



Athens Institute for Education and Research

12th Annual International Conference on SMEs, Entrepreneurship and Innovation:

Management – Marketing – Economic - Social Aspects

3rd Annual International Colloquium on Branding

&

*2nd Annual International Conference on Small Societies-Small Business-Small Cities & Villages, in
collaboration with the Institute of Local Development-TAP*

27-30 July 2015, Athens, Greece

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

Monday 27 July 2015

(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

08:30-09:00 (ROOM B) Welcome & Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.

09:00-10:30 Session I (ROOM B): Branding in a Global and Interdependent World

Chair:

1. *[Nicolas Papadopoulos](#), Chancellor's Professor, Carleton University, Canada, Jill Reid, Assistant Professor, Fairleigh Dickinson University, Canada, Michel Rod, Associate Professor, Carleton University, Canada & Jose Rojas-Mendez, Associate Professor, Carleton University, Canada. Place-Brand Associations in International Branding and Advertising: What Managers Think. (SME)
2. [Marie-Helene Abbo](#), Professor, Groupe ESC PAU Business School, France & Muneesh Kumar, Professor, University of Delhi, India. Brand Alliances with Social Causes: What Drive the Consumer Preference? (BRA)
3. *Jayasankar Ramanathan, Visiting Assistant Professor, Indian Institute of Management Indore, India. Attitude to Corporate Brand: Conceptualizing Spillover Effects across Various Markets. (BRA)
4. Brenda Saris, Researcher/Senior Lecturer, Whitireia New Zealand, New Zealand. Humanistic Branding: The Importance of the Five Human Senses in Social Media. (BRA)
5. Parichehr Riahi Pour, Ph.D. Student, University of Glasgow, U.K. Evaluating the Impact of Celebrity Endorsers on Consumers' Perceptions in the Context of non-Profit Brands. (BRA)

10:30-12:00 Session II (ROOM B): Productivity, Innovation, R&D and Entrepreneurship I

Chair:

1. Yan Castonguay, Professor, University of Quebec, Canada. Behind the Finnish Innovation System. (SME)
2. Julio Garcia del Junco, Professor, University of Seville, Spain, Francisco Espasandin Bustelo, Assistant Professor, University of Seville, Spain, Beatriz Palacios Florencio, Assistant Professor, Universidad Pablo de Olavide, Spain & Georg Michael Jeremias Dutschke, Assistant Professor, Universidade Atlântica, Portugal. Organizational Culture and Innovation Results. The Case of Spanish Social Economy Organizations. (SME)
3. John H. Walker, Professor, Brock University, Canada. A Study of the Empirical Factors that Influence E-Commerce Adoption/Non-Adoption in Slovakian Small and Medium-Sized Businesses. (Monday, 27th of July 2015) (SME)
4. Rania Serhal, Ph.D. Student, Angers University, France, Gaelle Pantin-Sohier, Angers University, France & Regis Dumoulin, Angers University, France. Does Innovative Packaging for the Product Category Affect Taste, Quality Perception and Purchase Intention? (BRA)

12:00-13:30 Session III (ROOM B): The Economic, Political and Social Environment I

Chair:

1. Jia Wei Liu, Associate Professor, National Taipei University, Taiwan. Casual Relations between Taiwan People's Media Use and Unification and Independence Position.
2. *Domenico Maddaloni, Professor, University of Salerno, Italy. Whatever Happened to Italy? The Crisis of the Italian Model of Development in the Era of Globalization.
3. Elias Sanidas, Professor, Seoul National University (SNU), South Korea. Politics, Economics and the Political Economy of the Greek Social and Economic Mismanagement.
4. Mehmet Burak Ceran, Lecturer, Selcuk University, Turkey & Metehan Ortakarpuz, Lecturer Selcuk University, Turkey. The Possible Effects of Transatlantic Agreement (Ttip) on the Foreign Trade of Turkey. (Monday, 27th of July 2015) (SME)
5. *Richard Henson, Senior Lecturer, University of Worcester, U.K. & Joy Garfield, Course Leader, University of Worcester, U.K. Why do SMEs Continue to Ignore Security Advice despite the Huge Amount of Evidence of Threats and Vulnerabilities? (SME)

13:30-14:30 Lunch

14:30-16:00 Session IV (ROOM B): New Economy – New Challenges I

Chair:

1. Metehan Ortakarpuz, Lecturer, Selcuk University, Turkey & Mehmet Burak Ceran, Lecturer, Selcuk University, Turkey. Erp (Enterprise Resource Planning) and the Use in Turkey. (Monday, 27th of July 2015) (SME)
2. Mario Kleindienst, Scientific Assistant, Graz University of Technology, Austria & Christian Ramsauer, Graz University of Technology, Austria. Industry 4.0 and SMEs – A Procedure Model to Identify the Need for Action in Production Environments. (SME)
3. Audrey Jamal, Ph.D. Candidate, University of Waterloo, Canada. The New Economy: The Role of Coworking in Ontario's Small Cities. (Monday, 27th of July 2015) (SMC)

16:00-17:30 Session V (ROOM B): The Economic, Political and Social Environment II

Chair:

