

Athens Institute for Education and Research

12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects
20-23 December 2018, Athens, Greece

Provisional List of Papers Accepted and Registered to be Presented (Listed by Presenter's Surname) and Other Attendees

Note: This list includes only those who have registered for the conference (i.e. those who have paid the registration fee). It does not include those who have received an acceptance letter but who have not yet sent in their registration form. Please also note that all ATINER's events (conferences, symposiums, public lectures, etc) are organized to serve ATINER's [mission](#) and [policy](#). The list will be updated weekly. This current version was produced on 13 December 2018.

Papers to be presented:

1. Alaeldin Ababneh, Associate Professor, Abu Dhabi University, UAE. Notes on the New UAE Arbitration Act.
2. *Olugbenga Ayeni, Associate Professor, Eastern Connecticut State University, USA. The Shifts in Student Orientations and Perception of Global Field Studies and their Place in the World.
3. *Bob Barrett, Professor, American Public University, USA. Creating Meaningful SWOT Analytic Applications for Innovative Approaches to Global Business Dilemmas.
4. Angelica Carvalho Di Maio, Professor, Universidade Federal Fluminense, Brazil, Kellen Milene Gomes e Santos, Teacher/Undergraduate Student, Universidade Federal Fluminense, Brazil, Luis Augusto Koenig Veiga, Professor, Universidade Federal do Paraná, Brazil, Juliana Marques de Souza, Undergraduate Student, Universidade Federal Fluminense, Brazil, Elizabeth Santos Pereira, Undergraduate Student, Universidade Federal Fluminense, Brazil, Juliana Magalhães Menezes, Professor, Universidade Federal Fluminense, Brazil & Hullysses Sabino, Graduate Student, Universidade Federal Fluminense, Brazil. Collective Construction and Sharing of Information and Products from the Brazilian Cartographic Olympiad: Data Acquisition, Access and Availability.
5. Daniela Celleri, Associate Professor, Instituto de Altos Estudios Nacionales, Ecuador. Venezuelan Immigration in Ecuador: How Growing Globalization and the Economic and Political Crisis Affected this Phenomenon. (CBCLOC)
6. Mustafa Demirok, Graduate Student / Doctoral Program in Financial Economics, Yeditepe University, Turkey. Secular Stagnation as a Common Tragic Affair for Advanced Economies.
7. Mariana Dias, Professor, Escola Superior de Educação do Instituto Politécnico de Lisboa and UIDEF, Instituto de Educação, Universidade de Lisboa, Portugal. The Complex Role of Priority Education Policies in Portugal (1988-2018).
8. *Emmanuel Edeh, Student, Zhejiang Normal University, China. *China's Infrastructure Financing and the Role of Infrastructure in Awakening Sub Saharan African Economies.*
9. Michael Mitchell Omoruyi Ehizuelen, Executive Director, Center for Nigerian Studies at the Institute of African Studies, Zhejiang Normal University, China. *Advancing China-Africa Cooperation in Education and Skills Development: Evidence from the Firm Level.*
10. Pablo Garces, Assistant Professor, Instituto de Altos Estudios Nacionales, Ecuador. The Ends and Means of International Cooperation Programs: Human Development and Multiple Causality. (CBCLOC)

