

EMAC 2023

Marketing beyond the limits of Certainty:
Distinguishing Twilight from Dawn

27 - 29 September 2023
UNIVERSITY OF PIRAEUS
Athens, Greece



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Contents



Welcome	2
Organizing Committee	3
Acknowledgements	3
Sponsors, Partners & Exhibitors	4
General Information	5
Travel to Piraeus & The University of Piraeus	5
Conference Venue	5
Conference Registration and Onsite Logistics	7
Certificate of Attendance	7
Catering	7
WiFi and Social Media	7
Oral Presentation Guidelines	7
Guidelines to prepare a Poster Presentation	9
Practical Information	10
Welcome – Gala	12
Social Events	14
Keynote speaker	16
Meet the editors	18
Early Researcher Symposium	19
List of Reviewers	20
Programme Overview	24
Conference Programme	25
List of Participants and Co-authors	46

Welcome



EMAC Regional Conference 2023

Welcome to Piraeus and the Department of Business Administration of the University of Piraeus!!

We are proud and delighted to host the 14th EMAC Regional Conference at the city of Piraeus, the main port of Athens and Greece. Piraeus is an international center of transit trade, the 5th largest passenger port in Europe and the busiest container port in the Eastern Mediterranean.

The University of Piraeus is one of the oldest universities in Greece and includes the country's second-oldest business school with a long tradition in connecting industry and academia. It is also the first Business School in Greece where Marketing was taught as a separate scientific domain.

The theme of the Conference is "Marketing beyond the limits of Certainty: Distinguishing Twilight from Dawn" and the conference aspires to address the challenges of applying marketing in our difficult and VUCA times and to introduce our scientific domain as an antidote to pessimism. Marketing has always been the window of the firms to the real world and as such, a major opening to rationality, reality and re-imagination. We envision marketing as a force behind the expansion of our horizons. At the age of Uncertainty, as the centennial issue of Foreign Affairs claims, our business, technological and philosophical status quo is a precarious predicament from which economies need to escape. It is our duty to seek even the slightest glimpse of light and to expand it to a bright and sunny path, always following the ancient Greek notion of moderation (Metron).

In these times, a record breaking 150 participants decided to come to Piraeus and join us in pursue of a constructive and productive dialogue among scientists of different backgrounds and specializations but of the same interest for the successful application of Marketing in our economies and societies. We wish to everyone a unique and marvelous conference experience at the University and the City of Piraeus and a great stay in Greece.

Finally, please allow me to express our gratitude to the management and staff of the University of Piraeus for their support, to our volunteers for their good spirits and, last but not least, to EMAC's Executive Secretary Anne-Laure Marteaux, for her continuous support, guidance and expert advice.

Καλώς ήρθατε και καλά να περάσετε! (Welcome and enjoy your stay – in Greek)

For the organizing committee

Markos Tsogas

Associate Prof. of International Marketing

Chairman of EMAC Regional Conference 2023



Organizing Committee



Markos H. Tsogas,

Associate Prof. of International Marketing, University of Piraeus

Thanos Kouremenos,

Emeritus Professor of Marketing, University of Piraeus

Marina Kyriakou,

Adjunct Lecturer of Marketing, University of Piraeus

Acknowledgements

The EMAC 2023 Regional Committee would like to thank the following people for the support they have provided:

Anne-Laure Marteaux, EIASM, Belgium

Christina Contogoulidou, International Relations Office, University of Piraeus

Maria Vlaxakou, University of Piraeus Research Center

EMAC 2023 Regional Sponsors, Partners and Exhibitors

EMAC 2023 Regional Reviewers

All EMAC 2023 Regional Participants and Presenters

All EMAC 2023 Regional Volunteers



Sponsors, Partners & Exhibitors



Φυσικά Καλλυντικά
από την Ελλάδα

General Information



Travel to Piraeus & The University of Piraeus

The Conference will be held in the University of Piraeus.

How to Get There:

Air Connections

Athens International Airport is the closest airport to The University of Piraeus and is situated only 35 minutes (48 km) away.

Public Transportation

METRO

The airport is accessible via Metro's Line 3 (Blue Line): "Municipal Theater" ("Dimotiko Theatro") (Piraeus) – Airport

<https://stasy.gr/en/timetables/line-3/>

BUS SERVICES (OSY)

Four bus routes connect directly Athens and Piraeus with the airport. All buses set down passengers at the Departures Level and depart from the Arrivals Level, between Exits 4 and 5.

<https://www.oasa.gr/en/visit-athens/airport-express-bus-lines/>

For the Venue, you can use Lines 040, 049, 130, 217, 218, 229, 500, 915, A1, B1, X96 stop "Benizelou"

For further information please contact the OASA (Athens Urban Transport Organisation) call centre at 11 185, or call the Piraeus Port Authority at +30 210 4147800.

TRAM

Line T7 – station "Plateia Deligianni"

<https://stasy.gr/en/timetables/tram/>

TAXI OR CAR

Taxis are available at the designated Taxi waiting area located at Exit 3 of Arrivals Level of Athens Airport.

Travel to University of Piraeus, Main Building, M. Karaoli & A. Dimitriou St., 80, 18534 Piraeus

Conference Venue

The University of Piraeus is located in the center of Piraeus City, within walking distance from bus stops, tram stops and the metro station Dimotiko Theatro.



University of Piraeus

Address: 80, M. Karoli & A. Dimitriou St., 18534 Piraeus, Main Building

The entrance to the University is through Deligiorgi Street.

Conference Registration and Onsite Logistics

EMAC 2023 Regional Conference delegates will receive their badge holder with lanyard and all relevant conference information upon registration.

Registration and Information Desk is located in the University of Piraeus Main Building, on the Ground Floor.

Certificate of Attendance

Certificates of attendance will be sent to all delegates at the end of the conference. Presenter and poster presentation certificates will be sent upon request - if you require these, please contact Anne-Laure Marteaux, EMAC Executive Secretary (emac@eiasm.be).

Catering

Coffee breaks and lunch breaks will be located in Main Building's Foyer, on the Ground Floor.

WiFi and Social Media

Wi-Fi

Internal/public sector delegates can access the internet via Eduroam. External (non-public sector) delegates can access the internet through Unipi free wi-fi.

We welcome you to join the discussion at EMAC 2023 Regional on LinkedIn and Facebook.

Oral Presentation Guidelines

Language

English

Presentations format

PowerPoint (PC/Mac)

Please note that if there are movie clips included in the presentation file, then the original movie files must also be supplied as separate files.

If you wish you can use EMAC 2023 Regional template.

Speaker Presentations

Please note that presentations should ONLY be uploaded on the day of your presentation. All presentations will be cleared from all computers at the end of each day therefore please ensure you only upload your presentation on the day of your allocated presentation time.

Please note there is no centralized speaker preparation room. Presentations should be checked into your allocated presentation room only. Please refer to the Final Programme available on the conference website for full details of all sessions. Technical staff will be on-hand to assist you in all meeting rooms. Presenters should not provide their own laptop as presentations will be loaded onto the main session room computer. It is recommended that you bring your presentation on a USB memory stick and if possible, also carry a back-up USB version in case one file is corrupted.

NOTE If there are movie clips included in your presentation you must bring the original movie files as well as the PowerPoint file, otherwise your movie clips may not run

Presentation Timing

Presenters are asked to make their way to the room in which they are presenting a minimum of ten minutes prior to the start of the session to allow them to meet the chair of the session. The chair will remind the presenter of their timings before the start of the session. All Oral Presenters have 15 minutes for their presentation, with 2-3 minutes immediately after their presentation, to take questions from the audience.

Keeping to Time

The programme contains a high number of presentations and it is therefore imperative that the sessions start and finish on time. Please ensure you keep within your allocated presentation time otherwise the Chair will ask you to conclude.

Audio Visual Support During Presentations

There will be technicians/volunteers in the room should any problems occur with the audio-visual equipment. Please seek their support if you require this at any time during your presentation.

Photographs

Please note that some sessions may be photographed for further EMAC promotional use.

