



Athens Institute for Education and Research
**13th Annual International Conference on SMEs, Entrepreneurship and Innovation:
Management – Marketing – Economic - Social Aspects**
**4th Annual International Colloquium on Branding
& Panel on Small Societies-Small Business-Small Cities & Villages**
25–28 July 2016, Athens, Greece
Organized by the ATINER
sponsored by the [*Athens Journal of Business & Economics*](#)
[*Scientific & Organizing Committee*](#)



Conference Venue: [Titania Hotel](#), 52 Panepistimiou Street, 10678 Athens, Greece

Monday 25 July 2016

(all sessions include 10 minutes break)

08:00-08:30 Registration and Refreshments

08:30-09:00 Welcome & Opening Address (ROOM B--Mezzanine Floor)

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

09:00-10:30 Session I (ROOM C- Mezzanine Floor): Branding-Marketing I

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

1. *[Flavio Regio Brambilla](#), Professor, Universidade de Santa Cruz do Sul (UNISC), Brazil & [Ana Flavia Hantt](#), Student and Researcher, Universidade de Santa Cruz do Sul (UNISC), Brazil. Co-creation in the Media Sector: An Important Tool to Generate Business for Communication Vehicle Brands. (BRA)
2. *[Waldemar Pfoertsch](#), Professor, Pforzheim Business School, Germany & [Christian Peter Schaefer](#), Ustinov Scholar, Ustinov College, University of Durham, U.K. Challenges in Complex B2B Multi-Brand Architectures Aliening Brand Portfolio Strategy and Brand Portfolio Management B2B Companies. (BRA)
3. *[Petra Barisic](#), Teaching and Research Assistant, University of Zagreb, Croatia. Event as the Brand Ambassador of Its Host City: Analyzing the Social Media Exposure of Split Generated by Ultra Europe Music Festival. (BRA)

10:30-12:00 Session II (ROOM C- Mezzanine Floor): Development and Production Processes

Chair: Flavio Regio Brambilla, Professor, Universidade de Santa Cruz do Sul (UNISC), Brazil.

1. Todd Ames, Associate Professor, University of Guam, USA. Production and Consumption in Micronesia: How Small-Scale Cash-Crop Production is driven by Emerging Agricultural Markets on Yap, Pohnpei and Palai (FSM).
2. *Bineswaree Bolaky, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD), Switzerland. Why Aid Volatility is Harmful for Developing Countries?
3. Jacob Stroucken, Ph.D. Student, University of Johannesburg, South Africa & Gideon Els, Associate Professor, University of Johannesburg, South Africa. Financial Sustainability of SMEs through Application of the Working Capital Cost Optimisation Model. (SME)

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

Chair: *Waldemar Pfoertsch, Professor, Pforzheim Business School, Germany.

1. *Gilles Pache, Professor, Aix-Marseille University, France. Economic Solidarity within a Territory: How to go Beyond Local Egoism?
2. *Annalisa Pace, Aggregate Professor, University of Teramo, Italy. Family Emergency: For an Innovative European Fiscal Model.
3. Elissavet Farmaki, Lecturer, University of Milano-Bicocca, Italy & Elisabetta Ruspini, Associate Professor, University of Milano-Bicocca, Italy. The Gender Dimension of Poverty and Social Exclusion in Greece since the Onset of the Recent Crisis.

13:30-14:30 Lunch

14:30-16:30 Session IV (ROOM C- Mezzanine Floor): Special Issues on Small Business and Societies I

Chair: Peter Yannopoulos, Professor, Brock University, Canada & Academic Member, Marketing Research Unit, ATINER.

1. Ralph Schuhmann, Professor, SRH University of Applied Sciences Berlin, Germany & Farzaneh Zonghi, Research Associate, SRH University of Applied Sciences Berlin, Germany. Practicing Risk Management in Turkish and German SMEs. (SME)
2. Demos Vardiabasis, Professor, Pepperdine University, USA, *Samuel Seaman, Professor, Pepperdine University, USA, *David Smith, Dean, Graziadio School of Business and Management, Pepperdine University, USA, Yury Adamov, Pepperdine University, USA & Perla Quintana, Pepperdine University, USA. The Subtleties of Crowd-funded Projects. (SME)
3. *Mogens Dilling-Hansen, Associate Professor, Aarhus University, Denmark. SMEs: Peter Pan Syndrome or Firms not Grown up? (SME)
4. Donatella Donato, Ph.D. Student, Libera Università di Bolzano, Italy. A Study on the Relation between Social Vulnerability, Marginalization and the Role of the School as an Agent for Analysis and Social Change, in a District of Valencia-Spain. (SMC)
5. *Daniel Mueller, Ph.D. Student, ETH Zürich, Switzerland, Funk Te, Ph.D. Student, ETH Zürich, Switzerland & Irena Pletikosa, Post-Doc, ETH Zürich, Switzerland. The Use of non-Financial Data Sources to Predict the Success of SMEs in Switzerland's Rural Areas. (SME)

16:30-18:30 Session V (ROOM C- Mezzanine Floor): General Issues

Chair: Ralph Schuhmann, Professor, SRH University of Applied Sciences Berlin, Germany.

