ICCMI 2016

Conference programme

Heraklion, Greece June 22-24, 2016
CONFERENCE CO-CHAIRS

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University of New Hampshire, USA
Wageningen University, Netherlands
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Technological Educational Institute of Athens, Greece
University of National and World Economy, Bulgaria
University of Palermo Argentina, Argentina
Technological Educational Institute of Central Macedonia, Greece
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<tr>
<th>Day</th>
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<tr>
<td>Tuesday, June 21&lt;sup&gt;st&lt;/sup&gt;</td>
<td>19:00-21:00</td>
<td>Registration Desk OPEN</td>
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<td>Wednesday, June 22&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>8:00-9:30</td>
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<td>9:30-10:00</td>
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<td>14:30-15:30</td>
<td>Meet the Editors and Closing Ceremony</td>
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<td>18:00</td>
<td>Visit and Tour to Alexakis Vineyard</td>
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<td>Saturday, June 25&lt;sup&gt;th&lt;/sup&gt;</td>
<td>9:00</td>
<td>Departure to Santorini</td>
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<td>Special Session in Santorini</td>
<td>18:00-19:30</td>
<td>Workshop chaired by Prof. E. Plakoyiannaki at Santorini Palace Hotel</td>
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CONFERENCE PROGRAMME

TUESDAY, 21 JUNE 2016

1900 - 2100  Registration Desk Open (Aquila Atlantis 5* Hotel)

WEDNESDAY, 22 JUNE 2016

800 – 930  Registration – Welcome coffee

930 – 1000  Opening ceremony

1000 – 1045  Keynote Speaker

Professor Neil Towers, Chair in Retail Management and Marketing at the University of Gloucestershire, School of Business & Management
“Times are a changing: Contemporary Marketing to a real customer in a virtual landscape”

1045 – 1100  Coffee Break

1100 – 1300  Session 1.1A (Room A): Consumer Behaviour

Chair: Mai L.W., University of Westminster, UK

Man talk: skincare not included and how this affects the market
Byrne A., Manchester Metropolitan University, UK

Crisis marketing: Effects on the consumers’ behavior and their materialistic values
Stavrianea A., Technological Educational Institute of Athens, Greece
Siomkos G., Athens University of Economics and Business, Greece

Explaining consumer resistance to innovations through the lens of non-adoption
Patsiotis A.G., Deree, The American College of Greece, Greece

Adoption or rejection of digital wearable devices
Mai L.W., University of Westminster, UK
Buzescu A.A., University of Westminster, UK

Consumer empowerment empowering the brand: challenges and opportunities
Skare V., University of Zagreb, Croatia
Rydén P., Technical University of Denmark, Denmark
Hossain M., University of Dhaka, Bangladesh
Wilcox K., Columbia Business School, United States
Kottika E., University of Greenwich, UK

1100 – 1300  Session 1.1B (Room B): Services Marketing

Chair: Wright G., Manchester Met University Business School, UK
An investigation of service failure attributions on the relationships between service recovery strategies and marketing outcomes
Jareankieatbovor N., Brunel University, UK
Cohen G., Brunel University, UK

Antecedents of Service Excellence
Panchapakesan P., Lisbon University Institute, Portugal
Urs W., Lucerne University of Applied Sciences & Arts, Switzerland

Correspondence of smartphone brand pricing policies to perceived quality in different national markets
Slepenkova E., Lomonosov Moscow State University, Russia
Chen P.Y., Lomonosov Moscow State University, Russia

The market drivers and challenges of servitisation
Wright G., Manchester Met University Business School, UK
Holloway T., Manchester Met University Business School, UK
Nudurupati S., Manchester Met University Business School, UK
Lascelles D., Manchester Met University Business School, UK

Quality and value for sustainable relationships in professional services
Wright G., Manchester Met University Business School, UK
Van Bon H., Manchester Met University Business School, UK
Kayas O., Manchester Met University Business School, UK
Hines T., Manchester Met University Business School, UK

