



# Conference Programme

2nd International Conference  
on Contemporary Marketing Issues

# ICCMi 2014

Athens, Greece

June 18-20, 2014



Alexander Technological  
Educational Institute of Thessaloniki



# ICCM I 2014

## conference programme

Athens, Greece  
June 18-20, 2014



## CONFERENCE CO-CHAIRS

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## PROGRAMME OVERVIEW

TUESDAY, June 17th	19:00-21:00	<b>Registration Desk OPEN</b>
WEDNESDAY, June 18th	8:15-9:30	<b>Registration &amp; Welcome Coffee</b>
	9:30-10:30	<b>Opening Ceremony</b>
	10:30-11:30	<b>Keynote Speaker</b>
	11:30-12:00	<b>Coffee Break</b>
	12:00-13:30	<b>Parallel Sessions</b>
	13:30-14:30	<b>Lunch</b>
	14:30-16:00	<b>Parallel Sessions</b>
	16:00-16:30	<b>Coffee Break</b>
	16:30-18:00	<b>Parallel Sessions</b>
THURSDAY, June 19th	9:30-10:00	<b>Coffee</b>
	10:00-11:30	<b>Parallel Sessions</b>
	11:30-12:00	<b>Coffee Break</b>
	12:00-13:30	<b>Parallel Sessions</b>
	13:30-14:30	<b>Lunch</b>
	14:30-16:00	<b>Parallel Sessions</b>
	16:00-16:30	<b>Coffee Break</b>
	16:30-18:00	<b>Parallel Sessions</b>
	21:30	<b>Gala Dinner at Titania's Awarded Roof Garden Restaurant (with a view to Acropolis)</b>
FRIDAY, June 20th	9:00-9:30	<b>Coffee</b>
	9:30-11:00	<b>Parallel Sessions</b>
	11:00-11:30	<b>Coffee Break</b>
	11:30-13:00	<b>Parallel Sessions</b>
	13:00-14:15	<b>Best Paper Award &amp; Meet the Editors</b>
	14:15-15:15	<b>Lunch</b>
	17:15	<b>Visit to Acropolis Museum</b>
SATURDAY, June 21st		<b>One-Day Cruise at the Argosaronikos Gulf</b>



## CONFERENCE PROGRAMME

## TUESDAY, 17 JUNE 2014

19<sup>00</sup> - 21<sup>00</sup> Registration Desk Open (Titania Hotel)

## WEDNESDAY, 18 JUNE 2014

8<sup>30</sup> - 9<sup>30</sup> Registration - Welcome coffee

9<sup>30</sup> - 10<sup>30</sup> Opening ceremony

10<sup>30</sup> - 11<sup>30</sup> Keynote Speaker

*Professor George Avlonitis, Athens University of Economics and Business (AUEB), Greece*

11<sup>30</sup> - 12<sup>00</sup> Coffee Break

12<sup>00</sup> - 13<sup>30</sup> **Session 1.1A (Room A): Consumer Behaviour**

**Chair: Plakoyiannaki E., Aristotle University of Thessaloniki, Greece**

**Understanding Consumers' Modes of Interpersonal Relationships through a Dialogical Perspective**

*Stavraki G., Aristotle University of Thessaloniki, Greece*

*Plakoyiannaki E., Aristotle University of Thessaloniki, Greece*

**Those were the Days my Friend, we thought they'd Never End: An Exploratory Study into how Consumers Derive (and Drive) their Future from their Past**

*Wright S., Strategic Partnerships Ltd, Wisbech, UK*

*Wightman A., Farmer and Carlisle, Loughborough, UK*

*Smith R. J., France Business School, Poitiers, France*

**A Multiphase Model Behavior of Organic Food Purchase in Spain**

*Vega-Zamora M., University of Jaén, Spain*

*Torres-Ruiz F. J., University of Jaén, Spain*

*Parras-Rosa M., University of Jaén, Spain*

**Digital Marketing Transformation Covering Group Online Sales, E-commerce and Social Media for Hospitality Industry in Turkey**

*Yildirim F., Okan University UBYO, Tuzla Istanbul, Turkey*

*Gulbahar O., Okan University UBYO, Tuzla Istanbul, Turkey*

12<sup>00</sup> - 13<sup>30</sup> **Session 1.1B (Room B): E-Commerce**

**Chair: Santouridis I., TEI of Thessaly, Larissa, Greece**

**Web Aesthetics beyond Functional Rationality: A Contemporary Approach to Human Computer Interaction**

*Nicolaidis C., University of Macedonia, Greece*

*Rammou M., University of Macedonia, Greece*

**Development Trends of Electronic Commerce in Republic of Serbia**

*Koncar J., University of Novi Sad, Republic of Serbia*

*Lekovic S., University of Novi Sad, Republic of Serbia*

**The Effects of Coupons and Social Networks on Sales for e-Commerce Retailers**

*Coary S., Saint Joseph's University, USA*



## Investigating Internet Users' Perceptions towards Online Shopping: An Empirical Study on Greek University Students

*Antoniadis I., TEI of Western Macedonia, Kozani, Greece*  
*Saprikis V., TEI of Western Macedonia, Kozani, Greece*  
*Poltitis K., TEI of Western Macedonia, Kozani, Greece*

### 12<sup>00</sup>– 13<sup>30</sup> **Session 1.1C (Room C): Branding and Destination Image**

**Chair: Wee-Kheng Tan, Kainan University, Taiwan**

#### City Branding: An Emerging Issue in Building Urban Economies

*Sotiriou I., Weatherhead School of Management, Case Western Reserve University, USA*  
*Theodoridou L., TEI of Central Macedonia, Greece*

