



Conference Program

(NOT FINAL)

Updated 25.10.2022

Wednesday 30.11.2022

| | |
|-------------|--|
| 08:00-08:30 | Registration |
| 08:15-08:30 | Welcome, Introduction, and Instructions for the International Conference on Crowdfunding Research 2022 |
| 08:30-10:30 | <p>Paper session 1: Equity Crowdfunding</p> <p><i>Session chair: Prof. Vincenzo Capizzi</i></p> <ul style="list-style-type: none"> - <i>“Legitimately Breaking the Rules: How Different Resource Providers Judge Radically Innovative Ventures”</i> Simon Kleinert, University of Maastricht, Netherlands - <i>“Learning-By-Doing: The Role of Experience Within Equity Crowdfunding on Investors’ Decision-Making Criteria”</i> Daniel Berliner, University of Agder, Norway Rotem Shneor, University of Agder, Norway Andreas E. Wald, University of Agder, Norway - <i>“Social Media Marketing for Equity Crowdfunding: Which Posts Trigger Investment Decisions?”</i> Sven Hartmann, Trier University, Germany Maik Eisenbeiss, University of Bremen, Germany Lars Hornuf, University of Bremen, Germany - <i>“When angel-backed companies turn to crowdfunding: evidence from firm characteristics and business angels’ investment practices”</i> Nicola Carta, Università Ca’ Foscari, Italy Vincenzo Capizzi, Università del Piemonte Orientale, Italy - <i>“Crowdfunding vs. Venture Capital: Complements or Substitutes? A Theoretical Analysis”</i> Alexander Groh, EMLOYN Business School, France Guillaume Andrieu, Montpellier Business School, France |
| 09:45-10:45 | Break |

| | |
|-------------|---|
| 10:45-11:15 | <p>Keynote:</p> <p><i>“Leveraging crowdfunding into the digital and token economy”</i></p> <p>Dr. Joachim Schwerin, Principal Economist, GD Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p> |
| 11:15-12:15 | <p>Panel discussion:</p> <p><i>“What’s next for Equity Crowdfunding? - Idealism, Pragmatism, and Sophistication”</i></p> <ul style="list-style-type: none"> - Øyvind Fries, CEO, Folkeinvest Norway - Stine Sofie Grindheim, CEO, Dealflow Norway - Simon Kleinert, University of Maastricht, Netherlands - Thomas Neumann, University of Aalborg, Denmark - Anzhelika Osmanova, CEO, Lendwill, Norway - Joachim Schwerin, European Commission |
| 12:15-13:15 | Lunch Break |
| 13:15-14:00 | <p>Keynote:</p> <p><i>“A Decade of Crowdfunding Research: What We Know and What's Ahead?”</i></p> <p>Prof. Lars Hornuf – University of Bremen, Germany</p> |
| 14:00-15:00 | <p>Session 3: Behaviour, Motives, and Intentions in Reward and Donation Crowdfunding</p> <p><i>Session chair: Dr. Sunghan Ryu</i></p> <ul style="list-style-type: none"> - <i>“Motives for giving via crowdfunding in eight categories: A review and theoretical framework of donation- and reward-based crowdfunding motives”</i> Claire P.S. Teunenbroek, Vrije Universiteit (VU) Amsterdam, Netherlands Carolina Dalla Chiesa, Leuphana University Lüneburg, Germany Laura Hesse, University of Hamburg, Germany |

