





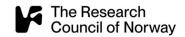


## **Conference Program**

(NOT FINAL)

Updated 25.10.2022



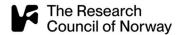




## Wednesday 30.11.2022

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	Paper session 1: Equity Crowdfunding
	Session chair: Prof. Vincenzo Capizzi
	- "Legitimately Breaking the Rules: How Different Resource Providers Judge Radically Innovative Ventures" Simon Kleinert, University of Maastricht, Netherlands
	- "Learning-By-Doing: The Role of Experience Within Equity Crowdfunding on Investors' Decision-Making Criteria"  Daniel Berliner, University of Agder, Norway Rotem Shneor, University of Agder, Norway Andreas E. Wald, University of Agder, Norway
	- "Social Media Marketing for Equity Crowdfunding: Which Posts Trigger Investment Decisions?"  Sven Hartmann, Trier University, Germany Maik Eisenbeiss, University of Bremen, Germany Lars Hornuf, University of Bremen, Germany
	- "When angel-backed companies turn to crowdfunding: evidence from firm characteristics and business angels' investment practices"  Nicola Carta, Università Ca' Foscari, Italy Vincenzo Capizzi, Università del Piemonte Orientale, Italy
	- "Crowdfunding vs. Venture Capital: Complements or Substitutes? A Theoretical Analysis"  Alexander Groh, EMLOYN Business School, France Guillaume Andrieu, Montpellier Business School, France
09:45-10:45	Break







10:45-11:15	Keynote:
	"Leveraging crowdfunding into the digital and token economy"
	<b>Dr. Joachim Schwerin</b> , Principal Economist, GD Internal Market, Industry, Entrepreneurship and SMEs, European Commission
11:15-12:15	Panel discussion:
	"What's next for Equity Crowdfunding? - Idealism, Pragmatism, and Sophistication"
	<ul> <li>Øyvind Fries, CEO, Folkeinvest Norway</li> <li>Stine Sofie Grindheim, CEO, Dealflow Norway</li> <li>Simon Kleinert, University of Maastricht, Netherlands</li> <li>Thomas Neumann, University of Aalborg, Denmark</li> <li>Anzhelika Osmanova, CEO, Lendwill, Norway</li> <li>Joachim Schwerin, European Commission</li> </ul>
12:15-13:15	Lunch Break
13:15-14:00	Keynote:  "A Decade of Crowdfunding Research: What We Know and What's Ahead?"  Prof. Lars Hornuf – University of Bremen, Germany
14:00-15:00	Session 3: Behaviour, Motives, and Intentions in Reward and Donation Crowdfunding
	Session chair: Dr. Sunghan Ryu
	<ul> <li>"Motives for giving via crowdfunding in eight categories: A review and theoretical framework of donation- and reward-based crowdfunding motives"</li> <li>Claire P.S. Teunenbroek, Vrije Universiteit (VU) Amsterdam, Netherlands Carolina Dalla Chiesa, Leuphana University Lüneburg, Germany Laura Hesse, University of Hamburg, Germany</li> </ul>

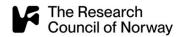






-	Anna Fornalska-Skurczynska, IMC University of Applied Sciences Krems, Austria Urszula Mrzygłód, University of Gdansk, Poland Joanna Adamska-Mieruszewska, University of Gdansk, Poland Piotr Zientara, University of Gdansk, Poland  "An Integrative Model for Explaining Crowdfunding Campaign Information Sharing Intentions"  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 Br	reak
Do	per session 3: Behaviour, Success and Survival in Reward and Conation Crowdfunding  ssion chair: Dr. Urszula Mrzyglód  "Longitudinal Effects of Crowdfunding Success on Venture Survival and Growth"  Sunghan Ryu, Shanghai Jiao Tong University, China  "Machine Learning and the Prediction of Crowdfunding Campaign Success"  Ramy Elitzur, University of Toronto, Canada Noam Katz, Ben Gurion University, Israel Perry Muttath, Ben Gurion University, Israel David Soberman, University of Toronto, Canada  "Social Finance and Crowd Funding Resilience" Vijay Vijaya Bhaskar, University of Twente, Netherlands Akhil Raju, University of Hyderabad, India  "The Reward Crowdfunding Campaign Management Process: An Engagement Perspective" Nadia Arshad, Jönköping International Business School, Sweden Adele Berndt, Jönköping International Business School, Sweden Rotem Shneor, University of Agder, Norway



