

Athens Institute for Education and Research

15th Annual International Conference on Marketing
26-29 June 2017, Athens, Greece

Provisional List of Papers Accepted and Registered to be Presented (Listed by Presenter's Surname) and Other Attendees

Note: This list includes only those who have registered for the conference (i.e. those who have paid the registration fee). It does not include those who have received an acceptance letter but who have not yet sent in their registration form. The list will be updated weekly. Date of this list: 23 June 2017

1. [Chris Adendorff](#), Adjunct Professor, Nelson Mandela Metropolitan University, South Africa & [Miemie Struwig](#), Professor, Nelson Mandela Metropolitan University, South Africa. Consumers' Perception of Eco-Labels in South Africa.
2. [Chiara Ancillai](#), PhD Student, Università Politecnica delle Marche, Italy & [Federica Pascucci](#), Assistant Professor, Università Politecnica delle Marche, Italy. How Web-Based Technologies Enable the Innovation of Traditional Businesses? Investigating the Role of e-Commerce and Product Customization Strategies in the Italian Fashion Industry.
3. [Goce Andrevski](#), Associate Professor, Queen's University, Canada, [Walter J. Ferrier](#), University of Kentucky, USA & [Tomi Nokelainen](#), Berggren Group, Finland. Competitive Forbearance: The Benefits of Purposefully not Acting.
4. *[Catherine J Ashworth](#), Senior Lecturer, Manchester Metropolitan University, UK. E-Retail - Relationship Building, Social Media & The Small Firm.
5. [David Atkinson](#), Lecturer, Manchester Metropolitan University, UK. The Skills Strategic Marketers will Need in the Era of Change.
6. [Jurate Banyte](#), Professor, Kaunas University of Technology, Lithuania, [Laura Salciuviene](#), Lecturer, Lancaster University, UK & [Edita Jurgelionyte](#), Research Assistant, Kaunas University of Technology, Lithuania. Assessing Healthy Lifestyle Perceptions of Modern Eastern European Consumers.
7. [Aleksandra Bavdaz](#), Researcher, University of Glasgow, UK. Past and Recent Conceptualisations of Sociomateriality and Its Features: Review.
8. [Sakina Boulal](#), Trainer / Lecturer, Oman Tourism College, Oman. The Impact of the Terrorism on the Economic Sustainable Tourism Development of Crete Island.
9. *[Abraham Brown](#), Lecturer, Nottingham Trent University, UK & [Seamus Allison](#), Nottingham Trent University, UK. Marketing a Healthier Choice: Exploring Young People's Perception of e-Cigarettes.
10. *[Kemal Buyukkurt](#), Professor, John Molson School of Business, Concordia University, Canada & [Cathy Kittson](#), Data Warehouse Developer, UBISOFT, Canada. Product Involvement and Overall Affective Evaluations of Products in Understanding the Effects of Anticipatory Emotions on Choice.
11. [Malika Chaudhuri](#), Assistant Professor, University of Dayton, USA. Analyzing the Effectiveness of Marketing Communications to Ensure Diffusion of Prescription Drugs and Enhancing Customer Responsiveness across Product Life Cycle (PLC). (Monday)
12. [Juan Carlos Chica Mesa](#), Professor, Universidad Nacional de Colombia, Colombia, [Joaquin Urrea Arbelaez](#), Associate Professor, Universidad Nacional de Colombia, Colombia & [Juan Manuel Castaño Molano](#), Associate Professor, Universidad Nacional de Colombia, Colombia. Neuromarketing for Investment Decisions: Investment Decision Making Supported by Neuromarketing.
13. [Jaihak Chung](#), Professor, Sogang University, South Korea. Naming Strategies as a Tool for Communication. (Tuesday)
14. [Peter Daly](#), Professor, EDHEC Business School, France. The Reflexive Manager under Construction.

