



# 12<sup>th</sup> ICCMI

International Conference on Contemporary Marketing Issues

## CONFERENCE PROGRAMME

10-12 July

Heraklion, Crete, Greece

Venue:

Hellenic Mediterranean University

[www.iccmi2024.org](http://www.iccmi2024.org)

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## PROGRAMME OVERVIEW

<b>WEDNESDAY, July 10<sup>th</sup> 2024</b>		
	9:00-10:00	<b>Registration and Welcome Coffee</b>
	10:00-10:15	<b>Opening Ceremony</b>
	10:15-11:00	<b>Keynote Speech</b>
	11:00-11:30	<b>Coffee Break</b>
	11:30-13:00	<b>Parallel Sessions</b>
	13:00-14:00	<b>Lunch Break</b>
	14:00-15:30	<b>Parallel Sessions</b>
	15:30-16:00	<b>Coffee Break</b>
	16:00-17:30	<b>Parallel Sessions</b>
<b>THURSDAY, July 11<sup>th</sup> 2024</b>		
	9:00-10:00	<b>Registration and Welcome Coffee</b>
	10:00-11:30	<b>Parallel Sessions</b>
	11:30-12:00	<b>Coffee Break</b>
	12:00-13:30	<b>Parallel Sessions</b>
	13:30-14:30	<b>Lunch Break</b>
	14:30-16:00	<b>Parallel Sessions</b>
	20:30	<b>Gala Dinner</b>
<b>FRIDAY, July 12<sup>th</sup> 2024</b>		
	10:00-10:30	<b>Registration and Welcome Coffee</b>
	10:30-12:00	<b>Parallel Sessions</b>
	12:00-12:30	<b>Coffee Break</b>
	12:30-14:00	<b>Parallel Sessions</b>
	14:00-15:00	<b>Lunch Break</b>
	15:00-15:30	<b>Closing Ceremony and Best Paper Award</b>

## CONFERENCE PROGRAMME

<b>WEDNESDAY, July 10<sup>th</sup> 2024</b>	
9:00-10:00	<b>Registration-Welcome Coffee</b>
10:00-10:15	<b>Room A: Opening Ceremony</b>
	<p><b>Professor Alexandros Apostolakis</b>, <i>ICCMi 2024 co-Chair</i>  <b>Associate Professor Markos Kourgiantakis</b>, <i>ICCMi 2024 co-Chair</i>  <b>Reader Luca Cacciolatti</b>, <i>ICCMi 2024 co-Chair</i>  <b>Professor Emeritus Christos Sarmaniotis</b>, <i>ICCMi 2024 co-Chair</i>  <b>Professor Nikolaos Katsarakis</b>, <i>Rector, Hellenic Mediterranean University</i></p>
10:15-11:00	<b>Room A: Keynote Speech</b>
	<p><b>Professor Savvas Papagiannidis</b>, <i>Newcastle University, UK</i>                  Can smart homes be green homes?  <i>Reflections on current research and ways forward</i></p>
11:00-11:30	<b>Coffee Break</b>
11:30-13:00	<b>Session 1.A (Room A): Consumer Behaviour/Management</b> <b>Chair: Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Generation Y female consumers' perceived value of beauty vlogs: measurement model assessment</b>
	<b>Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Generation Y female consumers' perceived value of beauty vlogs: path analysis</b>
	<b>Bevan-Dye Ayesha Lian</b> , <i>North-West University, South Africa</i>
	<b>Are we ready to use ChatGPT? A user's perspective</b>
	<p><b>Pasca Maria Giovina</b>, <i>Niccolò Cusano University, Italy</i>  <b>Arcese Gabriella</b>, <i>Niccolò Cusano University, Italy</i>  <b>Guglielmetti Mugion Roberta</b>, <i>Roma Tre University, Italy</i></p>
	<b>Impact of experience and emotional state on behavioral intentions: A study of Greek and Italian customers</b>
	<p><b>Pantouvakis Angelos</b>, <i>University of Piraeus, Greece</i>  <b>Gerou Anastasia</b>, <i>University of Piraeus, Greece</i>  <b>Karakasnaki Maria</b>, <i>University of Piraeus, Greece</i></p>
	<b>Gender Equality in the Workplace: Women's Perspective</b>
	<p><b>Ungaro Veronica</b>, <i>Roma Tre University, Italy</i>  <b>Di Pietro Laura</b>, <i>Roma Tre University, Italy</i>  <b>Ilenia Verrelli</b>, <i>Roma Tre University, Italy</i></p>

