



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



A Symposium on Business Ethics, 7-10 May 2018, Athens, Greece

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

Monday 7 May 2018

08:00-09:00 Registration and Refreshments

09:00-09:30 Welcome and Opening Address (Room A - Mezzanine Floor)

Gregory T. Papanikos, President, ATINER.

Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.

09:30-11:00 Session I (Room A – Mezzanine Floor): Business Ethics I

Chair: David A. Frenkel, LL.D., Head, Law Unit, ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.

1. Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland. Does the Doux-Commerce Thesis still Hold True?
2. Anna Remisova, Professor, Comenius University in Bratislava, Slovakia & Anna Lasakova, Associate Professor, Comenius University in Bratislava, Slovakia. On NGOs' Role in the Development of Business Ethics in Slovakia.
3. Chiraz Aouina-Mejri, Associate Professor, PSB Paris School of Business, France & Ting Ting Mo, Assistant Professor, Zhongnan University of Economics and Law, China. "Sustainable Luxury" Strategies Employed by Luxury Companies and the Corresponding Challenges in Marketing Communication.
4. Siddharth Mohapatra, Assistant Professor, Indian Institution of Management Kozhikode, India & Pratima Verma, Professor, Alliance University, India. The Tata Way: Piety, Profit, Progress through Humata, Hukhta, Hvarshta.

11:00-12:30 Session II (Room A – Mezzanine Floor): Competition, Valuation and Public Perception*

Chair: Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland.

1. Ole Jakob Bergfjord, Associate Professor, Western Norway University of Applied Science, Norway. Students as Financial Analysts: An Analysis of MSc theses Conducting Company Valuations.
2. Pedro Aznar, Associate Professor, ESADE Business and Law School, Spain & Josep Maria Sayeras, Professor, ESADE Business and Law School, Spain. Airbnb Competition and Hotels' Response: The Importance of Online Reputation.
3. Hsiao-Ping Chang, Assistant Professor, Chung Shan Medical University, Taiwan & Chun-Chieh Ma, Professor, National University of Tainan, Taiwan. The Study of Employer Branding, Internal Branding and Branding Outcomes in Hotel Industry - from the Perspective of Institutional Context and Resource-based View.

**This session is jointly offered with the Social Sciences Division*

12:30-14:00 Session III (Room A – Mezzanine Floor): Concepts of Law, Community and Labor Policy**Chair:** Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India.

1. Sara Cumming, Professor, Sheridan College, Canada & Jessica Pulis, Professor, Sheridan College, Canada. Innovation from the Margins: The Community Ideas Factory.
2. David Badillo, Chair & Associate Professor, Lehman College, Latin American and Latino Studies, USA. Cesar Chavez and the Law: Leading the Twin Struggles of Labor and Civil Rights.
3. Graeme Lockwood, Associate Professor, King's Business School, UK. Worker Monitoring and the Law.
4. Tatjana Devjak, Associate Professor, University of Ljubljana, Slovenia & Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia. The Right of Children in Slovenian Schools and Kindergartens: Protection, Provision and Participation.
5. Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia & Tatjana Devjak, Associate Professor, University of Ljubljana, Slovenia. Management of Preschool Institutions with the Legal Formal Perspective and the Perspective of the Local Community.

14:00-15:00 Lunch**15:00-16:30 Session IV (Room A – Mezzanine Floor): Perspectives on Ethics, Economics and Public Value*****Chair:** Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia.

1. Chun-Chieh Ma, Professor, National University of Tainan, Taiwan & Hsiao-Ping Chang, Assistant Professor, Chung Shan Medical University, Taiwan. Public Managers in Crises: The Comparative Analysis among Leaders in Taiwan.
2. Irem Zeyneloglu, Associate Professor, Galatasaray University, Turkey. Public Debt and Fiscal Policy Effectiveness.
3. Natja Lavric, Secretary General, MLC Ljubljana, Slovenia & Srecko Devjak, Dean, MLC Ljubljana, Slovenia. Management and Business Law Studies in the Function of Completing Higher Education.

