



**Athens Institute for Education and Research**  
*A World Association of Academics & Researchers*



**16<sup>th</sup> Annual International Conference on Management & Marketing, 2-5 July 2018, Athens, Greece**

Organized by the [Management Unit](#) and [Marketing Unit](#) of ATINER

Sponsored by the [Athens Journal of Business & Economics](#)

**Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to Panepistimio metro station)**

**Monday 2 July 2018**

**08:00-08:45 Registration and Refreshments**

**08:45-09:30 [Welcome and Opening Address](#) (Room C - 10<sup>th</sup> Floor)**

Gregory T. Papanikos, President, ATINER.

Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.

**Monday 09:30-11:30**

**Session I (Room A-10<sup>th</sup> Floor): Human Resources**

**Chair:** Gregory T. Papanikos, President, ATINER.

1. Victor Haines, Professor, University of Montreal, Canada. The Challenge of Matching Resources to Demands for Employee Well-Being: The Case of Nonstandard Work Schedules.
2. Xinxin Ma, Associate Professor, Hitotsubashi University, Japan. Impact of Public Pension on Labor Supply of Intra-Household Prime-Age Adults: Evidence from Rural China.
3. [Javier Martinez](#), Faculty Director, Universidad Autónoma de Chihuahua, Mexico, [Ivan Ibarra](#), Chair, Universidad Autónoma de Chihuahua, Mexico & [Miguel Angel Vicens](#), Associate Dean, Western New Mexico University, USA. Analysis of Income Inequality in the Mexican Labor Market.
4. Deger Eryar, Assistant Professor, Izmir University of Economics, Turkey. Socio-economic Determinants of NEET in Turkey: The Impact of Parental Education and Employment.

**Session II (Room B-10<sup>th</sup> Floor): Consumer and Marketing Analysis I**

**Chair:** Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor, University of Glasgow, UK.

1. [Robert Peterson](#), Professor, The University of Texas at Austin, USA, [Linda Golden](#), Professor, The University of Texas at Austin, USA & Kacy Kim, Assistant Professor, Elon University, USA. Black and Hispanic Entrepreneurship: Customer Orientation and Perceived Business Performance.
2. [Saeed Zolfaghari](#), Professor, Ryerson University, Canada, Amirhossein Bazargan, PhD Candidate, Ryerson University, Canada & Salma Karray, Associate Professor, University of Ontario Institute of Technology, Canada. "Buy *n* Times, get one Free" Loyalty Programs: An Analytical Investigation of their Profitability.
3. Evangelos Xevelonakis, Professor, HWZ University of Applied Sciences in Business Administration Zurich, Switzerland. Dynamic, Individualised Pricing and Customer Loyalty in the Swiss Retail Market: Chances and Risks.
4. Radmila Janicic, Professor, University of Belgrade, Serbia. Holistic Marketing Strategies in Art's Projects.
5. [Khaled Aboulnasr](#), Associate Professor, Florida Gulf Coast University, USA & Gina Tran, Assistant Professor, Florida Gulf Coast University, USA. The Role of Brand Relationship Norms in Consumers' Response to Brand Transgressions.
6. [Juan Carlos Chica Mesa](#), Associate Professor, Universidad Nacional de Colombia, Colombia, [Carlos Osorio](#), Senior Lecturer, Universidad de Manizales, Colombia & Jose Luis Giraldo Florez, MBA Student, Universidad Nacional de Colombia, Colombia. Decision Making in the Millennials Mobile Commerce Supported in Neuromarketing.

**Monday 11:30-13:00**

<p><b>Session III (Room A-10<sup>th</sup> Floor): The Chinese Economy</b></p>	<p><b>Session IV (Room B-10<sup>th</sup> Floor): Innovation, Information, and Technology I</b></p>
<p><b>Chair:</b> Yijiang Wang, Professor of Economics and Human Resource Management, Cheung Kong Graduate School of Business Beijing, China.</p>	<p><b>Chair:</b> Saeed Zolfaghari, Professor, Ryerson University, Canada.</p>
<p>1. <u>Ke Shen</u>, Graduate Student, Shanghai International Studies University, China, Zheng Fan, Dean of School of Business and Management, Shanghai International Studies University, China &amp; Peihua Fan, Professor, Shanghai International Studies University, China. Competence-Willingness Model and Inheritance Strategy of Chinese Family Business.</p>	<p>1. Gerhard Speckbacher, Professor, WU Vienna University of Economics and Business, Austria. Using Commercial Success for Evaluating Creative Teams: The Importance of Leadership.                  2. <u>Marco Bravo</u>, Executive Director, The University of Texas at Austin, USA, Linda Golden, Professor, The University of Texas at Austin, USA, <u>Patrick Brockett</u>, Professor, The University of Texas at Austin, USA &amp; Robert Peterson, Professor, The University of Texas at Austin, USA. Engineering Design, Design Thinking, and Marketing: An Integrated Approach to Product Innovation.                  3. <u>Claudia Mattar</u>, Assistant Professor, University of Balamand, Lebanon &amp; Anthony Azar, PhD Student, Polytechnic University of Bucharest, Romania. Information Technology Efficiency in Quality Management Improvement and Its Impact on Organizational Performance: An Analysis of Lebanese Organizations.</p>