#### Managing the Knowledge for Chinese Tourists: Establishment of Greece as a Preferred Destination

*Kapiki S., ATEI of Thessaloniki, Greece*  
*Fu J., Chengdu University, International e-Tourism Research Centre, China*  
*Mou L., Chengdu University, International e-Tourism Research Centre, China*

#### How Temporal and Spatial Distance Affect the Usage of Tourism Information Sources?

*Tan W. K., Kainan University, Taiwan*  
*Chang, Y. G., Kainan University, Taiwan*  
*Wu C. E., Kainan University, Taiwan*

#### Predictors for Loyalty of Visitors to the City of Thessaloniki as a Tourist Destination: A Multinomial Logistic Regression Based on a Sample Survey

*Frangos C., Technological Educational Institute of Athens, Greece*  
*Karapistolis D., Technological Educational Institute of Thessaloniki, Greece*  
*Stalidis G., Technological Educational Institute of Thessaloniki, Greece*

### 12<sup>00</sup>– 13<sup>30</sup> **Session 1.1D (Room D): Marketing Strategy and Information Technology**

**Chair: Singh J., Kingston Business School, Kingston University, UK**

#### The Antecedents and Consequences of Information Technology Usage on Trade Show Performance

*Singh J., Kingston Business School, Kingston University, UK*  
*Shukla P., Glasgow School for Business and Society, Glasgow Caledonian University, UK*  
*Kalafatis S., Kingston Business School, Kingston University, UK*  
*Ledden L., Kingston Business School, Kingston University, UK*

#### Managing Security in ERP Systems

*Tsiakis T., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Kargidis T., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Mavridis S., Alexander Technological Educational Institute of Thessaloniki, Greece*

#### The Effect of Culture on Independent Auditor's Opinion: A Study among Iranian Auditors Market

*Seyedhossein Naslmosavi, Islamic Azad University, Iran*  
*Saudah Sofian, Universiti Teknologi Malaysia, Malaysia*  
*Maisarah Mohamed Saat, Universiti Teknologi Malaysia, Malaysia*

#### Internet Marketing for Media Companies: The New e – Radio and e- Audience

*Kuyucu M., Istanbul Aydın University, Turkey*

### 13<sup>30</sup>–14<sup>30</sup> Lunch

### 14<sup>30</sup>–16<sup>00</sup> **Session 1.2A (Room A): Marketing Communications**

**Chair: Makienko I., University of Nevada, Reno, US**

#### The Role of Children in American, French and Ghanaian Society and Its Effect on Advertising Messages

*Odonkor E., Université Paris-Dauphine, France*

#### Consumer Cognitive Reactions to Too-Good-To-Be-True Price Promotions

*Makienko I., University of Nevada, Reno, US*

**Message Framing and Word-of-Mouth Recommendation**

*Lim M. W., Monash University Malaysia, Selangor Darul Ehsan, Malaysia*  
*Ahmed K. P., Monash University Malaysia, Selangor Darul Ehsan, Malaysia*  
*Ali Y. M., Monash University Malaysia, Selangor Darul Ehsan, Malaysia*

**Perception of Facial Expressions in Advertising: An Orientational Metaphor Perspective**

*Gkiouzeapas L., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece*

14<sup>30</sup>–16<sup>00</sup>**Session 1.2B (Room B): Tourism Marketing and Management**

**Chair: Vassiliadis C., University of Macedonia, Greece**

**Conjoint Analysis of Sporting Events: The Case of Taiwan**

*Vassiliadis C., University of Macedonia, Greece*  
*Fotiadis A., I-Shou University, Taiwan*

**Time and Cost Visitors Perception - the Case of E-Da Theme Park, Taiwan**

*Vassiliadis C., University of Macedonia, Greece*  
*Fotiadis A., I-Shou University, Taiwan*

**The Effectiveness of Marketing Events to Create Destination Competitiveness**

*Mojić J., University of Nis, Serbia*

**'Nature-based Visitor Attractions: The Influence of Wildlife Experience on Behavioural Intentions'**

*Sotiriadis M., University of South Africa (UNISA), South Africa*

14<sup>30</sup>–16<sup>00</sup>**Session 1.2C (Room C): Product and Brand Management**

**Chair: Tilikidou I., Alexander Technological Educational Institute of Thessaloniki, Greece**

**User Generated Content and Brand Equity: The Case of the Brands Portrayed in Personal YouTube Channels**

*Mzahi C., France Business School, France*  
*Ghantous N., Qatar University, Qatar*

**Branding in Emerging Market: A Marketing Issue in Malaysia**

*Tock M. J., Universiti Teknologi Malaysia, Malaysia*  
*Baharun R., Universiti Teknologi Malaysia, Malaysia*

**Product Packaging: Research Trends and Opportunities**

*Triantos A., Aristotle University of Thessaloniki, Greece*  
*Zotos Y., Cyprus University of Technology, Cyprus*

**Psychological and Behavioural Customer Engagement: An Empirical Study in Online Brand Communities**

*Alotaibi M., Curtin University, Western Australia*  
*Ouschan R., Curtin University, Western Australia*  
*Ferguson G., Curtin University, Western Australia*

14<sup>30</sup>–16<sup>00</sup>**Session 1.2D (Room D): Bank Marketing, SMEs**

**Chair: Melewar C. T., Middlesex University, London, UK**

**Examining the Influence of Corporate Website Favourability on Corporate Image, Corporate Reputation, E-Loyalty and Identification in the Context of Banking Industry in the United Kingdom**

