

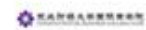


**INTERNATIONAL CONFERENCE ON STRATEGIC
INNOVATIVE MARKETING AND TOURISM
(ICSIMAT 2018)**

17-20 October 2018

**21-22 October 2018 tours, cruises, experiential
workshops and networking**

THANKS ICSIMAT COMMUNITY





PROGRAMME WITH SOCIAL ACTIVITIES AND EXCURSIONS

Conference Venue -Amarilia Hotel

13 Agiou Nikolaou Str., Vouliagmeni

PRESENTATIONS SHOULD BE 10 MINUTE LONG

Guidelines for Paper Presenters. Please bring your PPT &/ or original movie files presentation in a USB (& a back-up version) & upload it to the computers located in the room you are presenting (not your own laptops) early in the morning of the day you are presenting or during the coffee/ lunch breaks.

Please be at least 10 minutes earlier before departures/ arrivals times for cruises and tours. The community of ICSIMAT cannot guarantee to pick up those who are late.

Delegates who have not sent their **signed consent to publish with Springer** need to do so (email: icsimat@gmail.com). Due to strict deadlines by Springer, ICSIMAT cannot guarantee for publication of papers that have not fulfilled all requirements.

Delegates with **Virtual Presentations (on FRIDAY 19.10.2018) for Live Streaming** need to get in touch with Dr Chalaris to arrange technical issues
m.chalaris@mypaneltv.com

Tuesday 16.10.2018

Informal meeting with the ICSIMAT community members at Amarilia hotel (Conference Venue) main entrance around 19.30pm to go to the suburb of Glyfada for food / drinks/ nightlife

A comvoi of yellow taxis will be waiting for us outside the Hotel

Wednesday 17.10.2018

8.00am-15.00pm REGISTRATION, SOCIAL ACTIVITIES AND EXPERIENTIAL TRACK 1

8.00am-9.00am Registration for Delegates to collect their badges at the Conference Venue

9.00am departure with private bus for Sounion to the ancient temple of Poseidon that was built in 44 BC.

9.45am arrival at Sounio

(Delegates who wish to come on their own should be at the entrance of the archaeological site of Sounion at 9.50am)

Sightseeing at the archaeological site Cape Sounion that overlooks the southern east of Athens. Guided Tour will guide us at the site

Composer and musician Ioannis Pseimadas will perform with his ancient Greek Lyre and his voice the songs "Seikilos epitaph" which is the oldest surviving complete musical composition and "Atthis" a Sappho's poet

11.30am Stop to Saronida town, visit the landmark of southern suburbs open air cinema Orfeas that this year celebrates its 83 years. Welcome by the owners of Orfeas Mrs Anies Sklavou and Mr Paul Sklavos

11.40am-12.00pm Keynote Speaker Prof. Dimitrios Buhalis, Bournemouth University, UK

Title of Speech -Revolutionising Marketing through Smartness – Innovations from Tourism and Hospitality

12:00pm-12.50pm Track 1

Location: open air cinema Orfeas, Saronida

Track 1

Cultural Event Management, Space as an Active Agent

CHAIR

Dorothea Papathanasiou-Zuhrt, Artifactory, HOLLAND, ITALY, GREECE, ESTONIA

12:00pm-12:10pm Stratis Panourios, National Theatre of Greece, GREECE

Actors in a Museum: a New Theatre Stage

12:10pm-12.20pm Anna Efstathiou and Eleonore Zippelius, University of Nicosia, CYPRUS

Cultural Tourism, Destination Branding and Spatial Experience Design: Contemporary Hospitality Design in Cyprus

12.20pm-12.30pm Christos Artemis, Koinono, GREECE and Olga Tsakirides, National Center of Social Research, GREECE

Flowering Local Community Participation and Local Branding: Culture and Nature as Cradles of Sustainable Development. "KOINONO Tinos Gathering"

12:30pm-12:40pm Dorothea Papathanasiou-Zuhrt and Aldo Di Russo, Artifactory

The Migrant Every Country Wants to Have: Motion, Emotion Imagination at the Joe Petrosino Museum in Padula, Italy

12:40pm-12:50pm Katerina Nikolopoulou, Deree-The American College of Greece, GREECE and Stratis Panourios, National Theatre of Greece, GREECE

Follow the Trail of Culture through Time: The Use of Archeological Sites as Performance Space

12:50pm-13:00pm questions and answers

13.00pm-14.00pm short break for souvlaki taste at a Greek tavern under the trees of Saronida's picturesque square

Sponsored by EastMed and Shipowner Mr Athanasios Martinos

14:30pm return at the Conference Venue

14:30pm-15:00pm Registration

15.00pm-16.30pm PARALLEL TRACKS 2a 2b 2c Location Amarilia Hotel Conference Venue

**TRACK 2a Location Antigone Central Room
Transport Marketing and Management**

CHAIR

Efstathios Kefallonitis, University of New York at Oswego, USA

15:00pm-15:10pm Eirini Vlassi and Andreas Papatheodorou, University of the Aegean, GREECE

Measuring leisure tourism online marketing campaigns jointly planned and implemented by airports, airlines and destination authorities-the case of Athens

15:20pm-15:30pm Sotiris Varelas, Neapolis University Paphos, CYPRUS and Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE

Carrying Capacity Assessment for Tourism Development- A Strategic Approach

15:30pm-15:40pm Sonia Avelar, University de Ponta Delgada, PORTUGAL

Keep it Smart and Sustainable: an Exploratory Approach

15:40pm-15:50pm Maria Salamoura and Viktoria Voxaki, University of the Aegean, GREECE

Understanding Aviation Consumers' Experience at the Time of Their Journeys: the Use of the Denied Boarding Regulations (DBRs) at Chios Airport

15:50pm-16:00pm Efstathios Kefallonitis, State University of New York at Oswego, USA and Konstantinos Kalligiannis, Kazimiero Simonaviciaus Universiteta, LITHUANIA

The effect of Airport Branding to Air Traffic and Passenger Movement: An Overview

16:00pm-16:10pm Dimitrios Tsiotas, Spyros Niavis, and Serafeim Polyzos, University of Thessaly, Volos, GREECE

The Dynamics of Small and Peripheral Airports in Tourism and Regional Development: the Case of GREECE

16:10pm-16:20pm Efstathios Kefallonitis, State University of New York at Oswego, USA and Androniki Kavoura, University of West Attica, GREECE

Online Imagined Communities on Air

16:20pm-16:30pm questions & answers

TRACK 2b Location Olympia Room 7th floor

Human Resource Management & Entrepreneurship in the Hospitality & Tourism Services & Management Challenges

CHAIRS

Stephen Havlovic, Laurentian University, CANADA

Barry Friedman, State University of New York at Oswego, USA

15:00pm-15:10pm Panagiotis Trivellas, Panagiotis Reklitis, Catherine Marinagi and Giannis T. Tsoulfas, Technological Educational Institute of Sterea Ellada, Thiva, GREECE

Examining Gaps in Business and Logistics Skills and their Performance Implications in the Agrifood Supply Chain in Greece

15:10pm-15:20pm Dimitrios Stavroulakis and Alexandros Sahinidis, University of West Attica, GREECE

Using the Theory of Planned Behavior versus the Big Five Personality Trait Model in Predicting Entrepreneurial Intention. A Comparison Study of the Two Models

