

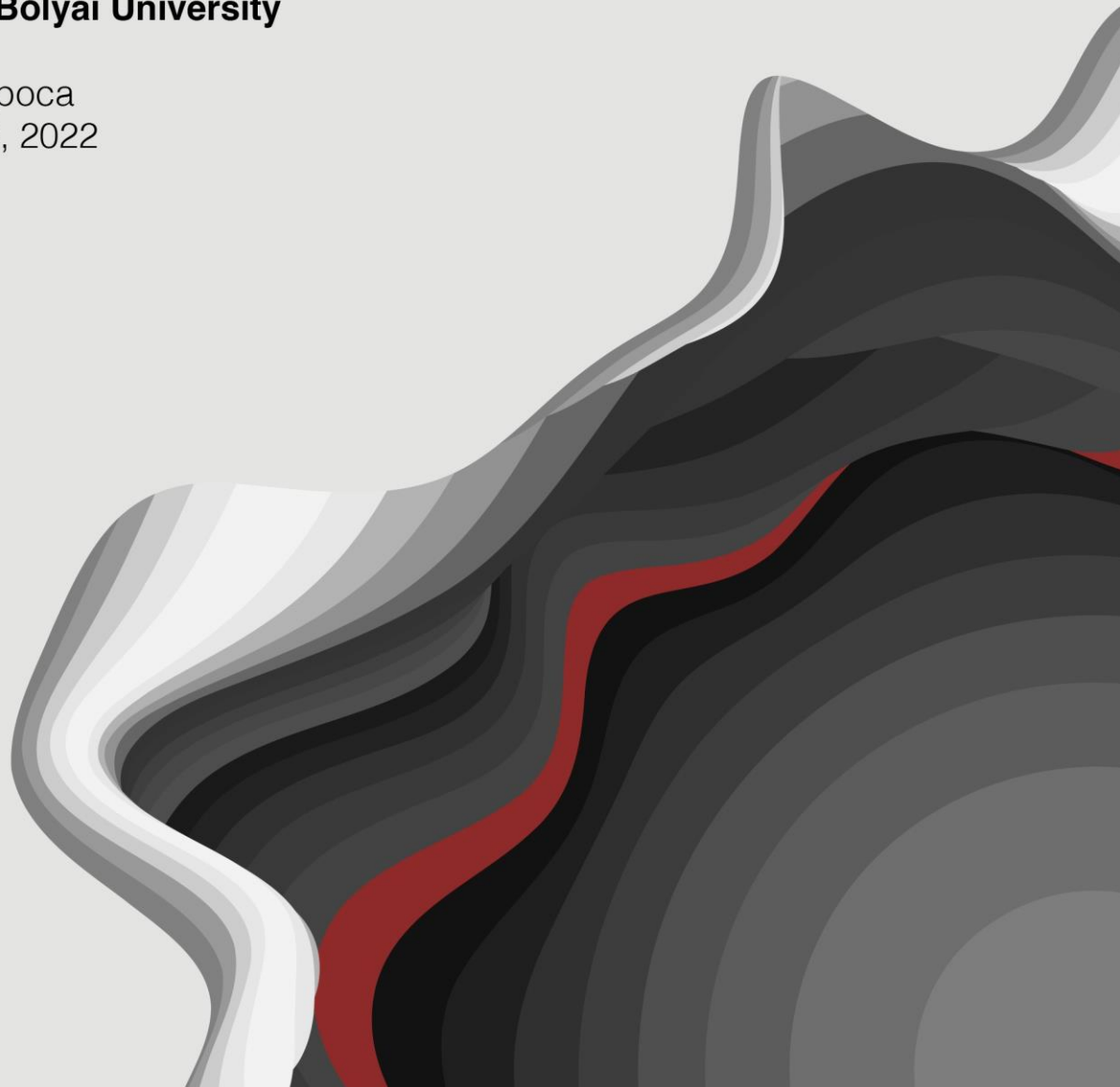
PLS
2022



2022 International Conference On Partial Least Squares Structural Equation Modeling (PLS-SEM)

Organized by
Faculty of Economics and Business Administration
Babeş-Bolyai University