Guidelines to prepare a Poster Presentation



Presenters will interact with attendees while standing next to their Poster Presentation. Attendees at Poster Presentations will stroll by looking for topics of interest. Presenters need to attract attention with a good topic and a visually interesting presentation. Organization and clarity are critical. A poster presentation should attract people's interest as they walk by and then be easily reviewed to stimulate a one-to-one discussion with the presenters. The goal is to encourage informed discussion about your research. The poster should be easily readable from 1.5 meters (4 feet) away. One or more of the authors must be present during the session. If one author represents a team who wrote the paper, that person should be capable of responding to questions concerning all aspects of the presentation.

Support:

Although we will provide you with tools (adhesive tape, etc.) for hanging your poster, it is recommended that you bring your own materials as a backup. We will not be able to help with the printing of posters.

Format:

There will also be other authors with their poster presentations in the gallery. You will have one poster wall available for your presentation and the dimensions is 100 cm x 210 cm. For that reason, we encourage you to avoid exceeding the dimensions of a Din A0 (84 cm width and 120 cm high).

Type of letter, font and size:

We recommend using the following font and font size:

Type of font: Arial

- Title: At least 36 points.
- Headings: 30 points or more.
- Text: At least 24 points.

Other recommendations:

When choosing a background to frame your visual presentation, remember that neutral or greyish colours will be easier to see than a bright colour. Space your information proportionately. A suggestion is to divide your presentation either horizontally or vertically into three or four sections, and place materials within those sections. We recommend you use illustrations, schemas and graphics so that your presentation can be more attractive.

Practical Information



Language

Greek

Although the official language is Greek, a large majority of people in the tourist industry speaks English.

Currency

Euro (€)

Greece is a Member-State of the European Union and uses its uniform currency – the Euro. Greece, as is the case with the other Member-States of the E.U. uses eight coins as follows: 1, 2, 5, 10, 20 and 50 cents or lepta in Greek and 1 and 2 Euros. The banknotes are issued in the following denominations: 5, 10, 20, 50, 100, 200 and 500 Euros. Currency exchange rates are clearly displayed in every bank that accepts currency exchange, while credit card holders may acquire money from the ATMs of the collaborating banks. Greek banks are open for the public from 8:00 to 14:30 Mondays to Thursdays and from 8:00 to 13:30 on Fridays. They are closed on Public Holidays. Euros can also be exchanged for notes of other foreign currencies at exchange offices that are situated at the airport and certain main ports, in the larger cities, as well as at many tourist destinations. A passport is required when exchanging currencies.

Credit and debit cards accepted in most hotels, restaurants and shops. Some smaller shops, taxis and guesthouse accommodation may only accept cash.

Time Zone

Eastern European Time (EET), UTC +2

Climate

Greece has a Mediterranean climate with plenty of sunshine, mild temperatures and a limited amount of rainfall. Due to the country's geographical position, its rugged relief and its distribution between the mainland and the sea, there is great variation in Greece's climate.

For more info you can visit the National Observatory of Athens www.meteo.gr

Telephone Codes

The country code for Greece is +30 which will allow you to make an international call to Greece from another country. Greece telephone code 30 is dialed after the IDD (International Direct Dialing). Greece's country code +30 is followed by an area code and phone number.

Health & Safety issues

If your country of origin is an EU member-state make sure you are a holder of the European Health Card (EHIC) or any other legal EU document issued by your nation's social security agency. In such cases, the necessary treatment in Greece is provided by the following:

- **the Social Security Institute Health Units (polyclinics) or doctor's offices in the region**
- **Regional clinics (former rural clinics) or the Health Centres of the National Health System**
- **the outpatients' departments of the hospitals.**

If your country of origin is not an EU member-state, make sure you have consulted your social security agency for information before travelling.

Emergency Numbers

- **FIRST AID NATIONAL CENTER (Ambulances): 166**
- **SOS DOCTORS : 1016**
- **EUROPEAN EMERGENCY NUMBER: 112**
- **POISONING PHONE CENTER: 210 77 93 777**
- **FIRE AUTHORITY: 199**
- **POLICE: 100**
- **TOURIST POLICE: 1571**
- **PET HOSPITAL: 210 6038023- 24 -28 (Attica Region).**

Travel documents, Passport & Visa

In order to visit Greece you need to have the following travel documents:

-ID card in the case that your country of origin is a signatory to the Schengen Agreement, you may use your national ID to enter the country and you may stay for a three-month period. In these cases a passport is not necessary, although you will need it in a variety of other transactions, including currency exchange, shopping etc.

-Visa: If your country is not a member of the Schengen Agreement, make sure you obtain further information from the Greek Embassy or Consulate in your country before your trip, or from your travel agency. In case you travel with Visa, make sure you also have suitable insurance coverage for emergency medical or other needs.

-Passport: If your country of origin is one of the following non-EU countries, your passport allows you to visit Greece and remain in the country for up to three months (90 days) within a six-month period: Andorra, Argentina, Australia, Brazil, Brunei, Canada, Chile, Costa Rica, Croatia, El Salvador, Guatemala, Honduras, Israel, Japan, Malaysia, Mexico, Monaco, New Zealand, Vatican, Nicaragua, Panama, Paraguay, San Marino, Singapore, South Korea, USA, Uruguay, Venezuela. Find out more on the official webpage of the Hellenic Ministry of Foreign Affairs.

Use of electronic devices

Electric power voltage in Greece is 230 V / 50 Hz and the plugs are F type. To avoid the danger of short circuit, make sure to have in your suitcase the necessary transformers / adaptors for your electronic devices or make sure that this will be provided by the relevant socket.

Consumer's protection

During your stay in Greece, as a consumer you are protected throughout your transactions by the Greek legislation. In case of omission or infringement of the above, you can call to Tourist Police in 1571 (24/7 in operation). In the event you need to file a complaint, you may contact with the Hellenic Ministry of Tourism, sending an email in the following address:

Tipping

There are no hard and fast rules for tipping in Athens. If you are happy with the service, a 10% tip is customary, particularly in restaurants, bars or cafés.

For more info you can visit <https://www.visitgreece.gr/faq/>

Welcome – Gala

Welcome Reception

Wednesday 27th September 2023, 18.00 – 21.00

Let us welcome you to the EMAC 2023 Regional Conference by joining us at the Welcome Reception, which will take place at the Benaki Museum of Greek Culture. Our delegates will enjoy access to the Benaki Museum of Greek Culture, in addition to the Reception.

For further details about Benaki Museum please visit:

<https://www.benaki.org/index.php?lang=en>

Address: 1 Koumbari St. & Vas. Sofias Ave., 106 74 Athens (Roof Garden)

METRO lines 2, 3 (SYNTAGMA & EVAGELISMOS stations)

Attendance is included in the conference registration fee. Entry is not permitted before 18.00 hours.



Conference Gala dinner

Thursday September 28th 2023, 19:00 - 23:30

The EMAC 2023 Regional Conference Gala Dinner is a highlight of the Conference offering an evening of networking and entertainment. The Dinner will be held at the Piraeus Marine Club, a highly prestigious private club in the heart of the Port of Piraeus. The Board of Directors of the Club have agreed to host our Gala Dinner at their premises, a decision for which the Organizing Committee feels very honored! The Piraeus Marine Club was established in 1968 by a group of Greek Shipowners. Today, 50 years later, the Club has a membership of more than 500 members and its symbolic logo, the seagull with the universe in the background, is displayed on the walls of shipping executives' offices, both in Greece and abroad, in testimony of their membership.

Address: Miaouli Av. 51 – 7th Floor – 185 37 – Piraeus

The walking distance is 850 m from the Metro Station (Dimotiko Theatro) and from the University is 1,4 km.

Attendance is included in the conference registration fee.



Social Events

Full moon visit to the Temple of Poseidon and dinner by the sea

Friday 29th September afternoon

After the closing of the Conference, we have prepared for you an unique experience!

