

## Call for Papers

The EuroMed Academy of Business announces the  
**6<sup>th</sup> Annual EuroMed Conference**

**Estoril, Lisbon, Portugal**  
September 23<sup>rd</sup>-24<sup>th</sup>, 2013

### EMRBI Presidents

Prof. Demetris Vrontis,  
Dean and Director,  
University of Nicosia,  
Nicosia, Cyprus

Prof. Yaakov Weber  
Director, International Programs  
School of Business Administration  
College of Management, Israel

### Conference Chair

Prof. Vitor Ambrósio  
Escola Superior de Hotelaria e Turismo do Estoril  
Estoril Higher Institute for Tourism and Hotel Studies

### Organized by:

Escola Superior de Hotelaria e Turismo do Estoril  
Estoril Higher Institute for Tourism and Hotel Studies

**Venue:** Congress Center, Estoril, Portugal



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## Conference Goals

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The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

Our goal is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business people) are guided and mentoring each other. We differentiate as we assist participants to network and publish their valuable work (see below- a. Publication Opportunities, b. Authors' Network and Collaboration Workshop and c. Meet the Editors Session). Our participants also form specialised teams applying and getting involved in EU project funding. EMRBI network has submitted over 11 new projects last year. You can visit our Research Project Workshop (see below) that will take place during the conference.

## Author Guidelines

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### \* Submission Deadline: April 5<sup>th</sup>, 2013

Please submit your paper **or** abstract to [EMRBI@unic.ac.cy](mailto:EMRBI@unic.ac.cy) and to [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr) 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 number for submission. All conference tracks are included at the end of this call (brief track descriptions can be found at the conference [website](#). Should you feel that your submission does not exactly fit in any of the tracks please indicate either Track 79 (Case Studies Track) or Track 80 (General Track). Alternatively, you may indicate the general area that you would like to have your manuscript reviewed under (eg Marketing, HRM, Strategic Management, Finance etc).

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

### Important Dates

* Notification to authors (for early submissions by March 17 <sup>th</sup> )	by May 03 <sup>th</sup> , 2013
* Notification to authors (for submissions after March 17 <sup>th</sup> )	by May 24 <sup>th</sup> , 2013
<b>Early-bird registration</b>	Until July 26 <sup>th</sup> , 2013
<b>Late registration</b>	After July 26 <sup>th</sup> , 2013
<b>Deadline for inclusion in Book of Proceedings **</b>	September 2 <sup>nd</sup> , 2013

\*\*Only papers or abstracts of participants registered until September 2<sup>nd</sup>, 2013 will be included in the Book of Proceedings that will be distributed at the conference. Papers and/or abstracts of participants who will register after the above date will be included in the final book of proceedings that will be distributed after

the conference.

## **Publication Opportunities**

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

A selection of the best conference papers (presented in alphabetic order) 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. Global Business and Economics Review**
- 3. International Journal of Computational Economics and Econometrics**
- 4. International Journal of Emerging Markets**
- 5. International Journal of Financial Markets and Derivatives**
- 6. International Journal of Online Marketing**
- 7. International Journal of Organizational Analysis**
- 8. International Journal of Wine Business Research**
- 9. Journal for Global Business Advancement**
- 10. Journal for International Business and Entrepreneurship Development**
- 11. Journal of Critical Studies in Business and Society**
- 12. Journal of Customer Behaviour**
- 13. Journal of Promotion Management**
- 14. Journal of Transnational Management**
- 15. Journal of Research in Marketing and Entrepreneurship**
- 16. Managing Service Quality**
- 17. MegaByte**
- 18. Romanian Journal of Global Economy**
- 19. Social Business**
- 20. The Marketing Review**
- 21. Transnational Marketing Journal**
- 22. World Review of Entrepreneurship, Management & Sustainable Development**

**ADDITIONAL PUBLICATION OPPORTUNITIES WILL BE ANNOUNCED SHORTLY**



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## **OTHER CONFERENCE AND PRE-CONFERENCE ACTIVITIES**

### **Research Project Workshop**

With this Research Project Workshop, The EuroMed Academy of Business (EMAB) expands on its successful past and present research co-operation. It encourages concerted research activities amongst its members and the creation of a wider EMAB research.

The workshop is based on a selection of concrete research calls for which a consortium of members might apply as a result of this workshop. In January 2013, for example, we submitted a comprehensive project on Gender Dynamics in Boards which strongly benefitted from this workshop. This represents a real additional value for members and conference participants. The workshop constitutes a part of the 6<sup>th</sup> EMRBI Conference. It will provide you with and discusses the following topics:

- General Key Success Criteria for Proposals
- Information on Current Projects and Changes of Funding Priorities
- Screening and Timely Selecting Projects based on EMAB and/or Members' Priorities
- Creation of an EMAB research consortium (i.e. utilizing Diversity and Past-Experience of Members; Nexus between Academia and Industry)
- Process and Timeline for Project Proposal Design (including Team Formation, Task Allocation and Milestones)
- Budgeting of Proposals

The workshop will take place on the 21<sup>st</sup> of September. The exact Time and Location of the workshop will be announced in due course at the conference [website](#). Please, register for the workshop, sending an email to Dr Hans Ruediger Kaufmann [Kaufmann.r@unic.ac.cy](mailto:Kaufmann.r@unic.ac.cy)

### **Authors' Networking and Collaboration Workshop**

The workshop aims at exploring ways that will lead to the formation of a strong network of EMAB members collaborating in:

- Commonly writing journal papers and conference presentations
- Producing appropriate findings by undertaking collaborative research projects
- Promoting EMAB as primary or secondary authors' affiliation
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**Rationale:** We all have “millions” of ideas for research projects and/or papers that for months or years remain hidden in desk drawers and computer files, usually due to time limitations. A network of researchers and authors can provide the means for commonly materializing ideas that would otherwise remain unexploited. Indicating EMAB as primary and/or secondary affiliation of authors will lead to the creation of a strong literature “brand name”.

