

# **Conference Program**

4<sup>th</sup> International Conference on Alternative Finance Research











### **Pre-conference** program

#### Monday 2<sup>nd</sup> of June 2025

#### 13:00-14:00 Registration

Location: University of Agder Campus Kristiansand Universitetsveien 25, 4630 Kristiansand Outside room B 1 007

#### 14:00-16:00 Seminar: Machine Learning in Research

By: Prof. Ramy Elitzur, University of Toronto, Canada

This interactive workshop is designed primarily for academics interested in the intersection of artificial intelligence, data analytics, and alternative finance, though practitioners may also find value in the insights presented. Focusing on crowdfunding, peer-to-peer lending, and decentralized finance, the session introduces foundational concepts in supervised and unsupervised machine learning, along with the emerging role of generative AI. Through research-driven examples and open discussion, we'll explore how these technologies can advance empirical research, support methodological innovation, and inform practice across the alternative finance landscape. Time permitting, we will also reflect on their broader implications for the future of academic inquiry and professional practice in this rapidly evolving field.

#### 16:15-18:00 Brainstorming Session: The Impact of AI on Alternative Finance Platforms

By: Karsten Wenzlaff, University of Hamburg, Germany

The session will review results of participant survey reflecting opinions and views on the perceived impact of AI on alterative finance platforms. The discussion will revolve around identifying what is being impacted and to what degree, as well as where future impacts are expected.

#### 19:00-21:00 Welcome Dinner\*\*

Location: **Sjøhuset**, Østre Strandgate 12, 4610 Kristiansand https://www.sjohuset.no/

\*\*Cost: NOK 1050 per person (inc. 2 drinks, starter, main course, and dessert). Reservations required when registering to conference.



## **Conference program**

### **Tuesday 3rd of June**

	Room B1 007	Room B3 001	Room B3 008
08:30-09:0 09:00-09:3 09:30-10:3	0 Welcome, Introduction, and Guidelines	Session 1B: Economic Development	Session 1C: Crowdfunding Regulation I
10:30-10:5			
10:50-12:0	0 Session 2A: Equity Crowdfunding I	Session 2B: Crowdfunding and Sustainability	Session 2C: Crowdfunding Regulation II
12:00-13:0	0 Lunch		
13:00-13:4 13:50-14:5	Dr. Eugenia Machiavello		
14:50-15:1	0 Break		
15:10-15:5	0 Session 3A: Mobile Money	Session 3B: Fraud	
17:00-19:0	0 Visit to Kunstsilo		



## **Conference program**

### Wednesday 4th of June

	Room B1 007	Room B3 001	Room B3 008
08:30-09:30	Session 4A: Equity crowdfunding II	Session 4B: Digital and Crowdlending	
09:30-09:50	Break		
09:50-11:10	Session 5A: Blockchain Finance	Session 5B: Microfinance	Session 5C: Insights from Crowdfunding Practice
11:10-11:30	Break		
11:30-12:10	Keynote: Cryptocurrency Research Dr. Larisa Yarovaya		
12:10-13:10	Lunch		
13:10-13:40	Su-cess Project Highlights		
13:40-14:40	Panel Discussion – Sustainability		
14:40-15:00	Break		
15:00-15:40	Session 6A: Crowdfunding Adoption	Session 6B: Beyond the Campaign	
15:40-15:50	Break		
15:50-16:30	Closing, Awards, and Launch of ICAFR 2026		
18:30-21:00	Post-conference Dinner		



#### Tuesday 3<sup>rd</sup> of June 2025

Location: University of Agder, Main Building, Universitetsveien 25, 4630 Kristiansand

#### 08:30-09:00 Registration

#### 09:00-09:30 Welcome, Introduction, and Instructions

Dr. Kristin Wallevik, Dean, University of Agder School of Business and Law, Norway Prof. Rotem Shneor, University of Agder, Norway Dr. Thomas Neumann, University of Aalborg, Denmark

