



**Athens Institute for Education and Research**  
*A World Association of Academics & Researchers*



**14<sup>th</sup> Annual International Conference on SMEs, Entrepreneurship and Innovation:  
Management – Marketing – Economic – Social Aspects, 24-27 July 2017, Athens, Greece**  
**Organized by the Center for Small and Medium-Sized Enterprises (CSME)**  
*Sponsored by the Athens Journal of Business & Economics*

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

**Monday 24 July 2017**

**08:00-09:00 Registration and Refreshments**

**09:00-09:30 (Room B-10<sup>th</sup> Floor) Welcome and Opening Address**

Gregory T. Papanikos, President, ATINER.

**09:30-11:00 Session I (Room B-10<sup>th</sup> Floor): Branding**

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

1. Patrick Vyncke, Professor, Ghent University, Belgium. Walking the Thin Line between Socially Conscious and Effective Branding. The ad-Likeability Impact of Including Ethnic Diversity, Breaking Gender Stereotypes and going against the Supernormal Beauty Ideals in Advertising Campaigns.
2. Andre Le Roux, Associate Professor, University of Poitiers, France, Marinette Thebault, Associate Professor, University of Poitiers, France & Henry Ralambondrainy, Professor, University of Reunion Island, France. An Exploratory Research of Consumer Boycott Profiles.
3. Natalia Yannopoulou, Reader in Marketing, Newcastle University, UK. Towards a Better Understanding of Information Processing in Social Media.
4. Emete Toros, Faculty Member, Kyrenia University, Cyprus & Nilufer Turksoy, Faculty Member, Eastern Mediterranean University, Cyprus. City Branding: Residents' Perceptions of Kyrenia and Famagusta.

**11:00-12:30 Session II (Room A-10<sup>th</sup> Floor): Education I**

**Chair:** Nazif Durmaz, Assistant Professor, University of Houston - Victoria, USA.

1. Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia. Principals as Leaders of Reading: Sustaining the Momentum.
2. Arnel Joven, Assistant Professor and Chair, History Department, University of Asia and the Pacific, Philippines. Making Use of Medical Social Sciences in Medical Education in the Philippines: Case Studies and Action Research.
3. Isabel Moodley, Senior Lecturer, University of South Africa (UNISA), South Africa. Free Higher Education in South Africa: A Financial and Educational Conundrum.
4. Marco Mazzocca, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. Educate through Debate. The Project "A Suon di Parole".

**11:00-12:30 Session III (Room B-10<sup>th</sup> Floor): Business & Economics - Technology I**

**Chair:** Maudos Villarroya, Professor, University of Valencia, Spain.

1. Olimpia Neagu, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania, Doru Ioan Ardelean, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania & Vasile Lucian Lazar, Associate Professor, "Vasile Goldiș" Western University of Arad, Romania. Analysis of Sustainable Investment Possibilities Meant to Improve the Agricultural and Aquatic Ecosystems from the Depression of Oaș, County of Satu Mare, Romania.
2. Perla Arianna Allegri, PhD Student, University of Turin, Italy. The Privatisation of Social Control in the Era of Electronic Monitoring Technologies.
3. Giulia Boi, PhD Student, University of Cagliari, Italy. The Influence of Entrepreneur's Social Network on Investor's Decision Making.
4. Gulden Turhan, Lecturer, Marmara University, Turkey. Product Goals Evaluation for Smart Socks by using Laddering Method and Expectancy Value Model.

**12:30-14:00 Session IV (Room A-10<sup>th</sup> Floor): Education II****Chair:** Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia.

1. Nicole Vadino, Associate Professor, Community College of Philadelphia, USA. Teaching Tolerance and Acceptance in Online Sociology Courses.
2. Asharaf Abdul Salam, Assistant Professor, King Saud University, Saudi Arabia. Education's Impact on Fertility: The Case of King Saud University Staff Women, Saudi Arabia.
3. Eti Gilad, Lecturer, Achva Academic College, Israel & Liliane Steiner, Lecturer, Hemdat Hadarom Academic College, Israel. On the Threshold of the Public Sphere: Mothers, Daughters and Higher Education.

**12:30-14:00 Session V (Room B-10<sup>th</sup> Floor): Business & Economics - Technology II****Chair:** Aineias Gkikas, Research Fellow, Birmingham City University, UK.

