



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



12th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects
20-23 December 2018, Athens, Greece

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

Thursday 20 December 2018

08:00-08:30 Registration and Refreshments

08:30-09:00 [Welcome and Opening Address](#)

Gregory T. Papanikos, President, ATINER.

09:00-11:00 Session I: Teaching, Learning and Education in a Global World

Chair: Gregory T. Papanikos, President, ATINER.

1. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA. [Globally Networked Learning in the University Classroom](#).
2. Ronald Harris, Distinguished Faculty Associate, Department of English, University of Wisconsin-Madison, USA. Digital Mythology, Place-based Writing, and the Built Environment.
3. [Angelica Carvalho Di Maio](#), Professor, Universidade Federal Fluminense, Brazil, Kellen Milene Gomes e Santos, Teacher/Undergraduate Student, Universidade Federal Fluminense, Brazil, Luis Augusto Koenig Veiga, Professor, Universidade Federal do Paraná, Brazil, Juliana Marques de Souza, Undergraduate Student, Universidade Federal Fluminense, Brazil, Elizabeth Santos Pereira, Undergraduate Student, Universidade Federal Fluminense, Brazil, Juliana Magalhães Menezes, Professor, Universidade Federal Fluminense, Brazil & Hullysses Sabino, Graduate Student, Universidade Federal Fluminense, Brazil. Collective Construction and Sharing of Information and Products from the Brazilian Cartographic Olympiad: Data Acquisition, Access and Availability.
4. Mariana Dias, Professor, Escola Superior de Educação do Instituto Politécnico de Lisboa and UIDEF, Instituto de Educação, Universidade de Lisboa, Portugal. The Complex Role of Priority Education Policies in Portugal (1988-2018).

11:00-12:30 Session II: Business and Economics I

Chair: Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA.

1. Nathalie Homlong, Professor, Volda University College, Norway & Elisabeth Springler, Program Director, University of Applied Sciences BFI Vienna, Austria. Challenges and Potentials of Multinational Companies for the Socio-Ecological Transformation in India.
2. Ying Zhang, Professor, Beijing Forestry University, China. Research on the Evaluation and Management of China's Forest Carbon Sinks from the Perspective of Economics.
3. Maria del Carmen Ramos Herrera, Researcher, University Complutense of Madrid, Spain & Eduardto Acosta Gonzalez, Researcher, University Complutense of Madrid, Spain. A Causality Analysis between Public Debt and Economic Growth based on the Flexible Fourier Form VAR Model.
4. Eleni Eleanna Nemesis Piteli, Teaching Fellow in International Business, University of Sussex, UK, Mario Kafouros, Professor, University of Leeds, UK & Christos Pitelis, Professor, Brunel University London, UK. Migrant Remittances and FDI in Emerging Economies: Entrepreneurial International Management Foundations of Country-level Determinants and the Moderating Role of Institutions.

12:30-14:00 Session III: Special Topics I

Chair: Nathalie Homlong, Professor, Volda University College, Norway.

1. Myungho Park, Professor, Hankuk University of Foreign Studies, South Korea. New Happiness Indicator for Unhappy Korean.
2. Robert Smith, Academic Advisor, Walailak University, Thailand. Sustainability: Lenders know Best: A Practitioner's View.
3. Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA. Educating Tomorrow's Global Leaders for a Sustainable Future: Using Writing Courses to Foster Ecological Literacy.
4. Olugbenga Ayeni, Associate Professor, Eastern Connecticut State University, USA. The Shifts in Student Orientations and Perception of Global Field Studies and their Place in the World.

14:00-15:00 Lunch

15:00-16:45 Session IV: Marketing

Chair: Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.

