



**Athens Institute for Education and Research**  
**13<sup>th</sup> Annual International Conference on Management and Marketing**  
**29-30 June & 1-2 July 2015, Athens, Greece**  
Organized by ATINER's [Management](#) and [Marketing](#) Research Units

Conference Venue: [Titania Hotel](#), 52 Panepistimiou Street, 106 78 Athens, Greece

**Monday 29 June 2015**

(all sessions include 10 minutes break)

**08:00-08:40 Registration and Refreshments**

**08:40-09:00 (ROOM B) Welcome & Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Sharon Claire Bolton, Head, Management Research Unit, ATINER & Head, The Management School, University of Stirling, U.K.
- Dr. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER, Greece & Senior Lecturer of Marketing, University of Glasgow, U.K.

**09:00-10:30 Session I (ROOM B): Strategy, Innovation and Entrepreneurship**

**Chair:** Sharon Claire Bolton, Head, Management Research Unit, ATINER & Head, The Management School, University of Stirling, U.K.

1. \*[Andre Leite](#), Professor, Federal University of Santa Catarina, Brazil, [Nei Nunes](#), Professor, Southern University of Santa Catarina, Brazil & [Marcos B.L. Dalmau](#), Professor, Federal University of Santa Catarina, Brazil. How Property Rights Shape Strategy: Evidences from the Brazilian Electricity Industry. (MGT)
2. [Alejandro Rodriguez-Valle](#), Professor, Universidad Veracruzana, Mexico. Innovation Commitment among Mexican Firms. An Empirical Enquiry. (MGT)
3. [Junzhi Huang](#), Postgraduate Student, Shanghai International Studies University, China, [Yinan Zhou](#), Undergraduate Student, Shanghai International Studies University, China, [Zheng Fan](#), Dean and Professor, Shanghai International Studies University, China & [Qingli Fan](#), Undergraduate Student, College of Williams and Mary, USA. New Business Philosophy in Mobile Internet Era. (MGT)
4. [Kanellos-Panagiotis Nikolopoulos](#), Ph.D. Researcher, Open Universiteit Nederland, The Netherlands, [Dimitris Chelidonis](#), Smart-labs.gr, Greece & [Katerina Nicolopoulou](#), Senior Lecturer, Strathclyde Business School, U.K. New Venture Creation as a Response to the Greek Crisis: A Processual Perspective of Entrepreneurial Initiatives from a Greek Region. (MGT)
5. [Ching-I Chen](#), Ph.D. Student, National Kaohsiung First University of Science and Technology, Taiwan & [Shih-Tung Shu](#), Associate Professor, National Kaohsiung First University of Science and Technology, Taiwan. Patient Positivity and Participation in Services: Examining the Synergistic Effects of Self- and Other-Efficacy.(MGT)

**10:30-12:00 Session II (ROOM B): Product and Brand I**

**Chair:** Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER, Greece & Senior Lecturer of Marketing, University of Glasgow, U.K.

1. Peng Zou, Professor, Harbin Institute of Technology, China. Investor Response to Standardized Information Disclosure of Food Products in China. (MKT)
2. Veronica Gabrielli, Associate Professor, University of Modena and Reggio Emilia, Italy & Ilaria Baghi, Assistant Professor, University of Modena and Reggio Emilia, Italy. From the House of Brand to the Branded House: The Effects of a Brand Portfolio Shift on Consumers' Choice.
3. Lai-Cheung Leung, Senior Lecturer, Lingnan University, Hong Kong. Enhancing Brand Equity for Services through Consumer-Brand Experiences and Relationship. (MKT)
4. \*Carla Ruiz-Mafe, Associate Professor, University of Valencia, Spain, Jose Marti-Parreno, Associate Professor, European University of Valencia, Spain, Elena Fernandez Blanco, Associate Professor, Pontifical University of Salamanca, Spain & David Alameda Garcia, Associate Professor, Pontifical University of Salamanca, Spain. An Analysis on Receptiveness of Consumers to Embedded Brand Messages in Advergaming: The Role of Gender in Player's Behaviour. (MKT)

