



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. *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.
3. Ronald Harris, Distinguished Faculty Associate, Department of English, University of Wisconsin-Madison, USA. Digital Mythology, Place-based Writing, and the Built Environment.
4. 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.
5. 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 the Economy 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, University Complutense of Madrid, Spain & Eduardo Acosta Gonzalez, University Complutense of Madrid, Spain. A Causality Analysis between Public Debt and Economic Growth based on the Flexible Fourier Form VAR Model. (*Thursday*)
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: *Olugbenga Ayeni, Associate Professor, Eastern Connecticut State University, USA.

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. Cabangile Ncengeni Ngwane, Lecturer, Durban University of Technology, South Africa. The Effects of Intergenerational Trauma on Female Entrepreneurship. (*Thursday*)
5. 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.

14:00-15:00 Lunch

15:00-16:30 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. The Role of Core Values in the Strategic Planning and Branding Processes in Higher Education: A Critical Analysis.](#)
2. Baoqin Yu, Professor, Yango University, China. Research on the Influencing Factors of Consumer Trust under Cross-platform Multiple Collaboration.
3. Georgios Graikousis, Associate Professor, Sun Yat-Sen University (SYSU), China. Customer Segmentation utilizing Geographic Information Systems and Fuzzy Logic. (CBCBUS)
4. 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.
5. *[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.

16:30-18:00 Session V: Roundtable

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.

[Click here](#) for the program

20:30-22:30 Greek Night and Dinner (Details during registration)

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)

(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 VII: Business and Economics II

Chair:

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. (CBCFIN)
2. Ruby Saine, Assistant Professor, Roger Williams University, USA. Perspectives and Marketplace Morality. (*Friday*)
3. *Bob Barrett, Professor, American Public University, USA. Creating Meaningful SWOT Analytic Applications for Innovative Approaches to Global Business Dilemmas.
4. 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:

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.

14:00-15:00 Lunch

15:00-16:30 Session IX: Business and Economics III

Chair:

1. 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).
2. Neslihan Kahyalar, Lecturer, De Montfort University, UK. The Impact of Financial Crises on the Informal Economy: The Turkish Case.
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.

16:30-18:00 Session X: Special Topics II

Chair:

1. 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. (CBCTOU)
2. 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. (CBCLOC)
3. 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.
4. Pelin Hamurabi Sozen, Language Instructor, Başkent University, Turkey. Effects of Cultural Awareness in Curriculum Design. (*Friday*)

20:00- 21:30 Dinner (Details during registration)

Saturday 22 December 2018
Educational Island Tour (Details during registration)

Sunday 23 December 2018
Delphi Visit (Details during registration)

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.