**Monday 13:00-14:30**

<p><b>Session V (Room A-10<sup>th</sup> Floor): Industry Studies I</b></p>	<p><b>Session VI (Room B-10<sup>th</sup> Floor): The Marketing and Management in Art and Culture and Other Essays</b></p>
<p><b>Chair:</b> Timothy M. Young, Director, Center for Business &amp; Manufacturing Excellence (CBME) &amp; Professor and Graduate Director, Center for Renewable Carbon, The University of Tennessee, USA.</p>	<p><b>Chair:</b> Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.</p>
<p>1. Can Liu, Professor, China National Forestry Economics and Development Research Center, China, Hao Liu, Assistant Professor, China National Forestry Economics and Development Research Center, China &amp; Sen Wang, China National Forestry Economics and Development Research Center, China. Has China's New Round of Collective Forest Reforms Caused an Increase in the Use of Productive Forest Inputs?                  2. Rainer Przywara, President, Cooperative University Baden-Württemberg Heidenheim, Germany. The Interrelation of Maximum Employment and Sectoral Productivity in Manufacturing.                  3. <u>Sami El Naddaf</u>, Academic Advisor and Quality Assurance Officer, Antonine University, Lebanon &amp; Aline Al Am, Assistant Professor, Lebanese University, Lebanon. The Role of Technology in Sustainable Food Industry: The Case of Lebanon.                  4. <u>Justin Arnold</u>, Graduate Student, University of Holy Cross, USA &amp; Armine Shahoyan, Business Department Chair, University of Holy Cross and Professor, Tulane University, USA. A Study on Housing Market Trends in the Major Urban Areas of the United States.                  5. Alexis Duenas, Associate Professor, National University Federico Villarreal, Peru. Sustainability of the National Agro-Industry by Terms of Natural Resources and Contaminants Residues.</p>	<p>1. Susan Rozensher, Professor, Iona College, USA. Evaluating the Performance of Marketing Student Interns: Quantitative and Qualitative Measurement Issues. (<i>Monday, afternoon session</i>)                  2. <u>Paula Rodrigues</u>, Professor, Universidade Lusíada, Portugal &amp; Paula Costa, PhD Student, Universidade Lusíada, Portugal. Factors to Purchase Luxury Brands: Chanel Brand Case.                  3. Ezeni Brzovska, Assistant Professor, Ss. Cyril and Methodius University in Skopje, FYROM. Evaluating the Importance and Performance of Different Dimensions in the Experiential Based Model for Cultural Institutions.                  4. <u>Bhola Nath Ghosh</u>, Associate Professor, Indian Statistical Institute, India &amp; Dibyajyoti Ghosh, Himalayan Junior Project Fellow, Zoological Survey of India, India. Concept and Role of Values in the Society: With Special Reference to India.                  5. Aleksandra Maric, Lecturer, Accademia del Lusso, Italy. Marketing and Communication in the Creative Industries Today: How are Creative Companies Managing the Challenges of Addressing New Consumer Segments and the "Generation Z"?</p>