1. Demos Vardiabasis, Professor, Pepperdine University, USA, Samuel Seaman, Professor, Pepperdine University, USA & Yury Adamov, Pepperdine University, USA. The Subtleties of Crowd-funded Projects: Part 2.
2. Ayla Oqus Binatli, Professor, Izmir University of Economics, Turkey & Alper Duman, Associate Professor, Izmir University of Economics, Turkey. Efficiency of SMEs in the Plastics Sector in Izmir.
3. Mercedes Gumbau Albert, Associate Professor, University of Valencia, Spain & Joaquin Maudos Villarroya, Professor, University of Valencia, Spain. Entrepreneurial Intentions and Economic Conditions: Differences by Size of Business and Technological Intensity.
4. Jose Carmen Garcia Flores, PhD Student, Universidad Autónoma del Estado de México, Mexico, Jesus Gastan Gutierrez Cedillo, Research Professor, Universidad Autónoma del Estado de México, Mexico, Miguel Ángel Balderas Plata, Professor, Universidad Autónoma del Estado de México, Mexico & José Isabel Juan Perez, Professor, Universidad Autónoma del Estado de México, Mexico. Systematization of the Traditional Peasant Knowledge at South of State of Mexico.

**14:00-15:00 Lunch****15:00-16:30 Session VI (Room B-10<sup>th</sup> Floor): Special Topics I****Chair:** Samuel Seaman, Professor, Pepperdine University, USA.

1. Eunjeong Kim, Professor, Pukyong National University, South Korea. Characteristics of Social & Family Service Provision in Korea.
2. Susan Solecki, Assistant Clinical Professor, Drexel University, USA. The Overuse of Digital Technology and Emerging Antisocial Behaviors of Youth.

**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 25 July 2017

### 07:30-10:30 Session VII: 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)

### 11:00-12:30 Session VIII (Room B-10<sup>th</sup> Floor): Business & Economics - Technology III

**Chair:** George Saridakis, Professor, Kingston University, UK.

1. Dae Seung Choi, Research Fellow, Korea Institute of Science & Technology Evaluation and Planning (KISTEP), South Korea. The Effect of R&D Subsidy and Tax Reduction during Economic Recession. (SME)
2. \*Joao Miguel Cotrim, PhD Student, ISCTE Business School, Portugal. Sharing Economy: Crafting Temporal Identity and Legitimacy Claims as an Emergent Category. (SOSECO)

### 12:30-14:00 Session IX (Room B-10<sup>th</sup> Floor): Business & Economics - Technology IV

**Chair:** George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.

1. George Saridakis, Professor, Kingston University, UK, Yanqing Lai, Edinburgh Napier University, UK, Rebeca I. Munoz Torres, Westminster University, UK & Anne-Marie Mohammed, The University of the West Indies, Jamaica. Actual and Intended Growth in Family Firms and non-Family Owned Firms: Are they Different? (Tuesday) (SME)
2. Fulya Tasel, Assistant Professor, Maltepe University, Turkey & Ebru Beyza Bayarcelik, Assistant Professor, Istanbul Gelisim University, Turkey. Mysterious Relation between Innovation and Export Behaviour.

### 14:00-15:00 Lunch

### 15:00-16:30 Session X (Room C-10<sup>th</sup> Floor): Special Topics II

**Chair:** David Woodger, Lecturer and Programme Convenor, University of London Goldsmiths, UK.

1. Jim Clark, Professor, University of Winnipeg, Canada. More on the Scientific Nature of the Social Sciences.
2. Cecile Gardies, Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France & Laurent Faure, Professor, Ecole Nationale Supérieure de Formation de l'Enseignement Agricole (ENSFEA), France. Co-teaching between Librarians (-Teachers): Mediation of Information Knowledge and the Professional Development.
3. Laura Green, Senior Lecturer, Bath Spa University, UK. Prison Mantras and Prisoner Narratives: Game Design and Discourses of Choice with Young Offenders.
4. Nancy Ellen Dodd, Academic Editor, Pepperdine University, USA & Doreen E. Shanahan, Lecturer, Pepperdine University, USA. The Phenomenon of Social Change: A Unified Framework for Evaluation.

### 21:00- 22:30 Dinner

## Wednesday 26 July 2017

### Educational Island Tour or Mycenae and Epidaurus Visit

## Thursday 27 July 2017

### Delphi Visit

All ATINER's conferences are organized by the Academic Committee (<https://www.atiner.gr/academic-committee>). This conference has been organized with the assistance of the following academics, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. Peter Yannopoulos, Vice President of Global Communications, ATINER, Co-editor, Athens Journal of Business and Economics & Professor, Brock University, Canada.
3. George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.
4. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Senior Lecturer of Marketing, University of Glasgow, U.K.
5. Samuel Seaman, Professor, Pepperdine University, USA.
6. Maudos Villarroya, Professor, University of Valencia, Spain.
7. Anthony Townsend, Professor, Griffith Institute for Educational Research, Australia.
8. George Saridakis, Professor, Kingston University, UK.
9. Nazif Durmaz, Assistant Professor, University of Houston - Victoria, USA.
10. David Woodger, Lecturer and Programme Convenor, University of London Goldsmiths, UK.
11. Aineias Gkikas, Research Fellow, Birmingham City University, UK.
12. Vassilis Skianis, Research Fellow, ATINER.
13. Olga Gkounta, Researcher, ATINER.
14. Hannah Howard, Research Assistant, ATINER.