11:00 – 13:00 Session 1.1C (Room C): E-Commerce and E-Marketing
Chair: Srivastava S., CSJM University, India

Exploring risk taking, privacy concerns, time pressure and willingness to transact online amongst Indian Youth
Handa M., Guru Gobind Singh Indraprastha University, India
Vohra A., University of Delhi, India

Selected management problems in online/web newsrooms
Hudíková Z., University of Ss. Cyril and Methodius, Slovakia
Pravdová H., University of Ss. Cyril and Methodius, Slovakia

Products suitable for ecommerce. A proposed model for click and bricks companies
Payaro A., P&P Consulting & Service, Italy
Papa A.R., P&P Consulting & Service, Italy

Algerian brand websites: does website design play a role? Case of study: Cevital website
Aouzelleg L., University of Bejaia, Algeria
Bourkif M., University of Bejaia, Algeria

Indian online matrimony market: changing roles, shifting behaviors
Srivastava S., CSJM University, India
Bajpai S., CSJM University, India

13:00 – 14:00 Lunch

14:00 – 14:45 Invited Speaker
Mariana Sigala, Professor in Tourism at the University of South Australia Business School
“Competing in the experience economy: What is next? Lessons and implications from social innovation and experience design in tourism”
14:45–15:00 Coffee Break

15:00–16:30 **Session 1.2A (Room A): Branding and Destination Image**
Chair: *Pinto P., University of Algarve, Portugal*

*Destination Branding Effectiveness: the case of France and Greece*
Giannopoulos A. A., Business College of Athens, Greece
Piha L. P., Athens University of Economics and Business, Greece
Pappa E., Athens University of Economics and Business, Greece

*“España Verde”: Tourism destination image among German Facebook users*
Schuh T., University of Algarve, Portugal
Agapito D., University of Algarve, Portugal
Pinto P., University of Algarve, Portugal

*Towards a theoretical framework on Internal Destination Brand Strength*
Bregoli I., University of Lincoln Business School, UK

*Entrepreneurial responses to sustainability: regulatory, normative and cognitive dimensions in emergent and declining destinations*
McCamley C., University of Huddersfield, UK
Canavan B., University of Huddersfield, UK

15:00–16:30 **Session 1.2B (Room B): Tourism Marketing and Management**
Chair: *Petranova D., University of Ss. Cyril and Methodius, Slovakia*

*The Schist Village tourist destination – a market segmentation study*
Paço A., University of Beira Interior, Portugal
Martinho M., University of Beira Interior, Portugal

*Development of tourism in the Slovakia-Ukraine cross-border region*
Petranova D., University of Ss. Cyril and Methodius, Slovakia

*Exploring Taiwanese tourists’ symbolic consumption of cultural quarters*
Peng N., University of Salford, UK
Chen A., Sheffield Hallam University, UK
Hung K-P., Ming Chuan University, Taiwan
Evans M., University of Salford, UK

*The Fifth Element of Halkidiki-Greece: A case of Smart Tourism development*
Avdimiotis S., Alexander Technological Educational Institute of Thessaloniki, Greece

15:00–16:30 **Session 1.2C (Room C): Marketing Strategy**
Chair: *Athanasopoulou P., University of Peloponnese, Greece*

*Segmentation of women according to their attitudes towards cosmetic surgery services*
Milfelner B., University of Maribor, Slovenia
Kikel T.V., University of Maribor, Slovenia
Mumel D., University of Maribor, Slovenia
Pisnik A., University of Maribor, Slovenia

*Managerial perspectives on value co-creation: a multi-stakeholder approach*
Pera R., University of Eastern Piedmont, Italy
Occhiocupo N., Oxford Brookes University, UK
Clarke J., Oxford Brookes University, UK
Collaborative dynamics of creative teams: Modeling creative process in advertising design
Ahmad W., IMS-KUST, Pakistan
Stufhaut M., University of Kentucky, USA
Johnson N., University of Kentucky, USA
Labianca J., University of Kentucky, USA