11:30-13:00	<b>Session 1.B (Room B): Tourism Marketing and Management</b> <i>Chair: Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i>
	<b>Wine tourism and climate change: How resilient is Crete?</b>
	<i>Alebaki Maria, Hellenic Agricultural Organization-DIMITRA, Greece</i> <i>Kladou Stella, Hellenic Mediterranean University, Greece</i> <i>Paraskeva Maria, Hellenic Open University, Greece</i>
	<b>Sustainable Cultural Routes in Crete – A Stated Preferences Discrete Choice Experiment</b>
	<i>Zouridaki Maria, Hellenic Mediterranean University, Greece</i> <i>Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i> <i>Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
	<b>The effect of experiential marketing on religious tourism: the case of Mount Athos</b>
	<i>Kyprianou Constantinos, University of Macedonia, Greece</i> <i>Vassiliadis Christos, University of Macedonia, Greece</i>
	<b>Residents’ Perceptions of the Transition towards Digital Transformation in the Tourism Industry. The Case of the Chania Prefecture</b>
	<i>Bompolaki Aikaterini, Hellenic Mediterranean University, Greece</i> <i>Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i> <i>Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
	<b>Promoting cross-border tourism in Europe. The case of Greece – Turkey</b>
	<i>Kalogirou Christina, University of Thessaly, Greece</i> <i>Velissariou Efstathios, University of Thessaly, Greece</i>
13:00-14:00	<b>Lunch Break</b>
14:00-15:30	<b>Session 2.A (Room A): Branding</b> <i>Chair: Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
	<b>Sporting Memorabilia, Place Branding and Dark Sports Tourism</b>
	<i>Mavrakis Panagiotis, Hellenic Mediterranean University, Greece</i> <i>Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i>
	<b>The influence of the employees personal Brand on the organization’s employer brand</b>
	<i>Koutelida Eleni, Athens University of Economics and Business, Greece</i> <i>Psiloutsikou Marina, Athens University of Economics and Business, Greece</i>
	<b>From Clicks to Connections: Understanding Social Media Influencer Credibility's Impact on Brand Affinity and Purchase Behavior</b>
	<i>Ghamama Hani, GC Women University Sialkot, Pakistan</i> <i>Syed Waqar Haider, American University of Iraq Baghdad, Iraq</i>



14:00-15:30	<b>Session 2.B (Room B): Marketing SMEs/Marketing Communications</b> <i>Chair: Cacciolatti Luca, University of Westminster, UK</i>
	<b>Digital transformation and digital maturity in Greece: Challenges and opportunities for small and medium-sized Enterprises</b>
	<i>Alogdianaki Anna Maria, Hellenic Mediterranean University, Greece</i> <i>Vassakis Konstantinos, Hellenic Mediterranean University, Greece</i> <i>Kopanakis Ioannis Hellenic Mediterranean University, Greece</i>
	<b>Branding strategies for family wineries: bringing theory into practice</b>
	<i>Christoforou Aspasia, Hellenic Open University, Greece</i> <i>Kladou Stella, Hellenic Mediterranean University, Greece</i>
	<b>Mitigating the reactance to personalized email marketing in e-tourism using predictive modeling</b>
	<i>Stalidis George, International Hellenic University, Greece</i> <i>Dimitriadou Kyriaki, International Hellenic University, Greece</i>
	<b>Innovative Roadways: An Exploration of Technological Neophilia, Technophobia, and Media Richness in the Shaping of AI-VR Adoption</b>
	<i>Sougato Das, Indian Institute of Technology, Kharagpur, India</i> <i>Biplab Datta, Indian Institute of Technology, Kharagpur, India</i>
15:30-16:00	<b>Coffee Break</b>
16:00-17:30	<b>Special Session 3.A (Room A): Green Entrepreneurship and Governance</b> <i>Chair: Garefalakis Alexandros, Hellenic Mediterranean University, Greece</i>
	<b>The Green equation: How ESG and green computing may boost the Triple Bottom Line a Bibliometric analysis using R</b>
	<i>Ragazou Konstantina, University of Western Macedonia, Greece</i> <i>Angelaki Erasmia, Hellenic Mediterranean University, Greece</i> <i>Sklavos Georgios, University of Thessaly, Greece</i> <i>Passas Ioannis, Hellenic Mediterranean University, Greece</i> <i>Stavropoulou Eirini, University of Western Macedonia, Greece</i> <i>Garefalakis Alexandros, Neapolis University Pafos, Cyprus</i>
	<b>Extending the Theory of Planned Behaviour with Personal Norms: Germans' and Greeks' intentions to prefer CPGs with recycled CO2</b>
	<i>Delistavrou Antonia, International Hellenic University, Greece</i> <i>Tilikidou Irene, International Hellenic University, Greece</i> <i>Partsalis Ioulia, International Hellenic University, Greece</i>
	<b>Waste management and circular economy: bibliometric analysis toward sustainable and efficient urban areas</b>
	<i>Garefalakis Stavros, University of Western Macedonia, Greece</i> <i>Spinthiropoulos Konstantinos, University of Western Macedonia, Greece</i> <i>Sklavos Georgios, University of Thessaly, Greece</i> <i>Ragazou Konstantina, University of Western Macedonia, Greece</i> <i>Garefalakis Alexandros, Neapolis University Pafos, Cyprus</i>

