

# Athens Institute for Education and Research

17<sup>th</sup> Annual International Conference on Management & Marketing  
1-4 July 2019, Athens, Greece

*Provisional List of Papers Accepted and Registered to be Presented (Listed by Presenter's Surname) and Other Attendees*

Note: This list includes only those who have registered for the conference (i.e. those who have paid the registration fee). It does not include those who have received an acceptance letter but who have not yet sent in their registration form. Please also note that all ATINER's events (conferences, symposiums, public lectures, etc) are organized to serve ATINER's [mission](#) and [policy](#). The list will be updated weekly. This current version was produced on 14 June 2019.

## **Papers to be presented:**

1. Pankaj Aggarwal, Professor, University of Toronto, Canada & Jing Wan, Assistant Professor, University of Groningen, The Netherlands. To Trace is to Trust: From Product Traceability to Brand Trust.
2. Juan Ignacio Alcaide, Lecturer, University of Cadiz, Spain. The Role of Pleasure Boat on the Andalusian Market Tourist.
3. Khulod Alqutub, Assistant Professor, Taif University, Saudi Arabia. Socio-Cultural Impact in Forming Consumption of Weight Management Products.
4. \*Katerina Andrews, Associate Professor, Wofford College, USA & Michael Vassalos, Assistant Professor, Clemson University, USA. Medicaid Expansion: Not All about Politics.
5. Andreas Antonopoulos, Rector, University of New York in Prague, Czech Republic. Review, Assessment and Comparison of Startup Valuation Methodologies Emerging in the CEE Region. (MGTSME) (*Tuesday*)
6. Angana Banerji, PhD Student, University of Warsaw, Poland. Policy Options for Reforming the Pension System in India, as the Country Experiences a Structural Shift from Direct Benefit to Direct, Contribution, Drawing Parallels with Poland and Chile. (*Tuesday*)
7. Yevhen Baranchenko, Senior Lecturer, Northumbria University, UK. The Role of Organisational Support and Carrier Orientation in the Relation between Employability and Turnover Intention.
8. Pelin Bicen, Associate Professor, Suffolk University, USA. The R-A Theory Perspective on the Geographical Indications (GIs) Debate.
9. \*Geoffrey Bick, Professor, University of Cape Town, South Africa & Barbara-Jeanne Slazus, Commercial Marketing Manager / MBA Student, University of Cape Town, South Africa. Factors that Influence FinTech Adoption in South Africa: A Study of Consumer Behaviour towards Branchless Banking.
10. Iris Boesch, Professor, Federal University of Public Management, Germany & Barbara Henman-Sturm, Professor, Federal University of Public Management, Germany. Digitization Levels Consumer's Transaction Costs.
11. Stefanie Boyer, Associate Professor, Bryant University, USA. Adaptability Training Insights for Sales Leaders.
12. Paula Costa, PhD Student, Universidade Lusíada, Portugal, Paula Rodrigues, Associate Professor, Universidade Lusíada, Portugal & Miguel Las Casas, MSc Student, Universidade Lusíada, Portugal. Comparison between two Emotional Relationships Constructs – Brand Engagement and Brand Love and the Impact on Accessories Luxury Brand Perception.
13. Gihan El Sawy, Assistant Professor, Damanshour University, Egypt. Spatial Distribution of Automated Teller Machine in Alexandria.
14. Helga Foure-Joopen, Professor, Groupe ESC Clermont / ISEOR Lyon, France. The Impact of Communication as a Management Tool on Inter-Organizational Social and Economic Performance: The Example of SMEs Cooperation in the Auvergne Region/France.