Cluj-Napoca
Sep 6-9, 2022



Conference Program

PLS
2022

September 6, 2022 (Tuesday)

Welcome Reception & Dinner

18:00 - 22:00: Catch-up with friends & collaborators, meet new people, make connections [Euphoria Biergarten](#) ([Click Me to See How to Get There](#))

September 7, 2022 (Wednesday)

Conference Opening & Parallel Conference Sessions

9:00 – 9:30 Onsite Registration, FSEGA, 1st Floor

9:30 - 10:30 Opening Ceremony Speech, Room 1 FSEGA, 1st Floor

Conference Opening Speech: Conference Organizers

Meet the Editors - presentation of special issues linked to the PLS2022 conference:

- [Journal of Marketing Analytics](#), [Maria Petrescu](#), Embry-Riddle Aeronautical University, U.S.A.
- [Data in Brief](#), [Noemi Sinkovics](#), University of Glasgow, Scotland
- [Journal of Business Research](#), [Christian M. Ringle](#), Hamburg University of Technology, Germany

10:30 - 11:00 Coffee Break, FSEGA Lobby, 1st Floor

11:00 - 12:30 Parallel Conference Sessions

12:30 - 14:00 Lunch Break, FSEGA Cafeteria

14:00 - 15:30 Parallel Conference Sessions

15:30 - 16:00 Coffee Break, FSEGA Lobby, 1st Floor

16:00 - 17:30 Parallel Conference Sessions

17:45 - 18:45 Software presentation: Let's Get to Know SmartPLS 4! Room 1 FSEGA, 1st Floor

- [Jan-Michael Becker](#), Norwegian Business School, Norway
- [Christian M. Ringle](#), Hamburg University of Technology, Germany

No official conference program item (on your own): After conference drinks and informal get together

September 8, 2022 (Thursday)

Parallel Conference Sessions & Conference Closing

9:00 - 10:30 Parallel Conference Sessions

10:30 - 11:00 Coffee Break, FSEGA Lobby, 1st Floor

11:00 - 12:30 Parallel Conference Sessions

12:30 - 14:00 Lunch Break, FSEGA Cafeteria

14:00 - 15:30 Parallel Conference Sessions

15:30 - 16:00 Coffee Break, FSEGA Lobby, 1st Floor

16:00 - 17:30 Parallel Conference Sessions

17:45 - 18:30 Keynote Speech, Room 1 FSEGA, 1st Floor

Prof. [Joe F. Hair](#), University of South Alabama, U.S.A.,

18:30 - 18:45 Conference Closing Speech: Conference organisers, Room 1 FSEGA, 1st Floor

19:00 - 23:00 Conference Gala Dinner, [Hotel Univers T](#)

September 9, 2022 (Friday)

Option 1: Field trip to [Turda Salt Mine](#) and [Turda Gorge](#) (traditional lunch included); from 9:00 to 17:00

Option 2: Guided city sightseeing of [Cluj-Napoca](#); from 10:00 to 13:00

Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & EEST TIME

PLS
2022

SEPTEMBER 7

Cluj-Napoca, Sep 6-9, 2022

ROOM 1

11:00 - 12:30

Topic: Data (1)

Session chair(s): Santha Vaithilingam & Yide Liu

- (1) *PLS-SEM for Compositional Data*
Lu, Shan; Wang, Huiwen; Ouyanga, Yuezheng; **Liu, Yide**
- (2) *Handling Missing Data with Partial Least Squares Structural Equation Modeling and Expectation-Maximization Techniques*
Liu, Yide
- (3) *Evaluation of Underlying Assumptions and Robustness Checks in PLS-SEM – A Review Study*
Vaithilingam, Santha; Ong, Chu Sun; Nair, Mahendhiran; *Sarstedt, Marko
- (4) Use of PLS-SEM Approach in the Construction Management Research
Sachin, Batra

