



# 11<sup>th</sup> ICCMI

International Conference on Contemporary Marketing Issues

## CONFERENCE PROGRAMME

12 - 14 July  
CORFU/GREECE/2023

Venue:  
Ionian University

Sponsors



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## PROGRAMME OVERVIEW

<b>WEDNESDAY, July 12<sup>th</sup> 2023</b>		
	18:00-18:30	<b>Registration</b>
	18:30-18:45	<b>Opening Ceremony</b>
	18:45-19:30	<b>Keynote Speech</b>
	19:30	<b>Welcome Reception</b>
<b>THURSDAY, July 13<sup>th</sup> 2023</b>		
	9:00-10:00	<b>Registration and Welcome Coffee</b>
	10:00-11:30	<b>Parallel Sessions</b>
	11:30-12:00	<b>Coffee Break</b>
	12:00-13:30	<b>Parallel Sessions</b>
	13:30-14:30	<b>Lunch</b>
	14:30-16:00	<b>Parallel Sessions</b>
	16:00-16:30	<b>Coffee Break</b>
	16:30-18:00	<b>Parallel Sessions</b>
	21:00	<b>Gala Dinner</b>
<b>FRIDAY, July 14<sup>th</sup> 2023</b>		
	9:00-10:00	<b>Registration and Welcome Coffee</b>
	10:00-11:30	<b>Parallel Sessions</b>
	11:30-12:00	<b>Coffee Break</b>
	12:00-13:30	<b>Parallel Sessions</b>
	13:30-14:30	<b>Lunch</b>
	14:30-16:00	<b>Parallel Sessions</b>
	16:00-16:30	<b>Closing Ceremony and Best Paper Award</b>

## CONFERENCE PROGRAMME

<b>WEDNESDAY, July 12<sup>th</sup> 2023</b> <i>Location: Ionian Academy</i> <i>Address: 1, Kapodistriou str., Corfu</i>	
18:00-18:30	<b>Registration</b>
18:30-18:45	<b>Room A: Opening Ceremony</b>
	Professor Christina Boutsouki, <i>ICCM I 2023 co-Chair</i> Professor Emmanuella Plakoyiannaki, <i>ICCM I 2023 co-Chair</i> Professor Emeritus Christos Sarmaniotis, <i>ICCM I 2023 co-Chair</i> Assist. Professor Konstantinos Vogklis, <i>Ionian University, Greece</i>
18:45-19:30	<b>Room A: Keynote Speech</b>
	Professor George Nakos, <i>Clayton State University in Atlanta, Georgia, USA</i>
19:30	<b>Welcome Reception</b>
<b>THURSDAY, July 13<sup>th</sup> 2023</b> <i>Location: Ionian University, Department of History</i> <i>Address: 72, Ioannou Theotoki str., Corfu</i>	
09:00-10:00	<b>Registration – Welcome Coffee</b>
10:00-11:30	<b>Session 1.A (Room A): Consumer Behaviour</b> <i>Chair: Plakoyiannaki Emmanuella, University of Vienna, Austria</i>
	<b>Unveiling consumers' behaviours in amusement arcades and games</b>
	Guglielmetti Mugion Roberta, <i>Roma Tre University, Italy</i> Renzi Maria Francesca, <i>Roma Tre University, Italy</i> Di Pietro Laura, <i>Roma Tre University, Italy</i> Pasca Maria Giovina, <i>Niccolò Cusano University, Italy</i> Ungaro Veronica, <i>Roma Tre University, Italy</i>
	<b>Navigating the Consumer Crisis: Brand Management Perspectives</b>
	Hristov Alexander, <i>University of National and World Economy, Bulgaria</i> Kostadinova Elena, <i>University of National and World Economy, Bulgaria</i>
	<b>Patient-consumers' perceptions and attitudes about the effectiveness and safety of dietary supplements</b>
	Zacharias Christos, <i>University of Patras, Greece</i> Vasileiou Konstantinos, <i>University of Patras, Greece</i> Koufaki Margarita-Ioanna, <i>University of Patras, Greece</i> Fotiadis Thomas, <i>Democritus University of Thrace, Greece</i>
	<b>Entomophagy: The effect of communication stimuli on consumers' perceptions and attitudes towards insect proteins</b>
	Krystallis Athanasios, <i>American College of Greece, Greece</i> Perrea Toula, <i>American College of Greece, Greece</i> Markatou Elena, <i>the American Farm School, Greece</i>