*Ageeva E., Middlesex University, London, UK*  
*Melewar C. T., Middlesex University, London, UK*

**Are Greek SME's Innovative Activities Resilient to Economic Crisis?**

*Trigkas M., TEI of Thessaly, Greece*  
*Papadopoulos I., TEI of Thessaly, Greece*  
*Karagouni G., TEI of Thessaly, Greece*  
*Kyriazis V., TEI of Thessaly, Greece*

**Service Quality and Customer Satisfaction of Co-Operative Banks in an Economic and Debt Crisis Period: The Critical Case of Pancretan Co-Operative Bank**

*Kalpadakis A., Hellenic Open University, Pancretan Co-operative Bank, Crete, Greece*  
*Spais G., Technological Educational Institute of Western Greece, Hellenic Open University, Greece*

**A Survey of Bank Customers' Satisfaction during the Greek Financial Crisis***Anastasiou S., TEI of Central Greece, Thebes, Greece**Panta M., TEI of Central Greece, Chalkis, Greece**Filippidis K., University of Western Macedonia, Florina, Greece**Siasiakos K., ASEP, Athens, Greece***16<sup>00</sup>–16<sup>30</sup> Coffee Break****16<sup>30</sup>–18<sup>00</sup> Session 1.3A (Room A): Logistics, Family Business****Chair: Andreopoulou Z., Aristotle University of Thessaloniki, Greece****Which Role can Social Science Critique Play for the Development of Logistics Management?***Sormas N. A., Technological Educational Institute of Western Macedonia, Kozani, Greece**Sormas A. N., Lund University, Helsingborg, Sweden***Succession in Small-Medium Sized Family Businesses: A Study of Next Generation****Marketing Graduates' Contribution to the Family Business***Vlachakis S., Alexander Technological Educational Institute of Thessaloniki, Greece**Siakas K. V., Alexander Technological Educational Institute of Thessaloniki, Greece**Belidis A., Alexander Technological Educational Institute of Thessaloniki, Greece**Naaranoja M., University of Vaasa, Finland***Wood Supply Chain Management, Logistics and Green Marketing: A Review for University Forest of Pertouli in Greece***Tzoulis I., Aristotle University of Thessaloniki, Greece**Andreopoulou Z., Aristotle University of Thessaloniki, Greece**Tsekouropoulos G., Aristotle University of Thessaloniki, Greece**Voulgaridis E., Aristotle University of Thessaloniki, Greece***Stakeholder Engagement and Co-Creation in Logistic Industry: The Emerging Influence of Service Science Perspective***Pellicano M., University of Salerno, Italy**Vesci M., University of Salerno, Italy**Cosimato S., University of Salerno, Italy**Troisi O., University of Salerno, Italy***16<sup>30</sup>–18<sup>00</sup> Session 1.3B (Room B): Regional Tourism Marketing****Chair: Wee-Kheng Tan, Kainan University, Taiwan****Using the Prentice's Familiarity Taxonomy to Investigate the Impact of Familiarity on Destination Image and Intention to Visit***Tan W. K., Kainan University, Taiwan**Wu C. E., Kainan University, Taiwan***International Tourist's Choice Criteria for Visiting Corfu Island***Kamenidou I., Eastern Macedonia Thrace Institute of Technology, Greece**Mamalis S., Eastern Macedonia Thrace Institute of Technology, Greece***Albergo Diffuso: Voice of Customers' Analysis in Italian Tourism Sector***Vallone C., University of Milan-Bicocca, Italy**Veglio V., University of Southampton, UK***Regional Tourism Planning: the Case of the Marche Region (Italy)***Splendiani S., University of Perugia, Italy***16<sup>30</sup>–18<sup>00</sup> Session 1.3C (Room C): Social Marketing****Chair: Chao P., Eastern Michigan University, USA****Social Marketing: Testing a Model of Breastfeeding Behaviour Intention***Martins Oliva Maria Dourado, Instituto de Estudos Superiores de Fafe, Fafe, Portugal**Arminda Maria Finisterra do Paço, University of Beira Interior, Covilhã, Portugal**Ricardo Gouveia Rodrigues, University of Beira Interior, Covilhã, Portugal*

**The Relationship between Brand Orientation and Organizational Performance in Charity Organizations in China: the Mediating Effect of Brand Performance**