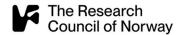




## **Thursday 01.12.2022**

08:00-08:30	Registration
08:30-10:00	Paper session 1: Insights from the CrowdCul Project - Crowdfunding in the Cultural and Creative Industries
	Session chair: Prof. Natalia Maehle
	- "Crowdfunding Adoption by Artists: A comparative analysis of Norway and Brazil"  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
	- "Cultural Crowdfunding Development in Norway" Alice Demattos Guimaraes, Western Norway University of Applied Sciences, Norway Natalia Maehle, Western Norway University of Applied Sciences, Norway
	- "A Digital Middleground Arena: the case of cultural crowdfunding" Ander Rykkja, University of Agder, Norway Carolina Dalla Chiesa, Leuphana University Lüneburg, Germany
	- "Disentangling crowdfunding success features in contemporary visual public art through auto machine-learning"  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	Panel discussion:  "Going beyond gender bias in finance: on promises and realities of crowdfunding for and by Women"
	<ul> <li>Camilla Andersson, CEO, WIN Women Investor Network Norway</li> <li>Mouna Aoun – CEO, KissKissBankBank, Financement Participatif, France</li> <li>Amalie Holt, CMO, Folkeinvest, Norway</li> <li>Anzhelika Osmanova, Founder and CEO, Lendwill, Norway</li> <li>Linn Hoel Ringvoll, Chairwoman, NCF and CEO, Kameo, Norway</li> <li>Priscilla Serwaah, University of Agder, Norway</li> </ul>

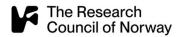






11:15-12:00	Keynote:
	"The Rise of Crowdfunding: Some Economics and Perspectives"
	Dr. Thomas Lambert – Erasmus University of Rotterdam, Netherlands
12:00-13:00	Lunch Break
13:00-13:30	Special keynote:
	"Crowdfunding for and by Ukraine"
	Mr. Konstantin Boyko, CEO JustCoded, CEO Lenderkit
13:30-15:15	Paper session 3: Sectoral and Contextual Insights on Reward and Donation Crowdfunding
	Session chair: Dr. Anna Fornalska-Skurczynska
	- "Factors influencing the deployment of local platform crowdfunding in Sub Saharan Africa: Evidence from West and Central Africa Countries?"
	Pepin Ilonga Nkupo, Université de Mons, Belgium Loredana Cultera, Université de Mons, Belgium
	Mélanie Croquet, Université de Mons, Belgium
	- Sustaining Crowdfunding at Australian Universities Jonathan O'Donnell, University of Melbourne RMIT, Australia
	- "A comparative study of civic crowdfunding in American and Indian
	Politics - The moderating role of party affiliation"  Mina Fanea-Ivanovici, Bucharest University of Economic Studies, Romania
	Hasnan Baber, Abu Dhabi School of Management, UAE
	- "Crowdfunding as a crisis instrument for the gastronomy industry in Germany prior to and during the COVID-19 pandemic"  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
	- "Designing a sustainable business model concept for crowdfunding of climate mitigation measures in agriculture" Pia Otte, Ruralis Regional Research Institute, Norway Natalia Maehle, Western Norway University of Applied Sciences, Norway





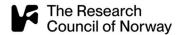


15:15-15:30	Break
15:30-16:10	Paper session 2: Crowdlending
	Session chair: Prof. Rotem Shneor
	- "Review on global peer-to-peer lending platforms: A credit risk management perspective"
	Fengya Zhu, University of Agder, Norway
	Rotem Shneor, University of Agder, Norway
	- "Establishing a Link between Banking to FinTech Credits: The Case of P2P Lending Market"
	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	Paper awards ceremony
	<b>Launch</b> of the 2 <sup>nd</sup> International Crowdfunding Research Conference – Gdansk, Poland 2023
	Closing words, Networking, and mingling











## **Special Thanks to All Reviewers**

Adamska-Mieruszewska, Joanna Nyarko, Samuel A.

Baah-Peprah, Prince Oberoi, Swati

Baber, Hasnan Otte, Pia

Berliner, Daniel Randøy, Trond

Dalla Chiesa, Carolina Rykkja, Anders

Demattos Guimaraes, Alice Ryu, Sunghan

Di Pietro, Francesca Serwaah, Priscilla

Efrat, Kalanit Shneor, Rotem

Fanea-Ivanovici, Mina Srivastava, Smita

Flåten, Bjørn-Tore Teunenbroek, Claire P.S.

Fornalska-Skurczynska, Anna Vulkan, Nir

Gafni, Hadar Wald, Andreas E.

Gilboa, Shaked

Göller, Daniel

Lukkarinen, Anna

Kleinert, Simon

Koekebakker, Steen

M, Swaraj

Mrzygłód, Urszula

Munim, H. Ziaul

Mæhle Natalia