



Athens Institute for Education and Research
2nd Annual International Conference on Social Sciences, 27-30 July 2015, Athens, Greece
Organized by ATINER's [Social Sciences Research Division](#)

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.
- Dr. Peter Yannopoulos, Academic Member, Marketing Research Unit, ATINER & Professor, Brock University, Canada.
- Dr. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer of Marketing, University of Glasgow, U.K.

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

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

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.
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?
3. *Jayasankar Ramanathan, Visiting Assistant Professor, Indian Institute of Management Indore, India. Attitude to Corporate Brand: Conceptualizing Spillover Effects across Various Markets.
4. Brenda Saris, Researcher/Senior Lecturer, Whitireia New Zealand, New Zealand. Humanistic Branding: The Importance of the Five Human Senses in Social Media.
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.

10:30-12:00 Session II (ROOM B): Productivity, Innovation, R&D and Entrepreneurship I	10:30-12:00 Session III (ROOM C): Social Problems and Social Challenges I
<p>Chair: Peter Yannopoulos, Academic Member, Marketing Research Unit, ATINER & Professor, Brock University, Canada.</p>	<p>Chair: *Kwabena A. Kyei, Head, Department of Statistics, University of Venda, South Africa.</p>
<ol style="list-style-type: none"> 1. Yan Castonguay, Professor, University of Quebec at Rimouski, Canada. Behind the Finnish Innovation System. 2. <u>Julio Garcia del Junco</u>, 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. 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. 4. <u>Rania Serhal</u>, 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? 	<ol style="list-style-type: none"> 1. Dennis McEnnerney, Associate Professor, The Colorado College, USA. Iris Young: The Normativity of Difference and Its Dissonances. 2. Bryant Ragan, Professor, The Colorado College, USA. Uneasy Bedmates: Homosexuality and Prostitution in Sociological and Historical Perspective. 3. Hui-Wen Liu, Associate Professor, National Chengchi University, Taiwan. Function Analysis on Facebook “Pages”: A “Big Data” Approach. 4. Andrea Ragusa, Associate Professor, University of Siena, Italy. Cultural Heritage: A Bridge between Eastern and Western Europe. Politics for Tutelage and Valorization in a Comparative Approach.

12:00-13:30 Session IV (ROOM B): The Economic, Political and Social Environment I	12:00-13:30 Session V (ROOM C): Education Aspects I
<p>Chair: *Jayasankar Ramanathan, Visiting Assistant Professor, Indian Institute of Management Indore, India</p>	<p>Chair: *Adriano Martins Rodrigues dos Passos, Teacher, Federal University of Goias, Brazil.</p>
<ol style="list-style-type: none"> 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, Associate Professor, University of Salerno, Italy. Whatever Happened to Italy? The Crisis of the Italian Model of Development in the Era of Globalization. 3. *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? 4. Elias Sanidas, Professor, Seoul National University (SNU), South Korea. Politics, Economics and the Political Economy of the Greek Social and Economic Mismanagement. 5. <u>Mehmet Burak Ceran</u>, Lecturer, Selcuk University, Turkey & Metehan Ortakarpuz, Lecturer Selcuk University, Turkey. The Possible Effects of Transatlantic Agreement (Ttip) on the Foreign Trade of Turkey. 	<ol style="list-style-type: none"> 1. *Kwabena A. Kyei, Head, Department of Statistics, University of Venda, South Africa & T. Maboko, University of Venda, South Africa. Performance of High School Students in Vhembe District. 2. *James M. Clark, Professor, University of Winnipeg, Canada. Psychology and the Universality of Science: Implications for the Social Sciences. 3. <u>Aishah Tamby Omar</u>, Lecturer, Universiti Malaysia Sabah, Malaysia, Asmiaty Amat, Universiti Malaysia Sabah, Malaysia & Anantharaman Govindasamy, Universiti Malaysia Sabah, Malaysia. Liberal Education Management in Malaysia Public Universities: Educators’ and Students’ Perspective.