| | |
|-------------|--|
| | <ul style="list-style-type: none"> - <i>“Intention to participation in green crowdfunding. Application of the theory of planned behaviour and the value-belief-norm theory based on UK data”</i> Anna Fornalska-Skurczynska, IMC University of Applied Sciences Krems, Austria Urszula Mrzyglód, University of Gdansk, Poland Joanna Adamska-Mieruszevska, University of Gdansk, Poland Piotr Zientara, University of Gdansk, Poland - <i>“An Integrative Model for Explaining Crowdfunding Campaign Information Sharing Intentions”</i> Prince Baah-Peprah, University of Agder, Norway Rotem Shneor, University of Agder, Norway Ziaul H. Munim, University of South-Eastern Norway |
| 15:00-15:15 | Break |
| 15:15-16:30 | <p>Paper session 3: Behaviour, Success and Survival in Reward and Donation Crowdfunding</p> <p><i>Session chair: Dr. Urszula Mrzyglód</i></p> <ul style="list-style-type: none"> - <i>“Longitudinal Effects of Crowdfunding Success on Venture Survival and Growth”</i> Sunghan Ryu, Shanghai Jiao Tong University, China - <i>“Machine Learning and the Prediction of Crowdfunding Campaign Success”</i> Ramy Elitzur, University of Toronto, Canada Noam Katz, Ben Gurion University, Israel Perry Muttath, Ben Gurion University, Israel David Soberman, University of Toronto, Canada - <i>“Social Finance and Crowd Funding Resilience”</i> Vijay Vijaya Bhaskar, University of Twente, Netherlands Akhil Raju, University of Hyderabad, India - <i>“The Reward Crowdfunding Campaign Management Process: An Engagement Perspective”</i> Nadia Arshad, Jönköping International Business School, Sweden Adele Berndt, Jönköping International Business School, Sweden Rotem Shneor, University of Agder, Norway |

Thursday 01.12.2022

| | |
|-------------|--|
| 08:00-08:30 | Registration |
| 08:30-10:00 | <p>Paper session 1: Insights from the CrowdCul Project - Crowdfunding in the Cultural and Creative Industries</p> <p><i>Session chair: Prof. Natalia Maehle</i></p> <ul style="list-style-type: none"> - <i>“Crowdfunding Adoption by Artists: A comparative analysis of Norway and Brazil”</i> Rotem Shneor, University of Agder, Norway Ziaul H. Munim, University of South-Eastern Norway Natalia Maehle, Western Norway University of Applied Sciences, Norway Ander Rykkja, University of Agder, Norway Alice Demattos Guimaraes, Western Norway University of Applied Sciences, Norway Carolina Dalla Chiesa, Leuphana University Lüneburg, Germany - <i>“Cultural Crowdfunding Development in Norway”</i> Alice Demattos Guimaraes, Western Norway University of Applied Sciences, Norway Natalia Maehle, Western Norway University of Applied Sciences, Norway - <i>“A Digital Middleground Arena: the case of cultural crowdfunding”</i> Ander Rykkja, University of Agder, Norway Carolina Dalla Chiesa, Leuphana University Lüneburg, Germany - <i>“Disentangling crowdfunding success features in contemporary visual public art through auto machine-learning”</i> Elisabetta Lazzaro, University for the Creative Arts, UK Ziaul H. Munim, University of South-Eastern Norway Daniel Nordgård, University of Agder, Norway |
| 10:00-10:15 | Break |
| 10:15-11:15 | <p>Panel discussion:</p> <p><i>“Going beyond gender bias in finance: on promises and realities of crowdfunding for and by Women”</i></p> <ul style="list-style-type: none"> - Camilla Andersson, CEO, WIN Women Investor Network Norway - Mouna Aoun – CEO, KissKissBankBank, Financement Participatif, France - Amalie Holt, CMO, Folkeinvest, Norway - Anzhelika Osmanova, Founder and CEO, Lendwill, Norway - Linn Hoel Ringvoll, Chairwoman, NCF and CEO, Kameo, Norway - Priscilla Serwaah, University of Agder, Norway |