10:00-11:30	<b>Session 1.B (Room B): Branding/Management/Marketing</b> <i>Chair: Boutsouki Christina, Aristotle University of Thessaloniki, Greece</i>
	<b>Entering a new era of luxury travel retail: how luxury brand managers can utilise the power of airports to luxury shoppers post-pandemic</b>
	<u>Le Kent</u> , <i>University of East London, UK</i> <u>Sautter Giulia</u> , <i>University of East London, UK</i>
	<b>A study on the impact of corporate actions on consumer attitudes in the case of a brand scandal: mediating role of pre-scandal brand experience and brand trust</b>
	<u>Kapoor Sunaina</u> , <i>Indian Institute of Foreign Trade, India</i> <u>Banerjee Saikat</u> , <i>Indian Institute of Foreign Trade, India</i> <u>Signori Paola</u> , <i>University of Verona, Italy</i>
	<b>Internal branding and entrepreneurial orientation: a tail of risk and innovation</b>
	<u>Piha Lamprini</u> , <i>National and Kapodistrian University of Athens, Greece</i> <u>Davvetas Vasileios</u> , <i>University of Leeds, UK</i> <u>Papadas Karolos</u> , <i>University of York, UK</i> <u>Fotsis Anastasios</u> , <i>Tefaco S.A., Greece</i>
	<b>External Factors affecting staff productivity, a case study</b>
	<u>Mavrofridis Ioannis</u> , <i>International Hellenic University, Greece</i> <u>Assimakopoulos Costas</u> , <i>International Hellenic University, Greece</i>
10:00-11:30	<b>Session 1.C (Room C): Tourism Marketing and Management</b> <i>Chair: Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
	<b>The Significance of Technological Innovation in the Development of Educational Tourism</b>
	<u>Kourgiantakis Markos</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Apostolakis Alexandros</u> , <i>Hellenic Mediterranean University, Greece</i>
	<b>The attitude of young consumers in Greece and Cyprus towards educational tourism</b>
	<u>Kourgiantakis Markos</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Apostolakis Alexandros</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Papadaki Eirini</u> , <i>Hellenic Mediterranean University, Greece</i>
	<b>Halkidiki menu: local products gastronomy in Halkidiki tourism marketing</b>
	<u>Kartsiotis Themistoklis</u> , <i>Hellenic Open University, Greece</i> <u>Mavragani Eleni</u> , <i>University of Macedonia, Greece</i>
	<b>The Privatisation of Tourism Enterprises in Albania, the Decade 1991-2001, Under the Light of Geopolitical Analysis</b>
	<u>Kapourani Antzela</u> , <i>Ionian University, Greece</i> <u>Botsis Miltiadis</u> , <i>Ionian University, Greece</i>
	<b>Tourism politics or tourism geopolitics?</b>
	<u>Stogiannos Alexandros</u> , <i>Ionian University, Greece</i> <u>Botsis Miltiadis</u> , <i>Ionian University, Greece</i>
11:30-12:00	<b>Coffee Break</b>