The workshop will take place on the 21<sup>st</sup> of September. The exact Time and Location of the workshop will be announced in due course at the conference [website](#). Please, register for the workshop, sending an email to Dr Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

## **Academic Business Consulting (ABC) Nexus**

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

### **1. Symposium and Professional Development Workshops (SPDW)**

The EuroMed Symposiums and Professional Development Workshops (SPDW) (e.g. professional to scholars) is a platform for colleagues to share knowledge and expertise and foster the professional development of participants. The platform provides opportunities for developing innovative and creative symposiums with the view of enriching participants through high standard scholarly gatherings. Our goal is to have sessions encouraging new thoughts and innovative research directions.

### **2. Executive Workshops on M&A and Global Strategies**

The EuroMed 2011 Executive Workshops provides an overview of state-of-the-art knowledge on success and failure factors in various strategic management areas (including managerial practical guide for planning mergers and acquisitions, synergy analysis, evaluation and pricing, negotiation and implementation dealing with organisational and international cultural issues, human resource challenges, and capturing synergy potential). For more details, please visit EMRBI website or email Prof. Yaakov Weber [yweber@bezeqint.net](mailto:yweber@bezeqint.net) or Dr. Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

### **3. Suggestions for more activities**

Ideas and suggestions for more activities are invited. Please send 1-3 pages descriptions of such proposed activities to Prof. Yaakov Weber [yweber@bezeqint.net](mailto:yweber@bezeqint.net) or Dr. Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

## **Meet the Editors Session**

In order to enhance our conference participants' network, every year we hold a **Meet the Editors** session. At this session, taking place during the conference, all Journal Editors, Associate Editors or Guest Editors who participate at the Conference present their journal to the Conference Participants. This also gives the opportunity to participants to network and meet with the editors and benefit from any publishing opportunities.

**Editors or Associate Editors** who will participate at the Conference to communicate with D. Yioula Melanthiou [melanthiou.y@unic.ac.cy](mailto:melanthiou.y@unic.ac.cy) and confirm their participation.

## Doctoral Seminars

The EuroMed Academy of Business announces three Doctoral Seminars that will take place preceding the **EuroMed 2012 Annual Conference**. These will be held on September 20<sup>th</sup> - 21<sup>st</sup> 2013 in Estoril, Portugal.

All participants in the Doctoral seminar are eligible for the EMAB Award for the **Best Doctoral Dissertation Proposal** and will be **exempted** from the conference registration fees. **The Institute offers a limited number of Scholarships of up to Euro 600 each.**

Presented papers and abstracts will be published in ISI Thompson Reuters accredited conference proceedings. The deadline for sending a paper to the Doctoral Workshop is the 15<sup>th</sup> July 2013.

### 1. Doctoral Seminar on M&A

The seminar will provide a unique opportunity for doctoral students to further develop their research ideas, learn about the challenges of conducting M&A research and building a successful academic career in this field, and broaden their professional networks. The format of the Seminar will facilitate a constructive and supportive discussion among doctoral students and 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.

For more details, please visit EMRBI [website](#) or email Prof. Yaakov Weber [yweber@bezeqint.net](mailto:yweber@bezeqint.net) or Dr. Shlomo Tarba [tarba2003@gmail.com](mailto:tarba2003@gmail.com)

### 2. Doctoral Seminar on Management

The seminar will provide Doctoral students, from **all areas of Management Science**, with the opportunity to debate their research between their peers and a panel of distinguished research faculty.

The seminar is designed to facilitate productive discussions on a wide range of topics such as new research streams in Management research, doctoral research implementation strategies, methodological issues, successfully entering academia etc. All research projects that will be presented will receive concrete feedback as well as proposals and advice on their upcoming research scheme.

For more details, please visit the conference [website](#) or email Dr Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

### 3. Doctoral Seminar on Marketing

The Seminar relates to all facets of Marketing Science (i.e. Strategic Marketing- i.e. Growth and Competitive Strategies, Branding, Corporate and Behavioral Branding; Relationship Marketing; E-Marketing), International Marketing, Marketing Communications, Consumer Behavior and Consumerism, Social/Societal Marketing. Doctoral students will have the opportunity to get individual and detailed feedback on all stages of the PhD/DBA journey, presentations held as well as on intended future publications from peers, distinguished faculty and editors in an interactive and stimulating ambience cross-fertilizing ideas for future research and/or possible collaboration, networking and career development.