| | |
|-------------|---|
| 11:15-12:00 | <p>Keynote:</p> <p><i>“The Rise of Crowdfunding: Some Economics and Perspectives”</i></p> <p>Dr. Thomas Lambert – Erasmus University of Rotterdam, Netherlands</p> |
| 12:00-13:00 | Lunch Break |
| 13:00-13:30 | <p>Special keynote:</p> <p><i>“Crowdfunding for and by Ukraine”</i></p> <p>Mr. Konstantin Boyko, CEO JustCoded, CEO Lenderkit</p> |
| 13:30-15:15 | <p>Paper session 3: Sectoral and Contextual Insights on Reward and Donation Crowdfunding</p> <p><i>Session chair: Dr. Anna Fornalska-Skurczynska</i></p> <ul style="list-style-type: none"> - <i>“Factors influencing the deployment of local platform crowdfunding in Sub Saharan Africa: Evidence from West and Central Africa Countries?”</i> Pepin Ilonga Nkupo, Université de Mons, Belgium Loredana Cultera, Université de Mons, Belgium Mélanie Croquet, Université de Mons, Belgium - <i>Sustaining Crowdfunding at Australian Universities</i> Jonathan O'Donnell, University of Melbourne RMIT, Australia - <i>“A comparative study of civic crowdfunding in American and Indian Politics - The moderating role of party affiliation”</i> Mina Fanea-Ivanovici, Bucharest University of Economic Studies, Romania Hasnan Baber, Abu Dhabi School of Management, UAE - <i>“Crowdfunding as a crisis instrument for the gastronomy industry in Germany prior to and during the COVID-19 pandemic”</i> Iliyana Madina, Fraunhofer Center IMW, Germany Malgorzata Krowicka, Fraunhofer Center IMW, Germany Robin Bürger, Fraunhofer Center IMW, Germany Carolin Bock, Technical University of Darmstadt, Germany Konstantin Kurz, Technical University of Darmstadt, Germany - <i>“Designing a sustainable business model concept for crowdfunding of climate mitigation measures in agriculture”</i> Pia Otte, Ruralis Regional Research Institute, Norway Natalia Maehle, Western Norway University of Applied Sciences, Norway |

| | |
|-------------|---|
| 15:15-15:30 | Break |
| 15:30-16:10 | <p>Paper session 2: Crowdlending</p> <p><i>Session chair: Prof. Rotem Shneor</i></p> <ul style="list-style-type: none"> - <i>“Review on global peer-to-peer lending platforms: A credit risk management perspective”</i> Fengya Zhu, University of Agder, Norway Rotem Shneor, University of Agder, Norway - <i>“Establishing a Link between Banking to FinTech Credits: The Case of P2P Lending Market”</i> Asror Nigmonov, Center for Economic Research and Reforms, Uzbekistan Afzal Artikov, Center for Economic Research and Reforms, Uzbekistan Jamshid Akhmatov, Center for Economic Research and Reforms, Uzbekistan |
| 16:10-17:00 | <p>Paper awards ceremony</p> <p>Launch of the 2nd International Crowdfunding Research Conference – Gdansk, Poland 2023</p> <p>Closing words, Networking, and mingling</p> |



Special Thanks to All Reviewers

Adamska-Mieruszevska, Joanna

Baah-Peprah, Prince

Baber, Hasnan

Berliner, Daniel

Dalla Chiesa, Carolina

Demattos Guimaraes, Alice

Di Pietro, Francesca

Efrat, Kalanit

Fanea-Ivanovici, Mina

Flåten, Bjørn-Tore

Fornalska-Skurczynska, Anna

Gafni, Hadar

Gilboa, Shaked

Göller, Daniel

Lukkarinen, Anna

Kleinert, Simon

Koekebakker, Steen

M, Swaraj

Mrzyglód, Urszula

Munim, H. Ziaul

Mæhle Natalia

Nyarko, Samuel A.

Oberoi, Swati

Otte, Pia

Randøy, Trond

Rykkja, Anders

Ryu, Sunghan

Serwaah, Priscilla

Shneor, Rotem

Srivastava, Smita

Teunenbroek, Claire P.S.

Vulkan, Nir

Wald, Andreas E.