12:00-13:30	<b>Session 2.A (Room A): Management/Marketing</b> <i>Chair: Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i>
	<b>Breaking the silence in the healthcare sector: The relationship between empowering leadership and employee silence towards patient safety via psychological empowerment</b>
	<u>Chatziioannou Anastasia</u> , Aristotle University of Thessaloniki, Greece <u>Bochoridou Anna</u> , Aristotle University of Thessaloniki, Greece <u>Kantouni Athina</u> , University of Macedonia, Greece <u>Gkorezis Panagiotis</u> , Aristotle University of Thessaloniki, Greece
	<b>Perceived overqualification and nurses' service performance: the mediating role of employee silence towards patient safety</b>
	<u>Bochoridou Anna</u> , Aristotle University of Thessaloniki, Greece <u>Chatziioannou Anastasia</u> , Aristotle University of Thessaloniki, Greece <u>Triantou Natasa</u> , University of Macedonia, Greece <u>Gkorezis Panagiotis</u> , Aristotle University of Thessaloniki, Greece
	<b>Exploring the green aspect of total quality management: Evidence from the maritime industry</b>
	<u>Karakasnaki Maria</u> , University of Piraeus, Greece <u>Pantouvakis Angelos</u> , University of Piraeus, Greece
	<b>Emotional intelligence and educational leadership. The opinions of the primary education teachers of Achaia</b>
	<u>Mitropoulos Ioannis</u> , University of Patras, Greece <u>Mourgelas Dimitrios</u> , University of Patras, Greece <u>Mourgelas Charalampos</u> , University of Patras, Greece
	<b>AI as a strategic leader? On the role of intelligent machines in strategic marketing decisions</b>
	<u>Hesel Nina</u> , Nuremberg Institute for Market Decisions, Germany <u>Buder Fabian</u> , Nuremberg Institute for Market Decisions, Germany
12:00-13:30	<b>Session 2.B (Room B): Services Marketing/General</b> <i>Chair: Pisnik Aleksandra, University of Maribor, Slovenia</i>
	<b>A web-based R Shiny decision-making application for humanitarian logistics operations management</b>
	<u>Taouktsis Xenofon</u> , Aristotle University of Thessaloniki, Greece <u>Zikopoulos Christos</u> , Aristotle University of Thessaloniki, Greece
	<b>Investigating attitudes and behavioral intentions of the Panteion University students, about the private gyms in the area of Attiki</b>
	<u>Drakas Panagiotis</u> , Hellenic Open University, Greece <u>Papadopoulos Nikolaos</u> , Hellenic Open University, Greece
	<b>Tourism service providers' attitudes towards automation and robotization of services in tourism</b>
	<u>Vocovnik Sara</u> , University of Maribor, Slovenia <u>Borut Milfelner</u> , University of Maribor, Slovenia <u>Damijan Mumel</u> , University of Maribor, Slovenia <u>Pisnik Aleksandra</u> , University of Maribor, Slovenia

	<b>Perceived competence of Special Education Teachers in the use of Information Communication Technology (ICT) for teaching students with disabilities</b>
	<b>Gdonteli Krinanthi</b> , <i>University of Peloponnese, Greece</i> <b>Athanasopoulou Pinelopi</b> , <i>University of Peloponnese, Greece</i>
12:00-13:30	<b>Session 2.C (Room C): Marketing SMEs/International Business</b> <b>Chair: Sarmaniotis Christos</b> , <i>International Hellenic University, Greece</i>
	<b>The Dynamics of Family Firms' Internationalization and Embeddedness Processes: A Longitudinal Case Study</b>
	<b>Galizzi Giulia</b> , <i>University of Vienna, Austria</i> <b>Plakoyiannaki Emmanuella</b> , <i>University of Vienna, Austria</i> <b>Debellis Francesco</b> , <i>University of Vienna, Austria</i>
	<b>The Determinants of Digitalization in SMEs in Turkey: An Empirical Study</b>
	<b>Korucu-Gumusoglu Nebile</b> , <i>Istanbul Kultur University, Turkey</i> <b>Arslan Özge</b> , <i>INGEV, Turkey</i>
	<b>Reshoring and the decision-making process: case study of European MNEs</b>
	<b>Nazareus Carina Ida</b> , <i>Mondi Group, Austria</i> <b>Plakoyiannaki Emmanuella</b> , <i>University of Vienna, Austria</i> <b>Kalfadellis Paul</b> , <i>Monash University, Australia</i>
	<b>Social Identity and Information Sharing: Unpacking Multiple Layers of Language in Virtual Teams of a Telecommunications MNC</b>
	<b>Angi Julia</b> , <i>University of Vienna, Austria</i> <b>Plakoyiannaki Emmanuella</b> , <i>University of Vienna, Austria</i> <b>Kalfadellis Paul</b> , <i>Monash University, Australia</i>
13:30-14:30	<b>Lunch Break</b>
14:30-16:00	<b>Session 3.A (Room A): Marketing and Social Media</b> <b>Chair: Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Instagram celebrity fashion reviews' influence on Generation Y students' fashion brand preferences: information-adoption model evaluation</b>
	<b>Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Determinants of Instagram celebrity fashion reviews' influence on Generation Y students' fashion brand preferences: application of the information-adoption theory</b>
	<b>Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Frontliners image under attack: a machine-learning and twitter data analysis</b>
	<b>Fotiadis Anestis</b> , <i>Zayed University, United Arab Emirates</i> <b>Polyzos Efstathios</b> , <i>Zayed University, United Arab Emirates</i>
	<b>Almost (un)real: consumer perception of virtual influencers in social media advertising</b>
	<b>Kochergina Brigitta</b> , <i>Lomonosov Moscow State University, Russia</i> <b>Pakhalov Alexander</b> , <i>Lomonosov Moscow State University, Russia</i>

