



6th Annual International Conference on Social Sciences
29-31 July & 1 August 2019, Athens, Greece
Organized by the [Social Sciences Division](#) of ATINER
Sponsored by the [Athens Journal of Social Sciences](#)

Conference Venue: Titania Hotel, 52 Eleftheriou Venizelou (ex Panepistimiou) Street, Athens, Greece (close to metro station *Panepistimio*)

Monday 29 July 2019

07:50-08:40 Registration and Refreshments

08:45-09:15 (Room B - 10th Floor): [Welcome and Opening Address](#) by Gregory T. Papanikos, President, ATINER.

09:15-11:00

Session I (Room A - 10th Floor): Politics	Session II (Room B - 10th Floor): Brand-Centric Individual and Collective Relationships	Session III (Room C - 10th Floor): Foresight
Chair: Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.	Chair: Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.	Chair: Peter Yannopoulos, Vice President of Global Communications, ATINER & Professor, Brock University, Canada.
<ol style="list-style-type: none"> 1. David Wick, Professor, Gordon College, USA. The Politics of a ‘Student Insurgency’ in Ancient Greece: Did Liberal Arts Schools of Athens Create a Moment of this in the Hostage Crisis of 88? 2. Saul Newman, Professor, Flinders University, Australia. Political Theology and Political Theory. 3. <u>Moshe Yitzhaki</u>, Professor, Bar-Ilan University, Israel & Aminadav Yitzhaki, Teacher, Ministry of Education, Israel. Continuing Tradition among Youth: Confrontations in the First Religious Agricultural Settlements Founded in British Mandate Palestine during the First Half of the 20th Century. 4. Lindsay Perez Huber, Associate Professor, California State University, Long Beach, USA. Fear and Learning in the Era of Trump: How Racist Politics of the 45th U.S. President Changed Education. 5. Iva Rachmawati, Lecturer, Universitas Pembangunan 	<ol style="list-style-type: none"> 1. <u>Raymond Liu</u>, Professor, University of Massachusetts Boston, USA, Jurui Zhang, Assistant Professor, University of Massachusetts Boston, USA, Haiping Xu, Associate Professor and Chair, University of Massachusetts Dartmouth, USA & Richard de Groof, PhD Student, University of Massachusetts Dartmouth, USA. An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment. 2. <u>Zhimin Zhou</u>, Professor, Shenzhen University, China, Ge Zhan, Lecturer, Lingnan University, China & Nan Zhou, Professor, Shenzhen University, China. Authenticity in Online Brand Community: Antecedents and Consequences. 3. <u>Khaled Aboulnasr</u>, Associate Professor, Florida Gulf Coast University, USA & <u>Cristobal Sanchez Ruz</u>, PhD Student, Universidad Privada Boliviana, Bolivia. The Role of Cultural Values in Shaping Consumer-Brand 	<ol style="list-style-type: none"> 1. <u>Claudio Rodrigues Correa</u>, Professor and Research Coordinator, Brazilian Naval War College, Brazil, Jessica Leite dos Santos, Researcher, Brazilian Naval War College, Brazil, Adriano Lauro, Professor and Researcher, Brazilian Naval War College, Brazil & Nathalie Torreao Serrao, Researcher, International Relations Analyst, Brazilian Naval War College, Brazil. Prospective Scenarios as Vector for Social Engagement on Government Policymaking: A Debate from the Brazilian Defence Sector. 2. Chris Adendorff, Adjunct Professor, Nelson Mandela University, South Africa. Electric Cars: Their Carbon Implications and Adoption in South Africa. 3. Arjen Goetheer, Senior Scientist, Netherlands Organisation for Applied Scientific Research, The Netherlands. Development of a Hybrid Forward Looking Framework and Methodology: How to Modernise Forward Looking

<p>Nasional Veteran Yogyakarta, Indonesia. Paradiplomacy Roles in Border Diplomacy. Case Study: Camar Bulan, Temajok, Kalimantan Barat, Indonesia.</p> <p>6. Bihter Carhoglu, PhD Student, Ankara University, Turkey. An Example of Historical Sociological Approach in the International Relations: Historical Sociology of the German Empire.</p>	<p>Relationships.</p>	<p>Analyses with Big Data Analytics and AI Supported Tools.</p> <p>4. Bogyong Min, Associate Research Fellow, National Assembly Futures Institute, South Korea. A Scenario-based Approach to Urban Forms and Design in South Korea.</p>
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11:00-12:30