	<b>Evaluating the Effect of Digital Transformation on Green Entrepreneurship and Green Accounting: A Bibliometric Perspective</b>
	Garefalakis Stavros, <i>University of Western Macedonia, Greece</i> Spinthiropoulos Kostantinos, <i>University of Western Macedonia, Greece</i> Angelaki Erasmia, <i>Hellenic Mediterranean University, Greece</i> Ragazou Konstantina, <i>University of Western Macedonia, Greece</i> Samara Angeliki, <i>University of Macedonia, Greece</i>
	<b>Internal Audit Performance through the eyes of the Balanced Scorecard</b>
	Stavropoulou Eirini, <i>Hellenic Mediterranean University, Greece</i> Passas Ioannis, <i>Hellenic Mediterranean University, Greece</i> Sklavos Georgios, <i>University of Thessaly, Greece</i> Ragazou Konstantina, <i>University of Western Macedonia, Greece</i> Charamis Dimitris, <i>University of West Attica, Greece</i> Garefalakis Alexandros, <i>Neapolis University Pafos, Cyprus</i>
16:00-17:30	<b>Session 3.B (Room B): General/Management</b> <b>Chair: Kalogeras Nikos, Zuyd UAS &amp; Wageningen University &amp; Research, the Netherlands</b>
	<b>Reasons, Purposes, and Motivations to Volunteer Over Time: Evidence from the Island of Chios, Greece</b>
	Kalogeras Nikos, <i>Zuyd UAS &amp; Wageningen University &amp; Research, the Netherlands</i>
	<b>Group interventions targeting workplace intra-group conflict: A systematic review</b>
	Markaki Afroditi, <i>Hellenic Mediterranean University, Greece</i> Kritsotakis George, <i>Hellenic Mediterranean University, Greece</i>
	<b>Determinants of intra-group conflict in healthcare</b>
	Kritsotakis George, <i>Hellenic Mediterranean University, Greece</i> Markaki Afroditi, <i>Hellenic Mediterranean University, Greece</i> Psyllakis Matthaios, <i>Venizelio Hospital, Greece</i> Vournazou Efthimia, <i>Attikon General University of Athens, Greece</i> Palyvou Eleni, <i>Ippokrateio General Hospital of Athens, Greece</i> Karali Eleni, <i>Hospital of Chalkida, Greece</i> Rodousakis Artemios Gerasimos, <i>General Hospital of Athens 'LAIKO', Greece</i> Linardakis Manolis, <i>University of Crete, Greece</i>
	<b>Total quality management in higher education: A two-level assessment</b>
	Filia Vasiliki, <i>University of Patras, Greece</i> Mitropoulos Panagiotis, <i>Agricultural University of Athens, Greece</i> Mitropoulos Ioannis, <i>University of Patras, Greece</i>
	<b>Measuring and evaluating sustainability: A 'Benefit of the Doubt' composite indicator approach</b>
	Mitropoulos Panagiotis, <i>Agricultural University of Athens, Greece</i> Mitropoulos Ioannis, <i>University of Patras, Greece</i> Mitropoulos Alexandros, <i>University of Patras, Greece</i>