#### 09:30-10:30 Parallel Paper Session 1A: Non-Investment Crowdfunding

Session chair: Prof. Rotem Shneor, University of Agder, Norway

- "Got it! Campaign Rhetorical Styles and Understanding Speed" Urszula Mrzygłód, University of Gdansk, Poland Joanna Adamska, University of Gdansk, Poland Prince Baah-Peprah, University of Agder, Norway Rotem Shneor, University of Agder, Norway Anna Fornalska, IMC Krems University of Applied Sciences, Austria
- *"Facts or emotions? How types of information load influence backers"* support in crowdfunding" Kalanit Efrat, University of Agder, Norway Daphne Raban, University of Haifa, Israel
- "Segmenting Backers in Reward-based Crowdfunding" Nadia Arshad, Jönköping International Business School, Sweden Adele Berndt, Jönköping International Business School, Sweden Tomas Müllern, Jönköping International Business School, Sweden

#### 09:30-10:30 Parallel Paper Session 1B: Economic Development

Session chair: Dr. Hasan Aydin Okuyan, Bandirma Onyedi Eylul University, Turkey

- **"Bank proximity and financial inclusion: Evidence from Ethiopia"** Roberto Melis, University of Bergamo, Italy Abreham Adera, University of Brescia, Italy





"Social capital and product design in Banking: The case of microbanks"

Samuel Nyarko, Montpellier Business School, France Anastasia Cozarenco, Montpellier Business School, France Roy Mersland, University of Agder, Norway

- "Revisiting the social trust - Economic development nexus: A nonlinear approach"

Hasan Aydin Okuyan, Bandirma Onyedi Eylul University, Turkey İnci Merve Altan, Bandirma Onyedi Eylul University, Turkey

#### 09:30-10:30 Parallel Paper Session 1C: Crowdfunding Regulation I

Session chair: Dr. Thomas Neumann, Aalborg University, Denmark

- *"Digital lending and the Consumer Credit Directive 2023"* Tanja Jørgensen, Aarhus University, Denmark
- *"Private law aspects of business crowdlending"* Anna Vera van Beusekom, Utrecht University, Netherlands
- *"Investor classification under ECSPR"* Cecilie Højvang Paulsen, Aalborg University, Denmark

#### 10:30-10:50 **BREAK**

#### 10:50-11:50 Parallel Paper Session 2A: Equity Crowdfunding I

Session chair: Dr. Daniel Berliner, Tel-Hai College, Israel

- **"Follow your heart? Value congruence and investors' decisions"** Kristian Roed Nielsen, Copenhagen Business School, Denmark Meike Janssen, Copenhagen Business School, Denmark Emma Sjöström, Stockholm School of Economics, Sweden Kristjan Jespersen, Copenhagen Business School, Denmark
- *"The value relevance of financial and non-financial Information for equity crowdfunding share pricing"* Tan Do, University of Otago, New Zealand
   Cheema, Muhammad A., University of Otago, New Zealand
   Tom Vanacker, Ghent University, Belgium





## "Unequal funding expectations? Gender bias in crowdfunding decisions"

Victoria Eriksson, Luleå University of Technology, Sweden Ewa Lazarczyk Carlson, Reykjavik University, Iceland Kristina Ek, Luleå University of Technology, Sweden Patrik Söderholm, Luleå University of Technology, Sweden

#### 10:50-11:50 Paper Session 2B: Crowdfunding and Sustainability

Session chair: Dr. Friedemann Polzin, Utrecht University, Netherlands

- "Quantifying Sustainability Impact on Crowdfunding Outcomes: Evidence from SDG-Aligned Campaigns"

Karsten Wenzlaff, University of Hamburg, Germany Liana Stanca, Babes-Bolyai University, Romania Ștefana Belbe, Babes-Bolyai University, Romania Lucia Gomez, Bern University of Applied Sciences, Switzerland Codruta Mare, Babes-Bolyai University, Romania

*"From Environmental Gains to Social Pains: ESG Dimensions and Crowdfunding Outcomes"* Julian Meyer, Osnabrück University, Germany
 Valeriya Dinger, Osnabrück University, Germany

Peter Grundke, Osnabrück University, Germany Julian Hüsing, Osnabrück University, Germany

- "Research Directions for Crowdlending in a Sustainable Economy: A Call for Comparative and Joint Research"