<p>Session IV (Room B - 10th Floor): Brands and their Consumers</p>	<p>Session V (Room C - 10th Floor): Information Literacy & Practice/Learning Abilities</p>
<p>Chair: Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.</p>	<p>Chair: Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India.</p>
<ol style="list-style-type: none"> Sandrine Prom Tep, Associate Professor, Université du Québec à Montréal (UQAM), Canada. The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study. Paula Rodrigues, Associate Professor, Lusíada University - North, Portugal & Paula Costa, PhD Student, Universidade Portucalense, Portugal. Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong. Exploring Millennials' Perceptions about Co-branding in Promotions. 	<ol style="list-style-type: none"> David Caballero Mariscal, Professor, University of Granada, Spain, David Jose Guerrero Quesada, Quality Manager, University of Granada, Spain, Maria Pinto Molina, Professor, University of Granada, Spain, Dora Sales Salvador, Professor, Jaume I University, Spain & Rosaura Fernandez Pascual, Professor, University of Granada, Spain. Metrics of Informational Competencies in the Higher Education in the Context of Mobile Learning. Kimi, PhD Scholar, University of Delhi, India & Meera, Associate Professor, University of Delhi, India. Exploring Needs and Requirements of Differently Abled Students at Equal Opportunity Cell, University of Delhi. Bakhit Bait Fadhil, PhD Student, Sultan Qaboos University, Oman. The Extent of Awareness of the Evidence – Based Practice among the Members of Oman Council and the Use and Potential Use of this Practice in Strategic Decision-Making Process in Oman Council.

12:30-14:00

<p>Session III (Room B - 10th Floor): Psychology</p>	<p>Session IV (Room C - 10th Floor): Entrepreneurship & Other Issues</p>
<p>Chair: Ken Roberts, Emeritus Professor, University of Liverpool, UK.</p>	<p>Chair: Saul Newman, Professor, Flinders University, Australia.</p>
<ol style="list-style-type: none"> James Clark, Professor, The University of Winnipeg, Canada. A Critique of Indigenous Ways of Knowing. Marie Manikis, Associate Professor, McGill University, Canada. Comparative Conceptions of the Role of Victims in the Criminal Justice Process. Helen Vrailas Bateman, Associate Professor, The University of the South, USA. The Relationship between Children's Overt and Relational Aggression and Children's Social Skills. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia. Strength in Culture: Facilitating Healing for Children from Different Cultural Backgrounds who have Experienced Family based Traumas. 	<ol style="list-style-type: none"> Raihan Taqui Syed, Director – Center for Entrepreneurship and Business Incubation, Modern College of Business and Science, Oman & Hesham Magd, Head of Department, Business and Economics, Modern College of Business and Science, Oman. Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature. Vivek Pani Gumparthi, Research Scholar, Indian Institute of Management Kashipur, India. Bibliometric Analysis of Brand Experience. Duygu Celebi, Research Assistant, Yasar University, Turkey, Ige Pirnar, Chair, Department of Business Administration, Yasar University, Turkey & Engin Deniz Eris, Associate Professor, Dokuz Eylul University, Turkey. Bibliometric Analysis of Social Entrepreneurship in Gastronomy. Marketa Svarcova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic & Romana Markova Volejnickova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic. Precarity in Women Entrepreneurship in Regional Context of Czech Republic.