15. Leila Damak, Professor, Université de Bretagne Sud, France. Visual Aesthetics of the Homepage of Web Sites of Brittany Islands: An Exploratory Study on the Impact on the Intention to Visit.
16. [Jose Sarto Freire Castelo](#), Professor, University of Fortaleza, Brazil & Jose Ednilson de Oliveira Cabral, Professor, University of Fortaleza, Brazil. The Quality of Clothing in Perception of Consumers in a Social Network by Gender.
17. *Hanna Gendel Guterman, Senior Lecturer, Ariel University, Israel. A Case of Delayed Payment: Do Consumers Behave According to Economic Guidelines?
18. [Andrew Gilmore](#), Lecturer, La Trobe University, Australia, Mei-Tai Chu, Senior Lecturer, La Trobe University, Australia, Clare D'Souza, Associate Professor, La Trobe University, Australia & Qiaoling Wu, Associate Professor, Peking University, China. The Influence of Trust on Chinese Food Import Purchase Intentions.
19. [Jose Luis Giraldo Florez](#), Student, National University of Colombia, Colombia & [Jose Hernan Parra Sanchez](#), Associate Professor, National University of Colombia, Colombia. Neuromarketing Analysis with Biofeedback Technique under the Game Theory Model.
20. [Laura Patricia Giraldo Velez](#), Professor, National University of Colombia, Colombia. Game Theory Analysis Using Mind Wave a Neuromarketing Tool.
21. *Radmila Janicic, Professor, University of Belgrade, Serbia. Alithia Marketing Promotion.
22. Tas Yong Koh, Lecturer, The University of Hong Kong, Hong Kong. How Do Project Team Relational Quality and Integration Affect Project Performance? (MKTCUS)
23. [Danielle Lecointre-Erickson](#), PhD Student, GRANEM – University of Angers, France, Bruno Daucé, Associate Professor, GRANEM – University of Angers, France & Patrick Legohérel, Associate Professor, GRANEM – University of Angers, France. The Influence of Interactive Storefront Technology on Affective Responses and Behavioral Intentions.
24. *[Junseop Lee](#), Research Fellow, Yonsei University, South Korea & Youngchan Kim, Professor, Yonsei University, South Korea. How Sales Force Control Systems Translate into Sales Performance: The Role of Selling Orientation and Customer Orientation.
25. [Diana L. Medina Nieto](#), Student, National University of Colombia, Colombia. Game Theory Analysis based on Biofeedback a Neuromarketing Technique.
26. [Lorenzo Nardi](#), PhD Student, Polytechnic University of Marche, Italy, Gian Luca Gregori, Professor, Polytechnic University of Marche, Italy, Luca Marinelli, Professor, Polytechnic University of Marche, Italy & Daniele Scattolini, Polytechnic University of Marche, Italy. Trade Marketing, Ict and Loyalty: Which Possible Interaction between Food Industry and Retailers.
27. [Nha Nguyen](#), Professor, Université de Moncton, Canada & [Gaston LeBlanc](#), Professor, Université de Moncton, Canada. The Combined Effects of Service Offering and Service Employees on the Perceived Corporate Reputation.
28. *Suha Omar, Senior Lecturer, De Montfort University, UK. Examining Customer Engagement in the context of Higher Education: Validation of a Multidimensional Measurement Scale. (Tuesday)
29. [Mateo Pachon Gonzalez](#), Student, National University of Colombia, Colombia. Neuromarketing Analysis under the Game Theory model Using MindWave.
30. *Arthur Pantelides, Founder & Chief Consultant, Nexkor Systems Engineering, LLC, USA. A Practical Integrated Model Approach to the Complexity of Strategic Alignment.
31. *[William Proud](#), Director of Studies, Queensland University of Technology, Australia, Vesna Damnjanovic, Associate Professor, University of Belgrade, Belgrade & Milos Milosavljevic, Professor, University of Belgrade, Belgrade. Developing Positive Brand Image of Talents: Mentor Perspective from International Case Competition.
32. [Sourav Ray](#), Associate Professor, McMaster University, Canada, Li Wang, McMaster University, Canada, Daniel Levy, Bar-Ilan University, Israel & Mark E. Bergen, University of Minnesota, USA. The Impact of Electronic Shelf Labels (ESL) on Retail Prices and Pricing.
33. [Aarti Saini](#), Assistant Professor, University of Delhi, India & Ruchi Gupta, Assistant Professor, University of Delhi, India. Role of Social Media in Managing Organisation Crisis - A Case Study of Nestle Maggi in India.

34. [Laura Salciuviene](#), Lecturer, Lancaster University, UK, [Tomas Mikoliunas](#), Lancaster University, UK, [Kelvin Lee](#), Associate Director, Nanyang Technological University, Singapore & [Veronica C. Buenaventura](#), Senior Designer, Momentum Worldwide, Singapore. Consequences of Engagement with Massively-Multiplayer Online Games.
35. *[Shubhangi Salokhe](#), Professor, Symbiosis Institute of International Business, India. Branding of Agricultural Commodities / Products for Adding Value.
36. [Atif Sarwar](#), Postdoctoral Research Fellow, Anglia Ruskin University, UK. Using Institutional Logics to understand the complexities of Inter-professional Teamwork when delivering Integrated Care in the UK.
37. [Regina Pefanis Schlee](#), Professor, Seattle Pacific University, USA. How Does the Passage of Time and Occurrence of Events Affect Animosity Towards a Country?
38. [Leyun Sheng](#), Graduate Student, Shanghai International Studies University, China, [Zheng Fan](#), Dean, Shanghai International Studies University, China, [Peihua Fan](#), Lecturer, Shanghai International Studies University, China & [Qingli Fan](#), Undergraduate Student, College of Williams and Mary, USA. A Model of Cultural Factors in China “Going Global” Process - An Exploratory Study Based on Grounded Theory.
39. *[Chhabi Sinha](#), Head of Marketing Department, Management Institute for Leadership and Excellence, India. Startups in India: How well have they Started?
40. [Sanjay Sisodiya](#), Associate Professor, University of Idaho, USA. Knowledge Spillovers and Research Communities: An Open Innovation Perspective on Leveraging External Knowledge by Innovating Firms.
41. *[Lidewey E.C. van der Sluis](#), Professor, Nyenrode Business University, The Netherlands. Corporate Talent Selection: Finding Talents that Fit and Flourish in the Organization.
42. *[Simona Stan](#), Associate Professor, University of Montana, USA. A Comparative Study of USA vs. Romanian Consumers' Marketer-Motivating Behaviors.
43. *[Maria Stoletova](#), Instructor, University of Calgary, Canada. Improving Supply Chain Management with TRIZ.
44. [William Wagner](#), Associate Professor, Villanova University, USA. The Wisdom of Crowds: A Longitudinal Study of Multi-Expert vs. Single Expert Systems.
45. [Monte Wynder](#), Associate Professor, University of the Sunshine Coast, Australia. The Effect of Proximity on the Ethical Evaluation of Environmental Performance.
46. *[Taho Yang](#), Professor, National Cheng Kung University, Taiwan, [Peng-Sen Wang](#), Assistant Professor, Southern Taiwan University of Science and Technology, Taiwan & [Liang-Chiuan Yu](#), Graduate Student, National Cheng Kung University, Taiwan. An e-Kanban System for Sales-Production Integration-case of Semiconductor Wafer Ingot Pulling Manufacturing.
47. [Kaidong Yu](#), PhD Student, University of Glasgow, UK. Consumer Stress and Emotions in Chronic Problematic Food Situation.