	<b>Using Social Media Marketing Activities to Build Brand Loyalty in the Higher Education</b>
	<i>Konstantoulaki Kleopatra, University of West Attica, Greece</i> <i>Rizomyliotis Ioannis, University of West Attica, Greece</i> <i>Giovanis Apostolos, University of West Attica, Greece</i> <i>Niros I. Meletios, National &amp; Kapodistrian University of Athens, Greece</i>
14:30-16:00	<b>Session 3.B (Room B): Hospitality Marketing and Management</b> <i>Chair: Mylonas Naum, Ionian University, Greece</i>
	<b>Workforce diversity: Could it contribute to sustainable growth in the luxury hospitality industry of Greece?</b>
	<i>Konstadaras Emmanouil, American College of Thessaloniki, Greece</i> <i>Tsichla Eirini, American College of Thessaloniki, Greece</i>
	<b>Integrating circular economy principles in the tourism and the hospitality industry: making suggestions for the Ionian Islands, Greece</b>
	<i>Poulios Ioannis, Ionian University, Greece</i> <i>Papavlasopoulos Thanasis, Ionian University, Greece</i>
	<b>Management of Online Comments and Reputation in Hotels in Greece</b>
	<i>Velissariou Efstathios, University of Thessaly, Greece</i> <i>Papathanasiou Ioannis, University of Thessaly, Greece</i> <i>Poulios Thomas, University of Thessaly, Greece</i>
	<b>Too hard to die? The evolution of Corfu's destination image through three consecutive crises</b>
	<i>Vogklis Konstantinos, Ionian University, Greece</i> <i>Gkritzali Alkmini, Ionian University, Greece</i>
14:30-16:00	<b>Session 3.C (Room C): Social, Environmental and Societal Marketing/ Digital Marketing</b> <i>Chair: Mavragani Eleni, University of Macedonia, Greece</i>
	<b>Collective Knowledge and Social Innovation in Communities of Practice: The Case of the Slow Food Movement in Italy</b>
	<i>Cacciolatti Luca, University of Westminster, UK</i> <i>Lee Soo Hee, University of Kent, UK</i>
	<b>The case for academic, social marketing courses in Greece</b>
	<i>Mavragani Eleni, University of Macedonia, Greece</i> <i>Makris Angela, University of Macedonia, Greece</i>
	<b>Coworking spaces between social innovation and sustainability: a systematic literature review</b>
	<i>Pasca Maria Giovina, Niccolò Cusano University, Italy</i> <i>Arcese Gabriella, Niccolò Cusano University, Italy</i> <i>Padovani Giulia, Niccolò Cusano University, Italy</i> <i>Guglielmetti Mugion Roberta, Rome Tre University, Italy</i>
	<b>Role of social entrepreneurship in slow fashion evolution through preserving textile/garment heritage, history, and arts in Bangladesh</b>
	<i>Nourin Sabrina, BRAC University, Dhaka, Bangladesh</i> <i>Hakim Muntaqa N. B., BRAC University, Dhaka, Bangladesh</i> <i>Choudhury Afshana, BRAC University, Dhaka, Bangladesh</i>