Customer involvement in new service development: a review & research agenda
Athanasopoulou P., University of Peloponnese, Greece
Karounis V., University of Peloponnese, Greece
Giovanis A.N., Technological Educational Institute of Athens, Greece

16:30–17:00 Coffee Break

17:00–18:30 Session 1.3A (Room A): Retail Marketing
Chair: Towers N., University of Gloucestershire, UK

The importance of Internet retailing in contemporary marketing channels
Končar J., University of Novi Sad, Republic of Serbia
Leković S., University of Novi Sad, Republic of Serbia

Store patronage models for a grocery market in a regional city in Thailand: frequency of visits and amount of spending
Meeyai S., Suranaree University of Technology, Thailand

The effects of brand identity on loyalty in online retailing: the role of value, satisfaction, trust and commitment
Giovanis A., Technological Educational Institute of Athens, Greece
Athanasopoulou P., University of Peloponnese, Greece

Store atmosphere in “Physical Web” Retailing: An IoT Disruption to Omnichannel Evolution
Lazaris C., Athens University of Economics and Business, Greece
Vrechopoulos A., Athens University of Economics and Business, Greece
Doukidis G., Athens University of Economics and Business, Greece

17:00–18:30 Session 1.3B (Room B): Marketing and Social Media
Chair: Sigala M., University of South Australia Business School, Australia

Using Facebook to communicate and cultivate relationships with stakeholders: The case of Greek companies
Kotzaivazoglou I., Technological Educational Institute of Central Macedonia, Greece

Factors influencing social media utilization in the Ghanaian hotel industry
Kankam W.A., University of Ghana, Ghana
Mensah K., University of Ghana, Ghana
Hinson R.E., University of Ghana, Ghana
Mahmoud M. A., University of Ghana, Ghana
Abdul-Hamid I. K., University of Ghana, Ghana

Social network marketing: Use and integration in the Greek market: A case study on Facebook
Gatomatis P., Technological Educational Institute of Patras, Greece
Deligiannis G., Technological Educational Institute of Patras, Greece
Giannoukou I., Technological Educational Institute of Patras, Greece
Exploring the role of social identity theory played in agenda setting via social media: the case of BREXIT
Kereszturi G., University of Hull, UK
Dean D., University of Hull, UK

1700–1830 Session 1.3C (Room C): Consumer Behaviour
Chair: Ahmad W., IMS-KUST, Pakistan

The impact of gender differences on consumer-brand relationships
Novik V., University of Algarve, Portugal
Guerreiro M., University of Algarve, Portugal
Pinto P., University of Algarve, Portugal

Examining consumers’ preferences for wine attributes. A case study from Greece
Apostolakis A., Technological Educational Institute (TEI) of Crete, Greece
Kourgiantakis M., Technological Educational Institute (TEI) of Crete, Greece

From economic man to connected consumers
Hall A., Manchester Metropolitan University, UK
Conway T., Manchester Metropolitan University, UK
Betts P., Manchester Metropolitan University, UK
Parker C., Manchester Metropolitan University, UK

Factors that determine the perceived value of wine and the consumers’ satisfaction level
Triantafyllou G., University of the Aegean, Greece
Lymperopoulos K., University of the Aegean, Greece
Lagos D., University of the Aegean, Greece

THURSDAY, 23 JUNE 2016

900 – 930 Coffee

930 – 1100 Session 2.1A (Room A): Supply Chain Management and Logistics
Chair: Antonopoulou H., Technological Educational Institute of Western Greece, Greece

Significance of packaging elements from marketing and logistics points of view
Konstantoglou A., Democritus University of Thrace, Greece
Kokmatos E., Independent Researcher, Greece
Folinas D., Technological Educational Institute of Central Macedonia, Greece
Fotiadis T., Democritus University of Thrace, Greece

Managing supplier networks: conflict or compromise?
Mathews M., University of Westminster, UK