*Zhou Y. F., Sun Yat-sen University, China*

*Chao P., Eastern Michigan University, USA*

*Huang G., Guangdong University of Finance and Economics, China*

**The Context Influence in Volunteers Motivations**

*Ferreira R. M., Porto Polytechnic Institute, Portugal*

*Armin da Paço, University of Beira Interior, Covilhã, Portugal*

**Innovation and Cause-Related Marketing Success in Business-To-Business Markets: A**

**Conceptual Framework and Propositions**

*Christofi M., University of Gloucestershire, UK*

*Leonidou E., University of Gloucestershire, UK*

*Vrontis D., University of Nicosia, Cyprus*

16<sup>30</sup>–18<sup>00</sup>

**Session 1.3D (Room D): Consumer Behaviour**

**Chair: Sinha G., IIM Kashipur, India**

**Apparels Consumption among Two Different Religious Classes in India**

*Madhurima Deb, IIM Kashipur, India*

*Gautam Sinha, IIM Kashipur, India*

**Crowdsourcing in Fashion: Is Mass Customisation the Power to Consumer Engagement?**

*Anouti C., University of Westminster, UK*

*Kourtoubelides M., Middlesex University, UK*

*Passaro P., University of Bari, Italy*

**Status and Conspicuous Consumption: Wedding as a Sign of Status**

*Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece*

*Atilgan K. O., University of Mersin, Turkey*

**Tourism Clusters in Russia: A Network Perspective**

*Aleksandrova A., Lomonosov Moscow State University, Russia*

*Sheresheva M., Lomonosov Moscow State University, Russia*

*Egorova N., National Research University - Higher School of Economics, Russia*

**THURSDAY, 19 JUNE 2014**

9<sup>30</sup>–10<sup>00</sup>

Coffee

10<sup>00</sup>–11<sup>30</sup>

**Session 2.1A (Room A): Retail Marketing**

**Chair: Kargidis T., ATEI of Thessaloniki, Greece**

**Exploring the Interactive Effect of Urban and Store Aesthetic Design on Quality Inferences and Willingness to Buy. An Experimental Study**

*De Nisco A., University of Sannio, Italy*

*Mason M., University of Udine, Italy*

**Developing a Short Retail Service Quality Scale for PLS analysis**

*Dekker H., HZ University of Applied Sciences, The Netherlands*

*Snijders I., HZ University of Applied Sciences, The Netherlands*

**Shopper Behavior in Europe: A Comparison**

*Padma Panchapakesan, Business Research Unit, ISCTE-Institute University of Lisbon, Portugal*

**From Multichannel to “Omnichannel” Retailing: Review of the Literature and Calls for Research**

*Lazaris C., ELTRUN – The E-Business Center, Athens University of Economics and Business, Greece*

*Vrechopoulos A., ELTRUN – The E-Business Center, Athens University of Economics and Business, Greece*



10<sup>00</sup> – 11<sup>30</sup>**Session 2.1B (Room B): E-Marketing****Chair: Martensen A., Copenhagen Business School, Denmark****Impact of The Financial Crisis on Internet Usage and Users' Attitudes***Azaria A., Technological Educational Institute of Central Macedonia, Greece  
Ventouris A., University of Piraeus, Greece***Multi-Sided Search Platforms: Global and Local***Yablonsky S., St. Petersburg University, Russia***"Did This Help"? Understanding the Qualities of Helpful Online Customer Reviews: A****Qualitative Exploration of Receiver Perspectives***Clare C., Manchester Metropolitan University Business School, UK  
Wright G., Manchester Metropolitan University Business School, UK  
Paucar-Caceres A., Manchester Metropolitan University Business School, UK  
Sandiford P., Adelaide University, Australia***The eWOM Matrix: A Model for Categorising e-Word-of-Mouth on Web-based Consumer Opinion Platforms***Martensen, A., Copenhagen Business School, Denmark  
Jensen, J. S., Copenhagen Business School, Denmark  
Jones, R. G., Copenhagen Business School, Denmark*10<sup>00</sup> – 11<sup>30</sup>**Session 2.1C (Room C): Ethical Issues in Marketing****Chair: Alvarez D. M., Boğaziçi University, Turkey****Ethical Consumer Behaviour Regarding Hotels: Types and Influential Factors***Tilikidou I., ATEI of Thessaloniki, Greece  
Delistavrou A., ATEI of Thessaloniki, Greece***Key Factors Impeding Ethical Consumption: An Exploratory Study in a Chinese Context***Huo Y., University of Gloucestershire, UK  
Wang X., University of Gloucestershire, UK***Smart and Green Technologies in the Mediterranean Ports: The Genoa Port Case Study***Tommasetti A., University of Salerno, Italy  
Troisi O., University of Salerno, Italy  
Tuccillo C., University of Salerno, Italy***Culture-Based Interpretation of Online Hotel Reviews***Hatipoğlu B., Boğaziçi University, Turkey  
Alvarez D. M., Boğaziçi University, Turkey*10<sup>00</sup> – 11<sup>30</sup>**Session 2.1D (Room D): Marketing Communications****Chair: Madhurima Deb, IIM Kashipur, India****Listen, Offer, Communicate, but fail to Deliver: Lessons for Political Marketing from the Experience of PASOK***Kotzaivazoglou I., Technological Educational Institute of Central Macedonia, Greece***Cultural Values Reflected in American, French and Ghanaian Television Advertisements Targeting Children***Odonkor E., Université Paris-Dauphine, France***EEG Analysis of TV Advertising: Defining the EEG Features of Likable Commercials***Georgiev St., Institute of Neurobiology - BAS, Bulgaria  
Katrandjiev Hr., University of National and World Economy, Bulgaria  
Jelev S., University of National and World Economy, Bulgaria  
Durankev B., University of National and World Economy, Bulgaria  
Andonov St., VUZF University, Bulgaria***Humor in Hellenic TV Advertising***Gounas S. A., Alexander Technological Educational Institute of Thessaloniki, Greece  
Sapountzis D. N., Alexander Technological Educational Institute of Thessaloniki, Greece  
Ioannidou F. R., Ioannidis S.A., Kozani, Greece  
Pechlivanidis S. C., Electrobox Mouratoglou S.A., Kozani, Greece*11<sup>30</sup> – 12<sup>00</sup>**Coffee Break**

