



9th ICCMI

International Conference on Contemporary Marketing Issues
Virtual Conference

Conference Programme

International Conference on Contemporary Marketing Issues

3-5 September 2021
Virtual Conference

co-Organized by



Endorsed by



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PROGRAMME OVERVIEW

Time Zone: Eastern European Summer Time (EEST)

FRIDAY, September 3rd 2021 Eastern European Summer Time (EEST)		
	11:00-12:00	Opening Ceremony and Keynote Speech
	12:00-12:15	Break
	12:15-13:45	Session 1.A
	13:45-14:00	Break
	14:00-15:30	Session 1.B
	15:30-15:45	Break
	15:45-17:30	Session 1.C
	17:30-17:45	Break
	17:45-18:45	Session 1.D
SATURDAY, September 4th 2021 Eastern European Summer Time (EEST)		
	11:00-12:30	Session 2.A
	12:30-12:45	Break
	12:45-14:30	Session 2.B
	14:30-14:45	Break
	14:45-16:30	Session 2.C
	16:30-16:45	Break
	16:45-18:15	Session 2.D
SUNDAY, September 5th 2021 Eastern European Summer Time (EEST)		
	11:00-12:30	Session 3.A
	12:30-12:45	Break
	12:45-14:15	Session 3.B
	14:15-14:30	Break
	14:30-16:00	Session 3.C
	16:00-16:15	Break
	16:15-17:30	Session 3.D
	17:30-17:45	Closing Ceremony and Best Paper Award

CONFERENCE PROGRAMME

Time Zone: Eastern European Summer Time (EEST)

FRIDAY, September 3 rd 2021	
Eastern European Summer Time (EEST)	
11:00-11:15 EEST	Opening Ceremony
	Professor Emeritus Christos Sarmaniotis, ICCMI 2021 co-Chair Professor Cleopatra Veloutsou, ICCMI 2021 co-Chair
11:15-12:00 EEST	Keynote Speech
	Professor TC Melewar, Middlesex University London, UK, <i>ICCM I 2021 Keynote Speaker: "The PhD Journey - A Perspective"</i>
12:00-12:15 EEST	Break
12:15-13:45 EEST	Session 1.A: Consumer Behaviour <i>Chair: Cleopatra Veloutsou, Professor, University of Glasgow, UK</i>
*	Storytelling effects on Customer Experience
	<i>Sfakianaki Emmanouela, Athens University of Economics and Business, Greece</i> <i>Vrechopoulos Adam, Athens University of Economics and Business, Greece</i> <i>Manolopoulos Dimitrios, Athens University of Economics and Business, Greece</i>
*	How ethical and political identifications shape consumer's adaptive behavior in streaming services: Exploration through protection motivation theory
	<i>Miocevic Dario, University of Split, Republic of Croatia</i>
*	Corporate actions mediating the consumer's brand trust and attitude in case of a brand scandal
	<i>Kapoor Sunaina, Indian Institute of Foreign Trade, India</i> <i>Banerjee Saikat, Indian Institute of Foreign Trade, India</i> <i>Signori Paola, University of Verona, Italy</i>
*	Identifying key metrics for customer experience management and their use in decision making: Empirical evidence from Greece
	<i>Siomkos George, Athens University of Economics and Business, Greece</i> <i>Patsiouras Christos, Athens University of Economics and Business, Greece</i>
*	Consumers' acceptance and use of QR codes in Greece
	<i>Stafyla Amalia, International Hellenic University, Greece</i> <i>Nanos Ioannis, International Hellenic University, Greece</i> <i>Stefanou Constantinou, International Hellenic University, Greece</i>