1. George V. Priovolos, Professor, Iona College, USA and Vincent F. Maher, Professor, Iona College, USA. The Role of Core Values in the Strategic Planning and Branding Processes in Higher Education: A Critical Analysis.
2. Georgios Graikousis, Associate Professor, Sun Yat-Sen University (SYSU), China. Customer Segmentation utilizing Geographic Information Systems and Fuzzy Logic.
3. Michelle Silva de Oliveira Cedraz, Professor, Federal Institute of Education, Science and Technology of Brasília, Brazil. Retail Banks in Brazil: A Study on University Consumer Satisfaction.
4. Li Shen, Assistant Professor, Juniata College, USA, Mohammad N. Elahee, Professor, Quinnipiac University, USA & Saeb Farhan Al Ganideh, Visiting Researcher, Yale University, USA. Reading the Minds and Winning the Hearts of Consumers via Social Media Platform: A Cross-Cultural Study of adult Female Consumers' Attitude towards Luxury Brand Burberry.
5. Tri Wismiarsi, Lecturer, Universitas Bakrie, Indonesia, Muchsin Shihab, Lecturer, Universitas Bakrie, Indonesia, Holila Hatta, Lecturer, Universitas Bakrie, Indonesia & Nathalia Tjandra, Associate Professor, Edinburgh Napier University, UK. Online Stores Branding in Indonesia.

16:45-18:00 Session V: A Symposium on the Global Economy and Society: Current Challenges and Future Prospects

Chair: Panagiotis Petratos, Vice-President of Information Communications Technology, ATINER & Fellow, Institution of Engineering and Technology & Professor, Department of Computer Information Systems, California State University, Stanislaus, USA.

1. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA. The Economics of the Study Abroad Experience for American University Students.
2. Trevor W. Chamberlain, Professor of Finance and Business Economics, McMaster University, Canada. Achieving Sustainable Growth.
3. Ying Zhang, Professor, Beijing Forestry University, China. The Challenges of Evaluation and Management of Ecosystem Services in China.
4. Ronald Harris, Distinguished Faculty Associate, University of Wisconsin-Madison, USA. "Immigrants" and "Natives" Sharing Public Spaces in an Urban Setting.

20:30-22:30 Greek Night and Dinner

Friday 21 December 2018

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

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 VII: Business and Economics II

Chair: Ying Zhang, Professor, Beijing Forestry University, China.

1. Joseph VanVo, Adjunct Professor, California State University, Sacramento, USA. U.S. Initiated Human Resource Accounting Evolvement and Selection of Available Worldwide HRA Applied Companies on Their Employees' Morale and the Quality of Worklife.
2. Bob Barrett, Professor, American Public University, USA. Creating Meaningful SWOT Analytic Applications for Innovative Approaches to Global Business Dilemmas.
3. Pablo Garces, Assistant Professor, Instituto de Altos Estudios Nacionales, Ecuador. The Ends and Means of International Cooperation Programs: Human Development and Multiple Causality.

12:30-14:00 Session VIII: Law, Institutions and Economics

Chair: Bob Barrett, Professor, American Public University, USA.

1. Iyad Jadalhaq, Professor, Abu Dhabi University, UAE. Civil Liability for Nuclear Damage in UAE Law - Analytical Study.
2. Alaeldin Ababneh, Associate Professor, Abu Dhabi University, UAE. Notes on the New UAE Arbitration Act.
3. Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand. Has Thailand Learnt any Lessons from the Bowring Treaty and the Treaty of Amity?
4. Alexander Pakhalov, Research Fellow, co-Head of Marketing Master's Program, Lomonosov Moscow State University, Russia. Import of Institutions as an Approach to Investment Climate Reform: Evidence from Russia.
5. Chuanmin Mi, Assistant Dean, Nanjing University of Aeronautics and Astronautics, China & Runjie Xu, Graduate Student, Nanjing University of Aeronautics and Astronautics, China. Systemic Risk Clustering of China Internet Financial Based on t-SNE Machine Learning Algorithm.

14:00-15:00 Lunch

15:00-16:45 Session IX: Business and Economics III

Chair: Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA.