**12<sup>00</sup>– 13<sup>30</sup> Session 2.2A (Room A): Supply Chain Management****Chair: Mukesh Ranga, IBM, CSJM University, Kanpur (U.P.) India****Importance of Biomass Qualities in Biomass Supply Chains for Bioenergy Production: A****Goal Programming Approach***Upadhyay P. T., University of Tromsø – Norway's Arctic University, Norway**Greibrokk H. J., University of Tromsø – Norway's Arctic University, Norway***Sustainable Supply Chain Management and Firm Financial Performance: A****Methodological Framework for the Agrifood Sector***Tsolakis N., Aristotle University of Thessaloniki, Greece**Anastasiadis F., Aristotle University of Thessaloniki, Greece**Iakovou E., Aristotle University of Thessaloniki, International Hellenic University, Greece**Vlachos D., Aristotle University of Thessaloniki, Greece***Supply Chain Integration and Firm's Competitiveness***Çerri S., University "Aleksandër Xhuvani", Albania**Tabaku E., University "Aleksandër Xhuvani", Albania***Energizing Agriculture Marketing in New Information Age***Mukesh Ranga, IBM, CSJM University, Kanpur (U.P.) India**Priyanka Pradhan, IBM, CSJM University, Kanpur (U.P.) India***12<sup>00</sup>– 13<sup>30</sup> Session 2.2B (Room B): Consumer Behaviour****Chair: Schlee Pefanis R., Seattle Pacific University, Seattle, USA****Marketing Strategies and Performance During Economic Crisis***Notta O., Alexander Technological Educational Institute of Thessaloniki, Greece***Image of an Unfamiliar Country of Origin: Cognitive Processing and Attitudes***Kuralt V., University of Ljubljana, Slovenia**Kline M., University of Ljubljana, Slovenia***Effects of Affinity and Animosity on U.S. Consumer Preferences for Imported Products:****Preliminary Analysis of Changes in Consumer Attitudes Towards France and the U.K.****Between 2003-04 and 2013-14***Schlee Pefanis R., Seattle Pacific University, Seattle, USA***The Country-of-origin Effect in Uzbek Consumers' Minds***Khujakulov L., Alexander Technological Educational Institute of Thessaloniki, Greece***12<sup>00</sup>– 13<sup>30</sup> Session 2.2C (Room C): Hospitality Marketing and Management****Chair: Pellicano, M., University of Salerno, Italy****Preferences towards Green Hotels: The Explanatory Power of TPB***Delistavrou A., ATEI of Thessaloniki, Greece**Tilikidou I., ATEI of Thessaloniki, Greece***Managing Diversity in the Cultural Tourism Field: The Peggy Guggenheim Collection****Case Study***Pellicano, M., University of Salerno, Italy**Troisi O., University of Salerno, Italy**Tuccillo C., University of Salerno, Italy**Cosimato S., University of Salerno, Italy***Promotion of Hotel Recreation Facilities among Young People in Greece and Montenegro***Kapiki S., ATEI of Thessaloniki, Greece**Jaksic D., University of Novi Sad, Serbia***Tacit Knowledge Transfer within Hotels: Revealing the Body of the Iceberg***Avdimiotis S., Alexander Technological Educational Institute of Thessaloniki, Greece**Zopiatis A., Cyprus University of Technology, Cyprus**Theocharous A., Cyprus University of Technology, Cyprus*

- 12<sup>00</sup> – 13<sup>30</sup> Session 2.2D (Room D): Marketing Communications and Branding**  
**Chair: Reckoski R., "St. Clement Ohridski" University – Bitola, FYROM**  
**The Determinants of Motion Picture Box Office Performance: Substantiation Based on the Examples of Movies Produced in Poland**  
*Gmerek N., University of Warsaw, Poland*  
**Investigating the Relationship Between Product Placement Modality and Brand Personality-An Exploratory Study**  
*Grigorian N., Coventry University, UK*  
*Kumar A., Coventry University, UK*  
**Direct and Indirect Effects of Parasocial Relationship in Product Placement**  
*José A. Dias, Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Portugal*  
*José G. Dias, Instituto Universitário de Lisboa (ISCTE-IUL), BRU-IUL, Portugal*  
**Android Web Application for Insurance Companies as Innovative Mobile Marketing**  
*Shikoska U., "St. Paul the Apostle" University-Ohrid, FYROM*  
*Reckoski R., "St. Clement Ohridski" University – Bitola, FYROM*  
*Dzamtovski D., "St. Paul the Apostle" University-Ohrid, FYROM*
- 13<sup>30</sup> – 14<sup>30</sup> Lunch**
- 14<sup>30</sup> – 16<sup>00</sup> Session 2.3A (Room A): Services Marketing**  
**Chair: Wright G., Manchester Metropolitan University, Manchester, UK**  
**Extending E-S-QUAL with Hedonic Dimensions to Measure Quality of Internet Travel Services**  
*Santouridis I., TEI of Thessaly, Larissa, Greece*  
*Krikoni E., TEI of Thessaly, Larissa, Greece*  
**Evaluating the E-S-QUAL Model in the Australian Online Banking Context**  
*Alhathal F., Curtin University, Perth, Australia*  
**Using the SERVQUAL Model to Evaluate the Quality Of Services for a Farm School Store: How Reliability and Responsibility can Improve the Provision of Service**  
*Handrinos M. C., Perrotis College - The American Farm School of Thessaloniki, Greece*  
*Folinas D., TEI of Central Macedonia, Greece*  
*Rotsios K., Perrotis College - The American Farm School of Thessaloniki, Greece*  
**Understanding Service Quality in an Emerging Market: the Imperative of Ageing and Implications for the Delivery of Care Services**  
*Lapré F., Tias Nimbas Business School, University of Tilburg, The Netherlands*  
*Wright G., Business School, Manchester Metropolitan University, UK*
- 14<sup>30</sup> – 16<sup>00</sup> Session 2.3B (Room B): Tourism Marketing, Market Segmentation**  
**Chair: Del Chiappa, G., University of Sassari, Italy**  
**Export Objectives: Evidence from Greek Exporters' Assessments of Success**  
*Kakkos N., TEI of Thessaly, Greece*  
*Sdrolias L., TEI of Thessaly, Greece*  
**Connected Greek Young Citizens: A Segmentation Analysis**  
*Triantafillidou, A., Technological Educational Institute (TEI) of Western Macedonia, Kastoria, Greece*  
*Yannas, P., Technological Educational Institute of Piraeus, Athens, Greece*  
*Lappas, G., Technological Educational Institute (TEI) of Western Macedonia, Kastoria, Greece*  
**Perceptions in Luxury Consumption among the Chinese Consumers in Four Different Cities**  
*Chen S., Politecnico di Milano, Italy*  
*Lamberti L., Politecnico di Milano, Italy*  
**Which Experiential Values Best Predict Overall Value and Loyalty? A Structural Model Tested Among Different Subsample of Tourists**  
*Gallarza M. G., Universidad de València, Spain*  
*Del Chiappa G., University of Sassari, Italy*  
*Arteaga F. Universidad Católica de Valencia, Spain*