13:45-14:00 EEST	Break
14:00-15:30 EEST	Session 1.B: Tourism Marketing and Management <i>Chair: Alexandros Apostolakis, Associate Professor, Hellenic Mediterranean University, Greece</i>
*	Marketing Wine Tourism in Europe: Key Levers from a Literature Review on Italy, France, Spain, and Germany
	<i>Festa Giuseppe, University of Salerno, Italy</i> <i>Meriano Pina, Inside Marketing, Italy</i> <i>Shams S. M. Riad, University of Northumbria, UK</i>
*	Transformation Of The Knowledge Management Circle In The Tourism Field With The Use Of Virtual And Augmented Reality Technologies
	<i>Andreanna Tragouda, International Hellenic University, Greece</i> <i>Spyros Avdimiotis, International Hellenic University, Greece</i> <i>Fotis Kilipiris, International Hellenic University, Greece</i>
*	Use of mobile devices for tourist purposes by Millennials (Gen Y)
	<i>Trihas Nikolaos, Hellenic Mediterranean University, Greece</i> <i>Soumala Maria, Hellenic Mediterranean University, Greece</i> <i>Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i>
*	Tourism exhibitions in the pandemic era: state of play and initial valuation of their transformation to virtual and hybrid events
	<i>Nella Athina, Hellenic Open University, Greece</i>
*	Reality in tourist preferences in the context of Covid-19
	<i>Gkouna Ourania, International Hellenic University, Greece</i> <i>Apostolou George, International Hellenic University, Greece</i> <i>Papatsimpas Achilleas, Ministry of Education, Greece</i> <i>Gounas Athanasios, International Hellenic University, Greece</i>
15:30-15:45 EEST	Break
15:45-17:30 EEST	Session 1.C: Supply Chain Management/Retail Marketing <i>Chair: Alexander Tsipoulanidis, Professor, Berlin School of Economics and Law, Germany</i>
*	How can Lean Sourcing Processes and Robotic Process Automation (RPA) as a new digital technology in SCM support the objectives of Marketing to fulfil customer demands efficiently?
	<i>Alexander Tsipoulanidis, Berlin School of Economics and Law, Germany</i>
*	Managing stakeholder influences and risks in sustainable supply chains: a systematic literature review
	<i>Iyere Mary, University of Liverpool, UK</i> <i>Misopoulos Fotios, University of Liverpool, UK</i>
*	How Supply Chain Innovation Affects the Corporate sustainability on the Moderating Role of Buyer-Supplier Relationship?

	<p>Jiang Fei, <i>Taylor's University, Malaysia</i> Muslim Amin, <i>Taylor's University, Malaysia</i> Halimin Herjanto, <i>University of the Incarnate Word, USA</i></p>
*	<p>The stances of retail e-shop customers on the effectiveness of personalised recommendation systems</p>
	<p>Stalidis George, <i>International Hellenic University, Greece</i></p>
*	<p>Retailing during Covid-19: Weathering the storm</p>
	<p>Antonios Zairis, <i>Neapolis Pafos University, Cyprus</i></p>
*	<p>Customer experience and channel integration quality within omnichannel retailing world</p>
	<p>Theocharis Dimitrios, <i>International Hellenic University, Greece</i> Georgios Tsekouropoulos, <i>International Hellenic University, Greece</i></p>
17:30-17:45 EEST	<p>Break</p>
17:45-18:45 EEST	<p>Session 1.D: Consumer Behaviour/Exporting Chair: Costas Assimakopoulos, <i>Associate Professor</i> <i>International Hellenic University, Greece</i></p>
*	<p>Exporting During the COVID-19 Pandemic: A Systematic Literature Review</p>
	<p>Eva Mouratidou, <i>University of Macedonia, Greece</i> Katerina Kampouri, <i>University of Macedonia, Greece</i> Yannis Hajidimitriou, <i>University of Macedonia, Greece</i></p>
*	<p>Customers and passengers' satisfaction in conjunction to governments' restrictions applied by aviation industry during health crisis in European and International Level</p>
	<p>Stella Tsifitopoulou, <i>International Hellenic University, Greece</i> Panagiotis Kassianidis, <i>International Hellenic University, Greece</i> Spyros Avdimiotis, <i>International Hellenic University, Greece</i> Fotis Kilipiris, <i>International Hellenic University, Greece</i></p>
*	<p>Consumer Behavior Analysis in the Marketplace for Smart Mobile Devices: Apple Product Case Study</p>
	<p>Julia Mihailidou, <i>Ionian University, Greece</i> Constantinos Halkiopoulos, <i>University of Patras, Greece</i> Konstantinos Giotopoulos, <i>University of Patras, Greece</i></p>
<p>SATURDAY, September 4th 2021 Eastern European Summer Time (EEST)</p>	
11:00-12:30 EEST	<p>Session 2.A: Hospitality Marketing and Management Chair: Iordanis Kotzaivazoglou, <i>Associate Professor</i>, <i>International Hellenic University, Greece</i></p>
*	<p>Training needs and current practices in the hospitality industry: The case of Crete, Greece</p>
	<p>Kourgiantakis Markos, <i>Hellenic Mediterranean University, Greece</i> Stavroulaki Aikaterini, <i>Hellenic Mediterranean University, Greece</i></p>