A visit to the temple of Sounion and a guided tour of the archaeological site. The sanctuary of Sounio (the famous temple of Poseidon) is one of the most important ones in

Attica. Situated at a unique site (cape Sounio) the sanctuary is one of the major sights of Greece. It is one hour's drive from the centre of Athens. The route to Sounio follows the coastline of the Saronic Gulf passing through the tourist resorts of Varkiza, Ayia Marina, Lagonissi, Saronida, Anavissos, and Legrena. Look out of the window of your car or bus and you will enjoy the sparkling blue sea.

After the tour we will have the opportunity to enjoy the unique view of the sunset from the Cape of Sounion. It's a spectacle you won't soon forget.

Departure for the traditional tavern Ntelenia. Dinner on the sea, with traditional Greek fish dishes, overlooking the Aegean Sea, under the light of the September full moon.



Cruise to islands of Saronic Gulf

Saturday 30th September

For those who choose to stay one more day in Athens we organize cruise to islands of the Saronic Gulf. We will visit Hydra, Poros and Aegina, three islands overflown with history, cosmopolitan aura, religious experience along with sounds, colors and images that you want to keep with you forever.



Keynote speakers



Spiros Gounaris

Professor of Marketing, University of Strathclyde, UK

Professor Gounaris has been a member of staff of the Department of Marketing in the University of Strathclyde since 2012, where he has served as Head of the Marketing Department as well as Associate Dean for Research. Prof. Gounaris has been a Member of the European Marketing Academy (EMAC) since 1993 and Elected Vice President for Corporate Relations (2016-2019), a Founding Member of the Greek Marketing Academy, member of the European Marketing Confederation Academic Board. Prof. Gounaris is Associate Editor of the European Journal of Marketing while also seating on the editorial boards of the Industrial Marketing Management Journal and the Journal of Service Research.

His work has repeatedly appeared in various prestigious international journals including Journal of Product Innovation Management, Tourism Management, Industrial Marketing Management, Journal of Business Research, European Journal of Marketing, Journal of Business and Industrial Marketing, Journal of Services Marketing etc. As a result, his work is also widely cited with almost 10.000 citations. He has received the Highest Quality Rating Award from ANBAR and best paper award from the Journal of Business & Industrial Marketing. He has also published two books in Greek, Services Marketing and Key Account Management.



Vangelis Apostolakis

Deputy Senior Partner of KPMG in Greece, Chairman and CEO of KPMG Advisors and Head of KPMG Private Enterprise & Family Business Services

Vangelis has a total of 36 years of experience advising senior management. He joined KPMG in 1995 promoted to Partner in 1998, in 2007 assumed the role of head of Advisory function, in 2012 was promoted to Deputy Senior Partner. Additionally, he is the Clients & Markets Head representing KPMG Greece in the global team for developing and implementing the commercial and key accounts strategy in Greece, leading personally several key accounts. In the last 5 years he has launched and manages the Family Business Advisory group.

He has advised a plethora of local and international clients primarily in the areas of strategic planning, business processes and systems redesign, restructuring and reorganization, management information systems design. A large part of his experience comes from the design and implementation of human resources management systems and executive search and selection as well as advising the private client in drafting a family constitution and succession planning strategies. Prior to KPMG, he has worked in Greece and abroad at: British Telecom, Ernst & Young, ICAP.

He holds a MSc in Management Science from the Southampton University and a BSc in Operational Research and Computing from the Leeds Metropolitan University. He is also a Certified Intelligent Leadership Executive Coach and a Certified STEP Family Business Advisor. He is former Vice President of the British Hellenic Chamber of Commerce and member at numerous professional organizations.

Meet the editors

It is with great honor and pleasure that we are hosting a Meet the Editors Session. We would like to thank the Academic Journals that accepted our invitation and the distinguished colleagues who kindly agreed to participate.

Journal of Business Research

Prof. Stacey Robinson, The University of Alabama, Tuscaloosa, Alabama, United States of America

European Journal of Marketing

Prof. Spiros Gounaris, Strathclyde University, UK

International Marketing Review

Prof. Nina Michaelidou, Loughborough University, UK

Journal of Product & Brand Management

Prof. Cleopatra Veloutsou, University of Glasgow, UK

Journal of Consumer Behaviour

Prof. Nina Michaelidou, Loughborough University, UK

Journal of Sustainable Marketing

Prof. Elif Karaosmanoglu, Istanbul Technical University, Turkey

Early Researcher Symposium

Pre-Conference 4th Early-Stage Researcher Symposium



Piraeus, Greece, 27 September 2023

ERS is an initiative of EMAC for early-stage researchers, including young lecturers, postdocs, PhD students as well as senior researchers who want to learn more about how to conduct research and publish. The symposium provides an opportunity to learn from experienced researchers and supports the development of professional skills for building an academic career. The ERS is an opportunity to meet like-minded people, present your research interests, exchange ideas and potentially start project collaborations and networking.

We are pleased to announce that renowned scholars in the field of marketing are willing to share their research experiences and insights related to high quality research in marketing:

12:30-13:45 **Welcome; ERS Session 1: Morana Fudurić**, University of Zagreb: Writing for different academic journals and how to position yourself in relation to your core topic;

14:00-15:00 **ERS Session 2: Andrea Weihrauch**, University of Amsterdam: Making contacts with academia and industry: how to approach different potential partners and find research partners;

15:00-16:00 **ERS Session 3: Ozlem Sandikci Turkdogan**, University of Glasgow: Consumer culture theory/qualitative research and career development as a qualitative researcher – online;

16:15-17:15 **ERS Networking Session & Research Collaborations: Vesna Zabkar**, University of Ljubljana, ERS Co-Chair, with **Elif Karaosmanoglu**, Istanbul Technical University, EMAC VP Conferences and **Mirkó Gáti**, Corvinus University Budapest, for EMAC Climber Community.

Corina Pelau, Bucharest University of Economic Studies, for EMAC Climber Community and **Luk Warlop**, Bi Norwegian Business School, ERS Co-Chair, will join online.

List of Reviewers

We would like to express our gratitude to the 162 reviewers performed their highly responsible task of evaluating scientific articles submitted to the conference.

Madalena Abreu I SCAC Coimbra Business School	Marcelo de la Cruz Jara Ludwig-Maximilians-Universität München
Diletta Acuti University of Portsmouth	Svetlana De Vos Australian Institute of Business
Lina Altenburg KU Leuven	Nathalie Demoulin IESEG School of Management, LEM-CNRS (UMR 9221)
Nesenur Altinigne Istanbul Bilgi University	Vytautas Dikcius Vilnius University
Gisela Ammetller Universitat Oberta de Catalunya	Amela Dizdarevic Aston Business School
Daniela Andreini University of Bergamo	Sergio Dominique-Ferreira Polytechnic Institute of Cavado and Ave
Maja Arslanagic-Kalajdzic University of Sarajevo	Paulo Duarte Universidade da Beira Interior
Nermeen Atef Cairo University	Julija Dzenkovska Newcastle University Business School
Eugene Aw UCSI University	Matthias Eggenschwiler University of St.Gallen
Ashwin Baliga IESEG School of Management	Anett Erdmann ESIC University
Somnath Banerjee North Dakota State University	Ismail Erzurumlu NEOMA BS
Karla Barajas-Portas Unviersidad Anahuac Mexico	Hossein Eslami Lebanese American University
Rituparna Basu International Management Institute, Kolkata	Ana Estima University of Aveiro
András Bauer Corvinus University of Budapest	Andrew Farrell Aston Business School
József Berács Corvinus University of Budapest	Alessandro Feri John Cabot University - Edinburgh Napier University
Nick Bombaj University of Amsterdam	Dorian Florea CENTRUM Graduate Business School, Pontifical Catholic University of Peru
Mélanie Boninsegni IPAG Business School	Moreno Frau Corvinus University of Budapest
Vasiliki Boukouvala University of Patras	Marcela Garza Segovia La Salle - URL
Philipp Brüggemann FernUniversität in Hagen	Consuela Madalina Gheorghe "Carol Davila" University of Medicine and Pharmacy, Bucharest
Pascal Bruno I nternational School of Management (ISM)	Roberta Giannini UBIS
Andrea Bublitz University of Zurich	Petar Gidaković University of Ljubljana
Moeen Butt Lahore University of Management Sciences	Narek Grigorian Aston Business School, Aston University
Kimmy Chan Hong Kong Baptist University	Ruchi Gupta Shaheed Bhagat Singh College, University of Delhi
Evi Chatzopoulou University of Patras	Emet Gürel Ege University
Krzysztof Chmielewski Kozminsky University	Ulla Hakala Turku School of Economics, University of Turku
Kathleen Cleeren KULeuven	Phil Harris University of Chester, University of South Africa (UNISA), Woxsen University, Hyderabad, India, Good Governance Institute, London & Harris-Magee
Vasileios Davvetas University of Leeds	
Evert de Haan University of Groningen	