14:00-15:00 Lunch

15:00-16:30

Session V (Room B - 10th Floor): Exercise and Health	Session VI (Room C - 10th Floor): Innovation
Chair: Julio Cesar Ortiz Enriquez, PhD Student, The University of Electro-Communications, Japan.	Chair: Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.
<ol style="list-style-type: none">1. Francisco Javier Aceves Hernandez, Professor, Instituto Politécnico Nacional, Mexico. Epidemic of Overweight and Obesity in Mexico.2. <u>Spiro Doukas</u>, Associate Professor, American Public University, USA & Kateryna Karnaushenko-Doukas, Executive Secretary, International Progressive Education Council, USA. Perceived University Students' Stress Levels in South Korea: How Much Does Alcohol Consumption and Exercise Matter?3. Xin Wang, Associate Professor, Macao Polytechnic Institute, Macao. Knowledge, Attitude and Performance of Pelvic Floor Muscle Exercise of Nullipara and their Influencing Factors.4. Dai Hong-Xia, Assistant Program Coordinator, Macao Polytechnic Institute, Macao. Application of Bundle Care to Reduce Perceived Stress Level of Lactation Women in China.	<ol style="list-style-type: none">1. <u>Ahmad Rosli</u>, PhD Student, The University of Queensland, Australia & Sarel Gronum, Lecturer, The University of Queensland, Australia. Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs.2. <u>Pascal Boer</u>, Student, Hochschule Konstanz - University of Applied Sciences, Germany & Ditmar Ihlenburg, Professor, Hochschule Konstanz - University of Applied Sciences, Germany. How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs.

16:30-18:00 Session VII (Room C - 10th Floor): Special Topics on Educational Issues

Chair: Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.
<ol style="list-style-type: none">1. Ken Roberts, Emeritus Professor, University of Liverpool, UK. Transitions from Education to Work and non-Work in Saudi Arabia.2. <u>Marco Mazzocca</u>, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento.3. Mei Hua Kerry Hsu, Lecturer, Macao Polytechnic Institute, Macao. The Need of Disaster Preparedness in Nursing Education.

21:00-23:00 Greek Night and Dinner

Tuesday 30 July 2019

08:00-11:00 Session VIII: 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)

11:30-13:00

Session IX (Room B - 10 th Floor): Personal Branding	Session X (Room C - 10 th Floor): Information Science/Archival Science
<p>Chair: Paulo Lencastre, Professor, Católica Porto Business School, Portugal.</p> <ol style="list-style-type: none"> Musa Pinar, Professor, Valparaiso University, USA. Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials. <u>Christopher Pich</u>, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Maria Palazzo, Lecturer, Università degli Studi di Salerno, Italy & Agostino Vollero, Lecturer, Università degli Studi di Salerno, Italy. It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from a Young Voter Perspective. <u>Guja Armannsdottir</u>, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Stuart Carnell, Lecturer, Nottingham Business School - Nottingham Trent University, UK & Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK. Exploring Personal Politic Brand Identities of Iceland's Parliamentarians. <u>Ning Zhang</u>, Assistant Professor, Shenzhen University, China, Chunqun Liu, Graduate Student, Shenzhen University, China & Nan Zhou, Professor, Shenzhen University, China. Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications. 	<p>Chair: Raja Selvaraju, Assistant Librarian, Alagappa University, India.</p> <ol style="list-style-type: none"> Paulo Batista, Postdoctoral Researcher, University of Évora, Portugal. From Archival Science to Information Science. Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India. E-Theses and Dissertation (ETD) Access through UGC-Sodhganga: The Special Reference to Alagappa University, Karaikudi, India. Guadalupe Maxima Diaz, Independent Researcher, Philippines. Use of Social Media as a Catalyst in Improving the Culture of Research and Archiving among Filipino University Students.