Design and Implementation of an Autonomous Control System based on microcontroller Arduino for use in Logistics
Dervishi E., Technological Educational Institute of Western Greece, Greece
Halkiopoulos C., Technological Educational Institute of Western Greece, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece
Theodorakopoulos L., Technological Educational Institute of Western Greece, Greece
Green supply chain, wood production and market: pressures and practices
Tzoulis I., Aristotle University of Thessaloniki, Greece
Andreopoulou Z., Aristotle University of Thessaloniki, Greece
Trigkas M., Aristotle University of Thessaloniki, Greece
Tsekouropoulos G., Aristotle University of Thessaloniki, Greece

9:30 – 11:00  Session 2.1B (Room B): E-Commerce and E-Marketing
Chair: Yablonsky S., St. Petersbug University, Russia

Understanding uses and gratifications in the adoption of mobile English-learning games
Chen C.P., Yuan Ze University, Taiwan
Chen Z.H., Yuan Ze University, Taiwan
Chen C.H., National Kaohsiung University of Applied Sciences, Taiwan

Use of social media, network and commerce drive consumers to online shopping activities
Kwon K-J., University of Westminster, UK
Mai L. W., University of Westminster, UK
Peng N., University of Westminster, UK

It is all about Exhibitionism! The fashion passionate desire of e-buyers
Correia Loureiro S. M., Lisbon University Institute, Portugal
Costa I., Lisbon University Institute, Portugal
Panchapakesan P., Lisbon University Institute, Portugal

Digital marketing intermediaries
Yablonsky S., St. Petersbug University, Russia

9:30 – 11:00  Session 2.1C (Room C): Social, Enviromental and Societal Marketing
Chair: Todua N., Tbilisi State University, Georgia

Green consumer attitude and its implications to athletic sector
Kyriakou D., Aristotle University of Thessaloniki, Greece
Belias D., University of Thessaly, Greece
Trivellas P., Technological Educational Institute of Central Greece, Greece
Koustelios A., Technological Educational Institute of Western Macedonia, Greece
Vassanis K., Technological Educational Institute of Western Macedonia, Greece

Cause-related marketing, national/international days(N/I Days) & the retailing
Kollias O., Independent Researcher, Greece

How Corporate Social Responsibility Rescues Brands From Crises
Huang G., Guangdong University of Finance and Economics, China
Li X., Sun Yat-sen University, China
Zhou Y.F., Sun Yat-sen University, China

Marketing: Evolution in Green
Kokmotos D.E., Independent Researcher, Greece
Konstantoglou A., Democritus University of Thrace, Greece
Fotiadi T., Democritus University of Thrace, Greece
Folinas D., Technological Educational Institute of Central Macedonia, Greece
11:00 – 11:30 Coffee Break

11:30 – 13:30 Session 2.2A (Room A): Hospitality Marketing and Management
Chair: Jashi C., Tbilisi State University, Georgia

Challenges for hospitality management: the case of dementia patients and caregivers as customers
Blanas G., TEI of Thessaly, Greece
Kilindri S., TRC of Thessaly, Greece
Chrysikou E., UCL, UK

Business modelling of a dementia friendly hotel
Blanas G., TEI of Thessaly, Greece
Kilindri S., TRC of Thessaly, Greece
Chrysikou E., UCL, UK

Main aspects of service quality in the hotel industry of Georgia
Todua N., Tbilisi State University, Georgia
Jashi C., Tbilisi State University, Georgia

Outsourcing practices in hospitality firms in Crete, Greece
Rousouchatzakis S., Greek Open University, Greece
Apostolakis A., Technological Educational Institute of Crete, Greece

Investigating market orientation and positioning in Ghana’s hotel sector
Abdul-Hamid I.K., University of Ghana Business School, Ghana
Hinson R.E., University of Ghana Business School, Ghana

11:30 – 13:30 Session 2.2B (Room C): General
Chair: de Jager J., TUT, South Africa