<b>THURSDAY, July 11<sup>th</sup> 2024</b>	
09:00-10:00	<b>Registration–Welcome Coffee</b>
10:00-11:30	<b>Session 4.A (Room A): Management-Marketing</b> <i>Chair: Buder Fabian, Nuremberg Institute for Market Decisions, Germany</i>
	<b>Looking beyond the hype: opportunities and challenges of generative artificial intelligence in B2C marketing</b>
	<i>Hesel Nina, Nuremberg Institute for Market Decisions, Germany</i> <i>Buder Fabian, Nuremberg Institute for Market Decisions, Germany</i> <i>Heimstädt Arjen, Nuremberg Institute for Market Decisions, Germany</i> <i>Dietrich Holger, Nuremberg Institute for Market Decisions, Germany</i>
	<b>Digital Divide and Human Resource Inequalities: A Dynamic Policy Strengthening Human Resource Effectiveness</b>
	<i>Zervas Ioannis, University of Macedonia, Greece</i> <i>Stiakakis Emmanouil, University of Macedonia, Greece</i> <i>Papaioannou Eugenia, International Hellenic University, Greece</i>
	<b>The role of organization-based social support and internal two-way communication in fostering organizational identification in nonprofits: Insights from AHEPA</b>
	<i>Tsiotas Kyriakos, International Hellenic University, Greece</i> <i>Kotzaivazoglou Iordanis, International Hellenic University, Greece</i>
	<b>The Rise of Chatbots in Customer Service: An in-depth Examination and Consequences</b>
	<i>Jovanovska-Boshkovska Nadica, University American College Skopje, North Macedonia</i> <i>Arsovski Nikolce, University American College Skopje, North Macedonia</i> <i>Mileva Ivona, University American College Skopje, North Macedonia</i> <i>Petrovska Ilijana, University American College Skopje, North Macedonia</i>
10:00-11:30	<b>Session 4.B (Room B): Consumer Behaviour</b> <i>Chair: Sarmaniotis Christos, International Hellenic University, Greece</i>
	<b>Consumers' purchasing behavior in e-commerce furniture's sales in Greece</b>
	<i>Papadopoulos Ioannis, University of Thessaly, Greece</i> <i>Zoukis Georgios, University of Thessaly, Greece</i> <i>Liaskopoulou Aikaterini, University of Thessaly, Greece</i>
	<b>AI in Marketing: Revolutionizing Efficiency and Personalization - Netflix's AI Success Story</b>
	<i>Sevaslidou Julia, International Hellenic University, Greece</i> <i>Prassa Maria Aggela, International Hellenic University, Greece</i> <i>Papaioannou Eugenia, International Hellenic University, Greece</i>
	<b>Integrating Neuropsychology into Neuromarketing: A Comprehensive Review of Consumer Cognitive and Emotional Responses</b>
	<i>Gkintoni Evgenia, University of Patras, Greece</i> <i>Antonopoulou Hera, University of Patras, Greece</i> <i>Aroutzidis Anthimos, University of Patras, Greece</i> <i>Halkiopoulos Constantinos, University of Patras, Greece</i>

	<b>Corporate social responsibility and its influence on consumer behavior</b>
	<u>Syvriss Konstantinos</u> , <i>International Hellenic University, Greece</i> <u>Grose Christos</u> , <i>International Hellenic University, Greece</i>
11:30-12:00	<b>Coffee Break</b>
12:00-13:30	<b>Session 5.A (Room A): Branding</b> <i>Chair: Braga Alexandra, Institute Polytechnic of Porto, Portugal</i>
	<b>Personal brand: the role of work locus of control in personal branding and the association of personal brand equity with perceived employability</b>
	<u>Asimakopoulou Christina</u> , <i>Athens University of Economics and Business, Greece</i> <u>Psiloutsikou Marina</u> , <i>Athens University of Economics and Business, Greece</i>
	<b>Reconceptualising Storytelling in/for Marketing Ethics: The Art of Crafting Brand Tragedies</b>
	<u>Brokalaki Zafeirenia</u> , <i>Queen Mary University of London, UK</i>
	<b>Finding sustainable growth factors for global luxury brands post-pandemic: a qualitative study</b>
	<u>Le Kent</u> , <i>University of East London, UK</i>
	<b>Does a brand's association with a sports team influence fans' perception of actual product quality and purchase intentions? A field experiment in France</b>
	<u>Petit Laura</u> , <i>IESEG School of Management, France</i> <u>Dalakas Vassilis</u> , <i>California State University San Marcos, USA</i>
12:00-13:30	<b>Session 5.B (Room B): Advertising/General</b> <i>Chair: Yfantidou Ioanna, Liverpool John Moores University, UK</i>
	<b>Consumer Attitude Towards Cause-related Advertising: An Eye-tracking Experiment</b>
	<u>Yfantidou Ioanna</u> , <i>Liverpool John Moores University, UK</i>
	<b>Revolutionizing Formula 1: Unveiling the Impact of Virtual Advertising on Brand Visibility and Fan Engagement</b>
	<u>Alexopoulos Konstantinos</u> , <i>National and Kapodistrian University of Athens, Greece</i> <u>Mochla Vagia</u> , <i>National and Kapodistrian University of Athens, Greece</i> <u>Tsourvakas George</u> , <i>National and Kapodistrian University of Athens, Greece</i>
	<b>Work Stress and Burnout for Greek Army Staff: The Job Satisfaction and Quality of life Measurements</b>
	<u>Tsialis Apostolos</u> , <i>International Hellenic University, Greece</i> <u>Assimakopoulos Costas</u> , <i>International Hellenic University, Greece</i>
	<b>Identifying the eminent indicators and criteria of Sustainability Assessment Tools in Higher Education: a systematic literature review</b>
	<u>Xenaki Maria</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Dimou Iriini</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Passas Ioannis</u> , <i>Hellenic Mediterranean University, Greece</i>
	<b>Modern technologies in the analysis and anticipation of student migrants' choices. Neuromarketing as a constructive engagement tool in academia.</b>
	<u>Fragkogianni Marietta</u> , <i>University of Surrey, UK</i>