13:30-14:30 Lunch

14:30-16:00 Session VI (ROOM B): New Economy – New Challenges I	14:30-16:00 Session VII (ROOM C): Political Theory and Political Practice I
Chair: *Domenico Maddaloni, Associate Professor, University of Salerno, Italy.	Chair: *James M. Clark, Professor, University of Winnipeg, Canada.
<ol style="list-style-type: none"> 1. Alia El Banna, Post-Doctoral Fellow, Carleton University, Canada, Leila Hamzaoui-Essoussi, Associate Professor, University of Ottawa, Ottawa, Canada & <u>Nicolas Papadopoulos</u>, Chancellor’s Professor, Carleton University, Ottawa, Canada. Nation Branding for FDI: An In-depth Examination and Agenda for Future Research. 2. <u>Metehan Ortakarpuz</u>, Lecturer, Selcuk University, Turkey & Mehmet Burak Ceran, Lecturer, Selcuk University, Turkey. Erp (Enterprise Resource Planning) and the Use in Turkey. 3. <u>Mario Kleindienst</u>, 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. 4. Audrey Jamal, Ph.D. Candidate, University of Waterloo, Canada. The New Economy: The Role of Coworking in Ontario’s Small Cities. 5. Mumtaz Levent Akkol, Assistant Professor, Bozok University, Turkey. The Frankfurt School and Criticism of the Culture Industry. 	<ol style="list-style-type: none"> 1. Anas Karzai, Professor, Laurentian University, Canada. On Inverted Totalitarianism and the Consequences of Imperial Consciousness. 2. *Nitza Nachmias, Professor, Tel Aviv University, Israel. A Refugee as an Identity Symbol: The Case of Palestinian Refugees. 3. <u>Raffaella Sau</u>, Associate Professor, University of Sassari, Italy & Federico Zappino, Research Fellow, University of Sassari, Italy. Does the Concept of Class struggle Make Sense in the Age of Neoliberalism?

16:00-17:30 Session VIII (ROOM B): The Economic, Political and Social Environment II	16:00-17:30 Session IX (ROOM C): Social Problems and Social Challenges II
Chair: Mario Kleindienst, Scientific Assistant, Graz University of Technology, Austria.	Chair: *Nitza Nachmias, Professor, Tel Aviv University, Israel.
<ol style="list-style-type: none"> 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. 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. 3. Arina Anis Azlan, Ph.D. Student, National University of Malaysia, Malaysia. Situation Complexity: Delineating Situational Factors Affecting Individual Communicative Action in Problem Solving. 	<ol style="list-style-type: none"> 1. <u>Azwihangwisi Helen Mavhandu-Mudzusi</u>, Associate Professor, University of South Africa, South Africa & Peter Thomas Sandy, Associate Professor, University of South Africa, South Africa. The Experiences of HIV-Serodiscordant Couples in Soweto, South Africa. 2. <u>Perla Arianna Allegri</u>, Ph.D. Student, University of Turin, Italy & <u>Benedetta Perego</u>, Ph.D. Student, University of Turin, Italy. Daily Prison Life as Told by Bith Volunteers and Inmates Themselves, between Obstacles and Silences. 3. Nisreen Karayanni, Ph.D. Student, University of Haifa, Israel. Facing Entrapment – Battered Arab Women’s in Israel Coping with Familial and Social Obstacles to Escaping to the Shelter. 4. <u>Mankwane Daisy Makofane</u>, Associate Professor, University of South Africa, South Africa & <u>Keatlegile Mabelane</u>, Lecturer, University of South Africa, South Africa. Studies on Female-Headed Families Conducted Between 2003 and 2013: Implications for Social Work Practice.

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

Tuesday 28 July 2015

(all sessions include 10 minutes break)