Conceptual knowledge areas required from graduates across sectors in the marketing industry: a South African perspective
Roux T., TUT, South Africa
de Jager J., TUT, South Africa

eGovernment and its abilities to improve the efficiency of democratic processes
Magal S., University of Ss. Cyril and Methodius, Slovakia
Tinka J., University of Ss. Cyril and Methodius, Slovakia

Analysis of the economic and social impact of cultural festivals in the local economy
Viskadouraki I., Technological Educational Institute (TEI) of Crete, Greece
Apostolakis A., Technological Educational Institute (TEI) of Crete, Greece

Burnout: Emerged issue in business during economic recession in Greece
Gkintoni E., University of Crete, Greece
Togias P., Technological Educational Institute of Western Greece, Greece
Halkiopoulos C., Technological Educational Institute of Western Greece, Greece
Gioutopoulos K., Technological Educational Institute of Western Greece, Greece
Antonopoulos H., Technological Educational Institute of Western Greece, Greece

11:30 – 13:30 Session 2.2C (Room C): Sports Marketing
Chair: Manoli E.A., Loughborough University, UK
Motivation factors for marathon runners: evidence from a semi marathon event. A comparative analysis between men and women
Koronios K., University of Peloponnese, Greece
Psiloutsikou M., Athens University of Economics and Business, Greece
Kriemadis A., University of Peloponnese, Greece
Leivaditi E., University of Peloponnese, Greece

Body consumerism: the ‘power’ of the athletic male body and its influence on consumer embodiment practices
Iqbal Y., Teesside University, UK

Role of the stadium in the value creation process of a sporting event
Boissel J., Université François Rabelais, France
Des Garets V., Université François Rabelais, France
Plichon V., Université François Rabelais, France

‘He Had a Meaning in my Mind’ Unpacking Celebrity Footballer Brands
Tzoumaka E., Athens University of Economics and Business, Greece
Zarkada A., Athens University of Economics and Business, Greece

Event brand consistency at the London 2012 Summer Olympic Games
Kenyon J.A., Loughborough University, UK
Manoli E.A., Loughborough University, UK
Bodet G., Université de Lyon, France

1330 – 1430 Lunch

1430 – 1600 Session 2.3A (Room A): Marketing Communications
Chair: Kakkos N., TEI of Thessaly

Cuba: Marketing when advertising is illegal
Odonkor E., Université Paris-Dauphine, France

International green advertising practices: A longitudinal study of Clio award winning advertisements
Yfantidou I., Aristotle University of Thessaloniki, Greece
Hatzithomas L., University of Macedonia, Greece
Tsourvakas G., Aristotle University of Thessaloniki, Greece

Application of Neural Networks in economy. The influence of advertisement in business turnover
Papadopoulos D., Technological Educational Institute of Western Greece, Greece
Demiris C., Technological Educational Institute of Western Greece, Greece
Girotopoulos K., Technological Educational Institute of Western Greece, Greece
Giannoukou I., Technological Educational Institute of Western Greece, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece

E-marketing and online advertising: Case study in Greek companies during economic crisis
Halkiopoulos C., Technological Educational Institute of Western Greece, Greece
Togias P., Technological Educational Institute of Western Greece, Greece
Panagiotarou A., Technological Educational Institute of Western Greece, Greece
Gkintoni E., University of Crete, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece
Session 2.3B (Room B): International Marketing/Marketing Research
Chair: Plakoyiannaki E., Leeds University, UK

Research innovation in international service markets: a perspective of transnational entrepreneurship
Beveridge I., Université Paris 2 - Sorbonne Universités, LARGEPA, France
Stratemeyer A.W., California State University, United States
Kadura J., Peking University, China

Co-creation of luxury apparel brands: a cross-cultural examination
Pryor S., Creighton University, United States
Guilbault M., New Jersey Institute of Technology, United States

The evolution and structure of internet-based consumer research: a citation analysis
Coombes P., Sheffield Hallam University, UK
Al-Abdin A., University of Liverpool, UK

