



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

Organized by the Marketing Research Unit

Sponsored by the Athens Journal of Business & Economics

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to Omonoia metro station)

Monday 26 June 2017

08:00-09:00 Registration and Refreshments

09:00-09:30 (Room C-10th Floor) Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:30-11:00 Session I (Room C-10th Floor): Strategy and Innovation

Chair: Vasilis Skianis, Research Fellow, ATINER.

1. Chhabi Sinha, Head of Marketing Department, Management Institute for Leadership and Excellence, India. Startups in India: How well have they Started?
2. David Atkinson, Lecturer, Manchester Metropolitan University, UK. The Skills Strategic Marketers will Need in the Era of Change.
3. Sanjay Sisodiya, Associate Professor, University of Idaho, USA. Knowledge Spillovers and Research Communities: An Open Innovation Perspective on Leveraging External Knowledge by Innovating Firms.
4. 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.

11:00-12:30 Session II (Room C-10th Floor): Consumer Buying Behaviour, Trust and Health Concerns

Chair: William Proud, Director of Studies, Queensland University of Technology, Australia.

1. 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.
2. 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.
3. Kaidong Yu, PhD Student, University of Glasgow, UK. Consumer Stress and Emotions in Chronic Problematic Food Situation.

11:00-12:30 Session III (Room D-10th Floor): Management, Managers and Teams

Chair: Arthur Pantelides, Founder & Chief Consultant, Nexkor Systems Engineering, LLC, USA.

1. Peter Daly, Professor, EDHEC Business School, France. The Reflexive Manager under Construction.
2. Lidewey E.C. van der Sluis, Professor, Nyenrode Business University, The Netherlands. Corporate Talent Selection: Finding Talents that Fit and Flourish in the Organization.
3. 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.
4. Tas Yong Koh, Lecturer, The University of Hong Kong, Hong Kong. How Do Project Team Relational Quality and Integration Affect Project Performance?
5. 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.

12:30-14:00 Session IV (Room C-10th Floor): Digital Marketing**Chair:** Chhabi Sinha, Head of Marketing Department, Management Institute for Leadership and Excellence, India.

1. Catherine J Ashworth, Senior Lecturer, Manchester Metropolitan University, UK. E-Retail - Relationship Building, Social Media & The Small Firm.
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. Abdolrahim Rahimi, Academic Member of the Management and Accounting Faculty, Islamic Azad University, Tehran South Branch, Iran. The Effect of Internet Marketing on Export Development in Food Companies.
4. Aleksandra Bavdaz, Researcher, University of Glasgow, UK. Past and Recent Conceptualisations of Sociomateriality and Its Features: Review.

12:30-14:00 Session V (Room D-10th Floor): Competition and Development**Chair:** Lidewey E.C. van der Sluis, Professor, Nyenrode Business University, The Netherlands.

1. 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.
2. Sakina Boulal, Trainer / Lecturer, Oman Tourism College, Oman. The Impact of the Terrorism on the Economic Sustainable Tourism Development of Crete Island.

14:00-15:00 Lunch**15:00-16:30 Session VI (Room C-10th Floor): Branding and Service****Chair:** Catherine J Ashworth, Senior Lecturer, Manchester Metropolitan University, UK.

1. William Proud, Director of Studies, Queensland University of Technology, Australia, Vesna Damjanovic, 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.
2. Shubhangi Salokhe, Professor, Symbiosis Institute of International Business, India. Branding of Agricultural Commodities / Products for Adding Value.
3. 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.

16:30-18:00 Session VII (Room C-10th Floor): Marketing Communications**Chair:** Abraham Brown, Lecturer, Nottingham Trent University, UK.

1. Radmila Janicic, Professor, University of Belgrade, Serbia. Alithia Marketing Promotion.
2. 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).

21:00-23:00 The Pragmatic Symposium of the Conference as Organized in Ancient Athens with Dialogues, Food, Wine, Music and Dancing but fine tuned to Synchronous Ethics

Tuesday 27 June 2017

07:30-10:30 Session VIII (Room C): An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.

Group Discussion on Ancient and Modern Athens.

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

11:00-12:30 Session IX (Room C-10th Floor): Product and Labelling

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

1. 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.
2. 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.
3. 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.
4. 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.

11:00-12:30 Session X (Room D-10th Floor): Management Issues

Chair: Goce Andrevski, Associate Professor, Queen's University, Canada.

1. Arthur Pantelides, Founder & Chief Consultant, Nexkor Systems Engineering, LLC, USA. A Practical Integrated Model Approach to the Complexity of Strategic Alignment.
2. William Wagner, Associate Professor, Villanova University, USA. The Wisdom of Crowds: A Longitudinal Study of Multi-Expert vs. Single Expert Systems.
3. Monte Wynder, Associate Professor, University of the Sunshine Coast, Australia. The Effect of Proximity on the Ethical Evaluation of Environmental Performance.
4. Maria Stoletova, Instructor, University of Calgary, Canada. Improving Supply Chain Management with TRIZ.
5. Suha Omar, Senior Lecturer, De Montfort University, UK. Examining Customer Engagement in the context of Higher Education: Validation of a Multidimensional Measurement Scale. (Tuesday Morning)

12:30-14:00 Session XI (Room C-10th Floor): Sales and Selling

Chair: Sourav Ray, Associate Professor, McMaster University, Canada.

1. 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.
2. 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.
3. 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.

12:30-14:00 Session XII (Room D-10th Floor): Neuromarketing and Game Theory, the Real Economic Behaviour

Chair: Juan Carlos Chica Mesa, Professor, Universidad Nacional de Colombia, Colombia.

1. 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.
2. Laura Patricia Giraldo Velez, Professor, National University of Colombia, Colombia. Game Theory Analysis Using Mind Wave a Neuromarketing Tool.
3. 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.
4. Diana L. Medina Nieto, Student, National University of Colombia, Colombia. Game Theory Analysis based on Biofeedback a Neuromarketing Technique.
5. Mateo Pachon Gonzalez, Student, National University of Colombia, Colombia. Neuromarketing Analysis under the Game Theory model Using MindWave.

14:00-15:00 Lunch

15:00-16:30 Session XIII (Room C-10th Floor): Buyer Behaviour

Chair: Taho Yang, Professor, National Cheng Kung University, Taiwan.

1. Simona Stan, Associate Professor, University of Montana, USA. A Comparative Study of USA vs. Romanian Consumers' Marketer-Motivating Behaviors.
2. Regina Pefanis Schlee, Professor, Seattle Pacific University, USA. How Does the Passage of Time and Occurrence of Events Affect Animosity Towards a Country?
3. *Hanna Gendel Guterman, Senior Lecturer, Ariel University, Israel. A Case of Delayed Payment: Do Consumers Behave According to Economic Guidelines?
4. 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.

16:30-18:00 Session XIV (Room C-10th Floor): Special Topics

Chair: Regina Pefanis Schlee, Professor, Seattle Pacific University, USA.

1. Jaihak Chung, Professor, Sogang University, South Korea. Naming Strategies as a Tool for Communication.
2. 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.

18:00-18:20 Closing Remarks

Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Senior Lecturer in Marketing, University of Glasgow.

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

Wednesday 28 June 2017
Educational Island Tour or Mycenae and Epidaurus Visit

Thursday 29 June 2017
Delphi Visit