

# Athens Institute for Education and Research

19<sup>th</sup> Annual International Conference on Marketing  
28-30 June & 1 July 2021, 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 small academic events organized to serve ATINER's [mission](#) and [policy](#). Please review them so you know what to expect from ATINER.

The list will be updated weekly. This current version was produced on 25 June 2020.

## **Papers to be presented:**

1. Nadia El Jiryas Azzam, Faculty Member, Lebanese American University, Lebanon & Rene Sabbagh Ghattas, Assistant Professor, Lebanese American University, Lebanon. Marketing Lebanese Identity through People's Uprising: Promoting Ethnocentrism and Lebanese Products and Services.
2. Natalia Guilluy Sulikashvili, Vice-Dean, Faculty of Arts and Humanities, Lille Catholic University, France & Adnane Alaoui Mhamdi, Senior Lecturer, Liverpool John Moores University, UK. Do the Most Popular WOM Communication Channels Differ from a Culture to Another?