Co-creation of luxury apparel brands: a cross-cultural examination
Pryor S., Creighton University, United States
Guilbault M., New Jersey Institute of Technology, United States

The role of emotions of small & medium family businesses (SMFBs) in international strategic networking decisions
Kampouri K., Aristotle University of Thessaloniki, Greece
Plakoyiannaki E., Leeds University, UK
Saridakis C., Leeds University, UK

Session 2.3C (Room C): Marketing Strategy
Chair: Katrandjiev H., University of National and World Economy, Bulgaria

The moderating role of risk propensity in the market orientation – performance relationship: Evidence from the shipping sector
Pantouvakis A., University of Piraeus, Greece
Patsiouras C., University of Piraeus, Greece
Karakasnaki M., University of Piraeus, Greece

Identifying organisational brand elements for UK universities: A content analysis of students’ perceptions
Kapareliotis I., American College Greece-Deree, Greece
Zarkada A., Athens University of Economics and Business, Greece

 Electroencephalographic (EEG) Analysis of Brand Power
Katrandjiev H., University of National and World Economy, Bulgaria
Georgiev S., Bulgarian Academy of Science, Bulgaria

Family business into the financial crisis. A case study on marketing and management policies by small and medium-sized family businesses, during the financial crisis in Greece
Vlachakis S., University of Vaasa, Finland
Siakas K. V., Alexander Technological Educational Institute of Thessaloniki, Greece
Naaranoja M., University of Vaasa, Finland
Assimakopoulos K., Alexander Technological Educational Institute of Thessaloniki, Greece
Coffee Break

Session 2.4A (Room A): Branding and Destination Image
Chair: Pantouvakis A., University of Piraeus, Greece

Coastal destination development: complexities and challenges in practice
Derriks T., HZ University of Applied Sciences, The Netherlands
Glerum J., Municipality of Vlissingen, The Netherlands

A new and innovative mobile signage framework towards smart city branding and entrepreneurship
Giotopoulos K., Technological Educational Institute of Western Greece, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece
Halkiopoulos K., Technological Educational Institute of Western Greece, Greece
Papadopoulos D., Technological Educational Institute of Western Greece, Greece
Demiris K., Technological Educational Institute of Western Greece, Greece

Athens 2004 Olympic games aftermath: nation branding for tourism promotion success?
Belias D., University of Thessaly, Greece
Kyriakou D., Aristotle University of Thessaloniki, Greece
Koustelios A., University of Thessaly, Greece
Varsanis K., Technological Educational Institute of Western Macedonia, Greece
Trivellas P., TEI of Central Greece, Greece

Attitudes and Behaviours of Greek Consumers of Private Labelling Products during the Greek Economic Crisis
Michailidou Z., Technological Educational Institute of Thessaloniki, Greece
Vlachakis S., Technological Educational Institute of Thessaloniki, Greece

Session 2.4B (Room B): Marketing and Social Media
Chair: Chao P., Eastern Michigan University, USA

How to write Facebook posts for a global brand
Mouratidis A., Aristotle University of Thessaloniki, Greece
Hatzithomas L., University of Macedonia, Greece
Boutsouki C., Aristotle University of Thessaloniki, Greece
Vlachopoulou M., University of Macedonia, Greece

Social media as a platform for understanding consumer concerns in product harm crises and designing crisis management strategies in China
Zhang L., University of Electronic Science and Technology, China
Chao P., Eastern Michigan University, USA

Customer feedback and travel agencies: Assessing the adoption and uses of social media
Sotiriadis M., University of South Africa, South Africa
Pitsouli E., Hellenic Zeus Travel Agency, Greece