**12:00-13:30 Session III (ROOM B): E-Commerce and On Line Environment**

**Chair:** \*Andre Leite, Professor, Federal University of Santa Catarina, Brazil

1. Mei-Ju Chen, Assistant Professor, Chienkuo Technology University, Taiwan & Chun-Der Chen, Associate Professor, Ming Chuan University, Taiwan. Establishing Trust in Group-Buying Website through Trust Assurance: The Perspective of Elaboration Likelihood Model. (MKT)
2. Raul Laureano, Assistant Professor, Instituto Universitario de Lisboa (ISCTE-IUL), Portugal, Filipa A. Colaco, MSc Student, Instituto Universitario de Lisboa (ISCTE-IUL), Portugal, Pedro Ferreira, Lecturer, Instituto Universitario de Lisboa (ISCTE-IUL), Portugal & Luis M. S. Laureano, Assistant Professor, Instituto Universitario de Lisboa (ISCTE-IUL), Portugal. The Consequents of the Effectiveness of Collective Online Shopping Systems: The Perspective from Portuguese Business Partners. (MKT)
3. Li-Ting Huang, Assistant Professor, Chang Gung University, Taiwan. Influences of Social Capital and Content Attractiveness on Online Impulse Buying on Social Network Sites. (MKT)
4. Michael Serkedakis, Lecturer, Kennesaw State University, USA. Impact of Social Media on Sales Cycle in One Industry. (MKT)

**13:30-14:30 Lunch****14:30-16:30 Session IV (ROOM B): Consumer Behavior I**

**Chair:** \*Carla Ruiz-Mafe, Associate Professor, University of Valencia, Spain

1. Arjun Chaudhuri, Professor, Fairfield University, USA & Camelia Mico, Fairfield University, USA. Situational Effects of Loyalty and Value on Willingness to Pay: The Role of Emotion and Reason. (MKT)
2. \*Krishna Kistan Govender, Professor and Dean, Regenesys Business School & University of Kwazulu-Natal, South Africa & Simon Taylor, Regenesys Business School & University of Kwazulu-Natal, South Africa. Loyalty in the Telecommunications Industry – A Case Study of South African Mobile Companies. (MKT)
3. Evangelos Xevelonakis, Professor, University of Applied Sciences in Business Administration Zurich, Switzerland. Social Influence and Customer Referral Value. (MKT)
4. Li-Fei Chen, Associate Professor, Fu Jen Catholic University, Taiwan, Fang-Chih Tien, Professor, National Taipei University of Technology, Taiwan, Yu-Hsiang Hsiao, Assistant Professor, National Taipei University, Taiwan & Fu-Hsuan Chiu, Student, Fu Jen Catholic University, Taiwan. The Effect of Service Attitude on Customer Satisfaction – A Case Study. (MGT)
5. Chien-Hsin Yang, Assistant Professor, Overseas Chinese University, Taiwan. Hybrid Support Vector Regression and Particle Swarm Optimization for Discovering the Critical Factors of Entering University in Taiwanese Senior Vocational High School Students. (MGT)
6. Monica Perez Sanchez, PhD Student, University of Valencia, Spain & Marcelo Royo Vela, Professor, University of Valencia, Spain. Consumer Perceptions toward Down-price Brand Extensions within the Luxury Market.

**16:30-18:30 Session V (ROOM B): Operation and Production Management**

**Chair:** Evangelos Xevelonakis, Professor, University of Applied Sciences in Business Administration Zurich, Switzerland.