1. Deborah Cohn, Associate Professor, New York Institute of Technology, USA & Joshua Bienstock, Assistant Professor, New York Institute of Technology, USA. The Influence of Digital Social Networking Services on the Workplace Harmony and Conflict. (SME)
2. Davide Borelli, Ph.D. Scholar, University of Naples, Italy. International Trading of Big Data.

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

Tuesday 26 July 2016

08:00-11:00 Educational and Cultural Urban Walk Around Modern and Ancient Athens (Details during registration)

11:00-12:30 Session VI (ROOM C- Mezzanine Floor): The Political, Social and Economic Environment II

Chair: *Gilles Pache, Professor, Aix-Marseille University, France.

1. Wan-Ying Yang, Professor, National Chengchi University, Taiwan. Will Economic Integration Lead to Political Unification Across the Taiwan Strait?
2. Keita Suga, Senior Researcher, National Institute of Population and Social Security Research, Japan. Career Interruptions among Married Women after the 1st Childbirth in Japan.

12:30-14:00 Session VII (ROOM C- Mezzanine Floor): Branding-Marketing II

Chair: *Mogens Dilling-Hansen, Associate Professor, Aarhus University, Denmark.

1. Sergio Osuna, Professor, Universidad EIA, Colombia, Cleopatra Veloutsou, Senior Lecturer, University of Glasgow, U.K. & Anna Morgan-Thomas, Senior Lecturer, University of Glasgow, U.K. A Systematic Literature Review of Brand Commitment: Definition, Perspectives and Dimensions. (BRA)
2. Fatma Abdellah Kilani, Associate Professor, University of Carthage, Tunisia & Rihab Zoraj, Ph.D. Student, University of Manouba, Tunisia. Brand Origin Recall Accuracy (Boreca): A New Measure of Brand Origin Salience. (BRA)
3. *Kirsti Lindberg-Repo, Adjunct Professor, Aalto University, Finland & Apramey Dube, Ph.D. Candidate, Hanken School of Economics, Finland. Branding Design Heritage for Prestige: Case Marimekko. (BRA)
4. Anastasia Konstantopoulou, Associate Dean, Edge Hill University, U.K., Vishwas Maheshwari, Director of Postgraduate Programmes, University of Chester, U.K., Priya Gunesh, Senior Lecturer, University of Mauritius, Mauritius & George Lodorfos, Associate Dean, Leeds Beckett University, U.K. Employer Branding for Talent Management: A Study of the Mauritian Banking Sector from an HR Perspective. (BRA)

14:00-15:00 Lunch

15:00-17:00 Session VIII (ROOM C- Mezzanine Floor): Entrepreneurship

Chair: Aineias Gkikas, Academic Member, ATINER & Research Fellow, Birmingham City University, UK.

1. *Laura Galloway, Professor, Heriot-Watt University, U.K., Lakshman Wimalasena, Assistant Professor, Heriot-Watt University, U.K. & Isla Kapasi, Assistant Professor, Edinburgh Napier University, U.K. Entrepreneurial Intentions and Agential Reflexivity: Lessons from Sri Lanka. (SME)
2. Angeline Ames, Associate Professor, University of Guam, USA. Entrepreneurship and Economic Opportunities in Micro-finance within the Federated States of Micronesia (FSM).
3. Kalypso Apergi, Coordinator, In – Service Training Program for Entrepreneurship in Education, Cyprus Pedagogical Institute, Cyprus. Introducing Entrepreneurship Education in Cyprus. The Challenge in Promoting the Importance of Entrepreneurship Education for the Country's Overall Development. (SME)

17:00-19:00 Session IX (ROOM C- Mezzanine Floor): Special Topics on Small Businesses and Societies II

Chair: Angelos Tsaklanganos, Academic Member, ATINER & Professor, Neapolis University, Cyprus.

1. *Jaime Sierra, Associate Professor, Pontificia Universidad Javeriana, Colombia & Oscar Corzo, Professor, Pontificia Universidad Javeriana, Colombia. FTAs and Colombian SMEs' Internationalization: A Fulfilled Promise? (SME)
2. *Richard Henson, Senior Lecturer, University of Worcester, U.K. & Joy Garfield, Senior Lecturer, University of Worcester, U.K. SME Attitudes to Information Assurance, and possible consequences for the Digital Single Market.

21:00-22:30 Dinner (Details during registration)

Wednesday 27 July 2016
Cruise: (Details during registration)

Thursday 28 July 2016
Delphi Visit: (Details during registration)