16:00-16:30	<b>Coffee Break</b>
16:30-18:00	<b>Session 4.A (Room A): Consumer Behaviour</b> <i>Chair: Mamalis Spyridon, International Hellenic University, Greece</i>
	<b>Do wine consumers know the meaning of wine terroir? Preliminary results from ongoing research in Greece</b>
	<u>Mamalis Spyridon</u> , <i>International Hellenic University, Greece</i> <u>Kamenidou Irene</u> , <i>International Hellenic University, Greece</i> <u>Karampatea Aikaterini</u> , <i>International Hellenic University, Greece</i> <u>Bouloumpasi Elisavet</u> , <i>International Hellenic University, Greece</i> <u>Skendi Adriana</u> , <i>International Hellenic University, Greece</i>
	<b>Smokers' perceptions of the anti-smoking campaigns and activities' effect to their attempt to cease smoking</b>
	<u>Charla Anthi</u> , <i>University of Patras, Greece</i> <u>Vasileiou Konstantinos</u> , <i>University of Patras, Greece</i> <u>Koufaki Margarita-Ioanna</u> , <i>University of Patras, Greece</i> <u>Fotiadis Thomas</u> , <i>Democritus University of Thrace, Greece</i>
	<b>The role of political ideology on consumer perceptions of sustainable food: the moderating effect of green consumption values</b>
	<u>Tiganis Antonios</u> , <i>Aarhus University, Denmark</i> <u>Chrysochou Polymeros</u> , <i>Aarhus University, Denmark</i> <u>Krystallis Athanasios</u> , <i>American College of Greece, Greece</i>
	<b>Greek consumers' intentions regarding green hotels. An application of an extended values-beliefs-norms model</b>
	<u>Partsalis Ioulia</u> , <i>International Hellenic University, Greece</i> <u>Delistavrou Antonia</u> , <i>International Hellenic University, Greece</i>
16:30-18:00	<b>Session 4.B (Room B): Entrepreneurship/General</b> <i>Chair: Odonkor Evelyn, American University of Paris, France</i>
	<b>Cultivating the next generation of African business leaders through language</b>
	<u>Odonkor Evelyn</u> , <i>American University of Paris, France</i>
	<b>Reviewing the critical factors of business performance of freelance language service providers' entrepreneurial activity</b>
	<u>Katsimpiri Virginia</u> , <i>Ionian University, Greece</i> <u>Mylonas Naoum</u> , <i>Ionian University, Greece</i> <u>Vlachopoulos Stefanos</u> , <i>Ionian University, Greece</i>
	<b>From PESTEL to PESTELI: It is high time we analyzed the Internet separately</b>
	<u>Psiloutsikou Marina</u> , <i>Athens University of Economics and Business, Greece</i>
	<b>Managing Disruptions in International Distribution Channels: Effectuation, Business Model Innovation, and Channel Resilience</b>
	<u>Jiatao Li</u> , <i>Hong Kong University of Science and Technology, Hong Kong</i> <u>Lee Li</u> , <i>York University, Canada</i> <u>Zhi Yang</u> , <i>Huazhong University of Science and Technology, China</i>

16:30-18:00	<b>Session 4.C (Room C): Marketing Strategy/Fashion Marketing</b> <b>Chair: Gkritzali Alkmini, Ionian University, Greece</b>
	<b>Marketing Strategies for Specialty Fats in Bakery Products in Turkish Market</b> <u>İpekoğlu Ece</u> , <i>Yaşar University, Turkey</i>
	<b>The Contribution of Sustainable Fashion Co-Creation Process to Hedonic and Eudemonic Well-Being</b> <u>Kokkinopoulou Emmanouela</u> , <i>University of Nicosia, Cyprus</i> <u>Papasolomou Ioanna</u> , <i>University of Nicosia, Cyprus</i> <u>Vrontis Dimitris</u> , <i>University of Nicosia, Cyprus</i> <u>Porcu Lucia</u> , <i>University of Granada, Spain</i>
	<b>Global luxury fashion branding: a systematic literature review</b> <u>Amprazi Eleni</u> , <i>Aristotle University of Thessaloniki, Greece</i> <u>Ktisti Evangelia</u> , <i>Aristotle University of Thessaloniki, Greece</i> <u>Margariti Kostoula</u> , <i>University of Macedonia, Greece</i> <u>Hatzithomas Leonidas</u> , <i>University of Macedonia, Greece</i> <u>Vlahopoulou Elli</u> , <i>Aristotle University of Thessaloniki, Greece</i>
	<b>Design a Model to Study Ecosystem Development to Strengthen the Lehigh Valley as a Hub for Entrepreneurs in Creative Industries</b> <u>Papadimitriou Antigoni</u> , <i>Lehigh University, USA</i> <u>Scheri Nick</u> , <i>Lehigh University, USA</i> <u>DiCenso Gibby</u> , <i>Lehigh University, USA</i> <u>Utesch Tyson</u> , <i>Lehigh University, USA</i> <u>Yang Henry</u> , <i>Lehigh University, USA</i>
	<b>Marketing in the metaverse – opportunities and barriers for the creation of marketing value</b> <u>Buder Fabian</u> , <i>Nuremberg Institute for Market Decisions, Germany</i> <u>Hesel Nina</u> , <i>Nuremberg Institute for Market Decisions, Germany</i> <u>Dietrich Holger</u> , <i>Nuremberg Institute for Market Decisions, Germany</i>
	<b>Marketing of Non-Wood Forest Products. Defining their marketing mix in local mountain communities of Greece</b> <u>Trigkas Marios</u> , <i>University of Thessaly, Greece</i> <u>Pelekani Foteini</u> , <i>Env-Consults, Greece</i> <u>Papadopoulos Ioannis</u> , <i>University of Thessaly, Greece</i> <u>Lazaridou Dimitra</u> , <i>Agricultural University of Athens, Greece</i>
21:00	<b>Gala Dinner</b> <b>Corfu Sailing Club Restautant</b> <b>Mandraki, Old Fortress,49100, Corfu</b>