1. Chao-Ton Su, Professor, National Tsing Hua University, Taiwan, Chin-Sen Lin, Assistant Professor, China University of Science and Technology, Taiwan & Chun-Chin Hsu, Associate Professor, Chaoyang University of Technology, Taiwan. A GA-Based Approach for Process Optimization in PCB Assembly. (MGT)
2. Hsin-Pin Fu, Professor, National Kaohsiung First University of Science and Technology, Taiwan, Cheng-Yuan Chen, Professor and President, National Kaohsiung First University of Science and Technology, Taiwan, Wen-Chin Yeh, National Kaohsiung First University of Science and Technology, Taiwan & Jia-Shiang Lu, IE Engineer, Advanced Semiconductor Engineering Inc., Taiwan. Combining BPN and Taguchi Method to Predict Pulling Speed in Extrusion Manufacturing Process of PVC Plastic Spiral Pipes. (MGT)
3. Mu-Chen Chen, Professor, National Chiao Tung University, Taiwan, Yu-Hsiang Hsiao, Assistant Professor, National Taipei University, Taiwan & Yi-Ching Liu, National Chiao Tung University, Taiwan. Product Consolidation for the Supply Chain of Fresh Fruits and Vegetables. (MGT)
4. Wei-Feng Tung, Associate Professor, Fu-Jen Catholic University, Taiwan. IT-enabled Collaborative Service of Agricultural Production Planning for Small Peasants. (MGT)
5. Hsin-Wen Kuo, Ph.D. Student, National Kaohsiung First University of Science and Technology, Taiwan & Yenming J. Chen, Associate Professor, National Kaohsiung First University of Science and Technology, Taiwan. Reposition Conflicting Partners under Inventory Risk.(MGT)
6. Hsiang-Ting Su, Ph.D. Candidate, National Kaohsiung First University of Science and Technology, Taiwan & Hsin-Pin Fu, Professor, National Kaohsiung First University of Science and Technology, Taiwan. Marketing Strategy of ERP in Retailing Environment.

**18:30-20:30 Session VI (ROOM B): Business to Business Marketing and Other Essays**

**Chair:** Nektarios Tzempelikos, Senior Lecturer in Marketing, Anglia Ruskin University, U.K.

1. Enrico Baraldi, Professor, Uppsala University, Sweden, Andrea Perna, Uppsala University and Polytechnic University of Marche, Sweden & Fabio Fraticelli, Polytechnic University of Marche, Sweden. The Connections between B2B Marketing Processes and IT Solutions: Two Case Studies on the Application of CRM in Industrial Companies. (B2B)
2. \*Breno de Paula Andrade Cruz, Professor, Rural Federal University of Rio de Janeiro, Brazil & Delane Botelho, Professor, Sao Paulo School of Business Administration, Brazil. Relational Boycott. (MKT)
3. Chris Adendorff, Professor, Nelson Mandela Metropolitan University, South Africa, K. Jonker, Professor, Nelson Mandela Metropolitan University, South Africa & A. Roux, Nelson Mandela Metropolitan University, South Africa. Proposed Umbrella Vision for South Africa towards 2055. (B2B)
4. Sara Bartoloni, Ph.D. Student, Universita Politecnica delle Marche, Italy, Gian Luca Gregori, Professor, Universita Politecnica delle Marche, Italy & Federica Pascucci, Assistant Professor, Universita Politecnica delle Marche, Italy. The Relationship between Export Market Orientation and International Performance in the Context of SMEs. (MKT)

**21:00-23:00 Greek Night and Dinner (Details during registration)**

## Tuesday 30 June 2015

### 08:00-10:00 Session VII (ROOM B): Marketing Communications

**Chair:** \*Krishna Kistan Govender, Professor and Dean, Regenesys Business School, University of Kwazulu-Natal, South Africa

1. \*Patrick Brockett, Chaired Professor, University of Texas at Austin, USA, \*Linda Golden, Professor, University of Texas at Austin, USA, Michael Kwinn, Professor, United States Military Academy, USA & William Cooper, Professor Emeritus, University of Texas at Austin, USA. Using DEA to Determine the Optimal Efficiency Mix of Combined Category and Brand-Specific Advertising. (MKT)
2. Marcelo Dantas, Professor, Federal University of Bahia's Reconcavo, Brazil & Eduardo Davel, Professor, Federal University of Bahia, Brazil. Managing Cultural Manifestations: The Case of Popular Festivities in Bahia. (MGT)
3. Josefa Parreno-Selva, Lecturer, University of Alicante, Spain, Francisco Jose Mas-Ruiz, Professor, University of Alicante, Spain, Maria del Enar Ruiz-Conde, Lecturer, University of Alicante, Spain & Aurora Calderon-Martinez, Lecturer, University of Alicante, Spain. Are Light and Regular Products Equivalent to Virtue and Vice Products in the Price Promotion Effects? (MKT)