Emotional Intelligence in Social Network Consumers
Gkintoni E., University of Crete, Greece
Halkiopoulos C., Technological Educational Institute of Western Greece, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece
Togias P., Technological Educational Institute of Western Greece, Greece
Mitropoulos A., Technological Educational Institute of Western Greece, Greece
Student run group in Facebook: An opportunity for Universities’ Social Media Marketing Strategy?
Antoniadis I., Technological Educational Institute of Western Macedonia, Greece
Assimakopoulos K., Alexander Technological Educational Institute of Thessaloniki, Greece
Politis K., Fair Freight International SA, Greece

1630 – 1830 Session 2.4C (Room C): Consumer Behaviour
Chair: Kambalor J., Indian Institute of Management, India

A cross-national study of apparel consumer behaviour and consumption between Canada and China
Rahman O., Ryerson University, Canada
Chen Z., Manchester Metropolitan University, UK
Gao X., Tsinghua University, China

Consumer Advocates: Investigating the emotion-goal link
Kambalor J., Indian Institute of Management, India
Singh G., Indian Institute of Management, India

Consumer Advocacy: An Investigation Using OCE Framework
Kambalor J., Indian Institute of Management, India
Kodwani A., Indian Institute of Management, India

Ours are always the best? A study of consumer ethnocentrism amongst urban adult Chinese consumers
Ding Q.S., University of Huddersfield, UK

Effects of Brand Experience on Brand Loyalty: The moderating role of Consumer Confidence
Niros M., University of Piraeus, Greece
Pollalis Y., University of Piraeus, Greece

2100 Gala Dinner at the Agrikies-Stratakis Estate

FRIDAY, 24 JUNE 2016

900 – 930 Coffee

930 – 1100 Session 3.1A (Room A): Social, Environmental and Societal Marketing
Chair: Awad T.A., German University in Cairo, Egypt

Environmental product labelling and eco-innovations in Slovakia
Rybansky R., University of Ss. Cyril and Methodius, Slovakia
Zaušková A., University of Ss. Cyril and Methodius, Slovakia
Corporate social responsibility in the Russian energy
Benyaminova A., University of Westminster, UK
Mathews M., University of Westminster, UK
Rieple A., University of Westminster, UK
Langley P., University of Westminster, UK

Points for improvement of the ecologically protected area of Florina Prefecture
Kamenidou I., Eastern Macedonia Thrace Institute of Technology, Greece
Mamalis S., Eastern Macedonia Thrace Institute of Technology, Greece
Vasiliadou E., Employee, Prefecture of Western Macedonia, Greece

Assessing the influence of corporate social responsibility and service quality on consumers’ buying intention
Awad T.A., German University in Cairo, Egypt
Ghorab M., American University in Cairo, Egypt

9:30 – 11:00  
**Session 3.1B (Room B): E-Commerce and E-Marketing**
**Chair: Yildirim F., Okan Universitesi, Turkey**

Patras IQ. A knowledge transfer exhibition as a good hi-tech marketing practice
Stiliadi S., Technological Educational Institute of Western Greece, Greece
Antonopoulou H., Technological Educational Institute of Western Greece, Greece
Papadopoulos D., Technological Educational Institute of Western Greece, Greece

Adoption of digital currencies by companies in the European Union: A research model combining DOI and TAM
Roussou I., University of Macedonia, Greece
Stiakakis E., University of Macedonia, Greece

Assessing the drivers of online impulse buying
Chang S-W., Middlesex University, UK
Loukides G., Cardiff University, UK
Ahmed S., Middlesex University, UK

Successful CRM based mobile application, the solution of digital marketing promotion efforts, “Hopi”
Yildirim F., Okan Universitesi, Turkey

9:30 – 11:00  
**Session 3.1C (Room C): Marketing Communications**
**Chair: Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece**

The role of company owners and executives on pricing decisions: Evidence from Turkey
Yildirim M., Afyon Kocatepe University, Turkey
Özdemir Ş., Afyon Kocatepe University, Turkey

New approaches to multicultural marketing: Examining the communication strategies used by multicultural marketing agencies
Adams N., Regent’s University, UK

