



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

Organized by the [Management Unit](#) and the [Marketing Unit](#)

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

Conference Venue: University of Athens (Kapodistriako), 48 Akadimias Street, Athens, Greece ([map](#), close to metro station *Panepistimio*)

Monday 1 July 2019

08:10-08:40 Registration

08:40-09:00 (Room A): [Welcome and Opening Address](#) by Gregory T. Papanikos, President, ATINER.

09:00-10:30 Session I (Room A): Business Economics

Chair: Gregory T. Papanikos, Honorary Professor, University of Stirling, UK.

1. Alois Paul Knobloch, Professor, Chair of Business Administration, Saarland University, Germany. An Option Theoretical Examination of Capital Increases with Preemptive Rights by a Levered Corporation.
2. Samuel Seaman, Professor, Pepperdine University, USA. Gender BIAS in Professional Services.
3. Vladimir Kulil, Director, Appraisal Institute, VŠB - Technical University of Ostrava, Czech Republic. Intangible Assets and Goodwill Valuation.
4. Silvester van Koten, Associate Professor, Vysoká škola ekonomická v Praze, Czech Republic. The Forward Premium in Electricity Markets: An Experimental Study.

10:30-11:45 Session II (Room A): Marketing Strategy, Experience Marketing and Tourism

Chair: Samuel Seaman, Professor, Pepperdine University, USA.

1. [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.
2. 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.
3. Juan Ignacio Alcaide, Lecturer, University of Cadiz, Spain. The Role of Pleasure Boat on the Andalusian Market Tourist.

11:45-13:30 Session III (Room A): Consumer Behaviour: Economic Approaches to Understanding Consumption

Chair: Katerina Andrews, Associate Professor, Wofford College, USA.

1. 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.
2. Iris Boeschen, Professor, Federal University of Public Management, Germany & Barbara Henman-Sturm, Professor, Federal University of Public Management, Germany. Digitization Levels Consumer's Transaction Costs.
3. Pelin Bicen, Associate Professor, Suffolk University, USA. The R-A Theory Perspective on the Geographical Indications (GIs) Debate.
4. Khulod Alqutub, Assistant Professor, Taif University, Saudi Arabia. Socio-Cultural Impact in Forming Consumption of Weight Management Products.
5. Gihan El Sawy, Assistant Professor, Damanshour University, Egypt. Spatial Distribution of Automated Teller Machine in Alexandria.
6. Priscilla Omonedo, Teaching Fellow, Aston University, UK. Socio-Cultural Factors, that Significantly Influence the Perception, Behaviour, Acceptance and Consequent Uptake of Technology.

13:30-14:30 Lunch

14:30-16:00 Session IV (Room A): Branding

Chair: Geoffrey Bick, Professor, University of Cape Town, South Africa.

1. Jing Wan, Assistant Professor, University of Groningen, The Netherlands, Pankaj Aggarwal, Professor, University of Toronto, Canada & Min Zhao, Associate Professor, Boston College, USA. To Trace is to Trust: From Product Traceability to Brand Trust.
2. 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.
3. 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.

16:00-17:15 Session V (Room A): Marketing Strategy, Ethics and Sustainability

Chair: Adele Potgieter, Lecturer, Nelson Mandela University, South Africa.

1. George Burt, Professor, University of Stirling, UK & Sharon Bolton, Professor, University of Stirling, UK. The Moral Economy of Sustainability Entrepreneurship.
2. 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.
3. Dalila Mohellebi, Professor, Université Mouloud Mammeri de Tizi Ouzou, Algeria & Said Oubaziz, Professor, Université Mouloud Mammeri de Tizi Ouzou, Algeria. Open Innovation: A New Source of Business Competitiveness.

21:00-23:00 Greek Night and Dinner

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)

11:15-13:00 Session VII (Room A): Digital Marketing and Marketing Communication

Chair: Abhishek Nayak, Assistant Professor, University of Amsterdam, Business School, The Netherlands.

1. 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.
2. Hiroshi Koga, Professor, Kansai University, Japan. Taxonomy of SNS Marketing Approach: Preliminary Study.
3. Mihalis Kuyucu, Associate Professor, Istanbul Aydın University, Turkey. The Use of QR Code in the Marketing of Music in the Terms of Digitalization.
4. Stefanie Boyer, Associate Professor, Bryant University, USA. Adaptability Training Insights for Sales Leaders.
5. Susie Khamis, Senior Lecturer, University of Technology Sydney, Australia. The Rise of Programmatic (and Problematic) Advertising: The Sleeping Giants Awake.
6. 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.