14:00 - 15:30

Topic: Data (2)

Session chair(s): Nicholas P. Danks & Ralf Wagner

- (1) *Empirical Validation of the 10-Times Rule for SEM*
***Wagner, Ralf**; Grimm, Malek Simon
- (2) *Challenges to Validity of Partial Least Squares Structural Equation Modeling: StablePLS*
***Danks, Nicholas P.**; Ray, Soumya; Chiu, Chao-Min; Hsu, Jack
- (3) *Discovering Issues in Cross-Cultural Adaption of Questionnaire through PLS-SEM Analysis*
Reza, Fariha; Amir, Huma

16:00 - 17:30

Topic: PLS-PM Theory and Applications in the Psycho-Social Context

Session chair(s): Puja Khatri & Christine Balague

- (1) *Specifying Formative Subjective Financial Well-Being Index: A Closer Look of Investors' Behaviour During Uncertain Times*
Shiva, Atul; Kushwaha, Bijay Prasad; Damberg, Svenja; *Khatri, Puja; Shahi, Shashi K.
- (2) *Impact of Financial Literacy & Peer Influence on Financial Behavior among SHG Members in India – A PLS SEM-based Model*
Malhotra, Nishi; Baag, Pankaj Kumar
- (3) *Understanding the Role of Consumer Psychological Motives in Smart Connected Objects Appropriation: A Higher Order PLS-SEM Approach*
Zhong, Zeling; Balagué, Christine
- (4) *Improving Subjective Well-Being in Europe: Evaluating a Parsimonious Prediction-Oriented Model*
***Teeroovengadam, Viraiyan**; *Ringle, Christian M.; Damberg, Svenja

ROOM 2

11:00 - 12:30

Topic: Destinations and Tourists' Behaviour

Session chair(s): Gabriel A. Cepeda Carrión & Rocío Carranza Vallejo

- (1) *From Service Dominant Orientation to intention to recommend in the tourism sector: An explanatory and predictive study with PLS-SEM*
***Ortega-Gutierrez, Jaime**; *Cepeda-Carrión, Gabriel A.; Alves, Helena; Cepeda-Carrión, Ignacio
- (2) *The Relationship among Perceived Value, Tourist Satisfaction and Citizenship Behaviors: The Difference Between Overnight Tourists and Non-Overnight Tourists*
Lin, Yangpeng; Zhang, Di; Zhang, Hongfeng, **Yan, Haoqun**
- (3) *Toward the Understanding of the Effects of Smart Consumer Experience in Tourism Destinations*
Díaz, Estrella; ***Carranza Vallejo, Rocío**; Sánchez-Camacho, Carlos; Martín-Consuegra, David

14:00 - 15:30

Topic: Entrepreneurship (1)

Session chair(s): Márton Gosztonyi & Ramayah Thurasamy

- (1) *Personality Traits and Risk Propensity of Entrepreneurs and Managers in the Western Amazon*
Barbosa, Raul Afonso Pommer; Siena, Osmar
- (2) *Business Innovation in Eastern Central Europe – Analysing Innovative Enterprises Using the PLS-SEM and NCA Methods*
***Gosztonyi, Márton**
- (3) *Handling Bottlenecks for an Enduring Organizational Resilience: Let's Merge the Two Forces!*
***Vengirasamy, Shela**; *Thurasamy, Ramayah; Ahmad, Noor Hazlina
- (4) *The Influence of Facebook on the Cocreation of Value: Evidence from the Moroccan Fast-Food Industry*
Hassouni, Mohammed; Chakor, Abdellatif; Mourad, Siham

- (1) *Agribusiness Competitive Structural Model*
Bonales Valencia, Joel
- (2) *The Relationship Between the Institutional Context and Entrepreneurship Typologies: The Moderator Role of Environmental Dynamism*
Korkarer, Serap; Hızıroğlu, Mahmut; Hair, Joseph F.
- (3) *Mindful Leadership under Fire: A Validation Study of a Hierarchical Component Model*
Gapud, Stephanie; Hair, Joseph F.