11. Georgios Graikousis, Associate Professor, Sun Yat-Sen University (SYSU), China. Customer Segmentation utilizing Geographic Information Systems and Fuzzy Logic. (CBCBUS)
12. Pelin Hamurabi Sozen, Language Instructor, Başkent University, Turkey. Effects of Cultural Awareness in Curriculum Design. (*Friday*)
13. Ronald Harris, Distinguished Faculty Associate, Department of English, University of Wisconsin-Madison, USA. Digital Mythology, Place-based Writing, and the Built Environment.
14. Nathalie Homlong, Professor, Volda University College, Norway & Elisabeth Springler, Program Director, University of Applied Sciences BFI Vienna, Austria. Challenges and Potentials of Multinational Companies for the Socio-Ecological Transformation in India.
15. Nikolay Ivantchev, Assistant Professor, South-West University “Neofit Rilski”, Bulgaria & Stanislava Stoyanova, Professor, South-West University “Neofit Rilski”, Bulgaria. Athletes and non-Athletes’ Life Satisfaction.
16. Iyad Jadalhaq, Professor, Abu Dhabi University, UAE. Civil Liability for Nuclear Damage in UAE Law - Analytical Study.
17. Kristina Jovanova, National Programme Officer, OSCE Mission to Skopje, FYROM. Sustainable Governance and Knowledge-Based Economy – Prerequisites for Sustainable Development of the Developing and Transitional Economies.
18. Neslihan Kahyalar, Lecturer, De Montfort University, UK. The Impact of Financial Crises on the Informal Economy: The Turkish Case.
19. Athanasia Kalaitzi, Quantitative Skills Tutor, Queen Mary University and Visiting Research Fellow, London School of Economics, UK & *Trevor Chamberlain, Professor, McMaster University, Canada. Causality between Fuel-mining Exports and Economic Growth: Empirical Evidence from U.A.E (1981-2012).
20. *Arun Kumar, Assistant Professor, BITS Pilani, India & Jyoti Tikoria, Associate Professor, BITS Pilani, India. **Service Quality Scale: An Innovative Tool for Indian Private Banks.**
21. Ehsan Latif, Professor, Thompson Rivers University, Canada. Health Outcomes Before, During and After the Great Recession in Canada: A Longitudinal Analysis.
22. Shan Li, Associate Professor, Nanjing University of Aeronautics and Astronautics, China & Chenglin He, Nanjing University of Aeronautics and Astronautics, China. **Research on Identifying Opinion Leaders Based on Online Word-of-Mouth.**
23. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA. Globally Networked Learning in the University Classroom.
24. Alexander Pakhalov, Research Fellow, co-Head of Marketing Master's Program, Lomonosov Moscow State University, Russia. Import of Institutions as an Approach to Investment Climate Reform: Evidence from Russia.
25. Myungho Park, Professor, Hankuk University of Foreign Studies, South Korea. New Happiness Indicator for Unhappy Korean.
26. Eleni Eleanna Nemesis Piteli, Teaching Fellow in International Business, University of Sussex, UK, Mario Kafouros, Professor, University of Leeds, UK & Christos Pitelis, Professor, Brunel University London, UK. Migrant Remittances and FDI in Emerging Economies: Entrepreneurial International Management Foundations of Country-level Determinants and the Moderating Role of Institutions.
27. George V. Priovalos, Professor, Iona College, USA. **The Role of Core Values in the Strategic Planning and Branding Processes in Higher Education: A Critical Analysis.**
28. *Maria del Carmen Ramos Herrera, University Complutense of Madrid, Spain & Eduardo Acosta Gonzalez, University Complutense of Madrid, Spain. A Causality Analysis between Public Debt and Economic Growth based on the Flexible Fourier Form VAR Model. (*Thursday*)
29. *Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA. Educating Tomorrow’s Global Leaders for a Sustainable Future: Using Writing Courses to Foster Ecological Literacy.
30. Ruby Saine, Assistant Professor, Roger Williams University, USA. Perspectives and Marketplace Morality. (*Friday*)
31. Ulluminair Salim, Assistant Professor, The Honors College of the University of South Florida, USA. Explorers, Pioneers, and Prosthetists: Brave New Worlds in the Humanitarian Mobility Arena. (CBCTOU)

32. [Pablo Sanz Bayon](#), Assistant Professor, Comillas Pontifical University, Spain & Alfonso Diaz Vera, Official/Civil, Independent Authority for Fiscal Responsibility, Spain. A Critical Review on the Contemporary Epistemic Status in Economics and Law: Towards a Rediscovery of both Disciplines as part of the Humanities.
33. *[Li Shen](#), Assistant Professor, Juniata College, USA, Mohammad N. Elahee, Professor, Quinnipiac University, USA & Saeb Farhan Al Ganideh, Visiting Researcher, Yale University, USA. Reading the Minds and Winning the Hearts of Consumers via Social Media Platform: A Cross-Cultural Study of adult Female Consumers' Attitude towards Luxury Brand Burberry.
34. Michelle Silva de Oliveira Cedraz, Professor, Federal Institute of Education, Science and Technology of Brasília, Brazil. Retail Banks in Brazil: A Study on University Consumer Satisfaction.
35. *Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand. Has Thailand Learnt any Lessons from the Bowring Treaty and the Treaty of Amity?
36. *Robert Smith, Academic Advisor, Walailak University, Thailand. Sustainability: Lenders know Best: A Practitioner's View.
37. [Qingmei Tan](#), Professor, Nanjing University of Aeronautics and Astronautics, China. *The New Sunan Model in the Urbanization of China*.
38. *Joseph VanVo, Adjunct Professor, California State University, Sacramento, USA. U.S. Initiated Human Resource Accounting Evolvement and Selection of Available Worldwide HRA Applied Companies on Their Employees' Morale and the Quality of Worklife. (CBCFIN)
39. [Ying Wang](#), Professor, Nanjing University of Aeronautics and Astronautics, China & Jiaxi Chen, Graduate Student, Nanjing University of Aeronautics and Astronautics, China. International Capacity Cooperation of EMI under BRI: A Two-dimensional Decision Matrix Approach.
40. [Tri Wismiarsi](#), Lecturer, Universitas Bakrie, Indonesia, Muchsin Shihab, Lecturer, Universitas Bakrie, Indonesia, Holila Hatta, Lecturer, Universitas Bakrie, Indonesia & Nathalia Tjandra, Associate Professor, Edinburgh Napier University, UK. Online Stores Branding in Indonesia. (CBCMKT)
41. Baoqin Yu, Professor, Yango University, China. Research on the Influencing Factors of Consumer Trust under Cross-platform Multiple Collaboration.
42. *Ying Zhang, Professor, Beijing Forestry University, China. Research on the Evaluation and Management of China's Forest Carbon Sinks from the Perspective of Economics.

Attendees:

1. Patricia Veronica Cedraz Carneiro da Silva Oliviera, Student, Guararapes College, Brazil.

Chairs:

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