This session is jointly offered with the Social Sciences Division*16:30-18:00 Session V (Room A – Mezzanine Floor): Spirituality & Business Ethics*****Chair:** Siddharth Mohapatra, Assistant Professor of Business Ethics, Indian Institute of Management Kozhikode, Kerala, India.

1. Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India & Varun Khanna, Assistant Professor, Chinmaya University, India. Mentoring and Coaching in Gita and its Impact on Ethical Leadership - A Conceptual Study.
2. Akhaya Kumar Nayak, Visiting Assistant Professor, Indian Institute of Management Indore, India. Spiritual Ethics and Corporate Social Responsibility: A Vedic Perspective.

18:00-20:00 Session VI (Room A – Mezzanine Floor): A Symposium Discussion on Global Health**Chair:** Vickie Hughes, Director, Health & Medical Sciences Division, ATINER & Assistant Professor, Johns Hopkins University, USA.

1. Elizabeth Mary Chiarella, Professor, The University of Sydney, Australia. "Australian Primary Health Care: A Curate's Egg? "
2. John Moraros, Associate Professor, University of Saskatchewan, Canada. "Obesity - A Global and Canadian Perspective".
3. Stefano Neri, Associate Professor, University of Milan, Italy. "Governing Southern European NHSs in the era of the economic crisis. The case of Italy".
4. Neil Kelly, Senior Lecturer, Coventry University, UK. "Changes in mental health service provision".
5. Adel Zeglam, Professor, Tripoli University, Libya. "Health and Medical Challenges in Libya".
6. Ali AlHaqwi, Consultant / Professor, King Saud Ben Abdul-Aziz University / King Abdul-Aziz Medical City, Saudi Arabia. "Hajj and Mass Gatherings: Considerations for Global Health".
7. John Trougakos, Associate Professor, University of Toronto, Canada. "Is Work Making us Sick? The Social, Economic, and Personal Costs of Workplace Stress and Burnout".

21:00-23:00 Greek Night and Dinner

Tuesday 8 May 2018

07:45-11:00 Session VII: 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)

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

11:15-13:00 Session VIII (Room E – 10th Floor): Concepts of Economic Development

Chair: Graeme Lockwood, Associate Professor, King's Business School, UK.

1. Svetla Boneva, Associate Professor, Vice-Dean for International Cooperation, Faculty of International Economics and Politics, University of National and World Economy (UNWE), Bulgaria. The European Energy Union – A Step towards Strengthening the EU Integration Process.
2. Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh. Foreign Trade of Bangladesh - In the Context of the Growth Rates of Export and Import and Impact to the Country Economy.
3. Fiona Purkiss, Research Assistant, Sheridan College, Canada, Sara Cumming, Professor, Sheridan College, Canada & Jessica Pulis, Professor, Sheridan College, Canada. Food Insecurity: Finding Solutions from the Source.
4. Wei Song, Senior Lecturer, Coventry University, UK. A Currency Union in ASEAN+3.

13:00-14:00 Lunch

14:00-15:30 Session IX (Room E – 10th Floor): Business Ethics II

Chair: Andromachi Athanasopoulou, Lecturer, Queen Mary University of London, UK.

1. Judith Partouche-Sebban, Associate Professor, PSB Paris School of Business, France & Saeedeh Rezaee Vessal, Assistant Professor, PSB Paris School of Business, France. How Status Consumption Helps the Elderly Dealing with Death Thoughts? The Effect of Mortality Salience on Preferences for Status Products.
2. Wim Vandekerckhove, Reader in Business Ethics, University of Greenwich, UK. Is There a Duty to Listen to Whistleblowers, and Whose Duty is it?
3. Preethi Manjunath Misha, PhD Student, Nottingham Trent University, UK. Perceptions on the Antecedents of Unethical Leadership in the Financial Services Industry.