ROOM 3

- (1) *The Role of Affective States within the Theory of Planned Behavior for Romanian and Croatian Buyers of Organic Products*
***Kostelić, Katarina**; Bocăneţ, Vlad; ***Fleşeriu, Cristina**
- (2) *Antecedents of Satisfaction and Loyalty in Different Spectator Tribes in a Football Context*
Lamberti, Giuseppe; Rialp, Josep; Simon, Alexandra
- (3) *Discount Sales Promotion Technique Preference: A Multi-Group Comparison by Ambivalence*
Jee, Teck Weng

- (1) *A PLS-SEM Model on Auditing and GDPR: The Mediating Role of Internal Audit Between Management Support and GDPR Implementation*
Moschidis, Stratos; Drogalas, George; Chatzipetrou, Evrikleia; Zisiopoulou, Paraskevi
- (2) *Intention Mediating Self Efficacy and Consequences Relationship with Academic Dishonesty*
Dzakadzie, Yayra
- (3) *A PLS-Agent Based Model with Multiple Aggregation Levels to Facilitate Collaborative Innovation: The LivLab Simulator*
Perlata, Alberto; Petrevska Nechkoska, Renata

16:00 - 17:30

Topic: Sustainable Consumption

Session chair(s): Francesca Magno & Julen Castillo-Apraiz

- (1) *The Value of Self-determination Theory to Predict Consumer behaviors: Insights from the Application of PLS-SEM to Adoption and Use of Anti-Food Waste Apps*
Cassia, Fabio; Magno, Francesca
- (2) *Predicting Sustainable Consumption Behavior of Europeans Using the CVPAT Approach*
***Frömbling, Lena;** Damberg, Svenja; Saari, Ulla A.; *Ringle, Christian M.
- (3) *The Impact of Subjective Norms, Perceived Behavioral Control, and Purchase Intention on Purchase Behavior of Eco-Friendly Food Packaging Products*
***Castillo-Apraiz, Julen;** Palma-Ruiz, Jesús Manuel; García-Montes, Mauricio Iván
- (4) *Sustainability of food waste in agrifood, case of study: Michoacán, Mexico*
Ruiz-Morales, Bezábé; **Espitia-Moreno, Irma Cristina;** Gastélum-Valdez, Jesús

ROOM 4

11:00 - 12:30

Topic: Strategic Issues in Businesses (1)

Session chair(s): Javier Martínez Falcó & Preeti Kumari

- (1) *Non-linear Relationship Between Intellectual Capital and Hotel Performance: Quadratic Effect In PLS-SEM*
Ruiz-Fernández, Lorena; Marco-Lajara, Bartolomé; Seva-Larrosa, Pedro; Martínez-Falcó, Javier
- (2) *Entrepreneurial Culture, Management and Innovation of Dairy Industries in Greece, in a Bureaucracy Environment*
Falaras, Athanasios; Moschidis, Odysseas
- (3) *An Application of Structural Equation Modelling in Determinants of Customer-Based Brand Equity (cbbe) in the Banking Sector*
Nagar, Neha; Gupta, Sandeep Kumar; Kaur, Gurpreet; Prasad, Lalit; Mishra, Priyanka

14:00 - 15:30

Topic: Strategic Issues in Businesses (2)

Session chair(s): Lorena Ruiz-Fernández & Julien Troiville

- (1) *Exploring the Interrelationship among Management Accounting Systems, Decentralization, and Organizational Performance*
Pedroso, Elsa; Gomes, Carlos F.
- (2) *The U-Shape Influence of Family Involvement in Hotel Chain: Examining Dynamic Capabilities in PLS-SEM*
Ruiz-Fernández, Lorena; Rienda, Laura; Andreu, Rosario
- (3) *Extending the Retailer Brand Equity Model: Cross-Validation and Predictive Assessment Using PLS-SEM*
***Troiville, Julien**
- (4) *Determinants of Behavioral Intention to Use E-procurement and Their Effects on Procurement Performance in Developing Countries: Experience from Tanzania*
Shatta, Deus

