



Athens Institute for Education and Research
3rd Annual International Conference on Social Sciences
25–28 July 2016, Athens, Greece



Organized by the [Social Sciences Research Division](#) of ATINER
sponsored by the [Athens Journal of Social Sciences](#)
[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 B- Mezzanine Floor): Information Behavior/Society

Chair: Despoina Katzoli, Researcher, ATINER.

1. Claire Katz, Professor, Texas A&M University, USA. “Shame on you”: Education, Technology, and Social Control.
2. *[Takawira Machimbidza](#), Lecturer, National University of Science and Technology (NUST), Zimbabwe, Stephen M. Mutula, Professor, University of KwaZulu-Natal (UKZN), South Africa & Ruth Hoskins, Professor, University of KwaZulu-Natal (UKZN), South Africa. Information Behaviour of Academics at Selected Zimbabwean State Universities.
3. *[Tirhani Asnath Masia](#), Lecturer, University of Venda, South Africa, Cloupas Mahopo, Lecturer, University of Venda, South Africa, Cebisa Noxolo Nesamvuni, Senior Lecturer, University of Venda, South Africa & Vanessa Mbhatsani, Lecturer, University of Venda, South Africa. Knowledge and Consumption Practices of Indigenous Foods among Secondary Schools Learners in Limpopo Province, South Africa.
4. Zakir Hossain, Teacher / Librarian and Extended Essay Coordinator, EUROPEAN International School Ho Chi Minh City, Vietnam. Journey toward Learning Society: Possibilities and Challenges of Viet Nam Libraries.