14<sup>30</sup> – 16<sup>00</sup>**Session 2.3C (Room C): Marketing SMEs**

**Chair: Siakas K., Alexander Technological Educational Institute of Thessaloniki, Greece**

**Family Business Internationalisation Research: A Literature Review and the Emerging Entry Node Pattern**

*Kampouri K., Aristotle University of Thessaloniki, Greece*  
*Plakoyiannaki E., Aristotle University of Thessaloniki, Greece*

**Wastes and Tools in the Lean Marketing Strategy: An Exploratory Study in the Italian SMEs**

*Payaro A., CEO P&P Consulting & Service, Italy*

**Social Media Marketing for Improved Branding and Valorisation in Small Family Businesses**

*Siakas K. V., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Belidis A., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Siakas E., Aristotle University of Thessaloniki, IT Center, Greece*

**Dimensions of e-Commerce and e-CRM in International Business and Marketing Processes**

*Papaioannou E., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Assimakopoulos C., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Sarakintzis P., Regency Casino, Greece*

14<sup>30</sup> – 16<sup>00</sup>**Session 2.3D (Room D): Marketing Communications**

**Chair: Trivellas P., Technological Educational Institute of Halkis, Greece**

**Consumer Attitude towards Location-Based Advertising: An Integrative Framework and Future Research Agenda**

*Agrebi S., France Business School, France*  
*Mzahi C., France Business School, France*  
*Forte P., France Business School, France*  
*Oezsanay Ediz B., France Business School, France*

**The Impact of Organizational Structure on Customer Relationship Performance: A Survey in the Greek Advertising and Media Industry**

*Dekoulou P., University of Nicosia, Cyprus*  
*Trivellas P., Technological Educational Institute of Halkis, Greece*

**Role of Product Category Characteristic when Using Preferred Channels for Advertisement and Purchase**

*Obednikovska S., University St Kliment Ohridski- Bitola, FYROM*

**Corporate Image: The impact of Service Quality and Relationship Marketing in The City Hospital Sample Blitar - East Java - Indonesia**

*Astuti W., University of Merdeka Malang, Indonesia*  
*Nirwanto N., University of Merdeka Malang, Indonesia*  
*Setyorahayu D.W., University of Blitar, Indonesia*

16<sup>00</sup> – 16<sup>30</sup>**Coffee Break**16<sup>30</sup> – 18<sup>00</sup>**Session 2.4A (Room A): Services Marketing**

**Chair: Lappas G., Technological Education Institute (TEI) of Western Macedonia, Greece**

**The Local-Global Nexus in the Fast-Food Context: Culture as a Moderator of Consumer Behavior**

*Mason M. C., University of Udine, Italy*  
*Paggiaro A., University of Padua, Italy*

**Succeeding During Recession: Lessons from Greek SME Retailers**

*Theodoridis C., University of Central Lancashire, Lancashire Business School, UK*



**Applied Research Projects and Hospitality Education**

*Eeckels B., Les Roches, International School of Hotel Management, Switzerland*  
*Diamantis D., Les Roches, International School of Hotel Management, Switzerland*  
*Imboden A., Les Roches, International School of Hotel Management, Switzerland*  
*Krenzer P., Les Roches, International School of Hotel Management, Switzerland*

**The Use of Administration and Marketing Functions as a Tool of Business, by Large Greek Companies of Attica Prefecture, Food and Drink Branch**

*Tsekouropoulos G., Aristotle University of Thessaloniki, Greece*  
*Vatis Stulianos-Evstratios, University of Macedonia, Greece*  
*Andreopoulou Z., Aristotle University of Thessaloniki, Greece*  
*Katsonis N., University of Patras, Greece*

**16<sup>30</sup> – 18<sup>00</sup> Session 2.4B (Room B): Business to Business Marketing**

**Chair: Viardot E., EADA, Barcelona, Spain**

**Understanding Organizational Buying Behavior: The Need for Reconciliation**

*Sinčić Ćorić D., University of Zagreb, Croatia*  
*Piri Rajh S., University of Zagreb, Croatia*

**Exploring the Characteristics of Consumer Goods Brands in Industrial Markets**

*Viardot E., EADA, Barcelona, Spain*

**Assessing the Significance of Competitive Intelligence Terminology in the Field: Power and Influence in the World of Words**