**14:30-15:30 Lunch**

Session VII (Room A-10 <sup>th</sup> Floor): Investment	Session VIII (Room B-10 <sup>th</sup> Floor): Industry Studies II
<p><b>Chair:</b> Henry Thompson, Emeritus Professor, Auburn University, USA.</p>	<p><b>Chair:</b> Gerhard Speckbacher, Professor, WU Vienna University of Economics and Business, Austria.</p>
<ol style="list-style-type: none"> <li>1. <u>Fabian Baier</u>, Chair for Macroeconomic Theory and Politics, University of Wuppertal, Germany &amp; Paul JJ Welfens, Head of Chair for Macroeconomics and Economic Policy, University of Wuppertal, Germany. Leaving the Eurozone: Gravity FDI Modelling Including Capital Stock, Tax and Exchange Rates.</li> <li>2. Jean Roy, Professor, HEC-Montreal, Canada. Optimal Pricing of Deposit Insurance: Aiming at Fairness and Stability.</li> <li>3. Constantin Colonescu, Associate Professor, MacEwan University, Canada. The Effects of Donald Trump's Tweets on the Economy.</li> <li>4. Dale Nam, Associate Professor, Korea University Business School, South Korea. Influence of Time to IPO in Maximizing Foreign IPO Value: Moderating Role of Home Business System and Host Venture Capitals.</li> <li>5. Rahul Nath, Stipendiary Lecturer in Economics, Exeter College, University of Oxford, UK. Pricing Equity in New Keynesian Models.</li> <li>6. Arthur Korus, Research Assistant, University of Wuppertal, Germany. Spillover Effects from the ECB's Unconventional Monetary Policies: The Case of Denmark, Norway and Sweden.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Joao Rebelo</u>, Professor, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal, Lina Lourenco-Gomes, Assistant Professor, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal, Tânia Goncalves, PhD Student, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal &amp; Jose Vaz Caldas, Assistant Professor, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal. A Hedonic Price Analysis for the Portuguese Wine Market: Does the Distribution Channel Matters?</li> <li>2. <u>Lina Lourenco-Gomes</u>, Assistant Professor, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal, Carla Ferreira, PhD Student, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal &amp; Ana Patricia Silva, Invited Researcher, UTAD – Universidade de Trás-os-Montes e Alto Douro, Portugal. Cheers with Port Wine by Young Consumers – Exploring Perceptions and Attitudes. (ECOWIN)</li> <li>3. Nazli Karamollaoglu, Assistant Professor, MEF University, Turkey. An Analysis of Export Volumes to Exchange Rate Movements Using Firm-Level Data.</li> <li>4. *Martie Mearns, Senior Research Associate, University of Johannesburg, South Africa. Streamlining Management Information Systems Processes towards Improving Sustainability Reporting for a Tourism Company.</li> <li>5. Kedwadee Sombultawee, Lecturer, Silpakorn University, Thailand. Antecedents and Consequences of E-Commerce Adoption for SMEs.</li> </ol>

**17:30-19:30 Roundtable Discussion**

Session IX (Room C-10 <sup>th</sup> Floor): ATINER's 2018 Series of Academic Dialogues: <i>A Symposium Discussion on Publishing and Researching for Professional Academic Development</i>
<p><b>Chairs:</b> Gregory T. Papanikos, President, ATINER and Nicholas Pappas, Vice President of Academic Membership, ATINER &amp; Professor of History, Sam Houston University, USA.</p>
<ol style="list-style-type: none"> <li>1. Cleopatra Veloutsou, Head, Marketing Unit, ATINER, Editor, Journal of Product &amp; Brand Management and Professor of Brand Management, University of Glasgow, UK. Main Trends in Publishing in Top Management Journals.</li> <li>2. Codruta Simona Stoica, Head, Mathematics &amp; Statistics Unit, ATINER &amp; Professor and Vice-Rector, Aurel Vlaicu University of Arad, Romania. Implementing the Research Strategy within "Aurel Vlaicu" University of Arad in order to Enhance its International Prestige and Visibility.</li> <li>3. Ampalavanar Nanthakumar, Academic Member, ATINER &amp; Professor, State University of New York at Oswego, USA. Why Did I Engage Myself in Research?</li> <li>4. Manoranjan Pal, Professor, Indian Statistical Institute, India. Publishing and Researching for Professional Academic Development: The Indian Experiences.</li> <li>5. Can Liu, Professor, China National Forestry Economics and Development Research Center, China. How to Train Young Scientists for Researching of Forest Economics and Policy in China.</li> <li>6. Rainer Przywara, President, Cooperative University Baden-Württemberg Heidenheim, Germany. Towards a Research Strategy for the Baden-Württemberg Cooperative State University (DHBW).</li> </ol>

**21:00-23:00 Greek Night and Dinner**

## Tuesday 3 July 2018

Tuesday 07:45-10:45

### Session X: An Educational Urban Walk in Modern and Ancient Athens

**Chair:** Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

Group Discussion on Ancient and Modern Athens.