<p>09:00-10:30 Session X (ROOM B): The Economic, Political and Social Environment III</p> <p>Chair: Anna Jellamo, Professor, University of Calabria, Italy.</p> <ol style="list-style-type: none"> 1. <u>Demos Vardiabasis</u>, Professor, Pepperdine University, USA & <u>Samuel Seaman</u>, Professor, Pepperdine University, USA. Predicting Financial Crises Using Draw Probabilities as Leading Indicators. 2. 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. 3. <u>Martina (Tina) Kotze</u>, 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. 4. <u>Stanislav Sukhov</u>, 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. 	<p>09:00-10:30 Session XI (ROOM C): Social Problems and Social Challenges III</p> <p>Chair: *Adriano Martins Rodrigues dos Passos, Teacher, Federal University of Goias, Brazil.</p> <ol style="list-style-type: none"> 1. <u>Betty Dobratz</u>, Professor, Iowa State University, USA & <u>Lisa Waldner</u>, Professor, University of St. Thomas, USA. The White Power Movement’s Populist Connection to the Tea Party Movement in the United States. 2. Elena Simona Vranceanu, Assistant Professor, Alexandru Ioan Cuza University of Iasi, Romania. The Current Context of Migration Phenomenon in the Community Space. 3. David Mayeda, Lecturer, University of Auckland, New Zealand. Honour, Shame and Intimate Partner Violence among Migrant Youth in Auckland, New Zealand.
<p>10:30-12:00 Session XII (ROOM B): Industry and Sectoral Studies</p> <p>Chair: Samuel Seaman, Professor, Pepperdine University, USA.</p> <ol style="list-style-type: none"> 1. <u>Aini Suzana Ariffin</u>, 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. 2. <u>Vjosa Fejza</u>, 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. 	<p>10:30-12:00 Session XIII (ROOM C): Education Aspects II</p> <p>Chair: Olga Gkounta, Researcher, ATINER.</p> <ol style="list-style-type: none"> 1. Giuseppe Luca De Luca Picione, Adjunct Professor, University of Naples “Federico II”, Italy. Making Educational Research in a Lifelong Learning Perspective: The “Event Structure Analysis”. 2. *Adriano Martins Rodrigues dos Passos, Teacher, Federal University of Goias, Brazil. Performances and Performativity: Gender and Sexuality in Physical Education Classes. 3. Raclene Faria, Ph.D. Student, Federal University of Goias, Brazil. Self-Representation of Students with Intellectual Disabilities in Regular School. 4. Asceneth Maria Sastre Cifuentes, Researcher Teacher, St. Thomas University Bogota, Colombia. Critical Events in the Life of University Students. A View from the Counseling Process.

12:00-13:00 Session XIV (ROOM B): New Economy – New Challenges II	12:00-13:00 Session XV (ROOM C): Political Theory and Political Practice II
Chair: Aini Suzana Ariffin, Senior Lecturer, University Technology Malaysia, Malaysia.	Chair: Azwihangwisi Helen Mavhandu-Mudzusi, Associate Professor, University of South Africa, South Africa.
<ol style="list-style-type: none"> 1. <u>Karen Orenco-Serra</u>, 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. 2. Mohamed Reda Ramadan Gomaa, Assistant Professor, Alexandria Higher Institute for Engineering & Technology, Egypt. Enhance Small Enterprises Assistance as Perspective TQM. 3. Hairong Mu, Lecturer, Harper Adams University, U.K. Does Technology Help Understand Economics? Using Clickers to Teach Economics to Non-Economics Students. 	<ol style="list-style-type: none"> 1. Diana Thermes, Associate Professor, University of Calabria, Italy. The Despotism of the Mass Democracy by Tocqueville. 2. *Emanuel Boussios, Professor, Hofstra University, USA. A People of War or Peace? Americans' Attitudes towards the Use of Military Force Abroad in Terrorism and Conflict Situations. 3. Ramy Ahmed, Teaching Assistant, Cairo University, Egypt. Death and Resistance in Political Philosophy.

13:00-14:00 Lunch

14:00-15:30 Session XVI (ROOM B): Productivity, Innovation, R&D and Entrepreneurship II	14:00-15:30 Session XVII (ROOM C): Social Problems and Social Challenges IV
Chair: Karen Orenco-Serra, Professor, University of Puerto Rico, Puerto Rico, USA.	Chair: Mankwane Daisy Makofane, Associate Professor, University of South Africa, South Africa.
<ol style="list-style-type: none"> 1. <u>Fernando Gimenez</u>, 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. 2. Miroslav Spacek, Associate Professor, University of Economics in Prague, Czech Republic. Efficient Innovation Management as a Key Driving Force of Company Value Creation. 3. <u>Samih Atmane</u>, Ph.D. Student, University of Paris 13, CEPN, France & <u>Fadila Ouaida</u>, Ph.D. Student, University of Paris 13, CEPN, France. Impact of R&D and E-Commerce on French Firm's Productivity. 	<ol style="list-style-type: none"> 1. Marianne Vardalos, Professor, Laurentian University, Canada. Neoliberalism's Missing Child: Understanding the Destruction of Childhood in the Expansion of Corporate Capitalism. 2. <u>Susan Parish</u>, Director, Lurie Institute for Disability Policy, Brandeis University, USA, Subharati, Ghosh, Assistant Professor, Tata Institute of Social Sciences, India, Rajan Sonik, Graduate Student, Brandeis University, USA & Leah Igdalsky, Research Associate, Brandeis University, USA. Food Insecurity in US Households that Include Children with Disabilities.

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)