13:00-14:00 Session VIII (Room A): Public Policy

Chair: Yijiang Wang, Professor, Cheung Kong Graduate School of Business, China.

1. 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.
2. Katerina Andrews, Associate Professor, Wofford College, USA & Michael Vassalos, Assistant Professor, Clemson University, USA. Medicaid Expansion: Not All about Politics.
3. 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.

14:00-15:00 Lunch

15:00-16:15 Session IX (Room A): Economics of Banking and Finance

Chair: Mario Norbis, Professor, Quinnipiac University, USA.

1. Chiu-Hui Wu, Assistant Professor, Shih Hsin University, Taiwan. Measuring Earnings Management for the Banking Industry.
2. 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.
3. Anastasiya Luzgina, Deputy Director, Belarusian Economic Research and Outreach Center (BEROC), Belarus. FinTech Influence on Payment System Transformation.
4. Charikleia Kaffe, PhD Candidate, University of Cambridge, UK, David Chambers, Reader in Finance, University of Cambridge, UK & Elroy Dimson, Professor, University of Cambridge, UK. Are University Endowments Really Long-Term Investors?

16:15-18:15 Session X (Room A): Communication, Community and Understanding SME's

Chair: George Burt, Professor, University of Stirling, UK.

1. Andreas Antonopoulos, Rector, University of New York in Prague, Czech Republic. Review, Assessment and Comparison of Startup Valuation Methodologies Emerging in the CEE Region.
2. 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.
3. Antonio Baez Morales, Professor, University of Guanajuato, Mexico & Ana Karen Negrete-Garcia, Professor, University of Guanajuato, Mexico. The Efficiency of Microenterprises in Mexico in a Context of Economic Liberalization.
4. Jose Carlos Pinho, Associate Professor, University of Minho, Portugal. The Effect of Entrepreneurship Capital Dimensions on the Creative Firm's Success: A fsQCA Approach.
5. Andy Yu, Associate Professor, University of Wisconsin-Whitewater, USA. Untangling Structure-Performance Relationship: The Need to Consider a Second-order Fit.
6. Salmi Madjid, Assistant Professor, Université Mouloud Mammeri de Tizi Ouzou, Algeria. The Treatment of Type 2 Diabetics through a Spatially-Centered Care Network: What Contributions? Case of DIABIR.
7. 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.

18:15-19:30 Session XI (Room A): HRM: Staff Turnover, Diversity and Inclusion

Chair: Sharon Claire Bolton, Vice President of Research, ATINER & Dean, The Management School, University of Stirling, UK.

1. Yevhen Baranchenko, Senior Lecturer, Northumbria University, UK. The Role of Organisational Support and Carrier Orientation in the Relation between Employability and Turnover Intention.
2. 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.
3. 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.

20:30-22:00 Dinner (Titania Hotel)

Wednesday 3 July 2019
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 4 July 2019
Delphi Visit

Friday 5 July 2019
Ancient Corinth and Cape Sounion

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

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Sharon Claire Bolton, Vice President of Research, ATINER & Dean, The Management School, University of Stirling, UK.
3. Cleopatra Veloutsou, Head, Marketing Research Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.
4. George Priovolos, Director, Center for Small and Medium-Sized Enterprises (CSME) & Professor, Iona College, USA.
5. Patrick Vyncke, Academic Member, ATINER & Professor and Director of Study, Department of Communication Sciences, Faculty of Social Sciences, Ghent University, Belgium.
6. Sourav Ray, Academic Member, ATINER & Professor of Marketing, DeGroote School of Business, McMaster University, Canada.
7. Mihalis Kuyucu, Academic Member, ATINER & Associate Professor, Istanbul Aydın University, Turkey.
8. Samuel Seaman, Academic Member, ATINER & Professor, Pepperdine University, USA.
9. Geoffrey Bick, Professor, University of Cape Town, South Africa.
10. Yijiang Wang, Professor, Cheung Kong Graduate School of Business, China.
11. Mario Norbis, Professor, Quinnipiac University, USA.
12. George Burt, Professor, University of Stirling, UK.
13. Radmila Janicic, Academic Member, ATINER & Professor, University of Belgrade, Serbia.
14. Mert Uydaci, Professor, Marmara University, Turkey.
15. Katerina Andrews, Associate Professor, Wofford College, USA.
16. Abhishek Nayak, Assistant Professor, University of Amsterdam, Business School, The Netherlands.
17. Adele Potgieter, Lecturer, Nelson Mandela University, South Africa.