*Smith J., Poitiers, France*  
*Larivet S., K4A, France*  
*Wright S., Strategic Partnerships Ltd, UK*

**16<sup>30</sup> – 18<sup>00</sup> Session 2.4C (Room C): Marketing and Social Media**

**Chair: Langaro D., Instituto Universitário de Lisboa (ISCTE/IUL), Business Research Unit (BRU), Portugal**

**The Marketing Dimensions of Facebook for Enrolling Study Programs: Evidence from the University of Novi Sad**

*Assimakopoulos C., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Nikolic D., University of Novi Sad, Serbia*  
*Simeunović N., University of Novi Sad, Serbia*  
*Nenadović M., University of Novi Sad, Serbia*  
*Dvizac S., University of Novi Sad, Serbia*

**The Application of Social Networking Analysis in Marketing: A Case Study of a Product's Page in Facebook**

*Antoniadis I., TEI of Western Macedonia, Kozani, Greece*  
*Serdaris P., TEI of Western Macedonia, Kozani, Greece*  
*Charmantzi A., TEI of Western Macedonia, Kozani, Greece*

**Gender Differences Regarding the Use of Facebook by Greek Users: Implications for Marketing**

*Azaria A., Technological Educational Institute of Central Macedonia, Greece*  
*Ventouris A., University of Piraeus, Greece*

**The Effects of Social Network Sites on Brand Awareness and Attitude**

*Langaro D., Instituto Universitário de Lisboa (ISCTE/IUL), Business Research Unit (BRU), Portugal*  
*Salgueiro M. F., Instituto Universitário de Lisboa (ISCTE/IUL), Business Research Unit (BRU), Portugal*  
*Rita P., Instituto Universitário de Lisboa (ISCTE/IUL), Business Research Unit (BRU), Portugal*

**16<sup>30</sup> – 18<sup>00</sup> Session 2.4D (Room D): Consumer Behaviour**

**Chair: Stalidis G., Alexander Technological Educational Institute of Thessaloniki, Greece**

**Authenticity in Marketing: A Response to Consumer Resistance?**

*Marks C., Grenoble Ecole de Management, France*  
*Prinsloo M., Grenoble Ecole de Management, France*

### Buying Pattern of High-Involvement Products Among Yemeni Costumers: A Structural Equation Modeling Analysis

*Qasem A., Universiti Teknologi Malaysia, Malaysia*  
*Baharun R., Universiti Teknologi Malaysia, Malaysia*

### Modeling the Multi-Criteria Choice Behaviour of Target Groups Using the Analytic Hierarchy Process

*Frangos C., Technological Educational Institute of Athens, Greece*  
*Fragkos C., University College London, UK*  
*Stalidis G., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Sotiropoulos I. Technological Educational Institute of Epiros, Preveza, Greece*  
*Karapistolis D., Alexander Technological Educational Institute of Thessaloniki, Greece*

### Attitudes and Perceptions of Consumers about their Lovemarks Comparative Investigation before and after Crisis in Greece

*Karatasios A., ATEI Piraeus, Greece*

21<sup>30</sup> Gala Dinner at Titania's Awarded Roof Garden Restaurant (with a view to Acropolis)

## FRIDAY, 20 JUNE 2014

9<sup>00</sup> – 9<sup>30</sup> Coffee

9<sup>30</sup> – 11<sup>00</sup> **Session 3.1A (Room A): Social Media Networks**

**Chair: Tsiakis T., Alexander Technological Educational Institute of Thessaloniki, Greece**

### Social Media Impact on Marketing and Operations of Small and Medium Companies: A Delphi Study

*Skoumpopoulou D., Northumbria University, UK*  
*Vlachos I., Northumbria University, UK*  
*San José J. G., Spain*

### Corporate Social Responsibility in Online Social Networks – an Empirical Analysis of Corporate Communication for Brands on the German Market

*Horn C., Otto-Friedrich-University Bamberg, Germany*  
*Brem A., University of Southern Denmark, Denmark*  
*Wöfl S., Otto-Friedrich-University Bamberg, Germany*  
*Ivens B. S., Otto-Friedrich-University Bamberg, Germany*  
*Hein D., Otto-Friedrich-University Bamberg, Germany*

### Challenges and Opportunities of Social Media: Evidence from Greek Food

#### Manufacturing Firms

*Vlachvei A., Technological Educational Institute of Western Macedonia, Kastoria, Greece*  
*Notta O., Technological Educational Institute of Thessaloniki, Greece*

### How Nonprofit Organizations use Social Media as a Marketing Tool: A Case Study in Academic Libraries

*Chatzopoulou C., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Mystakopoulos F., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Ntani A., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Katrinaki E., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Zafeiriou G., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Siatiri R., Alexander Technological Educational Institute of Thessaloniki, Greece*  
*Garoufallou E., Alexander Technological Educational Institute of Thessaloniki, Greece*

9<sup>30</sup> – 11<sup>00</sup> **Session 3.1B (Room B): Services Marketing**

**Chair: Piri Rajh S., University of Zagreb, Croatia**

### Marketing and Performance of Small Businesses in Nigeria

*Akinola G., Obafemi Awolowo University, Nigeria*

## Distinction of Service Marketing within the Architectural Business and Construction Industry

*Groppas G., College of Estate Management, MBA Construction and Real Estate, UK*

## Managing Online Service Recovery in Subscription and Non-Subscription Services

*Singh J., Kingston Business School, Kingston University, UK*

*Crisafulli B., Kingston Business School, Kingston University, UK*

## 'Is This What You Had Promised?' A Study Examining How Guarantees Influence Customer Attributions and Perceptions in Service Recovery