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

Tuesday 11:00-12:30

### Session XI (Room A-10<sup>th</sup> Floor): Trade and Development

**Chair:** Rainer Przywara, President, Cooperative University Baden-Württemberg Heidenheim, Germany.

1. Marianne Matthee, Professor, North-West University, South Africa & JC Cloete, North-West University, South Africa. Identifying Firm-Level Export Barriers in African Fragile and Conflict-Affected Countries Constraining their Export Propensity and –Intensity.
2. Obonye Galebotswe, Senior Lecturer, University of Botswana, Botswana & Masego Rethabile Maika, Economist, Botswana. The Saving-Investment Nexus: Evidence from Botswana.
3. Joseph Mensah Onumah, Senior Lecturer, University of Ghana, Ghana & King Carl Tornam Duho, Research Assistant, University of Ghana, Ghana. Intellectual Capital: Its Impact on Stability and Performance of Ghanaian Banks.

Tuesday 12:30-14:00

### Session XII (Room B-10<sup>th</sup> Floor): Consumer and Marketing Analysis II

**Chair:** Radmila Janicic, Professor, University of Belgrade, Serbia.

1. Dilek Uz, Assistant Professor, University of Nevada, Reno, USA & Mark Pingle, Professor, University of Nevada, Reno, USA. A Ratio-Difference Theory of Choice and Decision.
2. \*Samer Elhajjar, Assistant Professor, University of Balamand, Lebanon. Drivers of Resistance to Political Marketing Campaigns: An Exploratory Analysis.
3. Debbie Human-Van Eck, Lecturer, Stellenbosch University, South Africa. Cause-Related Marketing: The Influence of the Donation Recipient in Campaign Success.
4. Alessandro Feri, PhD Student, Edinburgh Napier University, UK, Nathalia Tjandra, Lecturer, Edinburgh Napier University, UK, Collins Osei, Lecturer, Edinburgh Napier University, UK & Maktoba Omar Saad, Principal Lecturer, Coventry University, UK. The Causal Effect of Hedonic Brand Cues on Consumers' Decision-Making Impulsivity.

### Session XIII (Room C-10<sup>th</sup> Floor): Teaching-Learning-Education

**Chair:** Armine Shahoyan, Business Department Chair, University of Holy Cross and Professor, Tulane University, USA and Tim Lueger, Research Assistant, Darmstadt University of Technology, Germany.

1. Michael Gendron, Professor, Department Chair, Management Information Systems, Central Connecticut State University, USA, Jeffrey Peck, Adjunct Professor, Central Connecticut State University, USA & Tera Black, Professor, Central Connecticut State University, USA. Best Practices for Logistics Analytics.
2. Henry Morelli, Associate Professor, Central Connecticut State University, USA & Michael Gendron, Professor, Department Chair, Management Information Systems, Central Connecticut State University, USA. Transforming Industry Professionals into Effective Defined Term and Adjunct Faculty.
3. Gheorghita Faitar, Assistant Professor, D'Youville College, USA. Grit and Mathematics.
4. Matina Rassias, Senior Teaching Fellow, University College London, UK. Teaching Specialist versus non-Specialist Students in Statistics.

14:00-15:00 Lunch

**Tuesday 15:00-16:30**

**Session XIV (Room A-10<sup>th</sup> Floor): Innovation, Information, and Technology II**

**Chair:** Michael Gendron, Professor, Department Chair, Management Information Systems, Central Connecticut State University, USA.

1. Nikitas Nikitakos, Professor, University of the Aegean, Greece, Ayse Kucuk Yilmaz, Associate Professor, Anadolu University, Turkey, Ebru Yazgan, Lecturer, Anadolu University, Turkey & Konstantinos N. Malagas, Postdoctoral Researcher, University of the Aegean, Greece. Risk Matrix of Human Error Factors for Managing Situational Awareness in Aircraft Maintenance Technician.
2. Remziye Gulem Atabay, Professor, Izmir University of Economics, Turkey & Ela Burcu Ucel, Lecturer, Izmir University of Economics, Turkey. An Exploratory Study about Interpersonal Relationships and Organizational Climate.
3. Jesus Sanchez-Araque, Professor, Universidad de Castilla-La Mancha, Spain, Elena Merino Madrid, Professor, Universidad de Castilla-La Mancha, Spain & Montserrat Manzanque Lizano, Professor, Universidad de Castilla-La Mancha, Spain. Survival of Failed SMEs and Out-of-Court vs in-Court Reorganization: Explanatory Internal Factors.
4. Debdatta Saha, Assistant Professor, South Asian University, New Delhi, India. Identity and Perception of Risk for Entrepreneurs: Lessons from an Industrially Less Developed State in India.
5. Maddalena Agnoli, Ph.D. Student, Cerna - MINES ParisTech, France. Firms' Participation in the Standard Setting Process.
6. Leandro Silva, MSc Student, FUMEC University, Brazil, Jefferson LaFalce, Teacher, FUMEC University, Brazil & Luiz Antonio Teixeira, Teacher, FUMEC University, Brazil. Open User Innovation and Systemic Marketing Approach: Convergence Points.