15:20pm-15:30 pm Alexandros Sahinidis, University of West Attica, GREECE
Dimitrios Stavroulakis, University of West Attica, GREECE, Evangelia Kossieri, University of West Attica, GREECE, Labros Sdrolias, Technological Educational Institute of Thessaly, GREECE and Sotiris Varelas, Neapolis University of Paphos, Cyprus

Entrepreneurial Intention Determinants Among Female Students. The Influence of Role Models, Parent Occupation and Perceived Behavioral Control on Forming the Desire to Become a Business Owner

15:30pm-15:40pm Soteris Kefalas, InterNapa College, Famagusta, CYPRUS

Developing a Multi-Channel Customer Relationship Management Strategy for Hotel Operation

15:40pm-15:50pm Soteris Kefalas, InterNapa College, Famagusta, CYPRUS
Quality Service in the Hospitality Industry: Achieving Effective Service Processes and Designs

15:50pm-16:00pm Barry A. Friedman, State University of New York at Oswego, Oswego, USA
Hospitality, Tourism, and Events Industry Competency Model: Human Resource Management Implications

16:00pm-16:10pm Ioannis Rossidis, University of the Aegean, GREECE, Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE, Stefanos Papailias, Assurance and Accreditation Agency Athens, Greece Tsiotas Dimitrios, University of Thessaly, Greece, Spyridon Niavis, University of Thessaly, GREECE, Labros Vasiliadis, Technological Educational Institute of Central Greece, GREECE
The Use of Customer Relations Management's Digital Technologies from Greek Hotels

16:10pm-16:20pm Alexandros Sahinidis, George Polychronopoulos and Dimitrios Kallivokas, University of West Attica, Greece
Entrepreneurship Education Impact on Entrepreneurial Intention among Business Students

16.20pm-16.30pm questions & answers

TRACK 2c Location 1st Floor Room

Mapping Innovation: Museums & Creative Industries

CHAIR

Stella Sylaiou, Hellenic Open University & Aristotle University of Thessaloniki, GREECE

15:00pm-15:10pm Geoge Pavlidis, Athena Research Centre, Xanthi, GREECE
Towards a Hybrid Minimax Recommender for Free-Roaming Museum Visits

15:10pm-15:20pm Lazaros Toumanidis, Enkeleda Bocaj, Panagiotis Kasnesis and Charalampos Z Patrikakis, University of West Attica, GREECE
Supporting Cultural Heritage Preservation Through Game-based Crowdsourcing

15:20pm-15:30pm Kali Tzortzi, University of Patras, GREECE and Katerina Koukouvaou, Ministry of Culture and Sports, GREECE
Temporary Museum Exhibitions as Tools for Cultural Innovation

15:30pm-15:40pm Christina Mavini, Macedonian Museum of Contemporary Art,

GREECE

Engaging New Museum Audience through Art Workshops: The Case of Adult Art at Macedonian Museum of Contemporary Art

15:40pm-15:50pm Lazaros Toumanidis, Petros Karapetros, Christos Giannousis, Dimitrios G. Kogias, Michalis Feidakis and Charalampos Z. Patrikakis, University of West Attica, GREECE

Developing the Museum-monumental Experience from Linear to Interactive Using Chatbots

15:50pm-16:00pm Aggeliki Kontou, Hellenic Open University, GREECE

From the culture industry to the cultural and creative industries: Reconsidering Culture's Contemporary Place and Value

16:00pm-16:10pm Anna Vacalopoulou, Stella Markantonatou, Katerina Toraki and Panagiotis Minos, Institute for Language and Speech Processing/'Athena' RC, GREECE

Open-access Resource for the Management and Promotion of Greek Museums with Folk Exhibits

16:10pm-16:20pm Ioannis Paliokas and Stella Sylaiou, Hellenic Open University, Patras, GREECE

A Classification Model for Serious Games used in Museums, Galleries and other Cultural Sites

16.20pm-16.30pm questions & answers

16.30pm-17.00pm coffee break
Sponsored by the Publishing House Tziolas

17.00pm-18.40pm PARALLEL TRACKS 3a 3b 3c Amarilia Conference Venue

**TRACK 3a Location Antigone Central Room
Public-Private Synergies for Co-innovation and Co-creation**

CHAIR

Sotiris Varelas, Neapolis University of Paphos, CYPRUS

17:00pm-17:10pm Aldo Di Russo and Dorothea Papathanasiou-Zuhrt, Artifactory, HOLLAND, ITALY, ESTONIA, GREECE

Castel Lagopesole: from Empty Shell to a Lucrative Venture. Cultural Narratives, Multivision Technologies and Community Cohesion

17:10pm-17:20pm Kiriaki Alyfanti and Despoina Sdrali, Harokopio University, Athens, GREECE

Creativity and Sustainable Development: A Proposal to Transform a Small Greek Island into a Creative Town

17:20pm-17:30pm Olga Tsakirides, National Center of Social Research, GREECE

Traditional and Modern Forms of Synergies between Cultural and Tourism Sectors: Challenges and Opportunities for Greek Folk Festivities Promoting Traditional Products

17:30pm-17:40pm Dionysia Fragkou and Dimitris Marnellos, University of West Attica, GREECE

Tourism as a Process of Promoting and Developing Traditional Settlements

17:40pm-17:50pm Lamprini Trivella, Independent Researcher, GREECE

Investigating the Adoption of Integrated Marketing Communication Strategies at Institutional Cultural Festivals in Greece. The Case Study of Aeschylia in Elefsina

18:00pm-18:10pm Ioannis Rossidis, University of the Aegean, Greece, Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE, Konstantinos Varsanis, National and Kapodistrian University of Athens, GREECE, Stefanos Papailias, Quality Assurance and Accreditation Agency Athens, GREECE, Dimitrios Tsiotas, University of Thessaly, GREECE, Labros Vasiliadis, Technological Educational Institute of Central Greece, GREECE, Labros Sdrolas, Technological Educational Institute of Thessaly, GREECE

Tourism and Destination Branding: the Case of Greek Islands

18:10pm-18:20pm Konstantina Chatzina, Historical and Folklore Museum of Aegina, GREECE

The Aegina Pistachio as a Cultural Resource for the Development and Promotion of the Island

18:20pm-18:30pm Konstantinos Kotsopoulos, University of Patras, GREECE, Pelagia Chourdaki, University of Piraeus, GREECE, Rallis Antoniadis, University of Piraeus, GREECE, Dimitrios Tsolis, University of Patras, GREECE George Pavlidis, University of Patras, GREECE

An Innovative Platform for Creating Audience-Specific Gamified Cultural Tourism Guides where Art, Tradition and Culture, Technology and Business Converge

18.30pm-18.40pm questions & answers

TRACK 3b Location 1st Floor Room

Emerging Technologies -Innovative Products and Services

CHAIRS

Dorin Coita, University of Oradea, ROMANIA

Apostolos Giovanis, University of West Attica, GREECE

17.00pm-17:10pm Jose Vargas Hernandez, University of Guadalajara, MEXICO & Patricia Orozco, Laurentian University, CANADA

Branding Strategy for Entry to New Latin American Markets. An Institutional and Cultural Approach, Bimbo Case

17:10pm-17:20pm Maria Douvrou, Cielotel, London, UK

Concept Hotels: Offering Unique Experiences to Travelers and Increased Profitability to Businesses