<b>FRIDAY, July 14<sup>th</sup> 2023</b> <i>Location: Ionian University, Department of History</i> <i>Address: 72, Ioannou Theotoki str., Corfu</i>	
9:00-10:00	<b>Registration and Welcome Coffee</b>
10:00-11:30	<b>Session 5.A (Room A): Branding/Marketing Communications</b> <i>Chair: Ove Oklevik, Western Norway University of Applied Sciences, Norway</i>
	<b>Marketing department power, brand orientation dimensions and brand performance</b>
	<i>Piha Lamprini, National and Kapodistrian University of Athens, Greece</i> <i>Tsourvakas George, National and Kapodistrian University of Athens, Greece</i>
	<b>Gen Zs are real: The mediating role of self-brand connection in the relationship between BeReal usage and brand selfies</b>
	<i>Kakoulli E., Cyprus University of Technology, Cyprus</i> <i>Voutsas M.C., Cyprus University of Technology, Cyprus</i>
	<b>Brand Experience of a Ski Brand: Does Environmental Concern Matter?</b>
	<i>Bård Basberg, Western Norway University of Applied Sciences, Norway</i> <i>Ove Oklevik, Western Norway University of Applied Sciences, Norway</i>
	<b>D&amp;C for EU Funded Projects: Towards an Integrated Omnichannel Dissemination and Communication Framework</b>
	<i>Koukopoulos Anastasios, Athens University of Economics and Business, Greece</i> <i>Lounis Stavros, Athens University of Economics and Business, Greece</i> <i>Farmakis Timoleon, Athens University of Economics and Business, Greece</i> <i>Vrechopoulos Adam, Athens University of Economics and Business, Greece</i> <i>Doukidis Georgios, Athens University of Economics and Business, Greece</i>
10:00-11:30	<b>Session 5.B (Room B): Digital Marketing</b> <i>Chair: Papaioannou Eugenia, International Hellenic University, Greece</i>
	<b>Identifying the antecedents and consequences of digital content marketing in the era of ChatGPT</b>
	<i>Badawood Shadi, Najran University, Saudi Arabia</i>
	<b>Towards nowcasting tourism demand using user-generated online data and machine learning techniques</b>
	<i>Reveiu Adriana, Bucharest University of Economic Studies, Romania</i>
	<b>VidAdChain: An innovative blockchain approach for digital video ad serving and management</b>
	<i>Sartzetakis Nektarios, NEMO SERVICES, Greece</i> <i>Dermenoudis Konstantinos, NEMO SERVICES, Greece</i> <i>Vafeias Michail, NEMO SERVICES, Greece</i>
	<b>An evaluation of the websites of sustainable tourism websites. An eye tracking experiment</b>
	<i>Yfantidou Ioanna, Aristotle University of Thessaloniki, Greece</i>