### 10:00-12:00 Session VIII (ROOM B): HRM, Organizational Behavior and Management Learning

**Chair:** Patrick Brockett, Chaired Professor, University of Texas at Austin, USA

1. John Trougakos, Associate Professor, University of Toronto, Canada, Subra Tangirala, University of Maryland, USA & David Zweig, University of Toronto, USA. A Within-Person Examination of Interpersonal Fairness and Knowledge Sharing Behaviors. (MGT)
2. \*Karin Brunsson, Associate Professor, Uppsala University and Jonkoping International Business School, Sweden. The Teachings of Management. (MGT)
3. Tao Zhang, Lecturer, University of Birmingham, U.K. & Yanan Wang, Harbin University of Science and Technology, China. Combating the Haze in China: A Theoretical Model of Employees' pro-Environmental Behaviours. (MKT)
4. \*Andrea Poletto Oltramari, Researcher-Professor, Federal University of Rio Grande do Sul, Brazil, Maria Jose Tonelli, Researcher-Professor, Fundacao Getulio Vargas, Brazil, Joao Lins, Researcher-Professor, Fundacao Getulio Vargas, Brazil, Ana Carolina Aguiar, Researcher, Fundacao Getulio Vargas, Brazil & Jorge Cavalcanti Boucinhas Filho, Researcher-Professor, Fundacao Getulio Vargas, Brazil. The Future of Work: Impacts and Challenges for Organizations in Brazil. (MGT)
5. Sarah Ceballos, Ph.D. Student, Our Lady of the Lake University, USA. What is the Relationship between Baby Boomers, Gen. X&Y, Millennials and Leadership Preferences? (MGT)

### 12:00-13:30 Session IX (ROOM B): Consumer Behavior II

**Chair:** \*Linda Golden, Professor, University of Texas at Austin, USA

1. Peter Koveos, Professor, Syracuse University, USA & Yimin Zhang, Professor and Former Dean, University of Shanghai for Science & Technology, China. Has the Chinese Consumer Benefitted from Reforms? Results of a Survey.
2. \*Juan Carlos Chica, Associate Professor and Director, Management Department, National Colombia University, Colombia & Valentina Arteaga, MBA Student, National Colombia University, Colombia. Proposed Procedure for Validation of Consumer Behavior through Neuromarketing. (MKT)
3. \*Ji- Hyun (J.) Kim, Associate Professor, Kent State University, USA & Kendral Lapolla, Kent State University, USA. U.S. Millennia's Thrift Shopping and Consumption: Interpretations using the Goal Framing Theory. (MKT)
4. Dan King, Assistant Professor, National University of Singapore, Singapore. Mental Thermoregulation. (MKT)
5. Canan Corus, Assistant Professor, Pace University, USA & Bige Saatcioglu, Pace University, USA. The Social Construction on Womanhood in Middle Age. (MKT)

**13:30-14:30 Lunch**

**14:30-16:00 Session X (ROOM B): Management in the Public Sector**

**Chair:** \*Ji- Hyun (J.) Kim, Associate Professor, Kent State University, USA

1. Georgios Kominis, Lecturer, University of Glasgow, U.K. & Adina Dudau, Lecturer, University of Glasgow, U.K. One More Time: How Do You Motivate Managers in the Public Sector? (MGT)
2. Atif Sarwar, Research Officer, University of Essex, U.K. Technology Affording Changes in Social Work Professional Practices: Appropriating Integrated Children's System (ICS) in three UK Social Work Organizations. (MGT)

**16:00-17:30 Session XI (ROOM B): Product and Brand II**

**Chair:** Marcilio Machado, Lecturer, FUCAPE - Fundacao Capixaba de Pesquisa, Brazil

1. Syed Akhter, Professor, Marquette University, USA & Marcilio Machado, Lecturer, FUCAPE - Fundacao Capixaba de Pesquisa, Brazil. Culture and Chocolate Consumption in China: A Case Study of the Launch of a Brazilian Brand. (MKT)
2. Salomien Boshoff, Junior Lecturer, University of the Free State, South Africa & Pedro-Mari Malhebe, University of the Free State, South Africa. South African Perspective of Extrinsic Wine Label Cues. (MKT)

**17:30-20:00 Urban Walk (Details during registration)**

**20:30- 22:00 Dinner (Details during registration)**

**Wednesday 1 July 2015**  
**Cruise: (Details during registration)**

**Thursday 2 July 2015**  
**Delphi Visit: (Details during registration)**