17:20pm-17:30pm Eleni-Maria Mousouraki, Athens University of Economics and Business, Athens, GREECE, Dimitrios Kardaras, Athens University of Economics and Business, Athens, GREECE, George Stalidis, Alexander Technological Educational Institute of Thessaloniki, GREECE, Stavroula Barbounaki, Merchant Marine Academy of Aspropyrgos, Athens, GREECE and Eleutherios Papathanasiou, Athens University of Economics and Business, Athens, GREECE

Investigating the Social Media potential to attract customers in the banking services industry using Fuzzy Delphi and Analytic Hierarchy Process

17:30pm-17:40pm Sofia Gkarane, Efstratios-Marinos Lenoudias, Chris Vassiliadis and Yannis Vassiliadis, University of Macedonia, Thessaloniki, GREECE

Combining Traditional and Digital Tools in Developing an International Guerilla Marketing Strategy: The Case of a SME Greek Company

17:40pm-17:50pm Apostolos Giovanis, University of West Attica, GREECE, Androniki Kavoura, University of West Attica, GREECE, Pinelopi Athanasopoulou, University of Peloponnese, GREECE and Aspasia Vlachvei, Western Macedonia University of Applied Sciences, GREECE

Marketing m-services: the Role of Innovation Characteristics, Social Influence and Individual Differences

17:50pm-18:00pm Konstantinos Varsanis, National and Kapodistrian University of Athens, GREECE, Dimitrios Belias, Technological Educational Institute of Thessaly, GRECE, Nikolaos Kakkos, Technological Educational Institute of Thessaly, GREECE, Michalis Chondrogiannis, Ionian University, Corfu, GREECE, Ioannis Rossidis, University of the Aegean, GREECE, Chris Mantas, University of Leicester, UK

The Relationship between Service Quality and Customer Satisfaction on Luxurious Hotels so to Produce Error-Free Service

18:00pm-18:10pm Ioannis Paliokas, Information Technologies Institute, Centre for Research and Technology Hellas, Thessaloniki, GREECE, Stella Sylaiou, Hellenic Open University, GREECE, Nikolaos Katertsidis, Technological Educational Institute of Epirus, Arta, GREECE, Odysseas Tsakai, Technological Educational Institute of Epirus, Arta, GREECE, Alexandros Tzallas, Information Technologies Institute, Centre for Research and Technology Hellas, Thessaloniki, GREECE and Technological Educational Institute of Epirus, Arta, GREECE, Nikolaos Giannakeas, Technological Educational Institute of Epirus, Arta, GREECE, Markos Tsipouras, Information Technologies Institute, Centre for Research and Technology Hellas, Thessaloniki, GREECE and Technological Educational Institute of Epirus, Arta, GREECE, Konstantinos Votis, Information Technologies Institute, Centre for Research and Technology Hellas, Thessaloniki, GREECE and Vaggelis Nomikos, Everit, GREECE

An Interactive Platform Providing Novel Marketing Channels and Promoting Product and Services to the Tourism Industry

18:10pm-18:20pm Konstantinos Varsanis, National and Kapodistrian University of Athens, GREECE, Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE, Stefanos Papailias, Quality Assurance and Accreditation Agency Athens, GREECE, Michalis Chondrogiannis, Ionian University, Corfu, GREECE, Ioannis Rossidis, University of the Aegean, Christos Mantas, University of Leicester, UK and Athanasios Koustelios, University of Thessaly, GREECE
The Sharing Economy and how it Affects the Conditions of Consumption and Competition in the Tourism Industry - The case of Airbnb in Greece

18.20pm-18.30pm questions & answers

TRACK 3c Location 1st Floor Room

Bridging the Gap between Industry and Academia in Management-Educational Tourism Perspectives

CHAIRS

Patricia Orozco, Laurentian University, CANADA

Sofia Asonitou, University of West Attica, GREECE

17.10pm-17:20pm Stephen J. Havlovic, Laurentian University, CANADA

European Works Councils in the Hotel Industry

17:20pm-17:30pm Patricia Orozco Quijano, Laurentian University, CANADA, Sue Bandaranaike, James Cook University, AUSTRALIA, Marisol Orozco Aguirre, Universidad de Guadalajara, MEXICO, Rana Haq, Laurentian University, CANADA

Business Students in Mexico Developing Work Skills with Work Integrated Learning

17:30pm-17:40pm Sofia Asonitou, University of West Attica, GREECE

Employability Skills for the Greek Finance and Accounting Industry. The Employers' Requirements

17:40pm-17:50pm Marcela Gottlichova, Tomas Bata University in Zlín, CZECH REPUBLIC

Enhancing Practice in Continuity with Innovative Thinking: The Primary Task of Higher Education

17:50pm-18:00pm Ioanna Antoniou-Kritikou, Constandina Economou, Christina Flouda and Panagiotis Karioris, Institute for Language & Speech Processing / R.C. ATHENA, GREECE

Innovative Mobile Tourism Services: The case of 'Greek at the Hotel'

18:00pm-18:10pm Panagiota Argyri, National Kapodistrian University of Athens, GREECE

Collaborative Problem Solving as a Critical Transversal Skill for the Transition from the School Environment to the Workplace

18:10pm-18:20pm Lenka Ližbetinová, Institute of Technology and Business, České Budějovice, Czech REPUBLIC and Dagmar Weberová, Tomas Bata University in Zlín, Czech REPUBLIC

Ways to Find Employment and Preferences in Relation to a New Job for University Graduates of the Pilsen Region in the Czech Republic

18:20pm-18:30pm Sofia Asonitou and Sophia Kottara, University of West Attica, GREECE

Sustainable Development of Skills for the Tourism Sector and its financial impact

18.30pm-18.40pm questions & answers

18.40pm-19.00pm WELCOME DRINK

**MEET THE EDITORS AND NETWORKING Location Antigone Central Room
Amarilia Conference Venue**

19.00pm-20.00pm Traditional Greek Buffet Dinner at the Conference Venue

Thursday 18.10.2018

9.30am-10.00am Registration for Delegates to collect their badges at the Conference Venue

**10.00am-12.00pm PARALLEL TRACKS 4a 4b 4c Location Amarilia
Conference Venue**

TRACK 4a Location Antigone Central Room

**Advertising/ Communication / Branding in Business, Hospitality & Tourism,
Culture, Education**

CHAIRS

Maria Teresa Tiago Borges, University of Azores, PORTUGAL

Sandra Dias Faria, University of Azores, PORTUGAL

10:00am-10:10am Kamariotou Vasiliki, University of Macedonia, GREECE

Brofidou Anna, University of Macedonia, GREECE, Hatzithomas Leonidas,
University of Macedonia, GREECE, Boutsouki Christina, Aristotle University of
Thessaloniki, GREECE

**The Effect of Independence on Online Ad-avoidance: The Mediating Role of
Perceived Threat to Freedom**

10:10am-10:20am Foteini Giannopoulou, Independent Researcher, GREECE

**Crisis Management within the Hotel Industry: The Case of Luxury Hotels and
Resorts in Popular Greek Tourism Destinations**

10:20am-10:30am Anna Efstathiou, University of Nicosia, CYPRUS

Spatial Design as a Significant Marketing Tool. A Semiological Analysis of the Rejuvenating Process of Hospitality Environment

10:30am-10:40am Tomas Sula, University in Zlin, CZECH REPUBLIC
Categorization of Ambient Media Based on Identification of Common Signs of Selected Installations

10:40am-10:50am Kyriaki Oudatzi, University of Peloponnese, GREECE
The Crucial Role of the Museums in Allying Alternative Forms of Diplomacy