Lex van Teeffelen, University of Applied Sciences Utrecht, Netherlands Victoria Barcala, University of Applied Sciences Utrecht, Netherlands

#### 10:50-11:50 Parallel Paper Session 2C: Crowdfunding Regulation II

Session chair: Dr. Cecilie Højvang Paulsen, Aalborg University, Denmark

- *"Navigating convergence and complexity: An evaluation of the EU's functional approach to crowdfunding regulation"* Weiwei Deng, University of Groningen, Netherlands
- "Reconsidering the regulation and concept of gift in modern day crowdfunding models"

Thomas Neumann, Aalborg University, Denmark





"Crowdfunding in Tunisia - Observations on the impact of regulation on platform behaviour" Karsten Wenzlaff, University of Hamburg, Germany Khaoula Behi, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany Fatma Hakim, University of Tunis, Tunisia Ana Odorović, University of Hamburg, Germany

#### 11:50-13:00 **LUNCH BREAK**

13:00-13:45 Keynote:

"Reflections on the current state of European Crowdfunding Regulation"

Dr. Eugenia Macchiavello, Genoa Centre for Law and Finance, University of Genoa, Italy

13:50-14:50 Panel discussion:

#### "Alternative Finance Regulation: Challenges and Solutions?"

- Dr. Eugenia Macchiavello University of Genoa, Italy
- Dr. Cecilie Højvang Paulsen Aalborg University, Denmark
- Mrs. Linn Hoel Ringvoll General Counsel, Kameo, Norway
- Mr. Waleed Samarah Central Bank of the UAE, UAE \_
- Mr. Karsten Wenzlaff University of Hamburg, Germany \_

Moderator: Thomas Neumann, Aalborg University, Denmark

#### 14:50-15:10 **BREAK**

#### 15:10-15:50 **Parallel Paper Session 3A: Mobile Money**

Session chair: Dr. Prince Baah-Peprah, University of Agder, Norway

"Factors driving entrepreneurship in Mobile Money agent business in Sub-Saharan Africa: Evidence from the Democratic Republic of Congo"

Kulondwa Safari, Dresden University of Technology, Germany







*"Mobile money and women economic empowerment in Africa: A gender-based analysis"* Deborah N. Umba, University of Mons, Belgium

#### 15:05-15:50 Parallel Paper Session 3B: Fraud

Session chair: Karsten Wenzlaff, University of Hamburg, Germany

- "Is FinTech playing a role in curbing corruption and financial fraud?: A new indicator based on self-reported experiences" Hernando Hernández-Lasso, University of Agder, Norway Karoll Gomez Portilla, Universidad Nacional de Colombia, Colombia
- "Anatomy of Peer-to-Peer (P2P) lending fraud: A review with managerial implications"

Ioana Florina Coita, University of Oradea, Romania Marcos R. Machado, University of Twente, Netherlands Lucia Gomez Teijeiro, Bern University of Applied Sciences, Switzerland Karsten Wenzlaff, University of Hamburg, Germany Andreas Gregoriades, Cyprus University of Technology, Cyprus Christos Themistocleous, Cyprus University of Technology, Cyprus Frédérik Sinan Bernarda, University of Twente, Netherlands Ramona Rupeika-Apoga, University of Latvia, Latvia Huei-WenTeng, National Yang Ming Chiao Tung University, Taiwan Anastas Dzurovski, University St. Kliment Ohridski - Bitola, North Macedonia Gokce Nur Yilmaz, TED University, Turkey Liana Stanca, Babe s-Bolyai University, Romania Wouter van Heeswijk, University of Twente, Netherlands Karolina Bolesta, Warsaw School of Economics, Poland Jana Peliova, University of Economics in Bratislava, Slovakia Olivija Filipovska, Komercijalna Banka, North Macedonia Joerg R. Osterrieder, University of Twente, Netherlands

#### 17:00-19:00 Visit to Kunstsilo Art Museum

Venue: Kunstsilo Address: Sjølystveien 8, 4610 Kristiansand Website: <u>https://www.kunstsilo.no/en</u> \*\*Cost: NOK 500 (reservations required when registering to conference)





#### Wednesday 4<sup>th</sup> of June 2025

Location: University of Agder, Main Building, Universitetsveien 25, 4630 Kristiansand