15:30-17:00 Session X (Room E – 10th Floor): Perspectives on Company Law

Chair: Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh.

1. Ulrich Schule, Professor, University of Applied Sciences Mainz / Universidad de Ciencias Empresariales y Sociales (UCES), Germany / Argentina, Franz Ewert-Liening, Master Graduate, University of Applied Sciences Mainz / Universidad de Ciencias Empresariales y Sociales (UCES), Germany / Argentina, Daniel Schaffer, Master Graduate, University of Applied Sciences Mainz / Universidad de Ciencias Empresariales y Sociales (UCES), Germany / Argentina & Edith Zeppenfeld, Master Graduate, University of Applied Sciences Mainz / Universidad de Ciencias Empresariales y Sociales (UCES), Germany / Argentina. Opening Argentina to Public-Private-Partnerships: Opportunities and Risks for Government Entities and Private Investors.
2. Lina Mikaloniene, Associate Professor, Vilnius University, Lithuania. Cross-Border Conversion of Companies in the EU: The Lithuanian Example.
3. Shannu Narayan, Assistant Professor, Indian Institute of Management Kozhikode (IIMK), India. Voluntary Liquidation of Corporate Person: A Review of Indian Law.

17:00-18:30 Session XI (Room E – 10th Floor): Concepts of Law, Community and Labor Policy*

Chair: Srecko Devjak, Dean, MLC Ljubljana, Slovenia.

1. Sofia Perez de Guzman, Associate Professor, University of Cádiz, Spain, Margarita Gallego, Assistant Professor, University of Cádiz, Spain & Valentina Viego, Professor, Universidad Nacional del Sur, Argentina. The Economic Inactivity. Between the Market and the Meaning of Work.
2. Sanjay Bhowmick, Senior Lecturer, Northumbria University, UK. Contested Commons: Forest Dwellers, Outlaws and the Indian State.

**This session is jointly offered with the Social Sciences Division*

20:00- 21:30 Dinner

**Wednesday 9 May 2018
Mycenae and Island of Poros Visit
Educational Island Tour**

**Thursday 10 May 2018
Delphi Visit**

**Friday 11 May 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 Symposium on Business Ethics, 7-10 May 2018, Athens, Greece were the following:

1. Gregory T. Papanikos, President, ATINER.
2. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
3. David A. Frenkel, LL.D., Head, Law Unit, ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.
4. Vickie Hughes, Director, Health & Medical Sciences Division, ATINER & Assistant Professor, Johns Hopkins University, USA.
5. Srecko Devjak, Dean, MLC Ljubljana, Slovenia.
6. Jacek Sojka, Professor and Dean, Faculty of Social Sciences, Adam Mickiewicz University in Poznań, Poland.
7. Graeme Lockwood, Associate Professor, King's Business School, U.K.
8. Siddharth Mohapatra, Assistant Professor of Business Ethics, Indian Institute of Management Kozhikode, Kerala, India.
9. Pratima Verma, Professor, School of Business, Alliance University, India.
10. Mohammad Rafiqul Islam, Associate Professor, BRAC University, Bangladesh.
11. Gopal Prasad Mahapatra, Professor, Indian Institute of Management Indore, India & Varun Khanna, Assistant Professor, Chinmaya University, India.
12. Andromachi Athanasopoulou, Lecturer, Queen Mary University of London, UK.
13. Sanja Bercnik, Assistant to Professor, University of Ljubljana, Slovenia.

The Organizing Committee of the conference was:

1. Fani Balaska, Research Assistant, ATINER.
2. Olga Gkounta, Researcher, ATINER.
3. Hannah Howard, Research Assistant, ATINER.
4. Despoina Katzoli, Researcher, ATINER.
5. Eirini Lentzou, Administrative Assistant, ATINER.
6. Konstantinos Manolidis, Administrator, ATINER.
7. Vassilis Skianis, Research Fellow, ATINER.
8. Kostas Spyropoulos, Administrator, ATINER.