10:50am-11:00am Flavio Tiago and Teresa Borges-Tiago, University of the Azores, Azores, PORTUGAL, Sotiris Varelas, University of Peloponnese, GREECE and Androniki Kavoura, University of West Attica, GREECE,
The Effect of Asymmetrical Image Projections on Online Destination Branding

11:00am-11:10am Antigone G. Kyrousi, Deree – The American College of Greece, GREECE and Prokopis K. Theodoridis, University of Patras, GREECE
Consumers Against Luxury Brands: Towards a Research Agenda

11:10am-11:20am Apostolos Giovanis, University of West Attica, GREECE, Ioannis Rizomyliotis, University of Brighton, UK and Sotiris Varelas, Neapolis University of Paphos, CYPRUS
The Impact of Perceived Value of Online Booking Platforms' Usage on Consumer-Brand Relationships Development and Brand Loyalty

11:20am-11:30am Stephania Xydia, Independent Cultural Policy & Management Consultant, GREECE
Participatory Design for Culture Change: the Case of the National Library of Greece Rebranding Process

11:30am-11:40am Dorothea Papathanasiou-Zuhr and Aldo Di Russo, HOLLAND, ITALY, ESTONIA, GREECE
Lector in Fabula: Reinventing Digital Publishing to Attract the Youth and Strengthen Cultural Capital in Sites, Museums and Collections

11:50am-12:00am questions & answers

**TRACKS 4b Location 1st Floor Room
Medical Tourism and HealthCare Management**

CHAIRS

**George Pierrakos, University of West Attica, GREECE
Michele Thornton, State University of New York at Oswego, USA**

10.00am-10:10am Charalampos Platis, National School of Public Administration and Local Government (EKDDA) GREECE and Nikoletta Kyritsi, Nursing Education Office, General Hospital of Karditsa, GREECE

Institutional and Organizational Efforts to Establish Primary Health Care in Greece

10:10am-10:20am Ana María Gómez-Olmedo, ESIC Business & Marketing School, Madrid, SPAIN and Maria Tsirintani, University of West Attica, Athens, GREECE

Understanding the Challenges of the Healthcare System in Promoting Best Use of Digital Marketing Tools for a Purposeful Living

10:20am-10:30am Aspasia Goula, Dionisia Katelouzou, George Pierrakos, Dimitra Latsou, Sofia Dimakou, Aggeliki Stamouli and Chrysostomos Natsis, University of Western Attica, Athens, GREECE

Analysis of the Relationship between Transformational Leadership & Learning Organization in Health Care Services

10:30am-10:40am Klaus Schmerler, Martin-Luther-University, GERMANY

Preferences and Networks in Medical Tourism: Beyond the Reach of Providers?

10:40am-10:50am George Pierrakos, University of West Attica, GREECE, Dimitra Latsou, University of West Attica, GREECE, Eleni Kouklaki, General -Maternity District Hospital "Helena Venizelou", Athens, GREECE, Aspasia Goula, University of West Attica, GREECE, John Pateras, University of West Attica, GREECE, Chrisostomos Natsis, University of West Attica, GREECE and Sotiris Soulis, University of West Attica, GREECE

Health Management Issues from Related Quality of Life between Greek and Refugees Postpartum Women in Greece

10:50am-11:00am Michele Thornton, University of New York at Oswego, USA

Come for Broadway, Stay for Bypass: Come for Broadway, Stay for Bypass: Who is New York's Medical Tourist?

11:00am-11:10am Charalampos Platis, National Center for Public Administration and Local Government, Athens, GREECE, Ioannis Karafyllis, University of Piraeus, Piraeus, GREECE and Georgia Kaoura, University of Patras, GREECE

E-Procurement in Public Hospitals in Greece

11:10am-11:20am Aspasia Goula, Theodoros Markou, George Pierrakos, Dimitra Latsou, Sofia Dimakou, Aggeliki Stamouli and Chrysostomos Natsis, University of West Attica, GREECE

Satisfaction of Internal Customers in a Public University Hospital

11:20am-11:30am George Pierrakos, Dimitra Latsou and Aspasia Goula, University of West Attica, GREECE

Impact of The Economic Crisis on Health Indicators in Greece and the Need for Primary Health Care Services

11:30am-11:40am Michele Thornton, University of New York at Oswego, USA

United States Small Employers: A New Marketing Channel for Medical Tourism?

11:40am-11:50am George Pierrakos, University of West Attica, Athens, GREECE, Evangelia Maritsa, University of West Attica, Athens, GREECE, Charalampos Platis, National School of Public Administration and Local Government (EKDDA) GREECE, Dimitra Latsou, University of West Attica, Athens, GREECE, Sotiris Soulis, University of West Attica, Athens, GREECE

The Evolution of Demographic Changes in Greek Society and Proposed Administrative Management Model

11.50am-12.00am questions & answers

TRACK 4c Location Olympia 7th Floor

Innovation and Tradition: Opportunities and Challenges

CHAIR

Olga Tsakirides, National Centre for Social Research, GREECE

10:30pm-10:40pm Evgenia Bitsani, Technological Educational Institute of Peloponnese, GREECE Sofia Agriopoulou, Technological Educational Institute of Peloponnese, GREECE & Christina Athanasopoulou, Municipality of Messene, Kalamata GREECE

The Cultural, Nutritional and the Socio-Economic Value of Messinian Olive Oil from Greece

10:40pm-10:50pm Evangelos Papoulias and Theoklis-Petros Zounis, National and Kapodistrian University of Athens, GREECE

The Historic and Monumental Enhancement as a Tool for the Sustainable Development of Cultural Assets of Greece

10:50pm-11:00pm Anastasia Kastanidou, Hellenic Open University, GREECE

Tourism Marketing Through Internet and Social Media. The Contribution of Smartphones and Virtual Reality

11:00pm-11:10pm Alexandra Vezyrogianni, Greek Ministry of Education, Research and Religious Affairs, GREECE and Efharis Mascha, Hellenic Open University, GREECE

Art or Society with “εmotions”: Manifestations of εmotions from Ancient Greece to Today

11:10pm-11:20pm Zoe-Charis Belenioti, George Tsourvakas, Aristotle University of Thessaloniki, GREECE and Chris A. Vassiliadis University of Macedonia, GREECE

Museums’ Brand Equity and Social Media; Looking into Current Research Insights and Future Research Propositions

11:20pm-11:30pm Despina A. Karayanni, University of Patras, GREECE, Siva Ram Vemuri, Charles Darwin University, AUSTRALIA and Vasilis Ieronymakis, Athens University of Economics and Business, GREECE

Understanding Tourist Diaspora: An interdisciplinary Mixed Mode Design Documenting Greek Tourist Diaspora

11:30pm-11:40pm Labros Sdrolias, Technological Educational Institute (T.E.I) of Thessaly, Larissa, GREECE, Dimitrios Tsiotas, University of Thessaly, Volos, GREECE, Olga Kalantzi, Lawyer, GREECE, Nikolaos Kakkos, Technological Educational Institute (T.E.I) of Thessaly, Larissa, GREECE, Vasileios D. Spanos, Technological Educational Institute (T.E.I) of Thessaly, Larissa, GREECE, Stefanos Koffas, Technological Educational Institute (T.E.I) of Thessaly, Larissa, GREECE
The Sociological Approach to Greek Tourism in the Period of Economic Crisis