Andreas Hauschke University of St.Gallen
Dominik Hettich Goethe University Frankfurt
Lieve Heyrman KU Leuven
Julian Hofmann EM Normandie Business School
Richard Huaman-Ramirez EM Strasbourg Business School
Markus Husemann-Kopetzky Freie Universität Berlin
Selay Ilgaz Sümer Baskent University
Vita Kadile University of Leeds
Epaminondas Katsikas University of Kent
Evangelia Katsikea ICN Business School, Paris & CEREFIGE, University of Lorraine
Anikó Kelemen-Erdős Óbuda University
Monica Khanna K J Somaiya Institute of Management, Mumbai
Do Khoa University of Houston
Soyoung Kim Pace University
Yenee Kim Edhec Business School
Meltem Kiygi-Calli Kadir Has University
Benjamin Klink University of St.Gallen
Tatjana König Saarland Business School htw saar
Rita Kottasz Kingston University
Efthymia Kottika Prague University of Economics and Business
Franziska Kullak University of Bayreuth
Nikolaos Kyriakopoulos TU Delft
Marina Kyriakou University of Piraeus
Charlotte Lecuyer University of Lyon
Leon Gim Lim Tilburg University
(Joyce) Jingshi Liu Bayes Business School, City, University of London
Christos Livas U niversity of Patras
Jose Angel Lopez Sanchez Universidad de Extremadura
Melissa Lotter Tshwane University of Technology

Apostolia Loukopoulou Athens University of Economics and Business
Laura Lucia-Palacios University of Zaragoza
Nada Maaninou EM Strasbourg Business School
Giulia Maimone UCSD
Vincent Mak University of Cambridge
Igor Makienko University of Nevada Reno
Sumit Malik Monash University, Malaysia School of Business
Timo Mandler Toulouse Business School
Vladimir Melnyk Universidad Carlos III de Madrid
Mariano Méndez Suárez ESIC University
Mesay Menebo University of South-Eastern Norway
Choukri Menidjel Echahid Cheikh Larbi Tebessi University
Milena Micevski Copenhagen Business School
Daniela Micu C openhagen Business School
Lucija Mihotić Vienna University of Economics and Business, Faculty of Economics and Business Zagreb
Sarit Moldovan T he Open University of Israel
Stéphanie Montmasson Kedge Business School
Nick Naumov University of Northampton
Friederike Paetz Clausthal University of Technology
Teresa Paiva Guarda Polytechnic Institute
Altani Panagiotopoulou Athens University of Economics and Business
Karolos Papadas University of York
Evagelia Papadimitriou Athens University of Economics and Business
Giulia Pavone Kedge Business School
Adrian Peretz Oslo Metropolitan University
Juho Pesonen University of Eastern Finland
Doreén Pick University of Applied Sciences Merseburg
Lamprini Piha National and Kapodistrian University of Athens
Marta Pizzetti emLyon Business School
Athanasios Poulis University of Patras

Célia Ramos ESGHT - Universidade do Algarve	Ana Tezak Damijanac Institute of Agriculture and Tourism
Olga Rauhut Kompaniets Halmstad University	Prokopis Theodoridis Hellenic Open University (H.O.U.)
Daphne Ribbers Ghent University	Jean-François Toti Université de Lille - IAE
Petra Riefler University of Natural Resources and Life Sciences, Vienna	Sangeeta Trott ITM-SIA Business school
Mornay Roberts- Lombard University of Johannesburg	Maria Giulia Trupia University of California at Los Angeles
Wendy Rop Moi University	Markos Tsogas University of Piraeus
Robin-Christopher Ruhnau Catholic University of Eichstaett-Ingolstadt	Berta Tubillejas-Andrés Universidad de Valencia
Sebastian Sadowski Radboud University Nijmegen	Sergey Turlo Goethe University Frankfurt
Fatih Sahin Bandirma Onyedi Eylul University	Estelle van Tonder North-West University
Ana Salazar Universidade Fernando Pessoa	Jose Luis Vazquez University of Leon
Giada Salvietti University of Parma	Daniel Villanova University of Arkansas
Sotirios Sampanis Athens University of Economics and Business	Giovanni Visentin ESCP Business School
Franco Sancho-Esper University of Alicante	Andrea Weihrauch University of Amsterdam
Christopher Schraml University of St.Gallen	Marco Weippert University of Stuttgart
Beata Šeinauskienė Kaunas University of Technology	Jinyan Xiang Virginia Tech
Vikas Singla Punjabi University Patiala	Xisi Yang HHL Leipzig Graduate School of Management
Konstantinos Solakis University of Ioannina	Narine Yegoryan Humboldt University Berlin
Elisa Solinas University of Southern California	Tuba Yilmaz BI Norwegian
George Spais Hellenic Open University	Marina Zanfardini Universidad Nacional del Comahue
Antonios Stamatogiannakis IE Business School - IE University	Grzegorz Zasuwa The John Paul II Catholic University of Lublin
Svetla Stoyanova-Bozhkova Bournemouth University	Xia Zhu Faculty of Business and Law, The Open University
Ana Suárez Vázquez University of Oviedo	Ignas Zimaitis Vilnius University
Esther Swilley Kansas State University	Berislav Žmuk University of Zagreb
Arash Talebi EDHEC Business School	Georgia Zouni University of Piraeus

Programme Overview

Wednesday

12.00 – 17.30	Early Researcher Symposium
18.30 – 21.00	Welcome Reception

Thursday

9.30 – 11.00	Welcome & Keynote
	Coffee Break
11.30 – 13.00	Parallel sessions
	Lunch Break
14.00 – 15.30	Parallel sessions + Poster Session
	Coffee Break
16.00 – 17.30	Parallel sessions
19.00 – 23.00	Gala Dinner

Friday

8.00 – 10.00	Parallel sessions
	Coffee Break
10.30 – 11.30	Meet the editors
11.30 – 13.00	Parallel sessions
	Lunch Break
14.00 – 15.00	Parallel sessions
15.00 – 15.30	Conference Closing & Presentation of EMAC 2024 Regional
16.00 – 23.00	Social Event

Conference Programme

Wednesday

12.00 – 17.30

Early Researcher Symposium

18.30 – 21.00

Welcome Reception

Thursday

9.30 - 11.00

Central Amphitheatre

9.00 - 9.30

Registration

9.30 - 10.00

Welcome

Markos Tsogas, University of Piraeus, EMAC 2023 Regional Chairman

Michail Sfakianakis, Rector, University of Piraeus

10.00 - 11.00

Keynote Speakers

Spiros Gounaris, Professor of Marketing, University of Strathclyde

Marketing in the Times of Digital Tech: A Virtue for the Reality or a Virtual Reality?

Vangelis Apostolakis, Deputy Senior Partner of KPMG in Greece, Chairman and CEO of KPMG Advisors and Head of KPMG Private Enterprise & Family Business Services

Market Driving Strategies in the Mature Business of Management Consulting: The Case of Family Business Consulting in Greece.