#### 08:30-09:30 Paper Session 4A: Equity Crowdfunding II

Session chair: Dr. Artur Trzebiński, Wroclaw University of Economics and Business, Poland

- "Generating added value for shareholders using equity-based crowdfunding"
   Artur Trzebiński, Wroclaw University of Economics and Business, Poland
- *"Equity crowdfunding and twin transition: a legitimacy theory perspective"* Stefano Landi, University of Genoa, Italy
   Stefania Testa, University of Genoa, Italy
   Silvano Cincotti, University of Genoa, Italy
- "Strategic Intentional Signals: The Impact of the Disclosure of Intended Use of Proceeds on Equity Crowdfunding Investors' Behaviour" Daniel Berliner, Tel-Hai College, Israel

#### 08:30-09:30 Paper Session 4B: Digital and Crowdlending

Session chair: Dr. Urszula Mrzygłód, University of Gdansk, Poland

- "Consumer spending behaviour in 'Buy Now Pay Later' model: A comparative analysis between China and Norway" Fengya Zhu, University of Agder, Norway Rotem Shneor, University of Agder, Norway
- "The Wisdom of Crowd(funders): Information, Motivation, and Amateurism"
   Hadar Gafni, King's College, UK
   Lars Bo Jeppesen, Copenhagen Business School, Denmark
- "Digital Bonds: The Role of Costs and Document Information on Trading Volume"
   Shufan Ma, KTH Royal Institute of Technology, Sweden
   Bertram I. Steininger, KTH Royal Institute of Technology, Sweden



#### 09:30-09:50 **BREAK**

#### 09:50-11:10 Paper Session 5A: Blockchain Finance

Session chair: Dr. Ramy Elitzur, University of Toronto, Canada

- *"Vote Delegation in DeFi Governance"* Daniel Liebau, Erasmus University, Netherlands Dion Bongaerts, Erasmus University, Netherlands Thomas Lambert, Erasmus University, Netherlands Peter Roosenboom, Erasmus University, Netherlands

- "Real Estate Tokens: Evaluating Long-Term Relationships with Major Asset Classes"
   Fatemeh Mottaghi, KTH Royal Institute of Technology, Sweden
   Bertram I. Steininger, KTH Royal Institute of Technology, Sweden
- "Bridging Traditional and Digital Assets: An Entropy Analysis of Real Estate Tokens and Financial Market Dynamics"
   Fatemeh Mottaghi, KTH Royal Institute of Technology, Sweden Bertram I. Steininger, KTH Royal Institute of Technology, Sweden
- *"The Optimal Long-term Portfolio Share of Bitcoin is Negative (or Zero)"* Alistair Milne, Loughborough University, UK

#### 09:50-11:10 Parallel Paper Session 5B: Microfinance

Session chair: Dr. Samuel Nyarko, Montpellier Business School, France

- "Life cycle of microfinance research: An idea whose time has come, and passed?"
   Roy Mersland, University of Agder, Norway
   Øystein Strøm, Oslo Met, Norway
- "Technology adoption in the Indian microfinance industry: Issues and way forward for the Indian NBFC-MFIs, a cross-case analysis" Kanwal Anil, Ambedkar University Delhi, India Anil Misra, Management Development Institute Gurgaon, India Amanpreet Kaur, Ambedkar University Delhi, India
- "Making the most of what you've got: Evaluating efficiency of disability-inclusive savings groups in Uganda" Richard Sebaggala, University of Agder, Norway Roy Mersland, University of Agder, Norway Bert D'Espallier, KU Leuven, Belgium





*"Faith in development: How field officers' religious affiliation influences the operations of savings groups"*Armande Mahabi Nabami, University of Agder, Norway
Bert D'Espallier, KU Leuven, Belgium
Roy Mersland, University of Agder, Norway