11:40pm-11:50pm Olga Tsakirides, National Center of Social Research, GREECE
Cultural Innovation Management: Pilot-Research in Production Units, Greece, 2017-2018

11.50pm-12.00pm questions & answers

12.00am-12.20pm coffee break
Sponsored by the Publishing House Rosili

12.20pm-14.10pm PARALLEL TRACKS 5a 5b 5c Amarilia Conference Venue

TRACK 5a Location Antigone Central Room
Consumer Markets

CHAIRS

Prokopis K. Theodoridis, University of Patras, GREECE

Antigone G. Kyrousi, Deree -The American College of GREECE

12:20pm-12:30pm Aikaterini Stavrianea, National and Kapodistrian University, Athens, GREECE, Evangelia-Zoi Bara and Spyridon Mamalis, Eastern Macedonia Thrace Institute of Technology (EMaTTech), Kavala, GREECE

Reasons for Using Daily Deal Sites

12:30pm-12:40pm Nergis Aziz, Narxoz University, KAZAKHSTAN and Barry Friedman, University of New York at Oswego, USA

Augmented Reality: the Moderating Role of Hedonic and Utilitarian Motivations on the Intention to Visit a Place

12:40pm-12:50pm Andreas Masouras, Neapolis University Paphos, CYPRUS
The Behavior of Online Consumers in the Light of Uses and Gratifications

12:50pm-13:00pm Ioannis Papadopoulos, Technological Educational Institute of Thessaly, GREECE, Marios Trigkas, Aristotle University of Thessaloniki, GREECE, Argiro Mallisiova, Fotini Mpakogiorgou, Business Coaching Lab, Athens, GREECE

Greek Consumers' Awareness and Perceptions for Green Hotels and Green Furniture

13:00pm-13:10pm Irene (Eirini) Kamenidou, Spyridon Mamalis, Evangelia-Zoi Bara & Stavros Pavlidis, Eastern Macedonia Thrace Institute of Technology (EMaTTech), GREECE

Hotel Satisfaction from Generation Y

13:10pm-13:20pm Ioannis Antoniadis, Western Macedonia University of Applied Sciences, GREECE, Vaggelis Sparikis Western Macedonia University of Applied Sciences, GREECE and Eirini Karteraki, Western Macedonia University of Applied Sciences, Kastoria, GREECE

Consumers' Attitudes Towards Advertisement in YouTube

13:20pm-13:30pm Merve Yanar Gürce, İstanbul Gedik University, TURKEY
Does Sharing Economy Shape Consumers' Attitudes?

13:30pm-13:40pm Eirini Koronaki, University of Patras, GREECE and Athina Y. Zotou, Cyprus University of Technology, CYPRUS

Digital Self in the Making: Luxury Consumers on Social Media

13:40pm-13:50pm M. Chouaib Dakouan and M. Redouane Benabdelouahed, Hassan II University, Morocco, NORTH AFRICA

Digital Inbound Marketing: Particularities of Business-to-Business and Business-to-Customer Strategies

13:50pm-14:00pm Sonia Avelar, Flávio Tiago and Teresa Borges Tiago, University of the Azores, PORTUGAL

Senior Tourism in Europe: when There are “no boundaries”

14:00pm-14.10pm questions & answers

TRACK 5b Location 1st Floor Room

Information and Internet of Things to Marketing, Management and Tourism- Cyber Security of Critical Infrastructures and Data Protection

CHAIRS

Leandros A. Maglaras, Ministry of Digital Policy, Telecommunications and Media, GREECE and De Montfort University of Leicester, UK

Charalampos Z Patrikakis, University of West Attica, GREECE

12:20pm-12:30pm Leandros Maglaras, De Montfort University, Leicester, UK, Mohamed Amine Ferrag, Guelma University and Badji Mokhtar-Annaba University, Algeria, NORTH AFRICA, Abdelouahid Derhab, King Saud University, Mithun Mukherjee, Guangdong University of Petrochemical Technology, Maoming, CHINA and Helge Janicke1, De Montfort University, Leicester, UK

Cyber Security: From Regulations & Policies to Practice

12:30pm-12:40pm Dorin C. Coita, Adela L. Popa, Teodora M. Tarcza Naiana N. Țarcă, Dinu V. Sasu and Remus Roșca, University of Oradea, ROMANIA

The End of Marketing as You Know It. Or Not!

12:40pm-12:50pm Makrina Karagkiozidou, Christos Ziakis, Maro Vlachopoulou, Theodosios Kyrkoudis, University of Macedonia, Thessaloniki, GREECE

App Store Optimization Factors for Effective Mobile App Ranking

12:50pm-13:00pm Nikos Grammalidis, Information Technologies Institute, CERTH, GREECE and Ioannis Poullos, Hellenic Open University, GREECE

ICT-based Participatory Approaches for the Exploitation and Re-use of Intangible Cultural Heritage

13:00pm-13:10pm Dionysios Fragkopoulos, Aristotle University of Thessaloniki, GREECE

Internet Services and Social Networks in the Greek Academia

13:10pm-13:20pm Mohamed Amine Ferrag, Guelma University, Algeriam NORTH AFRICA and Badji Mokhtar-Annaba University, Algeria, NORTH AFRICA, Leandros Maglaras and Helge Janicke, De Montfort University, Leicester, U.K.

Blockchain and Its Role in the Internet of Things

13:20pm-13:30pm Dorin C. Coita, Maria Madela Abrudan, Mirabela Constanta Matei, University of Oradea, Oradea, ROMANIA

The Effects of the Blockchain Technology on Human Resources and Marketing. An Exploratory Study

13:30pm-13:40pm Stella Sylaiou, Aristotle University of Thessaloniki, GREECE and Georgios Papaioannou, University College London in QATAR

The Use of ICT in the Promotion of Arts and Cultural Heritage Education in Museums

13:40pm-13:50pm Sotiris Varelas, Neapolis University of Paphos, CYPRUS and Panagiotis Georgitseas, Independent Researcher, GREECE

Strategic Innovations in Tourism Enterprises through Blockchain Technology

13:50pm-14:00pm Dimitrios Tsiotas, Spyros Niavis, University of Thessaly, Volos, GREECE, Dimitrios Belias and Labros Sdrolias Technological Educational Institute of Thessaly, Larissa, GREECE

Modeling the International Tourism Demand as a Complex Network: the Case of the Global Inbound Tourism Market

14:00pm-14:10pm questions & answers

TRACK 5c Location Olympia Room 7th Floor Distribution Channels, Economic Perspectives

Chairs

**Alexios-Patapios Kontis, University of the Aegean, GREECE
Leszek Koziol Malopolska School of Economics, POLAND**

12:20pm-12:30pm Sandra Dias Faria, Ruben Andrade and João Couto, University of the Azores, Ponta Delgada, PORTUGAL

Seeking for a Better Fitting: Understanding the Tour Operators for Cruises on Sao Miguel Island

12:30pm-12:40pm Sotiris Varelas, Neapolis University of Paphos, CYPRUS, Teresa-Borges Tiago, University of the Azores, PORTUGAL, Flávio Tiago, University of the Azores, PORTUGAL, Efstathios Kefallonitis, State University of New York at Oswego, USA and Apostolos Giovanis, University of West Attica, GREECE

Strategic Synergies and Co-Marketing – A case study of the Airline Sector

12:40pm-12:50pm Sandra Faria, Nuno Pereira, Maria Tiago, Flávio Tiago, João Couto, University of the Azores, PORTUGAL