Coffee break

11.30 – 13.00

Session:

International Marketing

Central Amphitheatre

Session Chair:

Dionysios Skarneas

Looking beyond individual financial goal orientations: A cross-country study to maintain consumer's financial well-being

Ambika Prasad Nanda, Jagdish Sheth School of Management; Ranjan Banerjee, BITS Institute of Management (BITSoM) Mumbai

The effect of implicit versus explicit country-of-origin cues on consumers' willingness to pay for a brand

Maria Montanari, University of Vienna; Luisa Bell, University of Vienna; Adamantios Diamantopoulos, University of Vienna; Udo Wagner, University of Vienna

The strongest predictors of the country-of-origin effect on the food market

Pawel Bryla, University of Lodz

The Country of Shipping Origin (COS) Effect in Cross-border E-commerce

SHUBIN YU, BI Norwegian Business School; Huaming Liu, University of Granada

Session:	Consumer Behaviour
Room 335	
Session Chair:	Wilson Bastos

"Let's Talk about Socially Interactive Products": How the Conversational Value of SIPs Explain Consumers' Desire for the Technology
Wilson Bastos, Universidade Catolica Portuguesa

Exploring Consumer Boycott. A Case of Russia-Ukraine War in the Communication on Facebook
Chrystyna Misiewicz, Kozminski University; Karolina Małagocka, Kozminski University; Elwira Duś-Prieto, Kozminski University

It's not Enough to Get Close to Home! Intervening Effects of Sustainability Based Motives and Corporate Hypocrisy in a Nearshoring Decision
Çağla Dayanğan, Dokuz Eylül University; Nilay Bıçakcioğlu-Peynirci, Sussex Business School, University of Sussex; Özge Özgen, Dokuz Eylül University

Counting to a Round Number Precisely: Effect of Symmetric Chunking on Ease of the Process and Counting Confidence
Sanjeev Tripathi, Indian Institute of Management, Indore, India; Sakshi Aggarwal, Indian Institute of Management (IIM) Amritsar

Session:	Digital Marketing
Room 336	
Session Chair:	Mirkó Gáti

The role of e-health literacy in general e-health adaptation among Gen Z
Ádám Konstantin Rojkovich, Corvinus University of Budapest; Ildikó Kemény, Corvinus University of Budapest

Nudging in the Digital World: An Up-to-Date Systematic Literature Review
Zsófia Gyulai, University of Szeged - Faculty of Economics and Business Administration, Department of Business Studies; Balazs Revesz, University of Szeged

Highway to the Danger Zone-A Systematic Review of The Hazard Side of E-Commerce in Small Companies
Helena Rodrigues, ISCTE-IUL, University Institute of Lisbon, Business Research Unit (BRU-IUL) & Universidade Europeia; Pedro Miguel da Costa, ISCTE; Asad Mohsin, The University of Waikato

Parenting patterns on social media: measuring sharenting behavior in Emerging CEE Markets
Sandra Horvat, University of Zagreb, Faculty of Economics & Business; Akos Varga, Corvinus University of Budapest; Mirkó Gáti, Corvinus University of Budapest; József Hubert, Corvinus University of Budapest; Ildikó Kemény, Corvinus University of Budapest

Session: Branding

Room 339

Session Chair: Elif Karaosmanoglu

Co-Activism in Branding: Collaboration is a Strength
Elif Karaosmanoglu, Istanbul Technical University; Didem Isiksal, Koc University

"Brand Activism: Quo Vadis"
Ioanna Ntelmpenteri, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business; Christos Koritos, ALBA Graduate Business School - The American College of Greece; Athanasios Gkaintatzis, Athens University of Economics and Business

"Show, then tell": Creating Brand Equity through Performative Branding
Benjamin Klink, University of St.Gallen

From Marketing Mix to Brand Equity: The mediating effects of Brand Experience
Meletios Niros, Department of Business Administration, National & Kapodistrian University of Athens; Apostolos Giovanis, Department of Business Administration, University of West Attica; Angelica Niros, Department of Business Administration, Athens University of Economics & Business, 76 Patision st, Athens, 10434, Greece.; Ioannis Rizomyliotis, University of West Attica

Lunch Break

14.00 – 15.30

Session: Greek Marketing Academy Special Session

Central Amphitheatre

Session Chair: George Baltas

The increasingly common phenomenon of Social Media Storms, lessons learned and further research avenues
Konstantinos N. Rigopoulos & Efthymia Kottika

Examining the Adoption of Eco-innovations in the European "Green" Car Market: A Choice-based Conjoint Experiment
Charalampos Saridakis

"Macroeconomics and Macromarketing. From International Marketing Deficits to International Trade Deficits: The Case of Greece
Athanasios Kouremenos

Session:	Political Marketing
Room 335	
Session Chair:	Ioannis Zisis
<p>Prefer Linear or Crooked: A Visual Representation Perspective <i>Sakshi Aggarwal, Indian Institute of Management (IIM) Amritsar</i></p>	
<p>The Communication Strategies Employed by the Lebanese Forces During Their 2018-2022 Election Campaigns: An Analysis of Violence-Infused Discourse <i>Hiba Madi, Saint Joseph University, Beirut</i></p>	
<p>How can we see the big picture if it is constantly changing? <i>Antonis Zairis, Neapolis University, Pafos; Konstantinos Lionakis, Athens University of Economics & Business; Fay Makantasi, diaNEOsis</i></p>	
<p>Political Marketing in Times of Crisis: Resolving the Online Conflict Between Democratic Duties and Branding Motivations for European Parliamentarians <i>Ioannis Zisis, University of Dundee</i></p>	
<p>Reading the mind of Voters: A case of Neuro-politics and voting <i>Raveena Gupta, FMS, Delhi, India; Harsh Verma, FMS, Delhi, India; Anuj Kapoor, IIT Jodhpur</i></p>	

Session:	International Marketing
Room 336	
Session Chair:	Nina Michaelidou
<p>Marketing capabilities and their role for B2B export venture performance <i>Mateja Bodlaj, University of Ljubljana, School of Economics and Business; Maja Arslanagic-Kalajdzic, University of Sarajevo; Barbara Cater, University of Ljubljana, School of Economics and Business</i></p>	
<p>Trust in Formal Institutions in Times of Crisis and Behavioral Outcomes <i>Ilona Szöcs, University of Vienna; Nina Michaelidou, Loughborough University; Milena Micevski, Copenhagen Business School; Živa Kolbl, University of Ljubljana, School of Economics and Business, Marketing Department; Selma Kadic-Maglajlic, Copenhagen Business School; Nemkova Ekaterina, IESEG; Marc Herz, Kleinundpläcking GmbH; Rodrigo Uribe, Universidad de Chile; Evgeniya Nadezhdina, National Research Institute - Higher School of Economics</i></p>	
<p>The impact of perceived brand globalness/localness on purchase intentions <i>Robert Jadach, Wroclaw University of Economics and Business</i></p>	

Session:	Retailing
Room 339	
Session Chair:	Olivier Reimann
<p>Private Labels and Negative Information: Effects within a Retailer <i>Olivier Reimann, ZHAW School of Management and Law; Oliver Thomas, ZHAW School of Management and Law; Liane Nagengast, ZHAW School of Management and Law; Gunther Kucza, ZHAW School of Management and Law</i></p>	
<p>Private Labels and Negative Information: Effects Across Retailers <i>Liane Nagengast, ZHAW School of Management and Law; Oliver Thomas, ZHAW School of Management and Law; Olivier Reimann, ZHAW School of Management and Law; Gunther Kucza, ZHAW School of Management and Law</i></p>	
<p>Le rôle de l'expérience d'anticiper l'utilisation des caisses automatiques dans les magasins sur l'orientation comportementale des clients : l'exemple des grands magasins d'alimentation <i>BECHTEL SOKI, Université de Bourgogne - CREGO EA 7317</i></p>	
<p>A Gravity Model for Retail Store Entry</p>	