**Tuesday 16:30-18:30**

**Session XV (Room C-10<sup>th</sup> Floor): Special Topics**

**Chair:** Samer Elhajjar, Assistant Professor, University of Balamand, Lebanon.

1. Timothy Young, Professor, The University of Tennessee, USA, Nana Tian, Forest Economist, Texas Forest Service, USA & Yongke Sun, Southwest Forestry University, China. Improved Predictive Modeling of Wood Composite Products using Bayesian Additive Regression Trees (BART).
2. Jan-Erik Lane, Professor, Public Policy Institute, Serbia. Socio-Economic Determinism and Climate Change.
3. Enrique Vasquez, Professor / Visiting Research Fellow, Universidad del Pacifico / IBEL, Universitat Pompeu Fabra, Peru / Spain. Understanding the Business-Government Relationship in Chile under an Economic Booming and Social Unrest Scenario: 2000-2015.
4. Jose Paulo Oliveira, Professor, Universidade Lusófona de Humanidades e Tecnologias, Portugal. Macroeconomic Impacts of Universal Basic Income Guarantee.
5. Abdulla Awadh, Officer, Ministry of Interior – Sharjah Police, UAE & Hassan Saleh Al-Dhaafri, Assistant Professor, University of Dubai, UAE. The Effect of it Management and Strategy Management on Organizational Performance of Sharjah Police.
6. Angelo Nicolaidis, Acting Area Head - Strategy, Marketing and Governance, University of South Africa, South Africa. The Case for Corporate Social Responsibility as a Business Ethics Imperative.

**20:00- 21:30 Dinner**

**Wednesday 4 July 2018  
Mycenae and Island of Poros Visit  
Educational Island Tour**

**Thursday 5 July 2018  
Delphi Visit**

**Friday 6 July 2018  
Ancient Corinth and Cape Sounion**

All ATINER's conferences are small events which serve the mission of the association (<https://www.atiner.gr/mission>) under the guidance of its Academic Committee (<https://www.atiner.gr/academic-committee>) which sets the policies (<http://www.atiner.gr/acceptance>). In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the academic committee of the 16<sup>th</sup> Annual International Conference on Management & Marketing, 2-5 July 2018, Athens, Greece, were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. Sharon Claire Bolton, Head, Management Unit, ATINER & Dean, The Management School, University of Stirling, Scotland.
4. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.
5. George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.
6. Timothy M. Young, Director, Center for Business & Manufacturing Excellence (CBME) & Professor and Graduate Director, Center for Renewable Carbon, The University of Tennessee, USA.
7. Chris Adendorff, Academic Member, ATINER & Adjunct Professor, Business School, Nelson Mandela Metropolitan University, South Africa.
8. Codruta Simona Stoica, Head, Mathematics & Statistics Unit & Professor and Vice-Rector, Aurel Vlaicu University of Arad, Romania.
9. Saeed Zolfaghari, Professor, Ryerson University, Canada.
10. Gerhard Speckbacher, Professor, WU Vienna University of Economics and Business, Austria.
11. Rainer Przywara, President, Cooperative University Baden-Württemberg Heidenheim, Germany.
12. Yijiang Wang, Professor of Economics and Human Resource Management, Cheung Kong Graduate School of Business Beijing, China.
13. Henry Thompson, Emeritus Professor, Auburn University, USA.
14. Michael Gendron, Professor, Department Chair, Management Information Systems, Central Connecticut State University, USA.
15. Radmila Janicic, Professor, University of Belgrade, Serbia.
16. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.
17. Armine Shahoyan, Business Department Chair, University of Holy Cross and Professor, Tulane University, USA.
18. Samer Elhajjar, Assistant Professor, University of Balamand, Lebanon.
19. Tim Lueger, Research Assistant, Darmstadt University of Technology, Germany.

The Organizing Committee of the conference was:

1. Zoe Charalampous, Researcher, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Despina Katzoli, Researcher, ATINER.
4. Eirini Lentzou, Administrative Assistant, ATINER.
5. Konstantinos Manolidis, Administrator, ATINER.
6. Kostas Spyropoulos, Administrator, ATINER.