10:00-11:30	<b>Session 5.C (Room C): Supply Chain Management/Marketing SMEs</b> <i>Chair: Hajidimitriou Yannis, University of Macedonia, Greece</i>
	<b>Family SMEs internationalization through exports: A systematic literature review</b> Kampouri Katerina, <i>University of Macedonia, Greece</i> Simoglou Efterpi, <i>University of Macedonia, Greece</i> Hajidimitriou Yannis, <i>University of Macedonia, Greece</i>
	<b>On the integration and performance of supply chains: Examining the impact of internet of things constituent technologies</b> Moustakis Dimitrios, <i>University of Macedonia, Greece</i> Andronikidis Andreas, <i>University of Macedonia, Greece</i> Gotzamani Aikaterini, <i>University of Macedonia, Greece</i>
	<b>Exploring consumers' perceptions about traceability in food supply chain</b> Geropoulos Alexios Dimitrios, <i>International Hellenic University, Greece</i> Nanos Ioannis, <i>International Hellenic University, Greece</i> Kotzaivazoglou Iordanis, <i>International Hellenic University, Greece</i> Tsioulanis Alexander, <i>Berlin School of Economics and Law, Germany</i>
	<b>The Adoption of Digitalization by Exporting Firms During the Pandemic: A Systematic Literature Review</b> Mouratidou Eva, <i>University of Macedonia, Greece</i> Kampouri Katerina, <i>University of Macedonia, Greece</i> Hajidimitriou Yannis, <i>University of Macedonia, Greece</i>
	<b>Supply Chains and Operations based on Lean Thinking and Industry 5.0 - The Success Factors for the 8Ps in Marketing?</b> Tsioulanis Alexander, <i>Berlin School of Economics and Law, Germany</i> Nanos Ioannis, <i>International Hellenic University, Greece</i>
11:30-12:00	<b>Coffee Break</b>
12:00-13:30	<b>Session 6.A (Room A): Advertising/Marketing SMEs</b> <i>Chair: Yannopoulou Natalia, Newcastle University, UK</i>
	<b>Understanding the impact of media consumption types on ad comprehension: the roles of cognitive load and general hurry</b> Theodorakioglou Fotini, <i>University of Macedonia, Greece</i> Hatzithomas Leonidas, <i>University of Macedonia, Greece</i> Boutsouki Christina, <i>Aristotle University of Thessaloniki, Greece</i> Mouratidis Angelos, <i>University of Macedonia, Greece</i>
	<b>LGBT in Advertising. How audience's sexual conservatism influences the attitude towards the ads depicting LGBT characters</b> Leonidou Sofia, <i>Cyprus University of Technology, Cyprus</i> Voutsas Maria C., <i>Cyprus University of Technology, Cyprus</i>
	<b>Gender and advertising: a study of depictions and stereotypes</b> Romniopoulou Despoina, <i>V+O Group, Greece</i> Panopoulos Anastasios, <i>University of Macedonia, Greece</i>

	<b>A systematic literature review of SMEs' internalization and intercultural competences</b>
	<i>Papadionysiou Evangelia, Ionian University, Greece</i> <i>Mylonas Naoum, Ionian University, Greece</i> <i>Beneki Christina, Ionian University, Greece</i>
POSTER	<b>The Role of Disinformation in Advertising: the case of Innisfree Paper Bottle Campaign</b>
	<i>Yannopoulou Natalia, Newcastle University, UK</i> <i>Chandrasapth Koblarp, Chiangmai University, Thailand</i> <i>Bian Xuemei, Newcastle University, UK</i>
12:00-13:30	<b>Session 6.B (Room B): Consumer Behaviour/Social, Environmental and Societal Marketing/General</b> <i>Chair: Assimakopoulos Costas, International Hellenic University, Greece</i>
	<b>Consumer behavior in the metaverse: a review, synthesis and research agenda</b>
	<i>R.V. Shabbir Husain, S P Jain Institute of Management and Research, India</i> <i>Kamath Renuka, S P Jain Institute of Management and Research, India</i>
	<b>Teaching e-consumer behaviour deploying Facebook page interactions among students</b>
	<i>Konstantinos Rigopoulos, Democritus University of Thrace, Greece</i> <i>Sofia Daskou, Neapolis University Pafos, Cyprus</i> <i>Nikos Kalogeras, Zuyd University, the Netherlands</i>
	<b>Commercial Innovation and Sustainability Practices</b>
	<i>Velez Osorio Iris Maria, Pontificia Universidad Javeriana Cali, Colombia</i>
	<b>Technology or Entertainment can accelerate gen Z intentions to stay at smart hotels? The role of personal data concerns</b>
	<i>Papaioannou Eugenia, International Hellenic University, Greece</i> <i>Delistavrou Antonia, International Hellenic University, Greece</i> <i>Asimakopoulos Costas, International Hellenic University, Greece</i> <i>Nanos Ioannis, International Hellenic University, Greece</i> <i>Papadopoulos Nikolaos, International Hellenic University, Greece</i> <i>Xera Konstantina, International Hellenic University, Greece</i>
	<b>Digital customer segmentation: A case study of a Greek fashion e-shop</b>
	<i>Kargidis Panagiotis, International Hellenic University, Greece</i> <i>Papaioannou Eugenia, International Hellenic University, Greece</i> <i>Delistavrou Antonia, International Hellenic University, Greece</i> <i>Prassa Maria Aggela, International Hellenic University, Greece</i>
12:00-13:30	<b>Session 6.C (Room C): Management/Marketing</b> <i>Chair: Melewar T. C., Middlesex University London, UK</i>
	<b>International marketing mix standardisation vs. adaptation debate: literature, review, research propositions and integrative framework</b>
	<i>Melewar T. C., Middlesex University London, UK</i> <i>Tzempelikos Nektarios, Anglia Ruskin University, UK</i> <i>Broderick Amanda J., University of East London, UK</i> <i>Saunders John, Aston University, UK</i> <i>Kitchen Philip J., ICN-Artem School of Business, France</i>