#### 09:50-11:10 Paper Session 5C: Insights from Crowdfunding Practice

Session chair: Dr. Eliran Solodoha, Peres Academic Centre, Israel

- "Can Generative AI Read the Crowd? Reimagining Crowdfunding Signals and Backer Insight" Ramy Elitzur, University of Toronto, Canada Eliran Solodoha, Peres Academic Centre, Israel
- "Crowdfunding Beyond Borders: Geographic Disparities in Crowdfunding Success"
   Eliran Solodoha, Peres Academic Centre, Israel Liran Maymoni, Ben-Gurion University of the Negev, Israel
- "Value co-creation in Crowdfunding: A systematic Review" Marco Luzi, University of Malaga, Spain Maria Jose Quero, University of Malaga, Spain Rotem Shneor, University of Agder, Norway
- "Crowdfunding for financing (sustainable) transport projects: Systematic literature review"
   Dominika Kordela, University of Szczecin, Poland
   Marta Mańkowska, University of Szczecin, Poland
   Monika Pettersen-Sobczyk, University of Szczecin, Poland

#### 11:10-11:30 BREAK

<sup>11:30-12:10</sup> Keynote:

## "Reflections on the current state of cryptocurrency research: challenges and opportunities ahead"

Dr. Larisa Yarovaya, Director of the Centre for Digital Finance, Southampton Business School, University of Southampton, UK

#### 12:10-13:10 Lunch Break









#### 13:10-13:40 Su-ccess Project Report Insights: *Civic Crowdfunding: Driving Community Engagement for Sustainable Development*

Joanna Adamska, University of Gdansk, Poland Urszula Mrzygłód, University of Gdansk, Poland Andreas Almpanis, Institute of Entrepreneurship Development, Greece Cornelia Amon, IMC Krems University of Applied Sciences, Austria Prince Baah-Peprah, University of Agder, Norway Mina Fanea-Ivanovici, Bucharest University of Economic Studies, Romania Anna Fornalska, IMC Krems University of Applied Sciences, Austria Denise Kleiss, IMC Krems University of Applied Sciences, Austria Magda Leszczyna-Rzucidło, Baltic Institute for Regional Affairs BISER, Poland Marius-Cristian Pană, Bucharest University of Economic Studies, Romania Vanessa Reisecker, IMC Krems University of Applied Sciences, Austria Rotem Shneor, University of Agder, Norway

#### 13:40-14:40 Panel discussion:

#### "Crowdfunding and Sustainability: Expectations and Realities"

- Mrs. Jasmin Kappler Investor Relations, @ecozins, Germany
- **Prof. Natalia Maehle** Western Norway University of Applied Sciences, Norway
- Mr. Sam Manaberi cofounder, Trine, Sweden
- Dr. Kristian Roed Nilsen Copenhagen Business School, Denmark

Moderator: Mr. Ronald Kleverlaan, Dutch SME Financing Association, Netherlands.

#### 14:40-15:00 BREAK

#### 15:00-15:40 Parallel Paper Session 6A: Crowdfunding Adoption

Session chair: Dr. Joanna Adamska, University of Gdansk, Poland

"Principles in action: Ethical motivations across social and commercial crowdfunding projects"
 Joanna Adamska, University of Gdansk, Poland Urszula Mrzygłód, University of Gdansk, Poland



## "Determinants and consequences of crowdfunding awareness among prospective backers"

Rotem Shneor, University of Agder, Norway Prince Baah-Peprah, University of Agder, Norway Eliran Solodoha, Peres Academic Centre, Israel Johari Twaha Abdallah, Nord University, Norway Hibat-Allah Ezzahid, Hassan First University, Morocco Jovinary Kajuna, NHH Norwegian School of Economics, Norway Hicham Meghouar, Hassan First University, Morocco Kwasi Poku, Kwame Nkrumah University of Science and Technology, Ghana

#### 15:00-15:40 Parallel Paper session 6B: **Beyond the Campaign**

Session chair: Dr. Maria Jose Quero, University of Malaga, Spain

- "Beyond the crowdfunding campaign: Describing market entry in the post-campaign stage for products financed via reward-based crowdfunding"

Claire van Teunenbroek, University of Twente, Netherlands Jasmin Bijvank, University of Twente, Netherlands Karsten Wenzlaff, University of Hamburg, Germany

- "Post-fundraising performance of equity crowdfunded firms: The role of professional investors"

Tan Do, University of Otago, New Zealand Cheema, Muhammad A., University of Otago, New Zealand Tom Vanacker, Ghent University, Belgium

