondary Hospitality Education: A Case Study at the Institute of Tourism Studies | Lucienne Vella |

11:00 - 11:30

Coffee and cake

11:30 - 13:30 Plenary sessions E (Marketing, Technology and Innovation) - The Digital Economy - Quo Vadis? (7 presentations of 15 min each)

Chair: Dr Glen Farrugia

| | Paper Title | Author/Speaker |
|---|---|--|
| 1 | Will history repeat itself? The story of swiss watch making | Nikola Draskovic and Milivoj Markovic |
| 2 | Barriers to implementing information communication technology (ICT) in managing Small to Medium Tourism Enterprises (SMTEs): the case of Hogsback, Eastern Cape, South Africa | Siyabonga Mxunyelwa |
| 3 | A Criteria Framework for the Evaluation of Cloud-Based Machine Learning Services | Malik Caycioglu and Dennis Schlegel |
| 4 | E-Commerce Channel Strategy: An International Comparative Survey | Mitsunori Hirogaki |
| 5 | Public Relation planning and open dialogue through social media in Tech Startups | Mohit Virendra Khandelwal and Hans Rüdiger Kaufmann |
| 6 | Pricing Models for the Software as a Service (SaaS) | Nadun Wijesiriwardana Samarasinghe and Hans Rüdiger Kaufmann |
| 7 | Implementation Of Internal Marketing As A Smart-Cost Strategy | Atif Mahmood and Razaq Raj |

13:30 - 14:30

Lunch

14:30 - 16:30 Plenary sessions F (Accounting, Finance and Human Resource) - Opportunities and Threats in post- covid Economic and Human Resources sectors - (5 presentations of 15 min each)

Chair: Dr Mohamed El-Ansari

| | Paper Title | Author/Speaker |
|---|--|--|
| 1 | Holistic investment appraisal approach based on the triple bottom line | Bernd Britzelmaier and Sebastian Steindl |
| 2 | Addressing real estate finance gaps in Nigeria using REIT (Real Estate Investment Trust) as a vehicle. | Abiola I Olanrewaju |
| 3 | Tokenization and token economics – education sector perspective | Anna Andrych, Barbara Mróz-Gorgoń and Łukasz Pacek |

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| 4 | Financial literacy; a banking sector corporate social responsibility agenda in Nigeria. | Joseph Albasu |
| 5 | The importance of recruitment processes in Maltese Accommodation Establishments during the Pre and Post Covid-19 Pandemic | Lorraine Farrugia |

17:00 – 21:00 Optional Programme/ Gala Dinner