- (1) *Sustainability and Performance at Private Universities: A High-Order- Formative PLS- Structural Equation Modelling*
Hernandez-Diaz, Paula Marcela; Polanco, Jorge-Andrés
- (2) *Enhancing Organizational Resilience Through Corporate Purpose and Participatory and Collaborative Methodologies*
Florez-Jimenez, María Paula; Lleo, Alvaro; Rey, Carlos
- (3) *Market Strategy, Nonmarket Strategy, and Firm Performance: A Configurational Perspective*
Parnell, John
- (4) *The Interrelationship Between Ethical Leadership, Employee Intrapreneurial Behavior, Work-Life Balance, and Psychological Empowerment: A PLS-SEM Analysis*
Bashir, Huma; ***Memon, Mumtaz Ali**; Sarwar, Naukhez; Obaid, Asfia; Mirza, Muhammad Zeeshan

ROOM 5

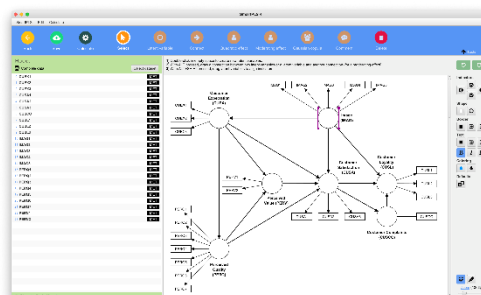
- (1) *From Cash to Digital Mobile Payment: Does Inertia Play a Significant Role in Indonesia?*
Nelloh, Liza Agustina Maureen; Lin, Jimmy; Hartono, Dang Arif
- (2) *Similarities in Factors Affecting Online Shopping Intention in Ecuador and Perú: A Multigroup Analysis*
***Margalina, Vasilica-Maria**; Cutipa-Limache, Alberto Magno
- (3) *How Do I Engage Customers? Investigating Roles of Affordances and Anthromorphism in Retail App Continuance Use Intention*
***Ng, Siew-Imm**; *Lim, Xin Jean

17:45 – 18:45

Room 1 FSEGA, 1st Floor

Software presentation: Let's Get to Know SmartPLS 4!

- [Jan-Michael Becker](#), Norwegian Business School, Norway
- [Christian M. Ringle](#), Hamburg University of Technology, Germany



Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & EEST TIME

PLS
2022

SEPTEMBER 8

Cluj-Napoca, Sep 6-9, 2022

ROOM 1

9:00 - 10:30

Topic: Methods (1)

Session chair(s): Jan-Michael Becker & Sophie Dominique

- (1) *Partial Least Squares Structural Equation Modeling-Based Discrete Choice Modeling: An Illustration in Modeling Hospital Choice with Latent Class Segmentation*
Lichters, Marcel; **Fischer, Andreas**; Gudergan, Siegfried P.
- (2) *Comparing Local vs Global Clustering with FIMIX-PLS. Application to Marketing*
Dominique, Sophie; Hanafi, Mohamed; Llobell, Fabien; Ferrandi, Jean-Marc; Cariou, Véronique
- (3) *How and When to Use Gaussian Copulas in PLS-SEM to Treat Endogeneity Problems?*
***Becker, Jan-Michael**

11:00 - 12:30

Topic: Data (3)

Session chair(s): José Luis Roldán & Enrico Ciavolino

- (1) *Moderation Analysis in Management Research: Common Issues, Solutions, and Guidelines for Future Research*
Xu, Yujing; Shiau, Wen-Lung
- (2) *A Structural Equation Modeling PLS Tale: A Bibliometric Content Analysis*
***Ciavolino, Enrico**; Aria, Massimo; *Sarstedt, Marko; *Ringle, Christian M.
- (3) *A Tale of PLS Structural Equation Modelling. Episode I: A Bibliometric Citation Analysis*
***Ciavolino, Enrico**; Aria, Massimo; *Cheah, Jun-Hwa; *Roldán, José Luis
- (4) *On a Quest to Open PLS-SEM: Assessing the State-of-the-art in Replication, Reproducibility, and Open Science in PLS-SEM*
***Adler, Susanne J.**; *Radomir, Lăcrămioara; *Sarstedt, Marko; *Ringle, Christian M.