Online Presence of Tour Companies in The Azores

12:50pm-13:00pm Flavio Tiago, Filipa Moreira and Teresa Borges Tiago
University of the Azores, PORTUGAL

YouTube Videos: a Destination Marketing Outlook

13:00pm-13:10pm Alexios-Patapios Kontis, University of the Aegean, GREECE and Georgia Dimopoulou, Hellenic Open University, GREECE

Exploring the Power of Certification Systems in the Development of Hiking Tourism in Greece: The Case of Menalon Trail from the Demand-Side

13:10pm-13:20pm Amalia Triantafillidou, Technological Education Institute of Western Macedonia, Kastoria, GREECE, Prodromos Yannas, University of West Attica, GREECE and Georgios Lappas, Technological Education Institute of Western Macedonia, GREECE

Facebook Content Strategies: A Case Study of a Subsidiary Company in Greece

13:20pm-13:30pm Alexios-Patapios Kontis, University of the Aegean, GREECE and Sofoklis Skoultzos, University of the Aegean, GREECE and Dimitris Papayiannis, University of Western Attica, GREECE

Tourism Marketing Channels in Digital Evolution Era: Online Travel Agencies in Greek Tourism Industry

13:30pm-13:40pm Leszek Koziol and Janusz Zabek, Malopolska School of Economics, POLAND

The Concept of Analysis and Reconstruction of the Work Time System in a Tourist Enterprise

13:40pm-13:50pm Wojciech Koziol, Cracow University of Economics, POLAND and Anna Mikos, Malopolska School of Economics, POLAND

Comparison of Labor Productivity in Tourism and the Economy, Analysis of Selected Countries

13:50pm-14:00pm questions & answers

14:10pm-15:10pm Traditional Greek Buffet Dinner at the Conference Venue

17:30pm-20:30pm SOCIAL ACTIVITIES

17: 30pm departure with private buses for Lake Vouliagmenis to admire the wonderful sunset

(Delegates who wish to come on their own, must be at the entrance of Lake Vouliagmeni between 17:45-17.55pm)

18:15pm-18:30pm Opening Speeches

Location: Patio Lake Vouliagmenis

Ms Elena Kountourra, Minister of Tourism (to be confirmed)

Mr Tsegas, Secretary General, GNTO (to be confirmed)

Prof. Constantinos Moutzouris, Rector University of West Attica, Greece

Ms Eleni Dimopoulou, Attica Region

Mr Grigoris Konstantellos, Mayor of Voula, Varis Vouliagmeni

Mr Ioannis Evangelou, Mayor of Kea

Mr Savvas Chionidis, Mayor of Katerini

Mrs Christiana Kalogirou, North Aegean Region

18.30pm-18.50pm Invited Speaker Emeritus Prof. George Avlonitis, Athens

University of Economics and Business, GREECE

Title of Speech- Marketing: The Most Misconceived and Misunderstood Scientific Discipline

18.50pm-20.30pm Cocktail Gala Event with Awards & Commemorative gifts for the ICSIMAT Community

Return with private buses to the hotel or delegates may stay and return on their own at the hotel (5 minute drive- Lake Vouliagmeni is four kilometers from the hotel)

Friday 19.10.2018

10.00am-10.30am Registration for Delegates to collect their badges at the Conference Venue

10.30am-12.10am PARALLEL TRACKS 6a 6b 6c Location Amarilia Conference Venue

TRACK 6a Antigone Central Room

Mobile Applications and Location Based Marketing. Usage, Barriers and Measurement of Social Media Marketing in Various Business Sectors

CHAIRS

Maro Vlachopoulou University of Macedonia, Laboratory of Information Systems and e-Business- ISeBlab, GREECE

Kostas Fouskas, University of Macedonia, Laboratory of Information Systems and e-Business- ISeBlab, GREECE

10:30am-10:40am Vasiliki Vrana, Dimitrios Kydros, Evangelos Kehris, Anastasios-Ioannis Theocharidis and George Karavasilis, Technological Education Institute of Central Macedonia, GREECE

A Network Analysis of Museums on Instagram

10:40am-10:50am Zoe-Charis Belenioti, George Tsourvakas, Aristotle University of North GREECE and Chris A. Vassiliadis University of Macedonia, GREECE

Do Social Media Affect Museums' Brand Equity? An Exploratory Qualitative Study

10:50am-11:00am Olga Pachni-Tsitiridou and Konstantinos Fouskas, University of Macedonia, GREECE

Location-aware Technologies: How they Affect Customer Experience

11:00am-11:10am Prokopis K. Theodoridis and Dimitris C. Gkikas, University of Patras, GREECE

How Artificial Intelligence (AI) affects Digital Marketing

11:10am-11:20am M. Chouaib Dakouan and M. Redouane Benabdelouahed Hassan II University, Morocco, NORTH AFRICA

Exploratory Study: How Social Networks Effect the Purchasing Intentions of Moroccan Consumers?

11:20am-11:30am Theodoros Oikonomidis and Konstantinos Fouskas, University of Macedonia, GREECE

Is Social Media Paying its Money?

11:30am-11:40am Prokopis K. Theodoridis and Dimitris C. Gkikas, University of Patras, GREECE

Artificial Intelligence Impact on Digital Marketing Research

11:40am-11:50am Theodoros Oikonomidis and Konstantinos Fouskas, University of Macedonia, GREECE

A Literature Review of Smartphone Geolocation Technologies

11:50am-12.00pm questions & answers

TRACK 6b VIRTUAL PRESENTATIONS (PART A) LIVE STREAMING

Location 1st Floor Room

Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour

CHAIRS

Jashim Khan and Meng Tao, Dongbei University of Economics and Finance, Dalian, CHINA

10:30am-10:40am Jashim Khan, University of Surrey, UK, Vivi Maltezos, University of Surrey, UK and Chang He, Dongbei University of Finance & Economics, Dalian, CHINA

The Role of Destination Brand Image and Revisit Intention on Tourist Spending

10:40am-10:50am Jashim Khan, University of Surrey, UK, Zuo Na and Meng Tao, Dongbei University of Finance & Economics, Dalian, CHINA

Online Personal Selling, Need for Touch and e-loyalty

10:50am-11:00am Tao Meng and Chang He, Dongbei University of Finance & Economics, Dalian, CHINA

Trust and Role in the Sharing Economy

11:00am-11:10am Tao Meng and Hamza Kaka, Dongbei University of Finance & Economics, Dalian, CHINA

The impact of social media celebrity: perspective on Parasocial relationship and identification

11:10am-11:20am Vanni Resta and Fabio Perossini, Kpeople Ltd, UK

Resilient Tourism in Resilient Cultural Heritage Site

11:20am-11:30am Florin Nechita, Robert Demeter, Victor-Alexandru Briciu, Transilvania University of Brasov, ROMANIA, Androniki Kavoura, University of West Attica, GREECE and Sotiris Varelas, University of Peloponnese, GREECE

Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania

11:30am-11:40am Victor-Alexandru Briciu, Robert Demeter, Florin Nechita, Transilvania University of Brasov, ROMANIA and Arabela Briciu, Transilvania University of Brasov, ROMANIA