For more details, please, visit the conference website or email Prof. Demetris Vrontis ([vrontis.d@unic.ac.cy](mailto:vrontis.d@unic.ac.cy)) or Dr. Hans Ruediger Kaufmann ([kaufmann.r@unic.ac.cy](mailto:kaufmann.r@unic.ac.cy)).

# AWARDS

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## **EMJB Best and Highly Commended Paper Awards**

Sponsored by the [EuroMed Journal of Business](#), published by Emerald. A “Best Paper” and three “Highly Commended Paper” awards will be presented at the conference and be accepted for publication in the EuroMed Journal of Business. Only full paper submissions will be considered for the awards.

## **EMAB Best Reviewer Awards**

As part of the implementation of EMRBI goals and dedication to high quality reviews process, Best Reviewer Awards will be presented to 3-5 Reviewers whose reviews will be of high quality and clear contribution and will provide positive recommendations for paper and research improvement to authors. The evaluation criteria for this award will be published in the conference website.

## **Junior Researcher Awards**

Junior researchers are invited to apply for the “Best Junior Researcher’s Paper” and three “Highly Commended Junior Researcher Paper” awards. Applicants should be currently employed as junior faculty, at a University or College, or hold a junior management position in the industry. Applicants should submit a full paper (the paper can be co-authored with a senior faculty member), to any of the conference tracks. A covering letter, supporting the application, should be sent together with a short CV at to [EMRBI@unic.ac.cy](mailto:EMRBI@unic.ac.cy)

## **Student Awards**

Students are invited to apply for the “Best Student Paper” and three “Highly Commended Student Paper” awards. Applicants should currently be Postgraduate students (e.g. PhD, DBA, DProf, MBA, MA). Applicants should submit a full paper (the paper can be co-authored with a senior faculty member) to any of the conference tracks. A covering letter, supporting the application, should be sent together with a short CV at to [EMRBI@unic.ac.cy](mailto:EMRBI@unic.ac.cy)

## **Research Fellowship Award**

Participation in various activities of the conference and other EMRBI activities are taken in consideration for awarding Research Fellowship Awards. For details, please refer to <http://www.emrbi.com/photos/uploads/research%20fellowship.pdf>

## Conference Venue – Estoril’s Congress Center

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The **6th EuroMed Conference** will take place on 23<sup>rd</sup> and 24<sup>th</sup> September 2013, in Portugal, in Estoril’s Congress Center (conference venue), located in short, frequent and convenient distance from one of the most beautiful capitals of Europe, Lisbon.

Enjoying pleasant temperate climate all year round, the Estoril Coast offers visitors a wide variety of cultural and leisure activities.

Estoril Tourism Information: <http://www.visiteestoril.com>

## Conference Hotel – Palácio Estoril Hotel

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For the participants of the 6th EuroMed Conference 2013, blocked bookings have been made at three hotels (one five star, one four star and one three star). Additionally, special prices have been negotiated with all the hotels. As some of the **6<sup>th</sup> EuroMed Conference** activities will take place in **Palácio Estoril Hotel** we booked/reserved 100 rooms in this hotel. Built in 1930, the Hotel retains many of the characteristics of that period. It has been remodeled over the years, but without losing its combination of luxury and sophistication.

During the Second World War, due to Portugal’s neutrality, the **Palácio Estoril Hotel** was the chosen home of numerous members of European royalty and also accommodated British and German spies, who could often be found in its bar. Later, these stories of intrigue and espionage inspired famous novelists and filmmakers and the Hotel served as the set for the **James Bond** movie “On Her Majesty's Secret Service”.

More information about accommodation -  
<http://6theuromed2013.webnode.pt/location/accommodation/>

## Organized Excursions

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**Half Day Lisbon | Sunday 22nd September | from 09.00 until 13.00**

**Included in the 6th EuroMed Conference fee**

Discover Portugal’s capital. Panoramic sightseeing, stopping at some of Lisbon's major sights, including Jerónimos' Monastery, Tower of Belem and the Monument to the Discoveries

**Half Day Sintra | Monday 23rd September | from 16.30 until 19.30**

**Included in the 6th EuroMed Conference fee**

Discover with us the magnificent village of Sintra where the Royal Family used to live during the summer and taste the local traditional pastry. In this charming region, you will also admire Continental Europe's Westernmost point (Cabo da Roca).

Other Excursions | Please contact your Hotel Desk.

If you have any further questions please contact: [gab.comunicacao@eshte.pt](mailto:gab.comunicacao@eshte.pt)

# Programme Tracks and Track Chairs:

Please indicate, on the first page of your manuscript, the track number for submission. Should you feel that your submission does not exactly fit in any of the tracks below please indicate either Track 79 (Case Studies Track) or Track 80 (General Track). For a more detailed description of the conference tracks please visit the conference website or contact Dr Evangelos Tsoukatos, EMRBI Director of Operations and Development at [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

## 1. Competitiveness, Development and Sustainability

	Track Title	Track Chair/Chairs
1.	Business Competitiveness Drivers in the Post Crisis Era: The European Mediterranean Perspective	<b>Prof. Fotini Psimarni-Voulgari</b> , TEI of Crete, Greece, <a href="mailto:fvoulgari@staff.teicrete.gr">fvoulgari@staff.teicrete.gr</a>
2.	The degree of regional competitiveness in the Mediterranean Area	<b>Dr Milena Viassone</b> , University of Turin (ITALY), <a href="mailto:milena.viassone@unito.it">milena.viassone@unito.it</a>
3.	Territory, cooperation and common goods	<b>Prof. Dr Bernard PARANQUE</b> , Euromed Management/Kedge Business School, <a href="mailto:bernard.paranque@euromed-management.com">bernard.paranque@euromed-management.com</a>
4.	Green growth and sustainable development	<b>Dr Jung Wan Lee</b> , Boston University, USA, <a href="mailto:jwlee119@bu.edu">jwlee119@bu.edu</a>
5.	The impact of migrations on the economic and regional development in the Mediterranean Area	<b>Dr Claudia De Biase</b> , Second University of Naples, <a href="mailto:Claudia.DEBIASE@unina2.it">Claudia.DEBIASE@unina2.it</a>
6.	Leapfrogging Business for Sustainability	<b>Dr H.S. Srivatsa</b> , TAPMI, Manipal, Karnataka , India, <a href="mailto:hs.srivatsa@tapmi.edu.in">hs.srivatsa@tapmi.edu.in</a>
7.	Agribusiness in Rural Development	<b>Dr Abu Zafar Mahmudul Haq</b> , City University, Dhaka, Bangladesh, <a href="mailto:abuzafar67@yahoo.com">abuzafar67@yahoo.com</a>
8.	The role of technology in growth and development	<b>Dr Suhail S. Sultan</b> , Palestine Polytechnic University, <a href="mailto:sultan@ppu.edu">sultan@ppu.edu</a>
9.	Environmental Communication and sustainable development	<b>Dr Georgios Tsandopoulos</b> , Democritus University of Thrace, Greece, <a href="mailto:tsantopo@fmenr.duth.gr">tsantopo@fmenr.duth.gr</a> and <b>Dr Stamatis Aggelopoulos</b> , Alexander TEI of Thessaloniki, Greece, <a href="mailto:stamagg@farm.teithe.gr">stamagg@farm.teithe.gr</a>
10.	Management of Science, Technology, Innovation, Quality and Conformity Assessment Business	<b>KM Mostafa ANWAR</b> , TCA Global The Croft Alliance Ltd. & European Organization for Quality , <a href="mailto:mostafa_anwar@yahoo.com">mostafa_anwar@yahoo.com</a>

## 2. Conflict, Diversity and Cohesion

	Track Title	Track Chair/Chairs
11.	Managing Diversity and Promoting Collaboration in the Context of Conflict	<b>Prof. Dr Helena Desivilya Syna</b> , Max Stern Yezreel Valley College (YVC), ISRAEL, <a href="mailto:desiv@yvc.ac.il">desiv@yvc.ac.il</a>
12.	Solidarity, Polarization, Inequality and Xenophobia	<b>Dr Liema Davidovich</b> , Ruppim Academic Center, Emek Hefer, Israel, <a href="mailto:Liema@ruppin.ac.il">Liema@ruppin.ac.il</a>
13.	Revitalization of cultural heritage as an element of export supply	<b>Ivana Busljeta Banks</b> , Zagreb School of Economics and Management, Croatia, <a href="mailto:ibanks@zsem.hr">ibanks@zsem.hr</a>

### 3. Corporate Governance

	Track Title	Track Chair/Chairs
14.	Corporate Governance, Strategy and Performance	<b>Dr Matteo Rossi</b> , University of Sannio – Benevento, Portugal, <a href="mailto:mrossi@unisannio.it">mrossi@unisannio.it</a>
15.	The role of intellectual property strategy in corporate governance	<b>Tomislav Sokol</b> , Zagreb School of Economics and Management, Croatia, <a href="mailto:tsokol@zsem.hr">tsokol@zsem.hr</a>

### 4. Cross – Cultural Management

	Track Title	Track Chair/Chairs
16.	Intercultural Competence	<b>Dr Ruediger Kaufmann Hans</b> , University of Nicosia and EMRBI Vice President, <a href="mailto:kaufmann.r@unic.ac.cy">kaufmann.r@unic.ac.cy</a> and <b>Englezou Maria</b> , University of Gloucestershire, <a href="mailto:maria.englezou@hotmail.com">maria.englezou@hotmail.com</a>
17.	Cross Cultural Perspectives of Human Resource Management	<b>Dr. Crystal Zhang</b> , Leeds Metropolitan University, <a href="mailto:c.zhang@leedsmet.ac.uk">c.zhang@leedsmet.ac.uk</a>
18.	Cross-Cultural Perspectives of Foreign Direct Investment	<b>Dr Hortênsia Barandas-Karl</b> , Universidade do Porto, Portugal, <a href="mailto:barandas@fep.up.pt">barandas@fep.up.pt</a>

### 5. Digital Information and Knowledge Management

	Track Title	Track Chair/Chairs
19.	Online Social networks: Facebook, Twitter, etc.... and their contribution to Business	<b>Oren Gil-Or</b> , College of Management and Open University, Israel, <a href="mailto:oren@gil-or.com">oren@gil-or.com</a> and <b>Enric López</b> , EUHT CETT, Barcelona, Spain, <a href="mailto:enric.lopez@cett.es">enric.lopez@cett.es</a>
20.	Technology application management in banking: Business process reengineering, customer satisfaction, payment system, risk management, financial integration and stability.	<b>Saroj Kumar Datta</b> , VIT Business School, <a href="mailto:dattasaroj@gmail.com">dattasaroj@gmail.com</a> , and <b>Sukanya Kundu</b> , <a href="mailto:sk54015@gmail.com">sk54015@gmail.com</a>
21.	e-learning web based models for business and accounting: Requirements, procedures, implementation experiences and implications on lifelong learning	<b>Prof. George Venieris</b> , Athens University of Economics and Business, Athens, Greece, <a href="mailto:venieris@aub.gr">venieris@aub.gr</a>
22.	The use of Innovative Digital Technologies in Hospitality and Tourism	<b>Prof. Maria Manuela Sanches Almeida Carvalho</b> , Escola Superior de Tecnologia e Gestão de Lamego, Portugal, <a href="mailto:mmcarvalho@estgl.ipv.pt">mmcarvalho@estgl.ipv.pt</a> and <b>Dr Evangelos Moustakas</b> , Middlesex University in London, UK, <a href="mailto:e.moustakas@mdx.ac.uk">e.moustakas@mdx.ac.uk</a>
23.	Digital media, Innovation and Social Transformation	<b>Dr Tao Papaioannou</b> , University of Nicosia, Cyprus, <a href="mailto:papaioannou.t@unic.ac.cy">papaioannou.t@unic.ac.cy</a>
24.	Digital Marketing: Interactive media and multichannel marketing, on-line consumer behavior, using social media and networks for marketing in B2C and B2B	<b>Dr Manoj. K. Jha</b> , NITIE Mumbai, India, <a href="mailto:manojkja40@gmail.com">manojkja40@gmail.com</a>

### 6. Economics, Finance and Accounting

	Track Title	Track Chair/Chairs
25.	Rurality and renaissance economics	<b>Dr James MacAskill</b> , British Institute of Technology and e-Commerce, <a href="mailto:jmacaskill@bite.ac.uk">jmacaskill@bite.ac.uk</a>

## 6. Economics, Finance and Accounting

	Track Title	Track Chair/Chairs
26.	Management accounting and financial reporting practices: Implications for corporate governance and management	<b>Dr Sandra Cohen</b> , Athens University of Economics and Business, Athens, Greece, <a href="mailto:scohen@aueb.gr">scohen@aueb.gr</a>
27.	Interactions between the Volatility of Financial Markets and Investors' Behaviour	<b>Georgia Mouzoura</b> , University of Gloucestershire, UK, <a href="mailto:georgiamouzoura@connect.glos.ac.uk">georgiamouzoura@connect.glos.ac.uk</a> and <b>Dr Evangelos Tsoukatos</b> , TEI of Crete, Greece and EMRBI Director of Operations and Development, <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>
28.	Public Private Partnership: Business Models, Accounting Regulation, Accountability	<b>Prof. Maura Campra</b> , <a href="mailto:maura.campra@eco.unipmn.it">maura.campra@eco.unipmn.it</a> , <b>Dr Paolo ESPOSITO</b> , <a href="mailto:pesposito@unisannio.it">pesposito@unisannio.it</a> , University of Piemonte Orientale "Avogadro, Italy and <b>Prof. Paolo RICCI</b> , University of Sannio, Italy, <a href="mailto:ricci@unisannio.it">ricci@unisannio.it</a>
29.	Public-Private Partnerships (PPPs) in administrative contracts. Regulations and managerial implications for New Public Management	<b>Dr Antonios Maniatis</b> , Technological Educational Institute of Patras, Greece, <a href="mailto:maniatis@dikaio.gr">maniatis@dikaio.gr</a>
30.	New Fiscal and Monetary Policy trends in view of economic and currency reap	<b>Dr Simona Mihai Yiannaki</b> , European University, Cyprus, <a href="mailto:S.Mihai@euc.ac.cy">S.Mihai@euc.ac.cy</a>
31.	The current structure and competitive advantage of the Financial Services industry in the Mediterranean region	<b>Prof. Joseph Falzon</b> , University of Malta, <a href="mailto:joseph.falzon@um.edu.mt">joseph.falzon@um.edu.mt</a>

## 7. Education and Training

	Track Title	Track Chair/Chairs
32.	Management of Higher Education (HE) Systems and Institutions	<b>Dr Erika Vaiginienė</b> , Vilnius University, Lithuania, <a href="mailto:erika.vaiginiene@tvm.vu.lt">erika.vaiginiene@tvm.vu.lt</a>
33.	Putting lifelong learning strategies into practice for business competitiveness	<b>Sue Betts</b> , <a href="mailto:s.betts@linkinglondon.ac.uk">s.betts@linkinglondon.ac.uk</a> , <b>Kate Burrell</b> , <a href="mailto:k.burrell@linkinglondon.ac.uk">k.burrell@linkinglondon.ac.uk</a> , University of London and <b>Teresa Torres-Coronas</b> (*), Universitat Rovira i Virgili, Spain, <a href="mailto:teresa.torres@urv.cat">teresa.torres@urv.cat</a> (* ) corresponding author
34.	Creativity and Innovation in Universities versus employability in the Euro-Mediterranean region	<b>Dr Simona Mihai Yiannaki</b> , European University, Cyprus, <a href="mailto:S.Mihai@euc.ac.cy">S.Mihai@euc.ac.cy</a>

## 8. Entrepreneurship and Innovation

	Track Title	Track Chair/Chairs
35.	Creativity, innovation and global entrepreneurship	<b>Dr Marios Trigkas</b> , CE.RE.T.E.TH./Institute of Technology & Management of Agricultural Ecosystems, <a href="mailto:mtrigkas@cereteth.gr">mtrigkas@cereteth.gr</a> , <b>Karagouni Glykeria</b> , <a href="mailto:karagg@teilar.gr">karagg@teilar.gr</a> and <b>Prof. Ioannis Papadopoulos</b> , <a href="mailto:papad@teilar.gr">papad@teilar.gr</a> , TEI of Larissa, Greece
36.	Entrepreneurship and new venture creation in the Mediterranean Region: actors, tools and policies	<b>Prof. M. Sorrentino</b> , Second University of Naples, <a href="mailto:Mario.sorrentino@unina2.it">Mario.sorrentino@unina2.it</a> and <b>Dr D. Matricano</b> , Istituto di Ricerche sulle Attività Terziarie, (I.R.A.T.), <a href="mailto:d.matricano@irat.cnr.it">d.matricano@irat.cnr.it</a>

## 9. Interdisciplinary Research

	Track Title	Track Chair/Chairs
37.	Systemic Approaches to Business Science	<b>Gandolfo Dominici</b> , University of Palermo (Italy), <a href="mailto:gandolfo.dominici@unipa.it">gandolfo.dominici@unipa.it</a> and <b>Gianpaolo Basile</b> , University of Salerno (Italy), <a href="mailto:gibasile@unisa.it">gibasile@unisa.it</a>
38.	Organizational Restructuring and Change	<b>Ribeiro Humberto Nuno Rito</b> , Polytechnic Institute of Bragança, Portugal, <a href="mailto:humberto@alumni.dmu.ac.uk">humberto@alumni.dmu.ac.uk</a>
39.	Industrial Engineering and System Efficiency Improvement	<b>Prof. K.V.S.S. Narayana Rao</b> , National Institute of Industrial Engineering, Mumbai, India, <a href="mailto:kvssnrao55@gmail.com">kvssnrao55@gmail.com</a>
40.	Knowledge and industrial dynamics	<b>Dr Suhail S. Sultan</b> , Palestine Polytechnic University, <a href="mailto:sultan@ppu.edu">sultan@ppu.edu</a>
41.	Social Innovation facing Bio economics ( <b>Virtual Track</b> )	<b>Prof. Carmen Costea</b> , USH Bucharest, <a href="mailto:cecoste@yahoo.com">cecoste@yahoo.com</a>
41 A	Critical Management Studies and Critical Marketing in times of Crisis	<b>Prof. Kostas Gouliamos</b> , Vice-Rector European University Cyprus <a href="mailto:K.Gouliamos@euc.ac.cy">K.Gouliamos@euc.ac.cy</a>

## 10. International Business

	Track Title	Track Chair/Chairs
42.	New perspectives on Managing Multinational corporations in the Euro-Mediterranean region	<b>Dorra Yahiaoui</b> , Normandy Business School, France, <a href="mailto:d.yahiaoui@em-normandie.fr">d.yahiaoui@em-normandie.fr</a> and <b>Hela Chebbi</b> , EDC – Paris, France, <a href="mailto:hela.chebbi@edcparis.edu">hela.chebbi@edcparis.edu</a>
43.	Internationalization and innovation in services sector	<b>Dr Luísa Carvalho</b> , Setubal Polytechnic Institute, Portugal, <a href="mailto:luisa.carvalho@esce.ips.pt">luisa.carvalho@esce.ips.pt</a>
44.	Innovation, global business strategies and host country development	<b>Dr Suhail S. Sultan</b> , Palestine Polytechnic University, <a href="mailto:sultan@ppu.edu">sultan@ppu.edu</a>
45.	The current structure and competitive advantage of the manufacturing industry in the Mediterranean region	<b>Prof. Joseph Falzon</b> , University of Malta, <a href="mailto:joseph.falzon@um.edu.mt">joseph.falzon@um.edu.mt</a>
46.	Emergent Markets	<b>Rui Torres de Oliveira</b> , <a href="mailto:rui.t.oliveira@gmail.com">rui.t.oliveira@gmail.com</a>
47.	Chinese Direct Investments in Europe	<b>Prof. Bernd Britzelmaier</b> , Pforzheim University, Germany, <a href="mailto:bernd@britzelmaier.de">bernd@britzelmaier.de</a>
48.	Business of agricultural products and agribusiness: Management, Financing and Decision Support Systems in Agriculture	<b>Stamatis Aggelopoulos</b> , Alexander Technological Educational Institute of Thessaloniki, Greece, <a href="mailto:stamagg@farm.teithe.gr">stamagg@farm.teithe.gr</a>
49.	Wine Business	<b>Dr Matteo Rossi</b> , University of Sannio, Italy, <a href="mailto:matteo.rossi@unisannio.it">matteo.rossi@unisannio.it</a>

## 11. Marketing

	Track Title	Track Chair/Chairs
50.	Emerging Services Marketing Paradigms in the Competitive Environment of the 21 <sup>st</sup> Century	<b>Dr Bhavesh Vanparia</b> , Tolani Institute of Management Studies,

## 11. Marketing

	Track Title	Track Chair/Chairs
		<a href="mailto:bhavindh@gmail.com">bhavindh@gmail.com</a>
51.	Innovation in Pricing	<b>Dr Andreas Hinterhuber</b> , HINTERHUBER & PARTNERS <a href="mailto:andreas@hinterhuber.com">andreas@hinterhuber.com</a> and <b>Dr Stephan Liozu</b> , Case Western Reserve University, <a href="mailto:sliozu@case.edu">sliozu@case.edu</a>
52.	Services Marketing and Services Branding	<b>Dr Tareq Nael Hashem</b> , Philadelphia University, <a href="mailto:tareqhashem1975@yahoo.com">tareqhashem1975@yahoo.com</a>
53.	The study of brand equity as a relationship between brand personality and consumer personality	<b>Irma Shyle</b> , Polytechnic University of Tirana, Albania, <a href="mailto:irmitash@yahoo.com">irmitash@yahoo.com</a>
54.	Marketing of Public and Nonprofit Organizations	<b>Dr Isabel M. Macedo</b> , University of Minho, Braga, Portugal, <a href="mailto:imacedo@eeg.uminho.pt">imacedo@eeg.uminho.pt</a>
55.	Relationship Marketing & Customer Experience Management	<b>Dr Apostolos Giovanis</b> , TEI of Athens, Greece, <a href="mailto:agiovanis@teiath.gr">agiovanis@teiath.gr</a> and <b>Dr Pinelopi Athanassopoulou</b> , University of Peloponnese, Greece, <a href="mailto:apinelopi@hotmail.com">apinelopi@hotmail.com</a>
56.	Marketing in the Pharmaceutical Industry	<b>MD. Zahir Uddin Arif</b> , Jagannath University (JnU), Bangladesh, <a href="mailto:mjarif2004@yahoo.com">mjarif2004@yahoo.com</a> or <a href="mailto:mzarif04@yahoo.com">mzarif04@yahoo.com</a>
57.	Consumption culture	<b>Dr Carmen Rodríguez Santos</b> , University of León, Spain, <a href="mailto:carmen.santos@unileon.es">carmen.santos@unileon.es</a> and <b>Dr Ruediger Kaufmann Hans</b> , University of Nicosia and EMRBI Vice President, <a href="mailto:kaufmann.r@unic.ac.cy">kaufmann.r@unic.ac.cy</a>
58.	Strategic Brand Management	<b>MD. Zahir Uddin Arif</b> , Jagannath University (JnU), Bangladesh, <a href="mailto:mjarif2004@yahoo.com">mjarif2004@yahoo.com</a> or <a href="mailto:mzarif04@yahoo.com">mzarif04@yahoo.com</a>
59.	Innovative technology marketing strategies	<b>Mohammad Fateh Ali Khan Panni</b> , <a href="mailto:fkpanni@yahoo.com">fkpanni@yahoo.com</a> and <b>Md. Shahriar Parvez</b> , <a href="mailto:mshparvez_educator@yahoo.co.uk">mshparvez_educator@yahoo.co.uk</a> , City University, Bangladesh
60.	Internet Business Activities, Innovative Marketing Techniques and the Transformation of Business	<b>Dr Kip Becker*</b> , Boston University (USA), <a href="mailto:KBECKER@BU.EDU">KBECKER@BU.EDU</a> , and <b>Dr Helena Nobre</b> , University of Minho and Boston University, <a href="mailto:hnobre@bu.edu">hnobre@bu.edu</a> * Corresponding track chair
61.	Consumer Behavior and Branding of Food Products	<b>Dr Polymeros Chrysochou</b> , <a href="mailto:polyc@asb.dk">polyc@asb.dk</a> and <b>Prof. Krystallis Athanasios</b> , <a href="mailto:ATKR@asb.dk">ATKR@asb.dk</a> , Aarhus University
62.	Brands and their stakeholders	<b>Sandra Loureiro</b> , ISCTE-IUL-business school, <a href="mailto:sandra.loureiro@iscte.pt">sandra.loureiro@iscte.pt</a>
63.	Strategic use of CRM for Relationship Marketing	<b>Dr Nedra Bahri Ammari</b> , IHEC CARTHAGE, <a href="mailto:bahri.nedra@planet.tn">bahri.nedra@planet.tn</a>
64.	Compulsive Buying Behavior: Strategic Challenges and Opportunities	<b>Prof. G.V. Bhavani Prasad</b> , Kakatiya University, Warangal, <a href="mailto:bhavaniprasadgv@gmail.com">bhavaniprasadgv@gmail.com</a>