13:00-14:30

Session XI (Room B - 10 th Floor): Economic Development	Session XII (Room C - 10 th Floor): Digitalization/Data Science/Data Ethics
<p>Chair: James Clark, Professor, The University of Winnipeg, Canada.</p> <ol style="list-style-type: none"> Demos Vardiabasis, Professor, Pepperdine University, USA. Foreign Direct Investment Decisions and Financial Market Performances. <u>Bernard Gauthier</u>, Professor, HEC Montreal, Canada & Frederic Lesne, Researcher, CERDI, Université Clermont Auvergne, France. Measuring Corruption in Presence of Reticent Respondents: Theory and Application. Claudia Popescu, Professor, Bucharest University of Economic Studies, Romania. Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region. <u>Machya Astuti Dewi</u>, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, 	<p>Chair: Paulo Batista, Postdoctoral Researcher, University of Évora, Portugal.</p> <ol style="list-style-type: none"> Efthimios Parasidis, Professor, Ohio State University, USA. Digital Health, Patient Empowerment, and Data Ethics. Mihalis Kuyucu, Associate Professor, Istanbul Aydın University, Turkey. Effects of Digitalization on the Film Industry: Will On-Line Series/Film Platforms Exterminate the Movie Theaters? <u>Hajime Sasaki</u>, Associate Professor, The University of Tokyo, Japan, Satoru Yamamoto, CEO, Data Artist Inc., Japan, Amarsanaa Agchbayar, Director, Data Artist Inc., Japan, Nyamaa Enkhbayasgalan, Data Scientist, Data Artist Inc., Japan & Ichiro Sakatai, Professor, The University of Tokyo, Japan. Cross-Domain Linkage of Problems and

Indonesia, Sri Issundari, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Iva Rachmawati, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia & Meilan Sugiarto, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. Developing Border Tourism in Sota, Merauke through Tourism Festival.

Solutions: A Case Study in Computer Science.
4. Raja Selvaraju, Assistant Librarian, Alagappa University, India & Jisha Antony, Research Scholar, Alagappa University, India. A Scientometric Evaluation Based on Scopus Database: Geese Research Publication Growth Pattern in India.

14:30-15:30 Lunch

15:30-17:00 Session XIII (Room B - 10th Floor): Brand Tactics

Chair: Musa Pinar, Professor, Valparaiso University, USA.

1. Paulo Lencastre, Professor, Católica Porto Business School, Portugal, Cosme Almeida, Executive Director, Católica Porto Business School, Portugal, Ana Corte-Real, Professor, Católica Porto Business School, Portugal & Nuno Corte-Real, Professor, Católica Porto Business School, Portugal. Brand Mascots Taxonomy.
2. Ria Wiid, Senior Lecturer, University of Worcester, UK. Branding and Consumer Touchpoints.
3. Christina Bosse, Research Assistant, University of Applied Sciences Osnabrueck, Germany. The Role of “Slow Events” for Sustainable Destination Development - A Conceptual and Empirical Review.
4. Rasha Ali Alshehre, PhD Student, University of Dundee, UK. Handwritten Typefaces in Advertising.

20:30-22:00 Dinner

Wednesday 31 July 2019
Mycenae and Island of Poros Visit
Educational Island Tour

Thursday 1 August 2019
Delphi Visit

Friday 2 August 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. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.

3. Chris Sakellariou, Vice President of Administration and Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
Domenico Maddaloni, Head, Sociology Unit, ATINER & Associate Professor, University of Salerno, Italy.
4. John Pavlik, Head, Mass Media and Communication Unit, ATINER & Professor, Rutgers University, USA.
5. Thanos Patelis, Head, Psychology Unit of ATINER & Research Scholar, Fordham University, USA.
6. Bettina Koch, Head, Politics & International Affairs Unit, ATINER & Associate Professor of Political Science, Virginia Polytechnic Institute and State University, USA.
7. Ilja A. Luciak, Head, Anthropology & Demography Unit, ATINER & Professor, College of Liberal Arts and Human Sciences, Virginia Polytechnic Institute and State University, USA.
8. Peter Yannopoulos, Vice President of Global Communications, ATINER & Professor, Brock University, Canada.
9. Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.
10. Ken Roberts, Academic Member, ATINER & Emeritus Professor, University of Liverpool, UK.
11. Paulo Lencastre, Professor, Católica Porto Business School, Portugal.
12. Musa Pinar, Professor, Valparaiso University, USA.
13. Saul Newman, Professor, Flinders University, Australia.
14. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.
15. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.
16. Paulo Batista, Academic Member, ATINER & Postdoctoral Researcher, University of Évora, Portugal.
17. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.
18. Chinnasamy Baskaran, Librarian & Project Director (ICSSR), Central Library, Alagappa University, India.
19. Julio Cesar Ortiz Enriquez, PhD Student, The University of Electro-Communications, Japan.
20. Raja Selvaraju, Assistant Librarian, Alagappa University, India.