A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites

11:40am-11:50am Felicia Constantin, University of Oradea, ROMANIA

Websites and Facebook Profiles' Communication of Dentists in Oradea, Romania

11:50am-12:00am Felicia Constantin, University of Oradea, ROMANIA

Entrepreneur without Intention. Current Trends in Romania

12:00am-12.10pm questions & answers

**TRACK 6c Location Olympia Room 7th Floor
Culture, Architecture, Tourism and Social Media**

CHAIRS

Charalambia Agaliotou, University of West Attica, Greece
Maria Vrasida, University of West Attica, Greece

10:30am-10:40am Erasmia Patsiou, Katerini City Hall, GREECE

The Dynamic Synergy in Communication and Tourism Development is Calling

the City of Katerini, Greece

10:40am-10:50am 16:00pm-16:10pm Raia Tsakiridi, Andreas Tselikas, Directors
The Media Project, GREECE and Olga Tsakirides, National Center of Social
Research, GREECE

**Fighting Recession with Art: Innovative Suggestions from Young Pioneers in
Opera. The case of “The Medium Project”**

10:50am-11:00am Vasiliki Vrana, Faizan Khan, George Karavasilis, Evangelos
Kehris and Dimitrios Kydros, Technological Education Institute of Central
Macedonia, GREECE

Indian Cultural Institutions on Instagram

11:00am-11:10am Elina Riga and Eleftheria Sklavounou, University of West Attica,
GREECE

**Environment and Tourism: an Interactive and Creative relation. The cases of
Vorres Museum and a Cultural Network of Cities**

11:10am-11:20am Maria Poli, University of West Attica, GREECE

Tourism, Design and Disability

11:20am-11:30am Charalambia Agaliotou, Loukia Martha and Maria Vrasida,
University of West Attica, GREECE

**Spatial Principles as an active agent. Making Greece a Global Market for
Sensitized Tourism**

11:30am-11:40am

Sofia Gkarane and Chris Vassiliadis University of Macedonia, Thessaloniki,
GREECE

**Small Scale Event Product Analysis Based on Conjoint Analysis Results: The
Case of Yedi Kule Conquest Monuments Run**

11:40am-11:50am questions & answers

12.10am-12.30pm coffee break

**12:30am-12:50pm Invited Speaker Mr Diamantis Kitrides CEO of Citrine
Digital Marketing Agency, GREECE**

Location: Conference Venue Antigone Central Room –Amarilia Hotel

Title of Speech -The Necessity of Strategy in Digital Marketing

12:50pm-13:50pm light lunch break

**13:50pm-14:00pm NEUROMARKETING EXPERIENTIAL EXHIBITION
TRIAL CASE**

14:00pm-16:00pm PARALLEL TRACKS 7a 7b Amarilia Conference Venue

**TRACK 7a Location Antigone Central Room
SUCCESS STORIES**

Marketing Implementation Paradigms -Multinational Industry Perspectives

CHAIR

Diamantis Kitridis CEO of Citrine Digital Marketing Agency, GREECE

14:00pm-14:10pm Sotiris Varelas, Netourwork, GREECE

Netourwork Framework - A New Era in Strategic Innovative Networking System for Tourism Enterprises

14:10pm-14:20pm Antonis Argyros, LIATER, HOLLAND

The Future of Retail. Innovation, Trends and Tools

14:20pm-14:30pm Bulent Suzer, Hotel Manager, Four Points by Sheraton

The Importance of Global Brands in Hotel Investments

14:30pm-14:40pm Tina Toribaba, Communications Manager, Hilton Greece and Christos Ditoras, E-commerce and Marketing Executive, Hilton Athens, GREECE

A Deep Dive into the Digital Marketing Ecosystem: The Case of Hilton Athens

14:40pm-14:50pm Maria Douvrou, Cielotel, UK

Hotel Revenue Management Techniques and Successful Applications

14:50pm-15:00pm Lisa Tamilya, CPIC Insurance Company & State University of New York Empire State College, USA

Entrepreneurs-Why they are Essential to Industry Success, Global Trends and Opportunities and How to Recruit Top Talent

15:00pm-15:10pm Eleni Macarona, Demokritos, GREECE

Academic Entrepreneurship: transforming the role of research for knowledge-based economies

15:10pm-15:20pm Magda Peistikou and Natasha Iliopoulou, Independent Researchers, GREECE

Culinary Innovation: The Path to Michelin Stars in Greece

15:20pm-15:30pm Lila Kourti, Trikalinos Co, Greece

Trikalinos Bottarga and the Twist of a Classic Project: the Conversion of a Traditional Food into the Ultimate Premium Product

15:30pm-15:40pm Spyridon Mamalis, Irene Kamenidou, TEI Eastern Macedonia and Thrace, Greece, Alessio Cavicchi and Gigliola Paviotti, University of Macerata, ITALY

The Wine Lab: Generating Innovation Between Practice and Research. Exploring the Views from Wine Makers and Policy Makers

15:40pm-15:50pm Alexandros Kouris, NISSOS Beer

Microbrewery at Tinos Island. Synergies of Branding

15:50pm-16:00pm Harry Sophocleous, Strategico, CYPRUS and Andreas Masouras, Neapolis University of Paphos, CYPRUS

Brand as a Strategic Asset - A Proposal for the Forthcoming Cultural Institution of Pafos

**TRACK 7b Location 1st Floor Room
Ethics in Business/Tourism/Marketing/ Politics**

CHAIR

Anthony Gortzis, European Business Ethics Network (EBEN) President

14:00pm-14:10pm Anthony Gortzis, European Business Ethics Network (EBEN) President

Ethics, the Economy and the Responsible Excellence Model (RME)

14:10pm-14:20pm John Filos, Panteion University, GREECE

The Role of the Audit Committee in the Corporate Governance of an Organization

14:20pm-14:30pm Nancy Papalexandris, Athens University of Economics and Business GREECE

Ethics in the Workplace: the Role of HRM

14:30pm-14:40pm Harris Laoudis, Managing Director, Ira Media

New Tourism Marketing Opportunities in Emerging EU (European) Countries through Marketing Intelligent tools

14:40pm-14:50pm Despina A. Karayanni and Efthimios Dragotis, University of Patras, GREECE

Responsibilities and Ethics of the Greek Businesses on Tourism Industry. An Explanatory Quantitative Research

14:50pm-15:00pm Harry Ph. Sophocleous and Andreas Masouras, Neapolis University Paphos, CYPRUS

Voters' Behavior: what Drives Political Consumption in Cyprus? An Analysis of the Behavior of Young Voters

15:00pm-15:10pm Anastasios E. Politis, Hellenic Union of Graphic Arts & Media Technology Engineers, GREECE, Christos Sarigiannidis, University of Patras, GREECE and Vasilios Voutsinas, University of West Attica, GREECE

The Environmental Aspects of Packaging – Implications for Marketing Strategies

15:10pm-15:20pm Lambros Tsourgiannis, Directorate of Public Health and Social Care of Regional District of Xanthi Region of Eastern Macedonia & Thrace, GREECE, Theodoros Markopoulos, Regional District of Kavala, Region of Eastern Macedonia and Thrace, GREECE and Vasilis Zoumpoulidis Eastern Macedonia & Thrace Institute of Technology, Drama, GREECE

An Examination of Consumers' Attitudes Towards Genetically Modified-Food: The Greek Case

15:20pm-15:30pm Charalampos Tziogas, Aristotle University of Thessaloniki, GREECE and Naoum Tsolakis, University of Cambridge, United Kingdom
The Dawn of GDPR: Implications for the Digital Business Landscape

15:30pm-15:40pm Anastastios Politis, HELGRAMED - Hellenic Union of Graphic Arts and Media Technology Engineers, GREECE
Innovation in Graphic-Print Communication and its Contribution to Marketing Strategies

15:40pm-15:50pm Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE and Sotiris Varelas, Neapolis University of Paphos, CYPRUS
To Be or not to Be? Which is the Case with Robots in the Hotel Industry?