Poster Session	
<p>The effect of technology readiness on technology use and the customer base in the context of sales digitalization <i>Mirkó Gáti, Corvinus University of Budapest; Balázs Pelsőci, Corvinus University of Budapest</i></p>	
<p>Influence of Facebook Fan Page Experience with the Nike Brand: An Empirical Study on Young Consumers <i>Pragasen Pillay, University of Cape Town; Romi Adler, University of Cape Town; Leigh Pienaar, University of Cape Town; Dean Swanich, University of Cape Town</i></p>	
<p>The Mediating Roles of Effort and Performance Expectancy in the Relationship between Hedonic and Utilitarian Motivation and Intention to Use Autonomous Vehicles <i>Gabor Nagy, Inseec Business School; Tamara Keszezy, Corvinus University of Budapest; Jhanghiz Syahrivar, Corvinus University of Budapest</i></p>	
<p>Beyond (Just) Service Encounters: A Value-Centered Approach to Customer Participation <i>Richard Bavlsík, Corvinus University of Budapest</i></p>	
<p>Rebuilding Trust in the Banking Sector: A Marketing Strategy for Restoring Client-Bank Relations in the Wake of the Lebanese Severe Economic Crisis (2019-2023) <i>Carine Haber, Banque Libano-Française sal</i></p>	
<p>Hotel owner personality and guest experience: a netnographic study in Kamena Vourla, Greece <i>Alexander Pakhalov, Lomonosov Moscow State University; Iza Dombrovski, Lomonosov Moscow State University</i></p>	

Segmenting eSports Players: Consumer Profiles of Generation Z eSports Enthusiasts

Claudia Brauer, Management Center Innsbruck; Anita Zehrer, MCI Management Center Innsbruck | Family Business Center; Kirsten Hallmann, Deutsche Sporthochschule Köln

An analysis of the psychological predictors of (over)consumption in college students

Rumaila Abbas, University of Wollongong in Dubai; Courtney Hatch, Butler University; Jennifer Rice, Indiana University

Changes in consumers' green grocery purchase as a consequence of high inflation

Yingkui Yang, University of Southern Denmark; Jan Jensen, University of Southern Denmark; René Haldborg Jørgensen, University of Southern Denmark

Sustainability Rhetoric: Slomads

Ivie Porto-Sørdal, University of South-Eastern Norway

Ingredient based Illustrations and human choices : A Neurocognitive Perspective

Anuj Kapoor, IIT Jodhpur; Raveena Gupta, FMS, Delhi, India; Harsh Verma, FMS, Delhi, India; Madhu Vij, Faculty of Management Studies, University of Delhi, India

Location is the key: examining users' attitudes towards location-based advertising

Akos Varga, Corvinus University of Budapest; Evelin Németh, Corvinus University of Budapest

System, interaction, customer: analysing religious organisations as value creators through three service perspectives

Anna Granstedt, Åbo Akademi University

Coffee Break



16.00 – 17.30

Session: Branding

Central Amphitheatre

Session Chair: Kalipso Karantinou

Brand detachment as the mediator of the effect of emotions on WOM and brand loyalty
Evi Chatzopoulou, University of Patras; Markos Tsogas, University of Piraeus

I hate this brand but there is nothing I can do about it
Giulia Minihero, Associate professor, Franklin University Switzerland; Marta Pizzetti, emLyon Business School; Monica Grosso, EmLyon Business School; Vera Dianova, Franklin University Switzerland

The effect of brand love on word of mouth in different business sectors: A systematic literature review and future research agenda
George Xanthakis, Athens University of Economics; Kalipso Karantinou, Athens University of Economics & Business; Athanasios Gkaintatzis, Athens University of Economics and Business

A Systematic Literature Review of Three Decades of Research on the Front End of NPD
Giorgos Papastamatiou, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business; Evy Sakellariou, Kingston University London; Athanasios Gkaintatzis, Athens University of Economics and Business; Maria Trompeta, Athens University of Economics and Business

Session: Consumer Behavior

Room 335

Session Chair: Michail Kokkoris

In Control but Uninspired: Artist Self-control Undermines Perceptions of Creativity
Michail Kokkoris, Vrije Universiteit Amsterdam; Olga Stavrova, Tilburg University

The effect of language on perceived price complexity and the resulting purchase behavior
Gal Mazor, Bar-Ilan University; Dikla Perez, Bar Ilan University; Ann Kronrod, University of Massachusetts, Lowell

THE INFLUENCE OF BLOCKCHAIN ON THE CONSUMER: A SYSTEMATIC LITERATURE REVIEW AND RESEARCH AGENDA

SAMY MANSOURI, Université d'Orléans, Vallorem EA6296; Ransford Asibu, Université d'Orléans VALLOREM EA6296; Joseph Kaswengi, University of Orléans

Consumer reactions to recommendation agents: the effect of maximizing tendencies and risk aversion

Simoni Rohden, IPAM Lisbon; Lelis Espartel, IADE - Universidade Europeia

Session:	Retailing
Room 336	
Session Chair:	Sergios Dimitradis
<p>Bridging Customer Experience with Omni-channel management: an integrative framework for a management and research agenda <i>Sergios Dimitriadis, Athens University of Economics and Business/Research Center</i></p>	
<p>Modeling fashion retail adoption of a virtual dressing room and crowd-wisdom technologies <i>Amir Heiman, The Hebrew university of Jerusalem; Udo Wagner, University of Vienna</i></p>	
<p>Improving Omnichannel Customer Experience with AR on the Home Furniture Market <i>Katalin Hartl, Corvinus University of Budapest; Brigitta Kiss, Lego; Akos Varga, Corvinus University of Budapest; Ildikó Kemény, Corvinus University of Budapest</i></p>	
<p>Maximising omnichannel shopping intention: the impact of experiencing flow and satisfaction <i>Aisha Muthaffar, The University of Newcastle & Umm Al-Qura University; Sonia Vilches-Montero, University of Newcastle</i></p>	
Session:	Green Marketing
Room 339	
Session Chair:	Paraskevas Argouslidis
<p>An empirical investigation into the effect of collectivism on ethical consumption <i>Altani Panagiotopoulou, Athens University of Economics and Business; Paraskevas Argouslidis, Athens University of Economics & Business, School of Business, Department of Marketing & Communication</i></p>	
<p>Exploring the Link between Consumer Attitudes and Behaviour in the Context of Sustainable Clothing: the Role of Social Norms <i>Jūratė Banytė, Kaunas University of Technology; Šarūnė Vaidelinskaitė, Kaunas University of Technology; Laura Salciuviene, Kaunas University of Technology</i></p>	
<p>Climate change, need frustration, and consumer responses <i>Camilla Barbarossa, Toulouse Business School; Maria Carmen Di Poce, Sapienza University of Rome; Alberto Pastore, Sapienza University of Rome</i></p>	
<p>HOW ARE BRANDS AFFECTED BY THE USE OF FOOD ECO-LABELS? REVISITING BRAND IMAGE AND PURCHASE INTENTIONS <i>Daniela Langaro, Instituto Universitário de Lisboa ISCTE-IUL, Businesss Researh Unit (BRU), Lisbon; Mariana Brantuas, ISCTE IUL</i></p>	
<p>19.00 – 23.00 Gala Dinner</p>	

Friday

8.00 – 10.00

Session: Advertising & Communication

Central Amphitheatre

Session Chair: Konstantinos Rigopoulos

Perceived Usefulness and Belief in Digital Advertising Claims

Christos Livas, University of Patras; Margarita Komninou, University of Patras; Efthimios Dragotis, University of Patras

Online behavioral advertising: a systematic literature review of 6 years and future research agenda

Beáta Sikó, University of Szeged

EFFECTIVENESS OF RETARGETED DIRECT MAILINGS: (WHEN) DOES IT WORK?