14:00 - 15:30

Topic: Methods (2)

Session chair(s): Marko Sarstedt & Giuseppe Lamberti

- (1) *Missing Values in RGCCA: Algorithms and Comparisons*
Peltier, Caroline; Le Brusquet, Laurent; Lejeune, Francois-Xavier; Moszer, Ivan; Tenenhaus, Arthur
- (2) *Testing Necessary Conditions in PLS Structural Equation Models – An Illustration in the Context of Technology Acceptance*
Richter, Nicole F.; Schubring, Sandra; Hauff, Sven; *Ringle, Christian M.; *Sarstedt, Marko
- (3) *Hybrid Multigroup PLS-SEM*
Lamberti, Giuseppe

16:00 - 17:30

Topic: Methods (3)

Session chair(s): Rolando Gonzales Martinez & Julien Troiville

- (1) *Using PLS-SEM Algorithm and the Importance-Performance Map Analysis to Generate Operational Findings in Marketing*
***Troiville, Julien**
- (2) *The Use of a PLS-Agent Based Simulation to Understand the Dynamics of Co-Creation Groups and Their Outcomes*
Peralta, Alberto; Petrevska Nechkoska, Renata
- (3) *Modelling the Impact of the Grand Challenges in International Business: A Methodological Comparison of PLS-SEM Methods against a Catastrophic Cuspoid Model*
***Gonzales Martinez, Rolando**
- (4) *The Use of PLS-SEM in Engineering: A Tool to Apply the Design Science*
Mariano, Ari Melo; Pla, Ana Bárbara

ROOM 2

9:00 - 10:30

Topic: Human Resource Management (1)

Session chair(s): Fang Shu Qi & Tai Ming Wut

- (1) *Does Team Emotion Matter? Investigating the Relationship between Team Interaction and Team Effectiveness for Crisis Virtual Teams*
Yu, Xiaodan; Wu, Jiale; Shen, Yuanyanhang
- (2) *Colleagues' Support and Work Engagement of Salespeople: PLS-SEM and Necessary Condition Analysis*
Wut, Tai Ming
- (3) *The Effect of Job Stress on Medical Professionalism among Doctors in China: The Role of Humor*
***Qi, Fang Shu**; *Thurasamy, Ramayah
- (4) *Mediating Effects of Anxiety and Resiliency on the Relationship Between Spirituality and Professional Commitment among Certified Public Accountants during CoVID19 Pandemic*
Salcedo, Arnold; Salcedo, Shane

11:00 - 12:30

Topic: Decision Making

Session chair(s): Sumedha Dutta & Francis Muya

- (1) *Fintech Loans Continuance Intention: How Far Can Self-Efficacies Go?*
Danilola, Samuel; Odeniran, Adewumi; Otonne, Adewumi
- (2) *Dynamic Analysis of the Determinants of the EUA Carbon Price - A Robust Partial Least Squares Method Based on OHLC Data*
Huang, Wenyang; Wang, Huiwen; Wei, Yigang
- (3) *PLS and Educational Research: Epistemological and Methodological Interpretations in Philosophy*
Zhang, Hongfeng; **Yan, Haoqun**
- (4) *The Effects of Marketing Orientation on the Performance of Higher Learning Institutions in Tanzania*
***Muya, Francis**; Tundui, Hawa

14:00 - 15:30

Topic: Leadership (1)

Session chair(s): Ahmed Mohamed & Rosemary Selestine Massae

- (1) *Integrated Leadership as a Reflective-Formative Model: Assessing an Integrated Principal Leadership Practices Construct*
***Mohamed, Ahmed**; Zabidi Abdul Razak, Ahmad; Abdullah, Zuraidah
- (2) *The Interplay Between Push Factors and Transformational Leadership in Influencing Inter- Organizational Labour Mobility in Public Sector*
***Massae, Rosemary Selestine**; Rwehumbiza, Deusdedit Augustine; Sanga, John
- (3) *Please Don't Leave Us - Testing a Model of Turnover Intention for Validity and Stability Over Time*
***Ehrlich, Janna**; *Ringle, Christian M.