1. Neslihan Kahyalar, Lecturer, De Montfort University, UK. The Impact of Financial Crises on the Informal Economy: The Turkish Case.
2. Athanasia Kalaitzi, Quantitative Skills Tutor, Queen Mary University and Visiting Research Fellow, London School of Economics, UK & Trevor Chamberlain, Professor, McMaster University, Canada. Causality between Fuel-mining Exports and Economic Growth: Empirical Evidence from U.A.E (1981-2012).
3. Ehsan Latif, Professor, Thompson Rivers University, Canada. Health Outcomes Before, During and After the Great Recession in Canada: A Longitudinal Analysis.
4. Mustafa Demirok, Graduate Student / Doctoral Program in Financial Economics, Yeditepe University, Turkey. Secular Stagnation as a Common Tragic Affair for Advanced Economies.
5. Shan Li, Associate Professor, Nanjing University of Aeronautics and Astronautics, China & Chenglin He, Nanjing University of Aeronautics and Astronautics, China. Research on Identifying Opinion Leaders Based on Online Word-of-Mouth.
6. Qingmei Tan, Professor, Nanjing University of Aeronautics and Astronautics, China. The *New Sunan Model* in the Urbanization of China.

16:45-18:30 Session X: Special Topics II

Chair: Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand.

1. Ying Wang, Professor, Nanjing University of Aeronautics and Astronautics, China & Jiayi Chen, Graduate Student, Nanjing University of Aeronautics and Astronautics, China. International Capacity Cooperation of EMI under BRI: A Two-dimensional Decision Matrix Approach.
2. Ulluminair Salim, Assistant Professor, The Honors College of the University of South Florida, USA. Explorers, Pioneers, and Prosthetists: Brave New Worlds in the Humanitarian Mobility Arena.
3. Daniela Celleri, Associate Professor, Instituto de Altos Estudios Nacionales, Ecuador. Venezuelan Immigration in Ecuador: How Growing Globalization and the Economic and Political Crisis Affected this Phenomenon.
4. Kristina Jovanova, National Programme Officer, OSCE Mission to Skopje, FYROM. Sustainable Governance and Knowledge-Based Economy – Prerequisites for Sustainable Development of the Developing and Transitional Economies.
5. Pelin Hamurabi Sozen, Language Instructor, Başkent University, Turkey. Effects of Cultural Awareness in Curriculum Design.
6. Nikolay Ivantchev, Assistant Professor, South-West University “Neofit Rilski”, Bulgaria & Stanislava Stoyanova, Professor, South-West University “Neofit Rilski”, Bulgaria. Athletes and non-Athletes’ Life Satisfaction.

20:00- 21:30 Dinner

Saturday 22 December 2018

Educational Island Tour

Sunday 23 December 2018

Delphi Visit

Scientific Committee of the Conference

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academic members of ATINER, who contributed by chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER.
2. Panagiotis Petratos, Vice-President of Information Communications Technology, ATINER & Fellow, Institution of Engineering and Technology & Professor, Department of Computer Information Systems, California State University, Stanislaus, USA.
3. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.
4. Steven Oberhelman, Professor and Associate Dean, Texas A&M University, USA.
5. George V. Priovolos, Professor, Iona College, USA.
6. Peter Koveos, Head, Accounting and Finance Research Unit, ATINER & Professor of Finance, Syracuse University, USA.
7. Theodore Trafalis, Director, Engineering & Architecture Research Division, ATINER, Professor of Industrial & Systems Engineering and Director, Optimization & Intelligent Systems Laboratory, The University of Oklahoma, USA.
8. Gregory A. Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece.
9. Mary Ellis, Director, Human Development Research Division & Senior Lecturer, National Institute of Education (Nanyang Technological University), Singapore.
10. Valia Kasimati, Head, Tourism Research Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
11. Nathalie Homlong, Professor, Volda University College, Norway.
12. Bob Barrett, Professor, American Public University, USA.
13. Marjorie Rhine, Professor, University of Wisconsin-Whitewater, USA.
14. Ying Zhang, Professor, Beijing Forestry University, China.
15. Nucharee Nuchkoom Smith, Lecturer, Walailak University, Thailand.