13:30-14:30	<b>Lunch Break</b>
14:30-16:00	<b>Session 6.A (Room A): Digital Marketing</b> <i>Chair: Hajidimitriou Yannis, University of Macedonia, Greece</i>
	<b>The use of digital media to promote agricultural products in Europe: an overview on PDO and PGI products</b>
	<i>Andreghetto Adriano, ESTG, Polythenic of Porto, Portugal</i> <i>Ferreira Marisa R., CIICESI, ESTG, Polythenic of Porto, Portugal</i> <i>Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
	<b>The Use of Digital Marketing in B2B Exporting Firms: A Systematic Literature Review and Future Research Directions</b>
	<i>Eva Mouratidou, University of Macedonia, Greece</i> <i>Hajidimitriou Yannis, University of Macedonia, Greece</i>
	<b>The Influence of Artificial Intelligence on Social Media Marketing - A Conceptual Review</b>
	<i>Triteos Christos, University of Patras, Greece</i> <i>Halkiopoulos Constantinos, University of Patras, Greece</i> <i>Antonopoulou Hera, University of Patras, Greece</i>
	<b>Transforming consumption: the role of digital experiences, consumer spirituality, environmental beliefs, and digital efficacy in driving sustainable choices</b>
	<i>Tsimonis Georgios, Loughborough University, Greece</i>
	<b>Chatbot use in B2B commerce</b>
	<i>Nanos Ioannis, International Hellenic University, Greece</i> <i>Papadopoulos Nikolaos, International Hellenic University, Greece</i> <i>Serdenis Athanasios International Hellenic University, Greece</i>
14:30-16:00	<b>Session 6.B (Room B): Arts Marketing/Fashion Marketing</b> <i>Chair: Sifaki Eirini, University of Thessaly, Greece</i>
	<b>Audience development through cultural synergies: Organizing an exhibition of postmodern art at the Historical and Folklore Museum of Nikiti</b>
	<i>Christodoulou Christina, Hellenic Open University, Greece</i>
	<b>The influence of digital marketing on cultural consumption. Case studies from Greece and Germany</b>
	<i>Tsavidaridou Despoina, Hellenic Open University, Greece</i> <i>Papadaki Eirini, Hellenic Mediterranean University, Greece</i>
	<b>Fashion forward: insights into the style choices of South African Generation Y</b>
	<i>De Klerk Natasha, North-West University, South Africa</i>
	<b>Intercultural application of cinematic techniques in arts marketing of video games for Japanese audiences: the case of the "Ghost of Tsushima" trailer</b>
	<i>Koutsoumi Christina, University of Thessaly, Greece</i> <i>Kitsiou Roula, University of Thessaly, Greece</i> <i>Sifaki Eirini, University of Thessaly, Greece</i> <i>Makri Katerina, University of Thessaly, Greece</i>