15. Maria D. Illescas Manzano, PhD Student, University of Almeria, Spain, Sergio Martinez Puertas, Professor, University of Almeria, Spain & Manuel Sanchez Perez, Full Professor, University of Almeria, Spain. Importance of Ewom, Hotel Category and Competition to Fixing Prices of the Hotel Room in Spain. (MKTSTR)
16. \*Radmila Janicic, Professor, University of Belgrade, Serbia. Experience Marketing in Arts.
17. Susie Khamis, Senior Lecturer, University of Technology Sydney, Australia. The Rise of Programmatic (and Problematic) Advertising: The Sleeping Giants Awake.
18. Hiroshi Koga, Professor, Kansai University, Japan. Taxonomy of SNS Marketing Approach: Preliminary Study.
19. Solomon Kompasso, Assistant Professor, Addis Ababa University, Ethiopia. Relationship between Employee Engagement and Turnover Intention – The Case of Ethiopian Airlines.
20. Mihalis Kuyucu, Associate Professor, Istanbul Aydın University, Turkey. The Use of QR Code in the Marketing of Music in the Terms of Digitalization. (*Tuesday morning*)
21. Haowen Liu, Postgraduate Student, Shanghai International Studies University, China, Peihua Fan, Shanghai International Studies University, China & Ingli Fan, Postgraduate Student, The University of Chicago, USA. A Study on the Relationship among Subjective Well-being, Organizational Citizenship Behavior and Resignation of the Millennial Generation of Workers.
22. Anastasiya Luzgina, Deputy Director, Belarusian Economic Research and Outreach Center (BEROC), Belarus. FinTech Influence on Payment System Transformation.
23. Stavroula Malla, Associate Professor, University of Lethbridge, Canada & Derek Brewin, Associate Professor, University of Manitoba, Canada. Biotechnology, Crop R&D and Public Policy.
24. Regina Mensah Onumah, PhD Student / Lecturer, University of Ghana, Ghana, Samuel Nana Yaw Simpson, Senior Lecturer; Head of Accounting Department, University of Ghana Business School, Ghana & Ibrahim Bedi, Senior Lecturer, University of Ghana Business School, Ghana. The Effect of Ethics Education Interventions on Ethical Attitudes of Professional Accountants in Ghana.
25. Tshepang Molosiwa, Lecturer, Botswana Accountancy College, Botswana & Farai Manwa, Policy and Strategy Specialist / Adjunct Lecturer, United Nations Office for Project Services, Switzerland. Performance of Life Insurance Companies and Economic Growth in Botswana: A Supply-Leading Hypothesis.
26. Abhishek Nayak, Assistant Professor, University of Amsterdam, Business School, The Netherlands & Evaldas Jankauskas, Research Student, University of Amsterdam, Business School, The Netherlands. The Impact of Frequency and Spacing of Brand-Generated Content on the Dynamics of Consumer Interaction on Brands' Facebook Pages.
27. Asma Nisar, Lecturer, Kinnaird College for Women, Pakistan & Ghulam Abid, Assistant Professor, National College of Business Administration and Economics, Pakistan. Impact of Workplace Ostracism on Voice Behaviour: A Mediated Moderated Model. (*Tuesday*)
28. \*Mario Norbis, Professor, Quinnipiac University, USA, Iddrisu Awudu, Quinnipiac University, USA, David Boison, Quinnipiac University, USA & Yan Jin, Quinnipiac University, USA. Optimizing the Scheduling of Vessels Berthing: A Case Study of Tema Port in Ghana.
29. \*George Okello Candiya, Senior Research Fellow, Makerere University, Uganda, Atsede Woldie, Professor, University of South Wales, UK, Yourougou Pierre, Syracuse University, USA & Aziz Wakibi, Makerere University, Uganda. Does Social Cohesion Promote Microfinance Accessibility for Survival of Women MSMEs in Post War Communities in Sub-Saharan Africa? Empirical Evidence from Northern Uganda.
30. \*Priscilla Omonedo, Teaching Fellow, Aston University, UK. Socio-Cultural Factors, that Significantly Influence the Perception, Behaviour, Acceptance and Consequent Uptake of Technology.
31. \*Jose Carlos Pinho, Associate Professor, University of Minho, Portugal. The Effect of Entrepreneurship Capital Dimensions on the Creative Firm's Success: A fsQCA Approach. (*Tuesday*)
32. \*Adele Potgieter, Lecturer, Nelson Mandela University, South Africa. A Conceptual Framework to Investigate the Relation between Socio-Cultural, Geographical and Financial Factors on Tourist's Overall Satisfaction of Township Tours in the Western Cape, South Africa.

33. Arooj Rashid, Lecturer, Nottingham Trent University, England, UK & Louise Spry, Lecturer, Nottingham Trent University, England, UK. Brand Architecture in the UK Fashion Industry: Impact on Brand Identity and Image in an Evolving Business.
34. \*Samuel Seaman, Professor, Pepperdine University, USA. Gender BIAS in Professional Services. (*Monday*)
35. \*Nacasius Ujah, Assistant Professor, South Dakota State University, USA & Anna Sadovnikova, Assistant Professor, South Dakota State University, USA. Managerial Talent, Corporate Social Responsibility, and Firm Performance. (MKTSTR)
36. Jan Valentin, Teaching and Research Associate, Vienna University of Economics and Business, Austria & Thomas Reutterer, Professor and Head of Institute, Vienna University of Economics and Business, Austria. From RFM to LSTM: How Machines Learn to Understand Customer History. (*Tuesday*)
37. Alen Veljan, PhD Student / Lecturer, Universidad Rey Juan Carlos / Hamburg University of Applied Sciences, Spain / Germany. Influence of Intra-and Inter-System Concentration on the pre-Regulated Setting of Interchange Fees within Cooperative Card Payment Networks. (*Tuesday*)
38. Lina Vyas, Assistant Professor, The Education University of Hong Kong, Hong Kong. Work-Life Balance as a Work Motivator among Ethnic Minorities: A Case Study of Hong Kong. (ECOHRM)
39. Patrick Vyncke, Professor and Director of Study, Department of Communication Sciences, Faculty of Social Sciences, Ghent University, Belgium. Automatic, Heuristic and Systematic Information Processing and Decision Making: From a Dual to a Triune Typology of Marketing Communications Strategies.
40. Chiu-Hui Wu, Assistant Professor, Shih Hsin University, Taiwan. Measuring Earnings Management for the Banking Industry.