Understanding how sponsorship leads to purchase behavior for the sponsor’s products
Tsordia C., University of Patras, Greece
Papadimitriou D., University of Patras, Greece
11:00 – 11:30  Coffee Break

11:30 – 13:30  Session 3.2A (Room A): Tourism Marketing and Management/E-Commerce and E-Marketing
Chair: Assimakopoulos C., Alexander Technological Educational Institute of Thessaloniki, Greece

Sustainability performance management system of tourism enterprises
Giannoukou I., Technological Education Institute of Western Greece, Greece
Antonopoulou H., Technological Education Institute of Western Greece, Greece
Mitropoulos I., Technological Education Institute of Western Greece, Greece
Papadopoulos D., Technological Education Institute of Western Greece, Greece
Gatoumati P., Technological Education Institute of Western Greece, Greece

The Contribution of New Technologies in Tourism Marketing
Kottara S., TEI of Crete, Greece

Tourism, Creativity and Sustainability
Canavan B., University of Huddersfield, UK

Examining the Service Quality Dimensions of a Greek Price Comparison Platform: The Skroutz.gr case
Assimakopoulos C., Alexander Technological Educational Institute of Thessaloniki, Greece
Papaioannou E., Alexander Technological Educational Institute of Thessaloniki, Greece
Sarmaniotis C., Alexander Technological Educational Institute of Thessaloniki, Greece
Gounas A., Alexander Technological Educational Institute of Thessaloniki, Greece

Wineries website evaluation. Background for a Greek case study
Tsiakis T., Alexander Technological Educational Institute of Thessaloniki, Greece
Kargidis T., Alexander Technological Educational Institute of Thessaloniki, Greece

11:30 – 13:30  Session 3.2B (Room B): Healthcare Marketing
Chair: Mitropoulos I., Technological Education Institute of Western Greece, Greece

Measuring outpatients' satisfaction in healthcare services: the case of General Hospital of Chios
Salamoura M., University of the Aegean, Greece
Stavrinoudi S., University of the Aegean, Greece

Value co-creation in the animal healthcare sector
Pyatt A., Harper Adams University, UK
Wright G., Manchester Metropolitan University, UK
Walley K., Harper Adams University, UK
Bleach E., Harper Adams University, UK

Measuring patient satisfaction: different strokes for different folks
Goel R., Australian Institute of Business, Australia

Aspects of quality management and outpatient satisfaction in Greek public hospitals
Mitropoulos P., Technological Education Institute of Western Greece, Greece
Vasileiou K., Technological Education Institute of Western Greece, Greece
Mitropoulos I., Technological Education Institute of Western Greece, Greece
Session 3.2C (Room C): Consumer Behaviour/Services Marketing
Chair: Theodoridis C., Manchester Metropolitan University, UK

The impact of service quality on the patronage of pharmacies during economic crisis: evidence from a pilot study in Greece
Theodoridis C., Manchester Metropolitan University, UK
Boutsouki C., Aristotle University of Thessaloniki, Greece

Exploring charterers’ buying criteria for ship transportation services. Empirical evidence from Greek tanker management firms
Kakkos N., TEI of Thessaly, Greece
Trivellas P., TEI of Central Greece
Plexida E., TEI of Larissa, Greece
Sdrolias L., TEI of Thessaly, Greece

The role of legal-enforcement behavior of corporate social responsibility on consumer behavior
Gronfula A., Brunel University, UK
Ali M., Brunel University, UK

The use of beacons in the analysis of consumer behavior
Szymkowiak A., Poznan University of Business Economics, Poland

13:30 – 14:30 Lunch

14:30 – 15:30 Meet the Editors and Closing Ceremony

18:00 Visit and Tour to Alexakis Vineyard

SATURDAY, 25 JUNE 2016
Special Session in Santorini

9:00 Departure to Santorini

18:00 – 19:30 Workshop chaired by Prof. E. Plakoyiannaki from Leeds University at Santorini Palace Hotel. “Qualitative Case Research Beyond the Convention: What are the Alternatives?”