#### 15:40-15:50 **BREAK**

#### 15:50-16:30 Paper awards ceremony

**Launch** of the 5th International Conference on alternative Finance Research – Malaga, Spain 2026

Closing words, Networking, and mingling

#### 18:30-21:00 Closing Dinner\*

Restaurant: Bønder i Byen Location: Rådhusgata 16, 4611 Kristiansand Website: <u>https://bonderibyen.no/kristiansand/</u> \*Cost: NOK 950 (reservations required when registering to conference)



## **CONFERENCE TEAM**

## **Conference Chairs**

- Prof. Rotem Shneor, University of Agder, Norway
- Dr. Thomas Neumann, Aalborg University, Denmark

## **Organizing Committee**

- Dr. Joanna Adamska, University of Gdansk, Poland
- Dr. Urszula Mrzygłód, University of Gdansk, Poland
- Dr. Friedemann Polzin, University of Utrecht, Netherlands
- Dr. Prince Baah-Peprah, University of Ader, Norway
- Dr. Cecilie Højvang Paulsen, University of Aalborg, Denmark

## **Administrative Support**

• Mrs. Miriam Høgseth Joakimsen, University of Agder, Norway

### **Best paper selection committee**

- Dr. Joanna Adamska, University of Gdansk, Poland
- Dr. Ramy Elitzur, University of Toronto, Canada
- Dr. Urszula Mrzygłód, University of Gdansk, Poland
- Dr. Friedemann Polzin, University of Utrecht, Netherlands

## **Proceedings Editors**

- Hasan Aydin Okuyan, Bandirma Onyedi Eylul University, Turkey
- Fengya Zhu, University of Agder, Norway









## Utrecht University European Centre for Alternative Finance (ECAF)

## **Thanks to All Reviewers**

Abdullah, Mohammad	Guttman-Kenney, Benedict	Nyarko, Samuel A.
Adamska, Joanna	Hernández-Lasso, Hernando	Okuyan, Hasan A.
Ahron, Dudi	Jasrotia, Sahil S.	Paulsen, Cecilie Højvang
Arshad, Nadia	Jørgensen, Tanja	Pesque-Cela, Vanesa
Baah-Peprah, Prince	Landi, Stefano	Polzin, Friedemann
Beg, Kashif	Laschinger, Ralf	Quero, María José
Berliner, Daniel	Lazos, Aristogenis	Sabia, Luca
Bretschneider, Ulrich	Lukkarinen, Anna	Sebaggala, Richard
Bukashisha, Alanoud	Lustenberger, Michael	Serwaah, Priscilla
Cox, Joe	Maashiovalla Eugania	Classic Declassic
Cox, Joe	Macchiavello, Eugenia	Shneor, Rotem
Demattos Guimaraes, Alice	Mrzygłód, Urszula	Solodoha, Eliran
Demattos Guimaraes, Alice	Mrzygłód, Urszula	Solodoha, Eliran
Demattos Guimaraes, Alice Efrat, Kalanit	Mrzygłód, Urszula Mæhle Natalia	Solodoha, Eliran Steininger, Bertram
Demattos Guimaraes, Alice Efrat, Kalanit Elitzur, Ramy	Mrzygłód, Urszula Mæhle Natalia Munim, Ziaul H.	Solodoha, Eliran Steininger, Bertram Swinkels, Laurens
Demattos Guimaraes, Alice Efrat, Kalanit Elitzur, Ramy Flåten, Bjørn-Tore	Mrzygłód, Urszula Mæhle Natalia Munim, Ziaul H. Nabben, Kelsie	Solodoha, Eliran Steininger, Bertram Swinkels, Laurens Trzebiński, Artur A.
Demattos Guimaraes, Alice Efrat, Kalanit Elitzur, Ramy Flåten, Bjørn-Tore Fornalska, Anna	Mrzygłód, Urszula Mæhle Natalia Munim, Ziaul H. Nabben, Kelsie Ndaki, Daudi P.	Solodoha, Eliran Steininger, Bertram Swinkels, Laurens Trzebiński, Artur A. Umba, Deborah N.

Special thanks to support from:

