



Call for Papers

**The EuroMed Academy of Business announces the
4th Annual EuroMed Conference**

20th -21st October 2011

The EuroMed Research Business Institute invites you to submit papers or abstracts to the 4th Annual Conference of the EuroMed Academy of Business “*Business Research Challenges in a Turbulence Era*” that will be held in Elounda, Crete, Greece, 20th -21st October 2011

Hosted by: Technological Educational Institute of Crete, Greece

Conference Venue: [Porto Elounda Deluxe Resort](#), Crete, Greece

Special prices were negotiated with the hotel to apply to all conference participants and accompanying people

EMRBI Presidents

Prof. Demetris Vrontis, Dean
School of Business,
University of Nicosia,
Nicosia, Cyprus

Prof. Yaakov Weber, Chair
Dept. of Strategy and Entrepreneurship
School of Business
College of Management, Israel

Conference Chairs

Dr Evangelos Tsoukatos

Department of Finance and Insurance, Agios Nikolaos Campus,
Technological Educational Institute of Crete

Prof. Fotini Psimarni-Voulgari

The conference is under the auspices of the Mayor of Agios Nikolaos and the President of the Economic Chamber of Greece (East Crete Chapter)

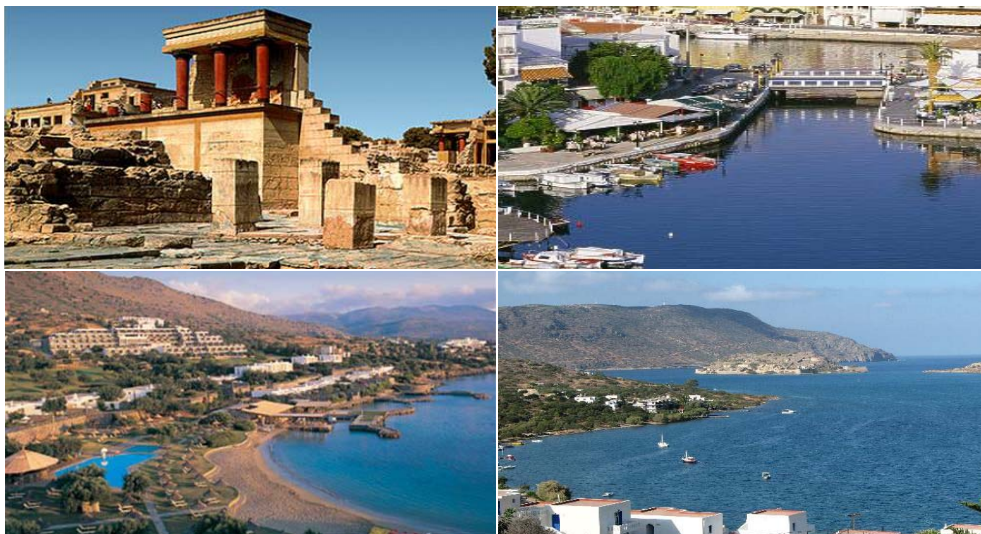


Publication Opportunities

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in [Conference Proceedings Citation Index](#) — an integrated index within [Web of Science](#). This distinction is given only to the most significant, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI approved:

1. **EuroMed Journal of Business - EMRBI's official Journal**
2. **Service Business: An International Journal**
3. **California Management Review**
4. **Global Business and Economics Review**
5. **International Journal of Computational Economics and Econometrics**
6. **International Journal of Technology Marketing**
7. **Journal of Global Responsibility**
8. **Journal of Transnational Management**
9. **Journal of Promotion Management**
10. **World Review of Entrepreneurship, Management & Sustainable Development**
11. **Journal for International Business and Entrepreneurship Development**
12. **International Journal of Law and Management**
13. **Journal of International Trade Law and Policy**
14. **Journal of Human Resource Costing & Accounting**
15. **VINE – The journal of information and knowledge management systems**
16. **Corporate Communications: an International Journal Measuring Business**



Conference Goals

The 4th Annual Conference of the EuroMed Academy of Business has two goals. The first is to provide a global platform for different academic and professional approaches (i.e. empirical, conceptual, practical, case studies, etc) and discussions on business research challenges and developments in this turbulent era in the region and the world. The second goal is to provide the opportunity to scholars, practitioners and PhD students to have their work reviewed, encouraged and commented on within a supportive academic and professional community of colleagues from different international contexts.

Parent organization of the EuroMed Academy of Business, the EuroMed Research Business Institute <http://www.emrbi.com/> is an international research institute with country directors in all the main countries of the region, and beyond, who are supported by an advisory board of scholars from leading universities.

Author Guidelines, Submission Deadline, Review Process, and Awards

Submission Deadline: May 16, 2011

Please submit your paper **or** abstract to EMRBI@unic.ac.cy by **strictly adhering to the attached author guidelines.**

All manuscripts (including abstracts) will be double blind reviewed. Please indicate, on the first page of the manuscript, the track (only one) for submission. All conference tracks are included at the end of this call.

The best All Conference, Junior Researcher and Student papers will be awarded at the conference.

The maximum number of papers accepted per author (either single or co-author) is three.

Other Important Dates

Conf. website opens (http://www.emrbi.com/conf2011/)	15 th March 2011
Notification to authors:	June 30, 2011
Early-bird registration:	Till September 08, 2011
Late registration:	After September 08, 2011

Only papers or abstracts of registered participants until September 23, 2011 will be included in the Book of Proceedings that will be distributed at the conference. All other papers and/or abstracts of registered participants will be included in the final book of proceedings that will be distributed after the conference.

EMAB Best and Highly Commended Paper Awards (All Conference)

Sponsored by the EuroMed Journal of Business, one “Best Paper” and three “Highly Commended Paper” awards will be presented. Only full paper submissions will be considered for the awards.

EMAB Best Reviewer Awards

As part of the implementation of EMRBI goals described above and dedication to high quality reviews process, Best Reviewer Award will be presented to 5-10 Reviewers whose reviews were with high quality, clear contribution and positive recommendations for paper and research improvement to authors. The evaluation criteria for this award will be published in the website.

EMAB Junior Researcher Awards

Junior researchers are invited to apply for the “Best Junior Researcher’s Paper” and three “Highly Commended Junior Researcher’s Paper” awards. These prestigious awards aim to motivate and support emerging researchers and promote co-operation between junior and senior researchers.

The selection of best paper and highly commended papers will be based on the following criteria:

1. Applicants should be currently employed as junior faculty, at a University or College, or hold a junior management position in the industry.
2. Applicants should submit a full paper by May 16th 2011, to any of the conference tracks.
3. A cover letter, supporting the application, should be sent together with a short CV
4. The above should be sent to EMRBI@unic.ac.cy by May 16th 2011

EMAB Student Awards

Students are invited to apply for the “Best Student Paper” and three “Highly Commended Student Paper” awards. The Best Student Paper award is accompanied by a complimentary conference registration and complimentary one year student EMRBI membership.

Selection of best and highly commended student papers will be based on the following criteria:

1. Applicants should currently be Doctorate students (e.g. PhD, DBA, DProf).
2. Applicants should submit a full paper by May 16th 2011, to any of the conference tracks
3. A cover letter, supporting the application, should be sent together with a short CV
4. The above should be sent to EMRBI@unic.ac.cy by May 16th 2011

Academic Business Consulting (ABC) Nexus

The conference will include activities aiming to develop Academic Business Consulting Nexus as suggested by EMRBI members in the Leaders Meeting and accepted by the Executive Board of EMRBI. Examples of such activities include:

1. Symposium and Professional Development Workshops (PDW)

The EuroMed Symposiums and Professional Development Workshops (PDW) (for example, professional to scholars) are platforms for colleagues to share knowledge and expertise and foster the professional development of workshop participants. It is also an opportunity to develop innovative and creative symposium with the view of enriching participants and generate a high standard scholarly gathering. Our goal is to have sessions that encourage new thoughts and innovative research directions. **The submission** should not exceed three pages and should be submitted by at least three scholars whose participation in the conference would be necessary.

Please refer to http://www.emrbi.com/main.asp?sel_nav1=145&sel_nav2=90&cat=site

2. Executive Workshop on M&A

The EuroMed 2011 Annual Conference Executive Workshop on Mergers & Acquisitions provides an overview of state-of-the-art on success and failure factors in domestic and international mergers and acquisitions from buyer and seller points of view (including managerial practical guide for planning mergers and acquisitions, synergy analysis, evaluation and pricing, negotiation, implementing post-merger integration process, dealing with cultural differences, human resource challenges, and capturing synergy potential).

For full description of the objectives of the Executive Workshop please see the details at our website.

3. Presentations and Keynote Speeches from academic AND business experts.

4. Suggestions for more activities

Ideas and suggestions for more activities are invited. Please send 1-3 pages description of such proposed activities to Dr. Shlomo Tarba tarba2003@gmail.com

Doctoral Seminar on M&A

The EuroMed 2011 Annual Conference Doctoral Seminar provides an opportunity for doctoral students representing all areas of business to explore their research interests in a unique interdisciplinary and interactive workshop with a panel of distinguished research faculty. Abstracts will be published in the conference proceedings.

The seminar will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting M&A research and building a successful academic career in this field, and to broaden their professional networks. The format of the Consortium will facilitate a constructive and supportive discussion among the doctoral students and the participating faculty on topics of broad interest such as new trends in conducting high-impact M&A research, managing the dissertation stage and the job search process, and successful entry into the academic career. In addition, students will receive concrete feedback on their individual current research projects as well as ideas and guidance for their future research agenda.

All participants in the Doctoral seminar are eligible for the EMAB Award for the Best Doctoral Dissertation Proposal.

Participants of the Doctoral seminar that precedes the conference (Crete, October, 18-19, 2011) will be exempted from the conference registration fees. **The institute offers a limited number of scholarships up to 600 Euro each.**

For full description of the objectives of the 2011 Doctoral Seminar and selection criteria please see the details at our website

http://www.emrbi.com/main.asp?sel_nav1=155&sel_nav2=92&cat=site

For more information please contact Prof. Yaakov Weber yaakovw@colman.ac.il

Research Fellowship Award

Participation in various activities of the conference and other EMRBI activities are taken in account in consideration for awarding Research Fellowship Award.

Please refer to <http://www.emrbi.com/photos/uploads/research%20fellowship.pdf>

Organized Excursions

Boat Tours

Half day boat trips to the nearby [Spinalonga Island](#) will be organized on Thursday 20th and Friday 21st of October. Embark from and disembark to your hotel's private pier. Guided tour of [The Island](#) included.

Bus Tour

A full day excursion will be organized on Saturday 22nd of October for a tour around some of the main attractions of the island. The bus will depart from your hotel in Elounda and travel to [Plateau of Lasithi](#) (where you will visit [Diktaion Andron](#)), [Archanes](#), [Knossos](#) and [Heraklion](#). Details are provided below:

- Porto Elounda Deluxe Resort
- Plateau of Lasithi
- Diktaion Andron
- Archanes
- Knossos, guided tour
- Heraklion

Programme Tracks and Track Chairs:

The following list indicates the various Conference Track Chairs, some of which are interdisciplinary. If you have any difficulties in selecting the most appropriate track for your paper or abstract, please send your paper to the last track, General Track. The scientific committee will evaluate your submission and include it within the most appropriate track.

1. International and regional trade and economics in the EuroMed zone. Amir Shoham, College of Management-Academic Studies, Rishon LeZion, amir1s@colman.ac.il

2. Strategic alliances in a turbulent economy: Product vs. service alliances, alliance networks or alliance portfolios, knowledge sharing and creation through alliances. Ian Kwan, ikwan@alumni.unav.es

3. M&A management and perspectives: Process and practice of M&A, global expansion via M&A, post-merger integration, knowledge transfer, and performance. Vasilaki Athina, IESEG, a.vasilaki@ieseg.fr

4. Organizational behavior: Leadership, motivation, job design, team work, organizational citizenship. Yitzhak Fried, Syracuse University, yfried@syr.edu

5. Agriculture trade and businesses: customer behaviour, labour management, marketing, real estate. Sara Edom, Ashkelon Academic College, edomdr@hotmail.com

6. Transnational and immigrant entrepreneurship (this track focuses on papers regarding how transnational and immigrant entrepreneurs examine the process of

seeking and exploiting business opportunities). Israel Drori, College of Management-Academic Studies, israeld@colman.ac.il

7. International business and management: Multinational enterprises, comparative business-government relations, reasons for direct foreign investment, internationalization theory, joint ventures and strategic partnerships. Yaakov Weber, College of Management-Academic Studies, yaakovw@colman.ac.il

8. Strategic management: Competitive strategy, business unit strategy, corporate strategy. Shlomo Tarba, College of Management, Rishon LeZion, tarba2003@gmail.com

9. Value based management: Value definition, measurement, and management of value drivers. Bernd Britzelmaier, Pforzheim University, bernd@britzelmaier.de and Valentin Beck, Leeds Metropolitan University, V_Beck@web.de

10. Technology marketing: Marketing considerations for technology and technology-intensive products. Alexander Brem, Friedrich-Alexander University of Erlangen-Nuremberg, Germany, brem@industriebetriebslehre.de and Eric Viardot, EADA, Barcelona, eviardot@eada.edu

11. Case study track. Yaakov Weber, College of Management - Academic Studies, yaakovw@colman.ac.il

12. New perspectives on managing multinational corporations in the Euro-Mediterranean region. Dorra Yahiaoui, Normandy Business School, d.yahiaoui@em-normandie.fr , Hela Chebbi, EDC – Paris, hela.chebbi@edcparis.edu , and Adel Golli, Euromed Management, adel.golli@euromed-management.com

13. Small and medium enterprises: Economic environment, finance, R&D, valuation, controlling, and business succession. Bernd Britzelmaier, Pforzheim University, bernd@britzelmaier.de, Matteo Rossi, Università degli Studi del Sannio, Benevento, Italy, mrossi@unisannio.it , and Paolo Ricci, Università degli Studi del Sannio, Benevento, Italy, ricci@unisannio.it

14. Entrepreneurship and tourism, behaviour and culture in tourism destinations, tourism planning and development models and experiences. Vitor Ambrósio, Portugal, vitor.ambrosio@eshte.pt

15. Utilization of open innovation strategies for the development of small and medium scale enterprises in Euro-Med Region. Hakikur Rahman, University of Minho, Portugal, hakik@dsi.uminho.pt and Isabel Ramos, University of Minho, Portugal, iramos@dsi.uminho.pt

16. European and global business innovation system policy, analysis and management techniques: Economics and business strategy viewpoints on innovation, innovation systems in several sectors and regions-business clustering, social policy-strategic and tactical viewpoints for sectoral, regional and national development. Ioannis Papadopoulos, Department of Wood & Furniture Technology & Design, Karditsa, Greece, papad@teilar.gr, Glykeria Karagkouni, Department of Wood & Furniture Technology & Design, Karditsa, Greece, and karagg@teilar.gr and Marios Trigkas, Department of Wood and Furniture Technology & Design, Karditsa, Greece, mtrigkas@cereteth.gr

- 17. Cultural heritage in the context of tourism industry: Branding and promoting destinations, and the role of festivals, traditional food and beverages on the firm competitiveness.** Amos Raviv, Israeli Center of Management Studies, amos@rvc.co.il
- 18. Culture implications on performance.** Orly Yeheskel, The Academic College of Tel-Aviv Yaffo, orlyyehe@mta.ac.il
- 19. Wine business and globalization.** Ruth Rios-Morales, University of Applied Sciences, Switzerland, ruth.riosmorales@glion.edu and Matteo Rossi, Università degli Studi del Sannio, Benevento, Italy, mrossi@unisannio.it
- 20. Sub Saharan African countries and the Mediterranean countries are the new economic challenge for China and USA.** Ilan Bijaoui, Ashkelon Academic College, ibii@netvision.net.il
- 21. Marketing management in services industries: Health care marketing, telecommunications-mobile marketing, bank marketing, educational marketing, restaurant marketing, and crisis management in service industry.** Constantin-Vasilios Priporas, University of Macedonia, Greece, cpriporas@gmail.com
- 22. Cross-Cultural perspectives of entrepreneurship and entrepreneurial development, entrepreneurial orientation and global competitiveness, entrepreneurship in transition economies.** Evangelos Tsoukatos, Technological Educational Institute of Crete, tsoukat@staff.teicrete.gr
- 23. Corporate governance and corporate social responsibility (CSR), business ethics, sustainability, and corporate governance from different cultural perspectives.** Mehdi Majidi, The American University of Paris, mmajidi@aup.fr
- 24. Technology application management in banking: Business process reengineering, customer satisfaction, payment system, risk management, financial integration, financial stability.** Saroj Datta, Mody Institute of Technology and Science, dean.fms@mitsuniversity.ac.in and Sukanya Kundu, Mody Institute of Technology and Science, sk54015@gmail.com
- 25. Derivatives and Financial Risk Management: Regulatory Framework, derivatives and financial risk hedging, developing countries scenario, foreign institutional investors and derivative market, stock market volatility and derivative pricing, trading strategies.** Saroj Datta, Mody Institute of Technology and Science, dean.fms@mitsuniversity.ac.in and Ruchika Gahlot, Mody Institute of Technology and Science, ruchikagahlot29@gmail.com
- 26. Risk management: The emerging management skill.** Yossi Raanan, College of Management, Rishon LeZion, yraanan@colman.ac.il
- 27. HR development: Workforce training, career development, job satisfaction, organizational commitment, and the influence of different HR practices on firm performance.** Andrew Michael, Intercollege Larnaca, Cyprus, mandy@cytanet.com.cy
- 28. The influence of customer-driven marketing strategies (Relationship Marketing-RM, Customer Relationship Management-CRM, and Customer Knowledge**

Management-CKM) in the improvement of organizational and marketing performance. Mohammad Fateh Ali Khan Panni, City University, fkpanni@yahoo.com

29. E-Business systems - The opportunity for effective management of global enterprises. Bhavani Prasad Goli Veera, Kakatiya University, Warangal, bhavaniprasadgv@gmail.com

30. The role of the manager in turbulent international environments: Differences between informal and formal decision making, new market penetration modes, and headquarter-subsidiary interrelationships. Shlomo Tarba, College of Management, tarba2003@gmail.com

31. Identity and marketing: psychological and sociological concept of identity. The role of relations, values and emotions in the satisfaction of customer desires, wants and needs. Hans Rudiger Kaufmann, University of Nicosia, kaufmann.r@unic.ac.cy

32. Impact of globalization on sustainable tourism in the Mediterranean countries. Gjergji Shqau, Aleksander Xhuvani University, gjergjishqau@yahoo.com

33. Business of agricultural products: Agricultural management, marketing of agricultural products, decision support systems in agriculture. Stamatis Aggelopoulos, Educational Institute of Thessaloniki, Greece, stamagg@farm.teithe.gr

34. Intercultural knowledge management: Capturing, codifying and transferring the knowledge between business entities - subsidiaries, strategic alliances, joint ventures, M&A. Dolores Sanchez Bengoa, Intercollege, Larnaca, Cyprus, sanchez.l@adm.lar.intercol.edu or sanchezl@cytanet.com.cy

35. The impact of migrations on the development of Mediterranean Region. Diego Matricano, Istituto di Ricerche sulle Attività Terziarie, Naples, Italy, diego.matricano@unina2.it

37. Waste Management and Sustainability in a Connected World. Ivana Modena, International University of Geneva, Switzerland, imodena@iun.ch

38. International Human Resource Management: Intercultural communication competence between local managers and expatriates in subsidiaries. Peter Juskiw, Les Roches Gruyère University of Applied Sciences, Bulle, Switzerland, peter.juskiw@glion.edu and Ivana Modena, International University of Geneva, Switzerland, imodena@iun.ch

39. Project, program and portfolio management (3PM) as a tool for a strategic management: 3PM and business organization, 3PM and public sector, 3PM and change management. Erika Vaiginiene, International Business School at Vilnius University, Erika.vaiginiene@tvm.vu.lt

40. Consumer behavior in emerging countries: Between anchored traditions and emerging trends: Ambivalence between tradition and modernity. Fatma Smaoui Institut Supérieur de Gestion - Tunis University, fatma.smaoui@gnet.tn

41. Internet-enabled Internationalization - Mass customization and personalization of content and services in the new digital business environments. Internet and mobile computing in context of e-business and global economy.

Rotem Shneor, University of Agder, Norway, rotem.shneor@uia.no

42. Brand personality research: Conceptualizations, dimensions, and structures. Human-brand personality congruence and fit, and its impact on issues such as brand recall and brand loyalty. Rotem Shneor, University of Agder, Norway, rotem.shneor@uia.no

43. The impact of corporate venture capital investment on innovation. Business angels: Accelerators of innovation in EuroMed Region. Matteo Rossi, Università degli Studi del Sannio, Benevento, Italy, mrossi@unisannio.it, and Pier Massa, M2 - Business Frameworks Limited, pier.massa@m2businessframework.com

44. Knowledge and skills for building partnerships among universities, business, government and the community: Innovation capacity building, knowledge exchange and entrepreneurship, technology transfer. Elvira Martini, University of Sannio, Benevento - Italy, elmartin@unisannio.it

45. Internet-based technologies for solving work-related tasks: Knowledge sharing, collaborative problem solving, learning, communities of practice, innovation, creativity, and the role of HRM with these advanced technological tools (social networking, virtual worlds, micro blogging). Bjørn-Tore Flåten, University of Agder, Norway, bjorn-tore.flaten@uia.no

46. Outsourcing in the post global financial crisis era: The consequences of the global financial crisis and reduction in the amount of outsourced-business. The current and future trends in outsourcing. Economies of outsourcing and its strategic implementation. Richard Mbewe, Lazarski University, Warsaw, Poland, rmbewe@wp.pl

47. Corporate identity, brand, image and reputation: Dimensions and implications. Cláudia Simões, University of Minho, Braga, Portugal, csimoes@eeg.uminho.pt

48. European integration: the problem or the cure for the economic crisis? Eyal Inbar, College of Management - Academic Studies, inbarim@netvision.net.il

49. Impact of globalization on sustainable tourism in the Mediterranean countries. Gjergji Shqau, Aleksander Xhuvani University, gjergjishqau@yahoo.com

50. Business of agricultural products: Agricultural management, marketing of agricultural products, decision support systems in agriculture. Stamatis Aggelopoulos, Educational Institute of Thessaloniki, Greece, stamagg@farm.teithe.gr

51. Supply chain management: Supplier-buyer and customer-seller relationships, purchasing, logistics, and distribution, innovation in purchasing management. Gøril Hannås, Agder University, Norway, goril.hannas@uia.no

52. Critical success factors of technological alliances in complex products and systems. Arbabi Hani, haniarbabi@yahoo.com, Kefayatmand Massoud, and Arasti, Mohammad-Reza.

53. IT in healthcare as one of main factors in improving quality of life: Balanced Scorecard Approach. Misak Vartanov, varmiog@gmail.com

54. Innovative financial instruments in the public sector: Strategic trends and development in local governments of the EuroMeditarranean area. Fabio Amatucci, University of Sannio , fabio.amatucci@unisannio.it and Paolo Esposito, University of Sannio, esposito_paolo@yahoo.it

55. Emergence and the role of dynamic interactions in strategy and innovation: Complex adaptive systems theory and virtual organizations. Harald Knudsen, University of Adger, harald.knudsen@uia.no

56. Entrepreneurial design: Methods, techniques and instruments of measuring, building and promoting of entrepreneurial competences, personality and identity. Johanna Teliëps, Alanus University, johanna.teliëps@alanus.edu

57. Negotiations and conflict resolution in the Mediterranean region: Strategy and tactics in business conflicts, negotiation simulations and models. Enrique Ogliastri, IE Business School, Madrid Enrique.Ogliastri@incae.edu

58. Sport management and marketing, sport tourism, sport event and media management. Pinelopi Athanassopo, University of Peloponnese, apinelopi@hotmail.com

59. Entrepreneurship, creativity and organisational learning. Stefan Lagrosen, University West, Trollhättan, Sweden, stefan.lagrosen@hv.se

60. Human Resource Management: Leadership development, coaching and talent management. Paul Iles, University of Salford, Greater Manchester, UK, p.a.iles@salford.ac.uk and Zhu, Xiaoxian (PG), University of Salford, Greater Manchester, UK, X.Zhu3@edu.salford.ac.uk

61. Social media marketing: Business models based on the SMM, social media consumer behaviour, SMM and innovation. Enric López, Director Master Oficial en Gestió Estratègica de les Empreses Turístiques, Director Master "e-Tourism", Barcelona, enric.lopez@cett.es

62. Small and medium sized enterprises (SMEs): Performance, growth, finance, R&D, innovation, management, economic environment, economic crisis encountering, and comparisons. Fotini Psimarni Voulgari, School of Management & Economics T.E.I. of Crete, Agios Nikolaos Branch, Crece, fvoulgari@staff.teicrete.gr

63. Examination of different theories for extension of bargaining solution analyses (e.g. behavioural theory, game theory, processual theory, integrative theory, narrative theory, automated bargaining theory and anchor pricing theory). Leonidas Papakonstantinidis, Technological Educational Institute of Kalamata, papakon@gmail.com

64. Financial risk management: financial modeling, engineering, and multicriteria decision-making (sophisticated statistical and econometric techniques, stochastic process, optimization algorithms). Constantin Zopounidis, Technical University of Crete, kostas@dpem.tuc.gr

65. Dynamic capabilities: creation, modification, and renewal. Alvaro Lopes Dias, Universidade Autonoma de Lisboa, Portugal, alvaro.dias1@gmail.com and Renato Pereira, Universidade Autonoma de Lisboa, Portugal, pereiren@hotmail.com

66. Corporate social responsibility (CSR) and competitiveness of SMEs. Eleni Apospori, Athens University of Economics and Business, apospori@aueb.gr and Maria Krambia-Kapardis, Cyprus University of Technology, maria.kapardis@cut.ac.cy

67. Organizational culture, strategy, structure and behavior. Daniel Dauber, European Journal of Cross-Cultural Competence and Management, daniel.dauber@wu.ac.at, Gerhard Fink, International Association for Cross Cultural Competence and Management Gerhard.Fink@wu.ac.at, Centre for the Creation of Coherent Change and Knowledge, prof.m.yolles@gmail.com

68. Economic crisis with its social Effects and the role of cause-related marketing. Green marketing as a form of cause-related marketing. Demetriou Marlen, University of Nicosia, demetriou.m@unic.ac.cy

69. Advertising around the Mediterranean region: Product advertising, employment advertising, commercials. Marinel Gerritsen, Radboud University Nijmegen, The Netherlands, m.gerritsen@let.ru.nl

70. Challenges in managing the value enhancement of brand: Brand loyalty, brand identity, and brand positioning. Celebrity advertisement and business performance. SamudhraRajkumar, Annamalai University, India, csk64@yahoo.com

71. Supply chain management for the global stability: Green supply chain management. Teck Yong Eng, University of Essex, UK, tyeng@essex.ac.uk

72. Positive Organizational Behavior (POB) and its application to the workplace: Exploring the employee commitment, employee engagement, and employee mental health and well-being. Zoe Dimitriades, University of Macedonia, zoedimitriades@gmail.com

73. Public and Private Partnerships (PPPs) in the infrastructure sector. A. Suryanarayana, Osmania University, Hyderabad, India, professorsuryanarayana@yahoo.com

74. Business incubation and development: Case Studies in small and medium-sized enterprises. Abel Kinoti Meru, The Catholic University of Eastern Africa, kinmru@yahoo.com

75. Aeronautical management: Airports, airspace, routes, procedures, navigation, safety, communications, network management, environment, cost-effectiveness assessments, security, ATM validation techniques. Jose Manuel Risquez, ATM projects Specialisation Area Senior Manager, INECO, jrisquez@ineco.es

76. Management of science, technology, innovation, quality, and conformity assessment business. K.M.Mostafa Anwar, United Nations Industrial Development Organization (UNIDO), Dhaka-1205, Bangladesh, mostafa_anwar@yahoo.com

77. Marketing and sustainability: stakeholders' (consumers, firms, government, civil society etc) role and commitment towards attaining triple E (ecology,

economic, equity) balance in the quest for societal development. Anayo D. Nkamnebe, Nnamdi Azikiwe University, Nigeria, nkamnebe@yahoo.com

78. Relationship management in the services sector. Myria Ioannou, European University Cyprus, M.Ioannou@euc.ac.cy

79. Culture and Consumer Behaviour. Carmen Rodríguez Santos, University of León, Spain, Coordinator COBEREN www.coberen.eu, carmen.santos@unileon.es

80. General Track. Dr. Shlomo Tarba, EMRBI Vice President, tarba2003@gmail.com