16:00 - 17:30

Topic: Human Resource Management (2)

Session chair(s): Joel Bonaes Valencia & Debolina Dutta

- (1) *Predicting the Performance of New Hires: The Role of Humility, Interpersonal Understanding, Self-Confidence, and Flexibility*
***Dutta, Debolina**; Vedak, Chaitali; Varghees, Joseph
- (2) *Why Can't I Get a Job? Exploring the Drivers of Perceived Employability among Fine Art Graduates*
***Lim, Xin Jean**
- (3) *Public Higher Education Organizational Climate's Structural Model*
Bonaes Valencia, Joel
- (4) *Turning Around Turn Over Intention: Uncovering Unobserved Heterogeneity Through FIMIX-PLS and PLS-POS Among Employees of Tourism Industry in India*
***Khatri, Puja**; ***Dutta, Sumedha**; *Kumari, Preeti; Kaur Duggal, Harshleen; Kaushik, Neeraj; Shiva, Atul

ROOM 3

9:00 - 10:30

Topic: Sustainability Practices in Organisations

Session chair(s): Randy Riggs & Baffoe Benjamin Ohene Kwapong

- (1) *Receptivity of Eastern and Southern African English-speaking Countries Executives to Use, Diffuse and Adopt Humanitarian Logistics Digital Business Ecosystem (HLDDBE)*
Baffoe, Benjamin Ohene Kwapong; Luo, Wenping
- (2) *PLS-based Evaluation of a Digital Transformation Adoption Model for Biopharma Manufacturing*
Johnson, Frederick; Uwaoma, Chinazunwa
- (3) *Running in Circles Can Pay Off If Environmental Uncertainty Allows: A Conditional Mediation Model*
***Riggs, Randy**; Felipe, Carmen; ***Roldán, José Luis**; Real, Juan C.
- (4) *Does Green Innovation Mediate the Green Intellectual Capital-Green Performance Relationship? Evidence from the Spanish Wine Industry*
Marco-Lajara, Bartolomé; Zaragoza-Sáez, Patrocinio; **Martínez-Falcó, Javier**; Ruiz-Fernández, Lorena

11:00 - 12:30

Topic: Consumer Behavior, Experience and Engagement (2)

Session chair(s): Jun-Hwa Cheah & Xin Jean Lim

- (1) *Do Types of Retail Matter? The Impact of Retail Integration on Patronage Intention towards Omni-Channel Retailing*
***Lim, Xin Jean**; ***Cheah, Jun-Hwa**; Ting, Hiram
- (2) *Factors Influencing Consumer Decision: Comparison between Ride-Hailing Consumers in China and Indonesia Using PLS-SEM*
Gunarso, Gatot; Guo, Xiaoling; Kembaren, Julbintor; Guo, Wen Jun; Garcia, Gabriela
- (3) *Intention, Government Regulation, Self-Regulatory Efficacy, Subjective Norm, Idolatry and Consumer Behaviour in Purchasing Pirated Compact Disks (CDs) in Mainland Tanzania*
***Mohamed Mushi, Hellena**

14:00 - 15:30

Topic: Consumer Behavior, Experience and Engagement (3)