09:00-10:30 Session II (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 III (ROOM A- Mezzanine Floor): Social Sciences I	10:30-12:00 Session IV (ROOM B- Mezzanine Floor): Academic Libraries I	10:30-12:00 Session V (ROOM C- Mezzanine Floor): Development and Production Processes
<p>Chair: Claire Katz, Professor, Texas A&M University, USA.</p>	<p>Chair:*Takawira Machimbidza, Lecturer, National University of Science and Technology (NUST), Zimbabwe.</p>	<p>Chair: Flavio Regio Brambilla, Professor, Universidade de Santa Cruz do Sul (UNISC), Brazil.</p>
<ol style="list-style-type: none"> 1. Daniel Conway, Professor, Texas A&M University, USA. "This New Type of Criminal": Arendt, Eichmann, and the Future of Criminal Intent. 2. <u>Johannah Sekudu</u>, Senior Lecturer, University of South Africa, South Africa & <u>Goitsemanang Botes</u>, Social Work Manager, University of South Africa, South Africa. Factors Associated with Suicide amongst the Young People in Soshanguve, Pretoria, South Africa. 3. Tjale Cloupas Mahopo, Lecturer, University of Venda, South Africa. Determination of the Anthropometric Status and Dietary Intake of Receiving-Support-Grant Children in the Rural Households in Vhembe District. 4. Mohammed Alzyoudi, Professor, UAEU College of Education, UAE. Investigating the Effectiveness of Portage Program on Children with Developmental Delay in United Arab Emirates. 	<ol style="list-style-type: none"> 1. <u>Yen-Ting Chen</u>, Assistant Professor, National Chin-Yi University of Technology, Taiwan, Tsung-Yu Chou, Associate Professor, National Chin-Yi University of Technology, Taiwan & Yi-Ru Chen, Student, National Chin-Yi University of Technology, Taiwan. Applying Interpretative Structural Model to Assess the Service Quality of Subject Services of Academy Library. 2. <u>Ahmed Alwan</u>, Faculty and Academic Librarian, California State University, Northridge, USA & David Prescott, Associate Professor, American University of Sharjah, UAE. Addressing the Framework for Information Literacy for Higher Education through Effective Librarian-Faculty Collaboration. 3. <u>Leslin Charles</u>, Instructional Design Librarian, The State University of New Jersey, USA & <u>Laurie McFadden</u>, Library Director, Berkeley College, USA. Embracing Challenges in Times of Change: Academic Librarians Identify Opportunities Presented by the ACRL Framework for Information Literacy for Higher Education. 	<ol style="list-style-type: none"> 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. <u>Jacob Stroucken</u>, 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 VII (ROOM B- Mezzanine Floor): Scholarly Communication and Disciplinary Studies	12:00-13:30 Session VIII (ROOM C- Mezzanine Floor): The Political, Social and Economic Environment I
Chair: Daniel Conway, Professor, Texas A&M University, USA.	Chair: *Waldemar Pfoertsch, Professor, Pforzheim Business School, Germany.
<ol style="list-style-type: none"> *James Clark, Professor and Chair of Psychology, University of Winnipeg, Canada. How Scientific are the Social Sciences? <u>Nelida Gentile</u>, Professor, University of Buenos Aires, Argentina, <u>Rodolfo Gaeta</u>, Professor, University of Buenos Aires, Argentina & <u>Susana Lucero</u>, Professor, University of Buenos Aires, Argentina. Philosophical Challenges to the Sociology of Science. 	<ol style="list-style-type: none"> *Gilles Pache, Professor, Aix-Marseille University, France. Economic Solidarity within a Territory: How to go Beyond Local Egoism? *Annalisa Pace, Aggregate Professor, University of Teramo, Italy. Family Emergency: For an Innovative European Fiscal Model. <u>Elissavet Farmaki</u>, 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 IX (ROOM B- Mezzanine Floor): Technology	14:30-16:30 Session X (ROOM C- Mezzanine Floor): Special Issues on Small Business and Societies I
Chair: Yen-Ting Chen, Assistant Professor, National Chin-Yi University of Technology, Taiwan.	Chair: Peter Yannopoulos, Professor, Brock University, Canada & Academic Member, Marketing Research Unit, ATINER.
<ol style="list-style-type: none"> Marcos A. Rodrigues, Professor, Sheffield Hallam University, U.K. Secure Information Systems in the Age of Cloud Computing. <u>Tefen Lin</u>, Assistant Professor, Lunghwa University of Science and Technology, Taiwan & Yi-Sian Chen, Assistant Professor, Lunghwa University of Science and Technology, Taiwan. The Color Recommendation of Mosaic Image by Error Diffusion. 	<ol style="list-style-type: none"> <u>Ralph Schuhmann</u>, 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) <u>Demos Vardiabasis</u>, Professor, Pepperdine University, USA, *<u>Samuel Seaman</u>, Professor, Pepperdine University, USA, *<u>David Smith</u>, 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) *Mogens Dilling-Hansen, Associate Professor, Aarhus University, Denmark. SMEs: Peter Pan Syndrome or Firms not Grown up? (SME) 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) *<u>Daniel Mueller</u>, 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 XI (ROOM B- Mezzanine Floor): Illegal/Legal Immigration	16:30-18:30 Session XII (ROOM C- Mezzanine Floor): General Issues
<p>Chair: *James Clark, Professor and Chair of Psychology, University of Winnipeg, Canada.</p>	<p>Chair: Ralph Schuhmann, Professor, SRH University of Applied Sciences Berlin, Germany.</p>
<ol style="list-style-type: none"> 1. <u>Angel Serrano</u>, Professor, Universidad de Guanajuato, Mexico & Brigitte Lamy, Professor, Universidad de Guanajuato, Mexico. Analysis of Occupational Injury and Disability among Latino Immigrants with a Precarious Migration Status in Los Angeles, California. 2. <u>Julie Anne Laser-Maira</u>, Associate Professor, University of Denver, USA, Christopher Scott Huey, Researcher, Chemonics International, USA, Orion Castro, Student, Metro State University of Denver, USA & Nicole Nicotera, Associate Professor, University of Denver, USA. Human Trafficking in Peru: Stakeholder Perceptions. 3. Maha Agaguena, Professor, Mohamed-Cherif Messaadia University, Algeria. The Illegal Immigration and Social Representations of Europe. 	<ol style="list-style-type: none"> 1. <u>Deborah Cohn</u>, Associate Professor, New York Institute of Technology, USA & <u>Joshua Bienstock</u>, 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 XIII (ROOM B- Mezzanine Floor): School Library Media and Education	11:00-12:30 Session XIV (ROOM C- Mezzanine Floor): The Political, Social and Economic Environment II