Saeid Vafainia, ESCP Business School; Ashkan Faramarzi, HEC Paris

A Neural Perspective on the Determinants of Effective Video Advertisements

Pantelis Karavassilis, Rotterdam School of Management; Konstantinos Rigopoulos, Democritus University of Thrace, Department of Economic Sciences

"Visual Elements of Product Packaging: A Systematic Literature Review Using Topic Modeling"

Marilena Siatra, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business; Christos Koritos, ALBA Graduate Business School - The American College of Greece; Athanasios Gkaintatzis, Athens University of Economics and Business

Session: **Tourism Marketing**

Room 335

Session Chair: Rodoula Tsiotsiou

The Role of Haptic/Visual Fidelity in Augmenting Reality (AR) Service Experiences: An Application in Tourism

Rodoula Tsiotsiou, University of Macedonia; Tseng-Lung Huang, National Pingtung University; Ben Liu, Quinnipiac University

The Use of Choice Architecture Tools in Sustainable Tourism: A Systematic Literature Review

Antonis Chortis, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business; Maria Trompeta, Athens University of Economics and Business; Athanasios Gkaintatzis, Athens University of Economics and Business

The Impact of Antecedents on Airbnb Listing Prices: Evidence from Greece

Georgia Zouni, University of Piraeus; Athanasios Athanasiadis, Tourix Services; Myrsini - Sofia Nika, TOURIX SERVICES IKE

Determinants of tourists' loyalty: a descriptive study of a coastal tourist destination

Luis Pereira, University of Algarve; João Silva, Universidade do Algarve; Jorge Andraz, CEFAGE - University of Algarve; Rui Nunes, Universidade do Algarve; Joana Ferreira, Universidade do Algarve

How to succeed with virtual tours? The antecedents of authentic experience

Gaukhar Chekembayeva, Modul University Vienna; Marion Garaus, MODUL University Vienna



Session: Digital Marketing

Room 336

Session Chair: Dimitris Gkikas

SMARTPHONE OR LAPTOP FOR AUGMENTED REALITY ? THE ROLE OF THE DEVICE IN THE INFLUENCE OF AUGMENTED REALITY ON THE BEHAVIOR OF INTERNET USERS

Sarra Msakni, Université paris 1 panthéon sorbonne; Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne

THE INFLUENCE OF THE BREADTH OF THE MENU ON THE REACTIONS OF INTERNET USERS

Thomas Sender, Université Paris 1 Panthéon Sorbonne; Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne

Enhancing EU Services with Chatbot Design: A Model Proposal and Analysis for Efficient Implementation

Dimitris Gkikas, Athens University of Economics and Business; Prokopis Theodoridis, Hellenic Open University (H.O.U.)

Conceptualizing and Operationalizing TikTok Wisdom - First steps towards a domain-specific Wisdom Scale

Tatjana König, Saarland Business School htw saar; Kristin Manthey, htw saar; Christin Fahim, German University Cairo; Liesa Grund, htw saar (Saarland Business School htw); Noha El-Bassiouny, German University in Cairo

New challenges in sponsorship effectiveness evaluation. The role of social media engagement

Konstantinos Koronios, University of Peloponnese; Lazaros Ntasis, University of Peloponnese; Andreas Papadopoulos, University of Peloponnese - Sport Management Department; Petros Kolovos, University of Peloponnese; Maria Tsironi, University of Peloponnese



Session: Branding

Room 339

Session Chair: Lamprini Piha

Measuring Product Commoditization

Udo Wagner, University of Vienna; Fernanda Sepúlveda Simon, (2) Technical University Bergakademie Freiberg; Margit Enke, TU Bergakademie Freiberg

Exploring Team Drivers of Improvisation in New Product Development

Kyriakos Kyriakopoulos, ALBA GBS; Marcel van Birgelen, School of Business and Economics, Maastricht University

How Mortality Salience Hurts Brands with Different Personalities

Antonios Stamatogiannakis, IE Business School - IE University; Polina Landgraf, University of Virginia; Haiyang Yang, Johns Hopkins Carey Business School

Mapping Brand Personification: A Systematic Cartography of the Literature

Pavlina Katiaj, Athens University of Economics and Business; Anastasios Koukopoulos, Athens University of Economics and Business; Timoleon Farmakis, Athens University of Economics and Business; Adam Vrechopoulos, Athens University of Economics and Business, School of Business, Department of Management Science and Technology; Katerina Pramataris, Athens University of Economics and Business

Internal brand orientation, entrepreneurial orientation and firm performance: market and structure contingencies

Lamprini Piha, National and Kapodistrian University of Athens; Vasileios Davvetas, University of Leeds; Karolos Papadas, School for Business & Society, University of York; Anastasios Fotsis, TEFAKO SA



Session: Green Marketing & CSR

Room 002

Session Chair: Antonia Delistavrou

Climate Change Risk Perceptions in a VBN Model to Predict Intentions to Buy Cosmetics and Detergents Containing Recycled CO2

Antonia Delistavrou, International Hellenic University; Irene Tilikidou, Department of Organisations Management, Marketing and Tourism, International Hellenic University

Estimating the Public Health Impact of the Fast-Food Industry: In Search of Missing Counterfactual
Vesna Zabkar, School of Economics and Business, University of Ljubljana; Rok Spruk, School of Economics and Business, University of Ljubljana; Stephen Baglione, Saint Leo University, USA

Exploring Danish consumers' green grocery buying: The role of inflation and rising price level.

Jan Jensen, University of Southern Denmark; René Haldborg Jørgensen, University of Southern Denmark; Yingkui Yang, University of Southern Denmark

Adolescents' perception of different beverages is more influenced by brands than by eco-labels – a quantitative study.

Florian Goller, Fachhochschule Wiener Neustadt, Campus Wieselburg; Julia Eisner, Fachhochschule Wiener Neustadt, Campus Wieselburg; Petra Dirnberger, Fachhochschule Wiener Neustadt, Campus Wieselburg; Robert Fina, Fachhochschule Wiener Neustadt, Campus Wieselburg

Acting "green" without really being green: Understanding responsible choices of clothing disposal in collectivist countries

Thao BUI-NGUYEN, Toulouse Jean-Jaurès University; Fatim-Zohra Benmoussa, Groupe ISCAE

Coffee Break



10.30 - 11.30

Central Amphitheatre

Meet the Editors Session

11.30 – 13.00

Central Amphitheatre

Session: **Tourism Marketing**

Session Chair: Georgia Zouni

Adapting to the new normal: a study on Chinese outbound tourists' travel behaviour in the post pandemic era

EVANGELIA RAPTI, University of Piraeus; Georgia Zouni, University of Piraeus

Profiling Tourists' Segments with types of Destination Love: Matching Emotions to Demographics

DIMITRA MARGIETA LYKOUDI, UNIVERSITY OF PIRAEUS; Georgia Zouni, University of Piraeus; MARKOS TSOGAS, University of Piraeus

Contemporary digital marketing and tourism destination management tools in Greek tourism destinations: A qualitative approach

Ioannis Katsanakis, University of Piraeus; Georgia Zouni, University of Piraeus; Dimitra Stasinou, Hellenic Open University

The role of Social Media Influencers to Tourists Travel Decisions

Athanasios Poulis, University of Patras; Evi Chatzopoulou, University of Patras



Session:

Consumer Behavior

Room 335

Session Chair:

Konstantinos Lionakis

Pursuing Happiness through Status: The Role of Status Consumption, Luxury Consumption, and Materialism in Shaping Consumers' Well-being

George Tamiolakis, Athens University of Economics and Business; George Baltas, Athens University of Economics and Business; Grigorios Painesis, Prague University of Economics and Business

Systematic Literature Review and Proposal of a Theoretical Framework of Schadenfreude in Consumption Context

Didem Isiksal, Koc University; Mehmet Okan, Artvin Coruh University; Nesenur Altinigne, Istanbul Bilgi University

Emotional Intelligence and Emotion Management in Purchase Decisions

Athanasia Vlachou, Athens University of Economics and Business; Konstantinos Lionakis, Athens University of Economics & Business; George Baltas, Athens University of Economics and Business

A Systematic Literature Review of EEG Studies Investigating the Effects of Music on Individuals

Athanasios Gkaintatzis, Athens University of Economics and Business; Kalipso Karantinou, Athens University of Economics & Business; Efthymios Constantinides, University of Twente; Rob van der Lubbe, University of Twente

Session: International Marketing

Room 336

Session Chair: Evangelia Katsikea

The hidden role of property rights in cultural production projects

Yoritoshi Hara, School of Commerce, Meiji University; Takahiro Endo, Peter B. Gustavson Business School, University of Victoria