*Crisafulli B., Kingston University, UK*

*Singh J., Kingston University, UK*

*Riley Dall'Olmo F., Kingston University, UK*

9<sup>30</sup> – 11<sup>00</sup>

## Session 3.1C (Room C): Marketing Strategy

**Chair: Epure M., Spiru Haret University, Bucharest, Romania**

### Corporate Identity Orientation: Where Are We Now?

*Devereux L., Middlesex University London, UK*

*Melewar C. T., Middlesex University London, UK*

### Trade and Foreign Direct Investments in the EU and NAFTA, the Example of Mexico and Greece

*Mavridis S., Alexander Technological Educational Institute of Thessaloniki, Greece*

*Tsiakis T., Alexander Technological Educational Institute of Thessaloniki, Greece*

*Kargidis T., Alexander Technological Educational Institute of Thessaloniki, Greece*

### Communicating the Sense of Belonging to an 'Imagined Community' of a Destination for Advertising its Proposed Experiences and the Creation of Brand Loyalty

*Stavrianea A., Technological Educational Institute of Athens, Greece*

*Kavoura A., Technological Educational Institute of Athens, Greece*

### Competitiveness and Positioning of Spiru Haret University on National and Regional Educational Market

*Epure M., Spiru Haret University, The Academy of Romanian Scientists, Bucharest, Romania*

*Bondrea A. A., Spiru Haret University, Bucharest, Romania*

11<sup>00</sup> – 11<sup>30</sup>

## Coffee Break

11<sup>30</sup> – 13<sup>00</sup>

## Session 3.2A (Room A): Social Media Marketing for Tourism

**Chair: Sigala M., University of the Aegean, Chios, Greece**

### Challenges of Marketing European Destinations to Chinese Tourists: An Empirical Investigation of Destination Quality and Behavioural Intention

*Zhibin Lin, Newcastle Business School, Northumbria University, UK*

*Vlachos P. I., Newcastle Business School, Northumbria University, UK*

### C2C Exchanges in Tourism: Experiences, Benefits and Relations of Market Actors

*Sigala M., University of the Aegean, Chios, Greece*

### The Role of Social Networking Pages in the E-Tourism Industry

*Gouva D., University of Macedonia, Greece*

*Karagiannis I., University of Macedonia, Greece*

*Stiakakis E., University of Macedonia, Greece*

*Vlachopoulou M., University of Macedonia, Greece*

### Use of 2.0 Tools by Travel Agencies: A Latent Segmentation Study in the Italy Context

*Del Chiappa G., University of Sassari & CRENoS, Italy*

*Lorenzo-Romero C., University of Castilla-La Mancha, Spain*

*Alarcón-del-Amo M. C., Autonomous University of Barcelona, Spain*



**11<sup>30</sup> – 13<sup>00</sup> Session 3.2B (Room B): Marketing Performance, Advertising**  
**Chair: Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece**

**Critical Success Factors of Online Music Streaming Services - A Case Study of Applying the Fuzzy Cognitive Maps Method**

*Gerogiannis C. V., Technological Education Institute of Thessaly, Larissa, Greece*

*Maftai A. V., Staffordshire University, Business School, UK*

*Papageorgiou I. E., Technological Education Institute of Central Greece, Lamia, Greece*

**Sampling Techniques and Marketing Researches in Nigeria**

*Akinola G., Obafemi Awolowo University, Nigeria*

**Advergaming: Children's Online Privacy in Turkey**

*Yetkin-Ozbuk M. R., Akdeniz University, Antalya, Turkey*

*Aydin-Unal D., Akdeniz University, Antalya, Turkey*

**Measuring the Relation between Social Media Advertising and Value**

*Mentzelou P., Alexander Technological Educational Institute of Thessaloniki, Greece*

**11<sup>30</sup> – 13<sup>00</sup> Session 3.2C (Room C): Customer Satisfaction and Loyalty**  
**Chair: Bisschoff CA., North-West University Potchefstroom Business School, South Africa**

**A Simplified Model to Measure Brand Loyalty**

*Bisschoff A. C., North-West University Potchefstroom Business School, South Africa*

*Moolla I.A., Management College of South Africa, South Africa*

**Customer Loyalty, Satisfaction, Trust and Service Quality**

*Tabaku E., "Aleksandër Xhuvani" University, Albania*

**Citizen's Satisfaction and Predictive Data Mining: An Empirical Investigation in the Italian Local Public Administration**

*Veglio V., University of Southampton, UK*

*Batini C., University of Milano-Bicocca, Milano, Italy*

*Viscusi G., EPFL-CSI, Lausanne, Switzerland*

**Examining the Antecedents of Customer Loyalty in a Tech-Mediated Continuous Purchasing Service Setting Using an Extended Investment Model Perspective**

*Giovanis A., Technological Educational Institute of Athens, Greece*

*Zondiros D., Technological Educational Institute of Athens, Greece*

*Tomaras P., Technological Educational Institute of Athens, Greece*

**13<sup>00</sup> – 14<sup>15</sup> Best Paper Award & Meet the Editors**

**14<sup>15</sup> – 15<sup>15</sup> Lunch**

**17<sup>15</sup> Visit to Acropolis Museum**

**SATURDAY, 21 JUNE 2014**

**One-Day Cruise at the Argosaronikos Gulf** (Departure in the morning, specific time to be announced)



2nd International Conference  
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# ICCM I 2014

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