



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



6th Annual International Colloquium on Branding
30-31 July & 1-2 August, 2018, Athens, Greece

Organized by the [Business & Law Division](#) and the [Economics Unit](#) of ATINER

Sponsored by the [Athens Journal of Business & Economics](#)

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

Monday 30 July 2018

08:00-09:00 Registration and Refreshments

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

Gregory T. Papanikos, President, ATINER.

09:30-11:00 Session I (Room B - 10th Floor): Performance I

Chair: Andre Le Roux, Professor, Institut d'Administration des Entreprises (IAE), Université de Poitiers, France.

1. [Rolf Meyer](#), Professor, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland & [Pieter Perrett](#), Professor, University of Applied Sciences and Arts Northwestern Switzerland, Switzerland. Key Success Factors in Setting Up and Running a Social Innovation Hub for Startups and SMEs.
2. [Husam Arman](#), Associate Research Specialist, Kuwait Institute for Scientific Research, Kuwait, Shaikha Al-Fulaij, Principle Research Associate, Kuwait Institute for Scientific Research, Kuwait & Mohammad Ramadhan, Research Scientist, Kuwait Institute for Scientific Research, Kuwait. Critical Success Factors for High-Value Added SMEs in Kuwait.
3. [Naiara Fernandez-Bravo](#), PhD Student, Complutense University of Madrid, Spain & Ana M Romero-Martinez, Associate Professor, Complutense University of Madrid, Spain. The Role of Entrepreneurial Alertness and Organizational Creativity on the Entrepreneurship Process.

11:00-12:30 Session II (Room B - 10th Floor): Branding I

Chair: Paulo de Lencastre, Professor, Universidade Católica Portuguesa, Portugal.

1. [Andre Le Roux](#), Professor, Institut d'Administration des Entreprises (IAE), Université de Poitiers, France & [Marinette Thebault](#), Associate Professor, Institut d'Administration des Entreprises (IAE), Université de Poitiers, France. An Exploratory Research of Consumer's Profiles and Choice Criteria face to Brand Counterfeits in Different Product Categories.
2. [Samy Belaid](#), Associate Professor, EM Normandie, France, Dorsaf Fehri Belaid, Institut des Hautes Études de Paris, France & Jérôme Lacoeuilhe, Université Paris-Est Créteil, France. The Purchase of Private Labels as a Response to Resistance to Domestic Brands: An Analysis of the Adoption Process of Private Labels.
3. [Chunling Yu](#), Associate Professor, Tsinghua University, China & [Xiaohan Zhou](#), PhD Candidate, Tsinghua University, China. Globalization or Localization: Perception of Global Brands under new Competitive Landscape.

12:30-14:00 Session III (Room B - 10th Floor): Branding II**Chair:** Samy Belaid, Associate Professor, EM Normandie, France.

1. Cristina Santos, Principal Investigator, Universidade Lusófona de Humanidades e Tecnologias, Portugal, Marta Lopes, Investigator, Universidade Lusófona de Humanidades e Tecnologias, Portugal & Rui Estrela, Investigator, Universidade Lusófona de Humanidades e Tecnologias, Portugal. The Identity Reflection of Clothing and Footwear Brands.
2. Suha Omar, Senior Lecturer, De Montfort University, UK. Brand Engagement and Value Co-Creating Experiences at University Open Days: Impact on Student Recruitment.
3. Cosme Almeida, Executive Coordinator, Universidade Católica Portuguesa, Portugal, Paulo de Lencastre, Professor, Universidade Católica Portuguesa, Portugal, Nuno Corte-Real, Professor, Universidade Católica Portuguesa, Portugal, Ana Côrte-Real, Professor, Universidade Católica Portuguesa, Portugal & Pedro Veloso, Universidade Católica Portuguesa, Portugal. Financial Brand Valuation: A Method based on Stakeholders' Responses.

14:00-15:00 Lunch**15:00-16:30 Session IV (Room B - 10th Floor): Management & Marketing****Chair:** Natalia Yannopoulou, Professor, Newcastle University, UK.

1. Sabah Alwan, Professor, The College of St. Scholastica, USA. Power Struggles between Top Leadership and Organizational-In-Group.
2. Lourdes Moreno, Associate Professor, Complutense University of Madrid, Spain, Ascensión Barajas, Complutense University of Madrid, Spain & Elena Huergo, Complutense University of Madrid, Spain. Public Support to Business R&D and the Economic Crisis: Spanish Evidence.
3. Steve O'Callaghan, Lecturer, University College Cork, Ireland, John Ashton, Bangor Business School, UK & Lynn Hodgkinson, Bangor Business School, UK. Managerial Ownership and Agency Costs in Private Firms. Evidence from the UK.
4. Jacinta Raquel Miguel Moreira, Assistant Teacher, Polytechnic Institute of Leiria and CARME, Portugal. Collaborative Marketing Innovation: A Study Applied to Portuguese Companies.

16:30-18:30 Session V (Room C - 10th Floor): ATINER's 2018 Series of Academic Dialogues: A Symposium on the Future of Teaching and Researching in a Global World**Chair:** Cleopatra Veloutsou, Professor, University of Glasgow, U.K.