Session chair(s): Ari Melo Mariano & Andrea Manfrin

- (1) *Consumer Health Literacy and Intention to Use of Complementary Alternative Medicine in the COVID-19 Pandemic: A PLS-SEM Analysis*
Christian, Michael; **Yulita, Henilia**; Nan, Guan; Wibowo, Suryo; Indriyarti, Eko; Sunarno, Sunarno; Melati, Rima
- (2) *Patient Satisfaction of Brazilian Military Healthcare System An Exploratory Study by Multivariate Analysis*
Mariano, Ari Melo; Rodrigues Pacheco, Ronaldo; Borges Simão Monteiro, Simone; Ladeira, Marcelo
- (3) *The Effect of Pharmacist's Role on Patient Understanding and Satisfaction during the Provision of a Cost-Effective Pharmacist-Led Intervention*
Manfrin, Andrea
- (4) *Tourist Destination Residents' Word of Mouth Communication during the Pandemic: Exploring Potential Antecedents and Moderators*
Šerić, Maja; Ozretić Došen, Đurđana; Mikulić, Josip

16:00 - 17:30

Topic: Leadership (2)

Session chair(s): Stephanie Gapud & Gerald Zachary Paga Tinali

- (1) *Does Coercive Pressure Matter on the Practices and Performance of Procurement in Public Sector*
***Tinali, Gerald Zachary Paga**
- (2) *When Navigating Uncertainty Lead Mindfully*
Gapud, Stephanie; Hair, Joseph F.
- (3) *Participative Leadership is the Discriminating Factor for Country Performance during COVID- 19 Pandemic*
Gapud, Stephanie; **Faint, George**

ROOM 4

9:00 - 10:30

Topic: Advertising and Social Media

Session chair(s): Nii Nookwei Tackie & Haitham Alghanayem

- (1) *Advertisements That Follow Users Online and Their Effect on Consumers' Satisfaction and Expectation Confirmation. Evidence from the Tourism Industry*
***Alghanayem, Haitham**; Lamberti, Giuseppe; Lopez Sintas, Jordi
- (2) *Does Losing One's Self-Control on Social Media Influence Online Purchase Behavior? A Self-Regulatory Theory Perspective*
Tackie, Nii Nookwei; Anning-Dorson, Thomas; Tweneboah-Kodua, Ernest Y.
- (3) *Influence of Social Media Use on Small and Medium Tourism Enterprises Marketing Performance. The Moderating Role of Firms' Marketing Capabilities.*
Thomas, Tumsifu; Peter, Donatus; Mbura, Omari

17:45 - 18:30 Keynote Speech, Room 1 FSEGA, 1st Floor



Prof. **Joe F. Hair**

University of South Alabama, U.S.A.

Distinguished Professor of Marketing and Director of Ph.D. in Business Administration Program

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18:30 - 18:45 Conference Closing Speech: Conference organisers, Room 1 FSEGA, 1st Floor

19:00 - 23:00 Conference Gala Dinner, [Hotel Univers T](#) ([Click Me to See How to Get There](#))

September 9, 2022 (Friday)

Option 1: Field trip to [Turda Salt Mine](#) and [Turda Gorge](#) (traditional lunch included); from 9:00 to 17:00

Meeting point (between 8:45 a.m. and 9:00 a.m.): PLS2022 Conference Venue

Departure time: 9:00 a.m.

Traveling by: Bus

First Stop (around 10:00 a.m.): Turda Gorge

Second Stop (around 1:00 p.m.): Restaurant Sarea-n Bucate

Third Stop (around 2:30 p.m.): Turda Salt Mine

Return to Cluj-Napoca: Back to PLS2022 Conference Venue

Time of arrival in Cluj-Napoca: 5:00 p.m.

***Bring a sweatshirt and a hoodie, plus a pair of trainers.
Expect temperatures as low as 12 °C during the trip.***

Option 2: Guided city sightseeing of [Cluj-Napoca](#); from 10:00 to 13:00

Meeting point (between 10:00 a.m. and 10:15 a.m.): in front of the Statue of Mathia Corvin, Unirii Square

How to identify the Travel Guide: Sign with PLS2022 Guests

The sightseeing tour: <https://citytoursevents.com/blog/basic-tour-aprox-two-hours/>

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2022