A Cross-National Study on the Impact of CSR on Employee Loyalty: Contrasting a Developing and a Developed Country

Ovidiu Moisescu, Babeş-Bolyai University, Faculty of Economics and Business Administration, Marketing Department; Oana Gică, Babeş-Bolyai University, Faculty of Business, Department of Hospitality Services; Lăcrămioara Radomir, Babeş-Bolyai University, Faculty of Economics and Business Administration, Marketing Department; Ioana Mihalca, Babeş-Bolyai University, Faculty of Economics and Business Administration

Leveraging Collective Intelligence for Marketing Resilience: Embracing Uncertainty through Collaborative Leadership for Global Teams

Roberta Giannini, UBIS

Linking strategic agility to foreign customer experience innovation in international business ventures: The moderating role of digital marketing capabilities & technological sophistication

Marios Theodosiou, University of Cyprus; Evangelia Katsikea, ICN Business School, Paris & CEREFIGE, University of Lorraine; Oluyomi Alarape, Wragby Business Solutions & Technologies; Christophe Rethore, ICN Business School, Paris & CEREFIGE, University of Lorraine



Session:	Green Marketing
Room 339	
Session Chair:	Despina Karayanni
<p>Determination factors of CSR adoption Efthimios Dragotis, University of Patras; Despina Karayanni, University of Patras</p>	
<p>Broadening marketing's goal. Exploring how wellbeing and sustainability are framing the marketing studies using a bibliometric approach <i>Francesca Celio, Università La Sapienza; Michela Addis, Università Roma 3; Francesco Ricotta, Full Professor, Sapienza University of Rome</i></p>	
<p>Relationship between Materialism and Pro-Environmental Behavior: a Systematic Literature Review <i>Linas Pupelis, Kaunas University of Technology; Beata Šeinauskienė, Kaunas University of Technology</i></p>	
<p>Investigating the Relationship between Perceived CSR Adoption, Cost and Price Markup <i>Margarita Komninou, University of Patras; Christos Livas, University of Patras; Efthimios Dragotis, University of Patras</i></p>	
Session:	B2B Marketing
Room 002	
Session Chair:	Eleni Zantidou
<p>The effect of sales force control systems on cognitive and affective motivation of salespeople <i>Rushana Khusainova, University of Bristol</i></p>	
<p>Getting users involved in idea crowdsourcing contests: An experimental approach to stimulate intrinsic motivation and participation intention <i>Christian Garaus, University of Natural Resources and Life Sciences, Vienna; Marion Garaus, MODUL University Vienna; Udo Wagner, University of Vienna</i></p>	
<p>Salesperson learning from customer engagement with AI-human coach assemblage <i>Ozlem OZKOK, Rennes School of Business; Christian Winter, Friedrich-Schiller-Universität Jena; Mehdi Khiari, ZTO Technology; Nicolas Zacharias, Friedrich Schiller University Jena; Laurent Scaringella, Rennes School of Business</i></p>	
<p>Business Model Innovation in Times of Crisis <i>Eleni Zantidou, University of Leeds</i></p>	
Lunch Break	

14.00 – 15.00

Session: Retailing

Central Amphitheatre

Session Chair: Athanasios Gkaintatzis

The Mobile Age of Shopping: Investigating Phone Distractions and Consumer Gaze Behavior in Purchase Situations

Simona Bažantová, Faculty of Management, Prague University of Economics and Business; Michal Novák, Faculty of Management, Prague University of Economics and Business

Artificial Intelligence in the Marketplace: the impact of enjoyment on consumer responses

Carla Freitas Silveira Netto, University of Bologna; Simoni Rohden, IPAM Lisbon; Lelis Espartel, IADE - Universidade Europeia

The Impact of Scent on Individuals: A Systematic Literature Review of EEG Studies

Kalipso Karantinou, Athens University of Economics & Business; Athanasios Gkaintatzis, Athens University of Economics and Business; Rob van der Lubbe, University of Twente; Efthymios Constantinides, University of Twente

Session: COVID19 & The Pandemic

Room 335

Session Chair: Eleftherios Kioses

Shopping Trends and COVID-19 Pandemic: Evidence from the Greek Retail Sector

Eleftherios Kioses, IELKA; Adam Vrechopoulos, Athens University of Economics and Business, School of Business, Department of Management Science and Technology; Anastasios Koukopoulos, Athens University of Economics and Business; Georgios Doukidis, Athens University of Economics and Business, School of Business, Department of Management Science and Technology

The impact of COVID-19 on smart hotel technology acceptance: special focus on contactless service provision

Zsofia Hajnalka Cserdi, Corvinus University of Budapest; Zsofia Kenesei, Corvinus University Budapest

Caring or commercializing?: The interplay of communication strategy and consumer engagement on social media during the COVID-19 crisis

Khudejah Ali, Lahore University of Management Sciences; Khawaja Zainulabdin, Lahore University of Management Sciences

Session:	Research Methods
Room 336	
Session Chair:	Philipp Brüggemann
<p>Understanding the factors that drive sustainable consumer behavior in recycling: The role of SHIFT framework and UTAUT2 theory in green technology adoption <i>Ajmal Hafeez, University of South-Eastern Norway</i></p>	
<p>Variable Science Mapping as Literature Review Booster – Systematic Literature Review and Empirical Evidence <i>Przemysław Tomczyk, Kozminski University; Philipp Brüggemann, FernUniversität in Hagen</i></p>	
<p>Collaborative Academic Research Values of AI Text Analysis <i>Máté Bollók, Corvinus University of Budapest; Zsófia Molnár, Corvinus University of Budapest; Levente Kökény, Corvinus University of Budapest; Áron Szabó, Corvinus University of Budapest; Tamás Csordás, Corvinus University of Budapest; Dóra Horváth, Corvinus University of Budapest</i></p>	

Session:	Consumer Behavior
Room 339	
Session Chair:	Živa Kolbl
<p>Perception and Processing of 'Green' Cues in Fashion Online Stores: An Eye Tracking Experiment David Bourdin, FHWien der WKW University of Applied Sciences; Lisa Greslehner, FHWien der WKW University of Applied Sciences; Ilona Pezenka, FHWien der WKW University of Applied Sciences for Management & Communication</p>	
<p>May I See Your Screen? Comparing the Online Fashion Purchase Intention Between Men and Women: A Screencasting Videography Study Mihaela Kolačević, University of Ljubljana, School of Economics and Business; Živa Kolbl, University of Ljubljana, School of Economics and Business, Marketing Department</p>	
<p>Webcare Framing: How Small Changes Make a Significant Difference in Bystanders' Minds Wolfgang Weitzl, University of Applied Sciences Upper Austria; Clemens Hutzinger, Seeburg Castle University, Department of Management; Udo Wagner, University of Vienna; Robert Zimmermann, University of Applied Sciences Upper Austria</p>	

Session: Marketing Strategy

Room 002

Session Chair: Marina Kyriakou

Unearthing Dignity in Management Domain: A Systematic Review of Literature and Establishing Future Research Agenda
Sarthak Mohapatra, Indian Institute of Management Calcutta; Ramendra Singh, IIM Calcutta

Transferring Creativity from Employee to Anthropomorphized Artificial Agent in a Design Service Team
Lexie Lan Huang, Hong Kong Baptist University; Rocky Peng Chen, Hong Kong Baptist University; Kimmy Chan, Hong Kong Baptist University

Market Segmentation Meets Competition Analysis – A New Approach to Measure and Compare Competitive Advantages
Niklas Mergner, FernUniversität in Hagen; Philipp Brüggemann, FernUniversität in Hagen; Rainer Olbrich, FernUniversität in Hagen

To Target or Not to Target? Initial Strategic and Operational Insights from an Empirical Examination of the STP Process
Marina Kyriakou, University of Piraeus; Markos Tsogas, University of Piraeus

15.00 – 15.30

Conference Closing & Presentation of EMAC 2024 Regional
Central Amphitheatre

16.00 Social Event (Optional)

Full moon visit to the Temple of Poseidon and dinner by the sea



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