	<b>Factors influencing the under-representation of women in leadership positions in the secondary education sector</b>
	<b>Mitropoulos Panagiotis</b> , <i>University of Patras, Greece</i> <b>Stamati Sofia</b> , <i>University of Patras, Greece</i>
	<b>The role of social media management in increasing brand value and customer engagement: Three empirical case studies of the Greek reality</b>
	<b>Prassa Maria Aggela</b> , <i>International Hellenic University, Greece</i> <b>Saroglou Anna</b> , <i>International Hellenic University, Greece</i> <b>Papaioannou Eugenia</b> , <i>International Hellenic University, Greece</i>
	<b>Artificial intelligence shaping the future of business management: A way forward for university students</b>
	<b>Tashfeen Ahmad</b> , <i>The University of the West Indies, Jamaica</i>
	<b>Leadership styles during crisis in public organizations</b>
	<b>Chortatsiani Evangelia</b> , <i>University of the Aegean, Greece</i> <b>Marathos Spyridon</b> , <i>University of the Aegean, Greece</i>
13:30-14:30	<b>Lunch Break</b>
14:30-16:00	<b>Session 7.A (Room A): Tourism Marketing and Management</b> <b>Chair: Vogklis Konstantinos</b> , <i>Ionian University, Greece</i>
	<b>Exploring the image, perceived authenticity and perceived value of Underground Built Heritage (UBH) and its role in motivation to visit: a case study of five different countries</b>
	<b>Kovačić Sanja</b> , <i>University of Novi Sad, Serbia</i> <b>Pivac Tatjana</b> , <i>University of Novi Sad, Serbia</i> <b>Muge Akkar Ercan</b> , <i>Middle East Technical University, Turkey</i> <b>Klodiana Gorica</b> , <i>University of Tirana, Albania</i> <b>Emerlinda Kordha</b> , <i>University of Tirana, Albania</i> <b>Kinga Kimic</b> , <i>Warsaw University of Life Sciences, Poland</i> <b>Petja Ivanova</b> , <i>University of Library Studies and Information Technologies, Bulgaria</i>
	<b>A Comprehensive Study of Empirical Literature on Airbnb Reviews</b>
	<b>Vogklis Konstantinos</b> , <i>Ionian University, Greece</i> <b>Giotis Georgios</b> , <i>Ionian University, Greece</i> <b>Gkritzali Alkmini</b> , <i>Ionian University, Greece</i>
	<b>Forecasting Overnight Stays Using TripAdvisor Monthly Review Counts: The Case of Ionian Islands</b>
	<b>Vogklis Konstantinos</b> , <i>Ionian University, Greece</i> <b>Giotis Georgios</b> , <i>Ionian University, Greece</i> <b>Karampela Sofia</b> , <i>Ionian University, Greece</i> <b>Spiggos Thanasis</b> , <i>Ionian University, Greece</i>
	<b>Peace Tourism: Spreading the Culture of Peace</b>
	<b>Avramidou Sofia</b> , <i>Hellenic Open University, Greece</i> <b>Mavragani Eleni</b> , <i>University of Macedonia, Greece</i> <b>Poulios Ioannis</b> , <i>Ionian University, Greece</i>
	<b>Conceptualization of entrepreneurship development in wine tourism activities</b>
	<b>Savvinopoulou Maria</b> , <i>Ionian University, Greece</i> <b>Mylonas Naoum</b> , <i>Ionian University, Greece</i>
16:00-16:30	<b>Room A: Closing Ceremony and Best Paper Award</b>