1. Ken Roberts, Emeritus Professor, School of Sociology and Social Policy, University of Liverpool, U.K. Massification and Stratification of Tertiary Education.
2. Alexis Smith Macklin, Dean, Purdue University, Fort Wayne, USA. Going Global in Higher Education: The Importance of Innovation, Connection, and Reflection in a Networked Learning Environment.
3. Maria Rosaria D'Acierno, Associate Professor, University degli Studi di Napoli "Parthenope", Italy. Research and Teaching are no more Isolated Issues.
4. Husam Arman, Associate Research Specialist, Kuwait Institute for Scientific Research, Kuwait. The Dynamics of Education and Research in the Fourth Industrial Revolution.
5. Joern Redler, Professor, Mainz University of Applied Sciences, Germany. Some Questionable Developments in Germany's Management and Marketing Degree Programs.
6. Ulf Johansson, Professor, Lund University, Sweden. From Providing Toolset to Working with Mindset: The Future of Teaching and Researching Management in a Global World.

21:00-23:00 Greek Night and Dinner

Tuesday 31 July 2018

07:45-10:45 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Chair: Gregory A. 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)

11:00-13:00 Session VII (Room B - 10th Floor): Performance II

Chair: Lourdes Moreno, Associate Professor, Complutense University of Madrid, Spain.

1. Anna Schrade, Assistant Professor, Kwansei Gakuin University, Japan. Rural Revitalization & Rural Entrepreneurship in the Japanese Countryside.
2. Daphne Vidanec, Senior Lecturer, Head of Office Management Study Program, University of Applied Sciences Baltazar Zaprešić, Croatia. Between Knowledge and Business: Projecting Public-Private Small Economy in the Town of Zaprešić.
3. Sonia Yousfi, PhD Student, Laboratoire d'Économie de Dijon (LEDi), France & Diego Legros, Professor, Laboratoire d'Économie de Dijon (LEDi), France. The Relationship between Employee Turnover and Innovation Performance in French Firms.
4. Dalila Mohellebi, PhD, Mouloud Mammeri University of Tizi-Ouzou, Algeria. The Analysis of Scientific Production in Algeria in the Field of Chemistry that Identifies Strategic Indicators.
5. Samya Mohellebi, PhD, Mouloud Mammeri University of Tizi-Ouzou, Algeria. The Contribution of ICTs to Health in the Light of Their Experiences of Integrating Health in the Field of Health.

13:00-14:00 Lunch

14:00-15:30 Session VIII (Room B - 10th Floor): Branding III

Chair: Joern Redler, Professor, Mainz University of Applied Sciences, Germany.

1. Ulf Johansson, Professor, Center for Retail Research, LUSEM, Lund University, Sweden & Jon Bertilsson, Lund University, Sweden. Mundane Consumer Brands and Consumer Engagement – A New Story Ahead.
2. Natalia Yannopoulou, Professor, Newcastle University, UK. Evoking Consumer Emotions through Digital Experiences: A Case Study of a UK Online Fashion Brand.
3. Alia El Banna, Senior Lecturer, University of Bedfordshire, UK, Ekaterina Kuzmina, PhD Candidate, University of Bedfordshire, UK & Nicolas Papadopoulos, Professor, Carleton University, Canada. Organic Skincare Place-Brand Associations: A Study of Russian and American Consumers.

15:30-17:00 Session IX (Room B - 10th Floor): Branding IV

Chair: Alia El Banna, Senior Lecturer, University of Bedfordshire, UK.

1. Joern Redler, Professor, Mainz University of Applied Sciences, Germany. Online Visual Merchandising (OVM) and Retailer Brand Assets – Framework Development and Measurement of Target Constructs.
2. Ekaterini Drosou, Independent Researcher, UK. Greek Women's Mentality towards Fashion Brands and the Influence of Print Images.
3. Lei Shen, Professor, Donghua University, China & Ye Chen, PhD Student, Donghua University, China. Restructure of Brand Value in the Era of Web2.0: Construct, Measure and Path.

20:00- 21:30 Dinner

Wednesday 1 August 2018
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 2 August 2018
Delphi Visit

Friday 3 August 2018
Ancient Corinth and Cape Sounion

All ATINER's conferences are small events which serve the mission of the association (<https://www.atiner.gr/mission>) under the guidance of its Academic Committee (<https://www.atiner.gr/academic-committee>) which sets the policies (<http://www.atiner.gr/acceptance>). In addition, each conference has its own academic committee. Members of the committee include all those who have evaluated the abstract-paper submissions and have chaired the sessions of the conference. The members of the academic committee of the 6th Annual International Colloquium on Branding, 30-31 July & 1-2 August, 2018, Athens, Greece, were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Professor of Brand Management, University of Glasgow, UK.
3. Paulo de Lencastre, Professor, Universidade Católica Portuguesa, Portugal.
4. Andre Le Roux, Professor, Institut d'Administration des Entreprises (IAE), Université de Poitiers, France.
5. Natalia Yannopoulou, Professor, Newcastle University, UK.
6. Joern Redler, Professor, Mainz University of Applied Sciences, Germany.
7. Lourdes Moreno, Associate Professor, Complutense University of Madrid, Spain.
8. Samy Belaid, Associate Professor, EM Normandie, France.
9. Alia El Banna, Senior Lecturer, University of Bedfordshire, UK.

The **organizing committee** of the conference included the following:

1. Fani Balaska, Researcher, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Despina Katzoli, Researcher, ATINER.
4. Konstantinos Manolidis, Administrator, ATINER.
5. Kostas Spyropoulos, Administrator, ATINER.