## 12. Organization Behavior and Human Resources Management

	Track Title	Track Chair/Chairs
65.	Organizational Behaviour: Theory, Cases and Practice	<b>Prof. Peter Stokes*</b> , <a href="mailto:p.stokes@chester.ac.uk">p.stokes@chester.ac.uk</a> , <b>Dr Neil Moore</b> , <a href="mailto:n.moore@chester.ac.uk">n.moore@chester.ac.uk</a> , <b>Prof. Caroline Rowland</b> , <a href="mailto:c.rowland@chester.ac.uk">c.rowland@chester.ac.uk</a> , University of Chester, UK and <b>Peter Scott</b> , Liverpool John Moores University, UK, <a href="mailto:p.scott123@btinternet.com">p.scott123@btinternet.com</a> * corresponding track chair
66.	Employee engagement, work engagement, well-being, psychological contract, emotional engagement	<b>Dr Julia Claxton</b> , Leeds Metropolitan University, UK, <a href="mailto:J.Claxton@leedsmet.ac.uk">J.Claxton@leedsmet.ac.uk</a>
67.	Human Resource Management	<b>Dr Andrew Michael</b> , Intercollege Larnaca, Cyprus & UGSM-Monarch Business School, Switzerland, <a href="mailto:mandy@cytanet.com.cy">mandy@cytanet.com.cy</a>
68.	Gauging Employees for Managing Change and Innovation	<b>Elizabeth Real</b> , Lusiada University Portugal, <a href="mailto:e.real@fam.ulusiada.pt">e.real@fam.ulusiada.pt</a> , and <b>Pedro Ferreira</b> , Lusiada University and Portuguese Institute of Marketing Management, Portugal, <a href="mailto:ferreirapedrojorge@gmail.com">ferreirapedrojorge@gmail.com</a>
69.	Leadership and organizational behavior	<b>Dr Ismatilla "Matt" Mardanov</b> , Southeast Missouri State University, USA, <a href="mailto:imardanov@semo.edu">imardanov@semo.edu</a>
70.	Leadership Behaviors in Context: Considering Organizational Culture, Organizational Climate, Organizational Justice and Individual Differences	<b>Prof. Dr Aharon Tziner</b> , Netanya Academic College, Israel, <a href="mailto:atziner@netanya.ac.il">atziner@netanya.ac.il</a>

## 13. Strategic Management

	Track Title	Track Chair/Chairs
71.	Cross-border Mergers and Acquisitions	<b>Dr Emanuel Gomes</b> , The University of Sheffield, UK, <a href="mailto:E.Gomes@sheffield.ac.uk">E.Gomes@sheffield.ac.uk</a> and <b>Dr Shlomo Tarba</b> , The Open University, Israel, <a href="mailto:tarba2003@gmail.com">tarba2003@gmail.com</a>
72.	Strategic alliances in a turbulent economy	<b>Ian P.L. Kwan</b> , University of Navarra, Pamplona, Spain, <a href="mailto:ikwan@unav.es">ikwan@unav.es</a>
73.	The management challenges of the future	<b>Prof. Dr Claudio Baccarani</b> , Verona University, Italy, <a href="mailto:claudio.baccarani@univr.it">claudio.baccarani@univr.it</a>

## 14. Tourism

	Track Title	Track Chair/Chairs
74.	Tourism	<b>Vitor Ambrósio</b> , Escola Superior de Hotelaria e Turismo do Estoril, Portugal, <a href="mailto:vitor.ambrosio@eshte.pt">vitor.ambrosio@eshte.pt</a>
75.	Rural Tourism: typology of tourists, motivation, marketing, communication, booking process, etc.	<b>Enric López</b> , EUHT CETT, Barcelona, Spain, <a href="mailto:enric.lopez@cett.es">enric.lopez@cett.es</a>
76.	Marketing and Tourism Promotion	<b>Dr Nuno Almeida</b> , Polytechnic Institute of Leiria, Peniche, Portugal, <a href="mailto:nunoalmeida@ipleiria.pt">nunoalmeida@ipleiria.pt</a>

## 14. Tourism

	Track Title	Track Chair/Chairs
77.	Tourist motivations and destination planning	<b>Dr Paula Remoaldo</b> , University of Minho, Braga, Portugal, <a href="mailto:cris.remoaldo@gmail.com">cris.remoaldo@gmail.com</a> and <b>Laurentina Vareiro</b> , Polytechnic Institute of Cávado Portugal, <a href="mailto:laurentina_vareiro@iol.pt">laurentina_vareiro@iol.pt</a>

## 15. Quantitative methods in Business

	Track Title	Track Chair/Chairs
78.	Quantitative Methods in Business	<b>Dr Ana García-Gallego</b> , Universidad de León, Spain, <a href="mailto:ana.ggallego@unileon.es">ana.ggallego@unileon.es</a>

## 16. Case Studies and General Tracks

	Track Title	Track Chair/Chairs
79.	Case Studies Track	<b>Prof. Yaakov Weber</b> , College of Management, Rishon Lezion, Israel and EMRBI President, <a href="mailto:yweber@bezeqint.net">yweber@bezeqint.net</a>
80.	General Track	<b>Dr Evangelos Tsoukatos</b> , TEI of Crete, Greece and EMRBI Director of Operations and Development, <a href="mailto:tsoukat@staff.teicrete.gr">tsoukat@staff.teicrete.gr</a>