POSTER	<b>Museum's audience engagement activities during the pandemic</b>
	<u>Sifaki Eirini</u> , <i>University of Thessaly, Greece</i> <u>Boile Maria</u> , <i>University of Thessaly, Greece</i> <u>Tzoumaka Eleni</u> , <i>University of Thessaly, Greece</i> <u>Katifori Akrivi</u> , <i>University of Thessaly, Greece</i> <u>Makri Aikaterini</u> , <i>University of Thessaly, Greece</i> <u>Kitsiou Roula</u> , <i>University of Thessaly, Greece</i> <u>Karazanou Maria</u> , <i>University of Thessaly, Greece</i>
20:30	<b>Gala Dinner</b> <i>Xylouris Tavern, 17, Arh. Makariou, Heraklion</i>
<b>FRIDAY, July 12<sup>th</sup> 2024</b>	
10:00-10:30	<b>Registration and Welcome Coffee</b>
10:30-12:00	<b>Session 7.A (Room A): Tourism Marketing and Management/Branding and Destination Image</b> <i>Chair: Trihas Nikolaos, Hellenic Mediterranean University, Greece</i>
	<b>Impact of Socio-Demographic Variables on Visitors' Preferences for Safety and Security Policy Initiatives</b>
	<u>Messaritaki Varvara</u> , <i>Hellenic Open University, Greece</i> <u>Apostolakis Alexandros</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Stergiou Dimitrios</u> , <i>Hellenic Open University, Greece</i> <u>Jaffry Shabbar</u> , <i>University of Portsmouth, UK</i>
	<b>From Interviews to Interpretation: Utilizing Delphi Method to Assess Content Validity of Sports Event Factors and their Impact on Extending the Tourism Season in Greece</b>
	<u>Gkarane K. Sofia</u> , <i>University of Macedonia, Greece</i> <u>Vassiliadis A. Chris</u> , <i>University of Macedonia, Greece</i> <u>Fragidis Garyfallos</u> , <i>International Hellenic University, Greece</i> <u>Kotzaivazoglou Iordanis</u> , <i>International Hellenic University, Greece</i> <u>Vrana Vasiliki</u> , <i>International Hellenic University, Greece</i>
	<b>Innovative initiatives in destination management: Culinary diplomacy as a means of tourism promotion and sustainable development</b>
	<u>Valachis Ioannis</u> , <i>Hellenic Open University, Greece</i> <u>Trihas Nikolaos</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Palisidis Georgios</u> , <i>Harokopion University of Athens, Greece</i> <u>Apladas Georgios</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Triantafyllou Georgios</u> , <i>University of Crete, Greece</i>
	<b>Assessing and benchmarking digital presence in destination management of local governmental organizations in Crete and in South Aegean in Greece</b>
	<u>Fragiadaki Maria</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Kourgiantakis Markos</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Trihas Nikolaos</u> , <i>Hellenic Mediterranean University, Greece</i> <u>Apostolakis Alexandros</u> , <i>Hellenic Mediterranean University, Greece</i>