15:50pm-16:00pm questions & answers

16:10pm-16:50pm INVITED SPEECHES

**Location: Conference Venue – Amarilia Hotel Virtual Speeches LIVE STREAMING
Antigone Central Room**

CHAIR

Androniki Kavoura, University of West Attica, GREECE

16.10pm-16.30pm Invited Speaker Prof. Michael Belch, San Diego University, USA

Title of Speech -FORGETTING WHAT GOT US HERE: TRUMPING MARKETING. Marketers are paying less attention to the teachings of the past 50 years in an attempt to find the quick fix.

16.30pm-16.50pm Invited Speaker Prof. Ulrike Gretzel, California University, USA

Title of Speech- Progress in Smart Tourism Research

TRACK 8 VIRTUAL PRESENTATIONS (PART B) LIVE STREAMING

Location: Antigone Central Room

16:50pm-17:00pm Kleopatra Konstantoulaki, University of Westminster, London, UK, Ahmet Yigitbas, University of Westminster, London, UK, Apostolos Giovanis, University of West Attica, GREECE and Ioannis Rizomyliotis, University of Brighton, UK

Understanding Consumers' Attitudes and Behavioural Intentions Towards Corporate Social Responsibility in the Airline Industry: The Role of Perceived Value and Expectations

17:00am-17:10am Natalya Totskaya, Laurentian University, CANADA

The Role of Social Relations in Fostering Entrepreneurship and Creative Use of SME Resources

17:10pm-17:20pm David McLain and Efstathios Kefallonitis, State University of

New York at Oswego, USA

Advances and Distinctions in the Use of Neurosensory Methods Versus Surveys for Studying the Customer Experience

17:10pm-17:20pm Dimitrios Belias, Technological Educational Institute of Thessaly, GREECE

Adventure Tourism-Examining Cases of how it Can Contribute on Rural Development in Greece

17:20pm-17:30pm questions & answers

17:30pm-18:00pm **Industry Recognition Ceremony**

19.00pm-21.00pm SOCIAL ACTIVITIES

GREEK YAMMY CORNER at the conference venue-Greek products for delegates to taste and drink

19:30pm-20:00pm Traditional Folklore Dancing with musical instruments from Municipality of Kea

Traditional Folklore Dancing with musical instruments from Municipality of Mitilini

20.00pm-21:00pm Latin Party for ICSIMAT delegates at Amarilia Hotel

12:00am-3:00am GREEK NIGHT OUT AT BOUZOUKIA (optional)

Saturday 20.10.2018

7.00am-20.00pm SOCIAL ACTIVITIES, TRACK 8 ON THE BOAT TO THE ISLAND AND EXPERIENTIAL WORKSHOP 1

Day excursion to the Island of Kea (Tzia) Departure by private bus from the hotel at 7.00am, the boat leaves for Kea at 8.00am.

(For those staying at the hotel, -breakfast will be served at 6.30am this day at Amarilia hotel)

(Delegates who wish to come on their own and have already verified it, should be at the Lavrio port at 7.30am outside the ship for KEA-TZIA).

Tour of the island

THINK TANK –EXPERIENTIAL WORKSHOP 1 of the Conference (1 hour)
Delegates will work in groups to provide their expertise from the different fields of marketing, tourism, management etc) for KEA-TZIA

Departure at 18.45pm for Lavrio port and return to the hotel with the private bus at Amarilia hotel around 20.00pm.

TRACK 9 Location: on the boat's reception private room

Wine and Culinary Skills in the Digital Economy by Means of Social Media & Collaborative Consumption

CHAIRS

Andreas Masouras, Neapolis University Paphos, CYPRUS
Magda Peistikou, Independent Researcher, GREECE

8:10pm-8:20pm Pawel Bryla, University of Lodz, Lodz, POLAND

The Importance Attached to Culinary Blogs in the Promotion of Food Products with Health and Nutrition Claims – a Perspective of Polish Processors and Distributors

8:20am-8:30am Andreas Masouras, Ioannis Komodromos, Christos Papademetriou
Neapolis University Paphos, CYPRUS

CYPRUS'S WINE MARKET: Influencing Factors of Consumer Behaviour as Part of Destination Marketing

8:30am-8:40am Stella Markantonatou and George Pavlidis, Institute of Language and Speech (ILSP)/Athena RIC, GREECE

Greek Culinary Tourism is Lost in Translation

8.40pm-8:50pm Magda Peistikou and Natasha Iliopoulou, Independent Researchers, GREECE

Local Tradition Meets Gastronomy: The case of Mount Athos Area Kouzina

8.40am-8.50am questions & answers

Sunday 21.10.2018

9.00am-20.30pm SOCIAL ACTIVITIES

All inclusive daily tour to Peloponnese, Corinth Canal, sightseeing at the World Heritage Site of Mycenae, lunch break at the picturesque Nafplio in Peloponnese, in the afternoon visit of Skouras' wineries (transport, food, drinks, entrance to the sites are included).

9.00am Departure with private bus from Amarilia hotel

Stop for an hour at the Corinth Canal that connects the Corinthian Gulf with the Saronic Gulf -Bungee jumping from Corinth canal is optional! (As part of alternative tourism!)

12.00am Visit the Archaeological Site of Mycenae a fortified city from the 2nd millennium BC where the well-known myth of Hercules was born. A tour guide will inform delegates for the world famous Lion Gate of the Cyclopean Walls, the beehive Tomb of King Agamemnon & the 14th century BC treasury of Atreus.

14.00pm visit the picturesque Nafplio & lunch at a restaurant by the sea

17.00pm Departure for Skouras Winery & wine tasting

18.00pm Departure for Athens & return at the Amarilia hotel around 20.30pm

Monday 22.10.2018

7:30am-16:30pm SOCIAL ACTIVITIES

Daily cruise to Aigina island – return at Piraeus around 16.30pm for delegates wishing to catch late flights, there is X97 public bus leaving directly for the airport (duration around 1 hour and a half)

7:30am Departure with private bus from Amarilia hotel
(Delegates who wish to come on their own should be at the port of Piraeus at 8.00am outside the ship for Aegina-gate to be announced during the conference)
8:30am boarding on the ship to Aigina

10:00am visit of famous pistachio grooves, the monastery of Saint Nektarios, the ancient Temple of Afaia & the mystery of the Sacred Triangle.

13:00pm buffet lunch at the Folklore Museum of Aigina

THINK TANK – EXPERIENTIAL WORKSHOP 2 of the Conference (1 hour)
Delegates will work in groups to provide their expertise from the different fields of marketing, tourism, management etc) for AIGINA

14:30pm board to the ship for Piraeus port
16:30pm arrive at the port

FORTHCOMING ICSIMAT 2019

17-20 JULY 2019

ISLAND OF CHIOS, GREECE

CONFERENCE VENUE

CHANDRIS HOTEL CHIOS

• Daily Tour Chios Island, Greece

AND MANY MORE...

<http://www.icsimat.com>

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ABSTRACT SUBMISSION January 5th,

2019