1. Ciprian Iftimoaei, Post-Ph.D. Researcher and Associate Teaching Assistant, Alexandru Ioan Cuza University of Iasi, Romania. The Impact of Governmental Elite's Configurations on Quality of Governance. (SOS)
2. Anna Jellamo, Professor, University of Calabria, Italy. John Stuart Mill: On the Concept of Liberty and the Break of the Connection between Freedom and Property. (SOS)
3. Arina Anis Azlan, Ph.D. Student, National University of Malaysia, Malaysia. Situation Complexity: Delineating Situational Factors Affecting Individual Communicative Action in Problem Solving. (SOS)
4. *Gloria Esteban de la Rosa, Professor, University of Jaen, Spain & Cherif Ba Sow, BAHons Germanic Language and Culture, Cheikh Anta Diop University, Senegal. New Challenges for the International Cooperation Development. (SOS)

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

Tuesday 28 July 2015

(all sessions include 10 minutes break)

09:00-10:30 Session VI (ROOM B): The Economic, Political and Social Environment III

Chair:

1. Demos Vardiabasis, Professor, Pepperdine University, USA & Samuel Seaman, Professor, Pepperdine University, USA. Predicting Financial Crises Using Draw Probabilities as Leading Indicators. (Monday, 27th of July 2015) (SME)
2. Aleksander Aristovnik, Associate Professor, University of Ljubljana, Slovenia & Matevz Meze, Researcher, University of Ljubljana, Slovenia. The Euro's Trade Effects: The Case of Slovenia before Entering the EMU. (SOS)
3. Jacek Wieclawski, Assistant Professor, University of Warmia and Mazury in Olsztyn, Poland. The Myths of Regional Co-Operation in East-Central Europe – Some Conclusions on Social and Political Determinants of Integration Processes in the Region. (Tuesday, 28th of July 2015) (SOS)
4. Martina (Tina) Kotze, Researcher, University of the Free State, South Africa & Petrus Nel, Senior Lecturer, University of the Free State, South Africa. Antecedents of Authentic Leadership: An Empirical Study. (SOS)
5. Stanislav Sukhov, MSc Student, The Russian Presidential Academy, Russia, Maxim Leonov, Ph.D. Candidate, The Russian Presidential Academy, Russia & Tatyana Zhuravleva, Research Officer, Gaidar Institute of Economic Policy, Russia. Corruption Behaviour: Evidence of the Laboratory Experiments from Russia and France. (SME)

10:30-12:00 Session VII (ROOM B): Industry and Sectoral Studies

Chair:

1. Li Zhang, Professor, Harbin Institute of Technology, China, Ying Xia, Ph.D. Candidate, Harbin Institute of Technology, China & Ning Zhao, Ph.D. Candidate, Harbin Institute of Technology, China. Impact of Participation in Decision Making on Job Satisfaction: Perspective of Organizational Communication. (SOS)
2. Mumtaz Levent Akkol, Assistant Professor, Bozok University, Turkey. The Frankfurt School and Criticism of the Culture Industry. (SOS)
3. Aini Suzana Ariffin, Senior Lecturer, University Technology Malaysia, Malaysia & Siti Nadzirah Noordin, Master Student, University Technology Malaysia, Malaysia. Determinants of Strategic Thinking of Successful Innovators in Service Industry: The Case of Malaysia SMEs. (SME)
4. Vjosa Fejza, Ph.D. Student, University of Pristina “Hasan Prishtina”, Republic of Kosovo & Ajtene Avdullahi, Ph.D. Student, University of Pristina “Hasan Prishtina”, Republic of Kosovo. The Competitive Strategies of Construction Companies. (Tuesday, 28th of July 2015) (SME)

12:00-13:00 Session VIII (ROOM B): New Economy – New Challenges II

Chair:

1. Karen Orenge-Serra, Professor, University of Puerto Rico, Puerto Rico, USA & Gisela I. Carrero-Morales, Associate Professor, Inter American University of Puerto Rico, Puerto Rico, USA. Domestic Interfirm Network Relationships and International Expansion of Mediterranean SMEs: The Case of Corsica. (SME)
2. Mohamed Reda Ramadan Gomaa, Assistant Professor, Alexandria Higher Institute for Engineering & Technology, Egypt. Enhance Small Enterprises Assistance as Perspective TQM. (SME)
3. Hairong Mu, Lecturer, Harper Adams University, U.K. Does Technology Help Understand Economics? Using Clickers to Teach Economics to Non-Economics Students. (SOS)

13:00-14:00 Lunch

14:00-15:30 Session IX (ROOM B): Productivity, Innovation, R&D and Entrepreneurship II

Chair:

1. Fernando Gimenez, Professor, Federal University of Parana State – UFPR, Brazil & Luciano Minghini, Lecturer, ISAE – Mercosur Superior Institute of Administration and Economy, Brazil. The Development of Strategic Management in Incubated Technological New Ventures. (SME)
2. Miroslav Spacek, Associate Professor, University of Economics in Prague, Czech Republic. Efficient Innovation Management as a Key Driving Force of Company Value Creation. (SME)
3. Samih Atmane, Ph.D. Student, University of Paris 13, CEPN, France & Fadila Ouaida, Ph.D. Student, University of Paris 13, CEPN, France. Impact of R&D and E-Commerce on French Firm's Productivity. (Tuesday, 28th of July, late afternoon) (SME)

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

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

Wednesday 29 July 2015
Cruise: (Details during registration)

Thursday 30 July 2015
Delphi Visit: (Details during registration)