	<b>Revealing E-Tourists' Intentions and Destination Image Based on Search Query Data</b>
	<b>Jakopović Hrvoje</b> , <i>University of Zagreb, Croatia</i>
10:30-12:00	<b>Session 7.B (Room B): Marketing Strategy/Management-Marketing</b> <b>Chair: Dimou Irini</b> , <i>Hellenic Mediterranean University, Greece</i>
	<b>Optimizing Sales Negotiations: The Interplay Between Conflict Management Styles and Negotiation Channels Preferred</b>
	<b>Kopolovich Orna</b> , <i>Holon Institute of Technology, Israel</i>
	<b>Decoding internationalization: examining digital ambidexterity and competitive strategy configuration via fsQCA</b>
	<b>Wang Nuo</b> , <i>IULM University, Italy</i>
	<b>The Symbiotic Relationship Between Genre Theory and Film Marketing</b>
	<b>Gheli Vasiliki</b> , <i>International Hellenic University, Greece</i> <b>Prassa Maria-Angela</b> <i>International Hellenic University, Greece</i>
	<b>The Financial Performance of the Food and Beverage Sector during Covid-19. Evidence from Greece</b>
	<b>Aggelouli Anastasia</b> , <i>International Hellenic University, Greece</i> <b>Dasilas Apostolos</b> , <i>University of Macedonia, Greece</i>
	<b>Exploring incumbent firm and disruptive innovation factors and reactions: A preliminary literature review of disruption research in the last 20 years</b>
	<b>Kalpakidis Ioannis</b> , <i>Hellenic Mediterranean University, Greece</i> <b>Kourgiantakis Markos</b> , <i>Hellenic Mediterranean University, Greece</i> <b>Dimou Irini</b> , <i>Hellenic Mediterranean University, Greece</i>
12:00-12:30	<b>Coffee Break</b>
12:30-14:00	<b>Session 8.A (Room A): International Business/ Supply Chain Management/ Services Marketing/General</b> <b>Chair: Tsipoulanidis Alexander</b> , <i>Berlin School of Economics and Law, Germany</i>
	<b>The role of eco-innovation in internationalized firm's performance</b>
	<b>Teixeira Marta</b> , <i>Institute Polytechnic of Porto, Portugal</i> <b>Correia Aldina</b> , <i>Institute Polytechnic of Porto, Portugal</i> <b>Braga Alexandra</b> , <i>Institute Polytechnic of Porto, Portugal</i>
	<b>Lean, Green &amp; Digital and the need for cross-functional collaboration – Requirements when heading from Industry 4.0 towards Industry 5.0</b>
	<b>Tsipoulanidis Alexander</b> , <i>Berlin School of Economics and Law, Germany</i>
	<b>Improving management of volleyball academies through an investigation in parents' views about services offered</b>
	<b>Papadopoulos Nikolaos</b> , <i>International Hellenic University, Greece</i> <b>Nanos Ioannis</b> , <i>International Hellenic University, Greece</i>
	<b>Enhance patient self-care and satisfaction with head and neck cancer health education leaflets with information visualization</b>
	<b>Pei-Ju, Lin</b> , <i>National Taichung University of Science and Technology, Taiwan</i> <b>Chia-Wen Yeh</b> , <i>Chung Shan Medical University Hospital, Taiwan</i>

	<b>Corporate Social Responsibility (CSR) in the hospitality industry: A review of the literature and directions for future study</b>
	<b>Aden Yerlan</b> , <i>Glasgow University, UK</i> <b>Tzavara Dionisia</b> , <i>Brunel University, UK</i> <b>Argyropoulou Maria</b> , <i>Brunel University, UK</i> <b>Katsikas Epameinondas</b> , <i>Kent University, UK</i> <b>Koufopoulos Dimitros</b> , <i>Queen Mary University, UK</i>
12:30-14:00	<b>Session 8.B (Room B): Management-Marketing/General</b> <b>Chair: Odonkor Evelyn</b> , <i>American University of Paris, France</i>
	<b>Exploring factors that determine team performance in public organizations</b>
	<b>Chortatsiani Evangelia</b> , <i>University of the Aegean, Greece</i> <b>Marathos Spyridon</b> , <i>University of the Aegean, Greece</i>
	<b>Glorifying marijuana</b>
	<b>Odonkor Evelyn</b> , <i>American University of Paris, France</i>
	<b>Increasing ROAS on Performance Marketing: Leveraging CGC and Video Content on Social Media</b>
	<b>Katiaj Pavlina</b> , <i>Athens University of Economics and Business, Greece</i> <b>Koukopoulos Anastasios</b> , <i>Athens University of Economics and Business, Greece</i> <b>Farmakis Timoleon</b> , <i>Athens University of Economics and Business, Greece</i> <b>Fraidaki Katerina</b> , <i>Athens University of Economics and Business, Greece</i>
	<b>Apple Vision Pro: A Reddit-Based Sentiment Analysis</b>
	<b>Koukopoulos Anastasios</b> , <i>Athens University of Economics and Business, Greece</i> <b>Farmakis Timoleon</b> , <i>Athens University of Economics and Business, Greece</i> <b>Katiaj Pavlina</b> , <i>Athens University of Economics and Business, Greece</i> <b>Fraidaki Katerina</b> , <i>Athens University of Economics and Business, Greece</i> <b>Kavatha Marina</b> , <i>Athens University of Economics and Business, Greece</i>
	<b>The acceptance and adoption of artificial intelligence tools by the marketing executives of Greek businesses</b>
	<b>Papastefanou Christos Theodoros</b> , <i>International Hellenic University, Greece</i> <b>Papaioannou Eugenia</b> , <i>International Hellenic University, Greece</i>
14:00-15:00	<b>Lunch Break</b>
15:00-15:30	<b>Room A: Closing Ceremony and Best Paper Award</b>