Chair: Tefen Lin, Assistant Professor, Lunghwa University of Science and Technology, Taiwan.	Chair: *Gilles Pache, Professor, Aix-Marseille University, France.
<ol style="list-style-type: none"> 1. <u>Nicole Nicotera</u>, Associate Professor, University of Denver, USA, Sarah Brewer, Research Associate, University of Colorado Denver, USA, Christopher Veeh, Research Associate, Washington University in St. Louis, USA & Julie Anne Laser-Maira, Associate Professor, University of Denver, USA. Predictors of Positive Youth Development in First-Year Undergraduate Students. 2. <u>Christabelle Sikhanyisiwe Moyo</u>, Postdoctoral Research Fellow, University of Venda, South Africa, Joseph Francis, Professor, University of Venda, South Africa & Pascal Obong Bessong, Professor, University of Venda, South Africa. Perspectives on the Impact of MAL-ED South Africa Project on Human Capital Development of Graduate Students and Junior Faculty at a South African University. 3. Cebisa Noxolo Nesamvuni, Senior Lecturer, University of Venda, South Africa. Measuring Nutritional Progress in the 21st Century through Nutritional Assessment in Rural Thulamela Households. 	<ol style="list-style-type: none"> 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 XV (ROOM B- Mezzanine Floor): Special Libraries and Collections	12:30-14:00 Session XVI (ROOM C- Mezzanine Floor): Branding-Marketing II
Chair: Nicole Nicotera, Associate Professor, University of Denver, USA.	Chair: *Mogens Dilling-Hansen, Associate Professor, Aarhus University, Denmark.
<ol style="list-style-type: none"> 1. Scott Seaman, Dean of Libraries, Ohio University, USA. Collaborative Shared Print Collections in the United States. 2. <u>Robert J. Congleton</u>, Associate Professor, Rider University, USA & *<u>Sharon Q. Yang</u>, Professor, Rider University, USA. A Comparative Study of Education Exemptions to Copyright in the United States and Europe. 3. <u>Nombulelo Chitha</u>, Lecturer, Walter Sisulu University, South Africa, Lizo Godlimpi, ILCC Coordinator, Walter Sisulu University, South Africa, Wezile Chitha, Dean, Walter Sisulu University, South Africa, Sikhumbuzo Mabunda, Public Health Specialist and Lecturer, Walter Sisulu University, South Africa, Siyonela Mlonyeni, Researcher at Albertina Sisulu Centre for Global Health and Research, Walter Sisulu University, South Africa & Yanga Mncedane, Researcher at Albertina Sisulu Centre for Global Health and Research, Walter Sisulu University, South Africa. Information Needs, Sources and Resources for 5th Year Medical Students during the Integrated Longitudinal Clinical Clerkship (ILCC). 4. Maria Do Sameiro Barroso, Board Member, Portuguese Medical Association, Portugal. Funerary Banquet. Unpublished Sculpture Relief from the Lisbon National Museum of Archaeology. 	<ol style="list-style-type: none"> 1. <u>Sergio Osuna</u>, 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. <u>Fatma Abdellah Kilani</u>, Associate Professor, University of Carthage, Tunisia & <u>Rihab Zorai</u>, Ph.D. Student, University of Manouba, Tunisia. Brand Origin Recall Accuracy (Boreca): A New Measure of Brand Origin Salience. (BRA) 3. *<u>Kirsti Lindberg-Repo</u>, Adjunct Professor, Aalto University, Finland & Apramey Dube, Ph.D. Candidate, Hanken School of Economics, Finland. Branding Design Heritage for Prestige: Case Marimekko. (BRA) 4. <u>Anastasia Konstantopoulou</u>, 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 XVII (ROOM B- Mezzanine Floor): Academic Libraries II	15:00-17:00 Session XVIII (ROOM C- Mezzanine Floor): Entrepreneurship
Chair: Scott Seaman, Dean of Libraries, Ohio University, USA.	Chair: Aineias Gkikas, Academic Member, ATINER & Research Fellow, Birmingham City University, UK.
<ol style="list-style-type: none"> 1. Maria Joao Amante, Head of Information and Documentation Services, ISCTE-Instituto Universitário de Lisboa, Portugal. Modelling Variables that Contribute to Faculty Willingness to Collaborate with Librarians: The Case of The University Institute of Lisbon (ISCTE-IUL), Portugal. 2. Claudio Sarra, Associate Professor, University of Padova, Italy. Metaphors in Law. A Conceptual Reconstruction and a Taxonomy. 3. Cristina Voichita Dragomir, Ph.D. Student, University of Bucharest, Romania. Next Generation Catalogue: The Romanian Libraries Experience. 	<ol style="list-style-type: none"> 1. *<u>Laura Galloway</u>, 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 XIX (ROOM B- Mezzanine Floor): Special Topics	17:00-19:00 Session XX (ROOM C- Mezzanine Floor): Special Topics on Small Businesses and Societies II
Chair: Robert J. Congleton, Associate Professor, Rider University, USA.	Chair: Angelos Tsaklanganos, Academic Member, ATINER & Professor, Neapolis University, Cyprus.
<ol style="list-style-type: none"> 1. <u>Ching-Yan Wu</u>, Assistant Professor, Fu Jen Catholic University, Taiwan & Mei-Chih Hu, Professor, National Tsing Hua University, Taiwan. Exploring the Developmental Trajectory and Technological Capability in the Global Concentrating Solar Power Industry. 2. <u>Antigonos Sochos</u>, Senior Lecturer, University of Bedfordshire, U.K. & Ritsa Psillou, Ministry of Education, Greece. Post-Traumatic Stress and the Greek Economic Crisis. 3. *Pradeepa Wijetunge, Librarian, University of Colombo, Sri Lanka. Perceptions of Sri Lankan LIS Professionals on the Effects of the Consortium on their Academic Efficiency. 4. Suzianah Nhazzla Ismail, Ph.D. Student, The University of Sheffield, U.K. Post-materialist Values and the Animal Protection Movement in Malaysia. 5. <u>Sara Calogiuri</u>, Ph.D. Student, University of Salento, Italy & Claudia Venuleo, Assistant Professor, University of Salento, Italy. The Concept of Context in the Field of Addiction Research. A Review. (Tuesday July 26, 2016) 6. Paolo Sommaggio, Associate Professor, University of Trento, Italy. Neuro-Civilization: A New Form of Social Enhancement. 	<ol style="list-style-type: none"> 1. *<u>Jaime Sierra</u>, Associate Professor, Pontificia Universidad Javeriana, Colombia & <u>Oscar Corzo</u>, Professor, Pontificia Universidad Javeriana, Colombia. FTAs and Colombian SMEs' Internationalization: A Fulfilled Promise? (SME) 2. *<u>Richard Henson</u>, 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)