	Dimou Irimi , <i>Hellenic Mediterranean University, Greece</i>
*	Environmental policies and procedures in the hospitality industry: A study of policies of Grecotel hotel chain in Greece
	Triantafyllou George , <i>Hellenic Mediterranean University, Greece</i> Kassianidis Panagiotis , <i>International Hellenic University, Greece</i> Strataki Eirini , <i>Hellenic Mediterranean University, Greece</i>
*	Internal marketing in 4* and 5* hotels during the pandemic: an under-exploited opportunity for Continuing Professional Development?
	Astyrakaki Charikleia , <i>Hellenic Open University, Greece</i> Nella Athina , <i>Hellenic Open University, Greece</i>
*	Understanding factors affecting Intention to Book a Hotel Room using a third-party website. Evidence from Greece
	Orfanidis George , <i>International Hellenic University, Greece</i> Vrana Vasiliki , <i>International Hellenic University, Greece</i> Kehris Evangelos , <i>International Hellenic University, Greece</i> Karavasilis George , <i>International Hellenic University, Greece</i>
*	Corporate websites as a public relations tool: The case of the 5* hotels
	Kotzaivazoglou Iordanis , <i>International Hellenic University, Greece</i> Assimakopoulos Costas , <i>International Hellenic University, Greece</i> Spanopoulos Alexandros , <i>International Hellenic University, Greece</i>
12:30-12:45 EEST	Break
12:45-14:30 EEST	Session 2.B: Branding and Destination Image/General Chair: Markos Kourgiantakis , <i>Assistant Professor, Hellenic Mediterranean University, Greece</i>
*	First time and repeat visitors' spending on local food products – the case of Crete
	Apladas Georgios , <i>Hellenic Mediterranean University, Greece</i> Apostolakis Alexandros , <i>Hellenic Mediterranean University, Greece</i> Kourgiantakis Markos , <i>Hellenic Mediterranean University, Greece</i>
*	The significance of local food for the guest's decision to revisit a tourist destination: Evidence from Crete
	Triantafyllou George , <i>Hellenic Mediterranean University, Greece</i> Poulaki Ioulia , <i>University of Patras, Greece</i> Strataki Eirini , <i>Hellenic Mediterranean University, Greece</i>
*	Investigating the Impact of the Sport Event Destination Image on Consumer Outcomes of Active Sport Tourists
	Tzoumaka Eugenia , <i>Deree-The American College of Greece, Greece</i> Leivadi Stella , <i>Deree-The American College of Greece, Greece</i>
*	Brand experiences in the hotel sector: The role of walking
	Leirdal Eli Kristin Nytnun , <i>Western Norway University of Applied Sciences, Norway</i> Karevoll Gurid Gjøstein , <i>Western Norway University of Applied Sciences, Norway</i> Oklevik Ove , <i>Western Norway University of Applied Sciences, Norway</i> Skjelbreidalen Ingunn , <i>Western Norway University of Applied Sciences, Norway</i>
*	Aviation industry recovery: rising confidence of air travel the key for increase the load factor

	<p>Vasiliki Kefalidou, <i>International Hellenic University, Greece</i> Panagiotis Kassianidis, <i>International Hellenic University, Greece</i> Spyros Avdimiotis, <i>International Hellenic University, Greece</i> Fotis Kilipiris, <i>International Hellenic University, Greece</i></p>
*	<p>Exploring Travel and Leisure Activities, Motivational Factors and Behavior of Young People in Greece</p>
	<p>Kottara Sotiria, <i>University of Peloponnese, Greece</i></p>
14:30-14:45 EEST	Break
14:45-16:30 EEST	<p>Session 2.C: Marketing Strategy/ Environmental Marketing Chair: Antonia Delistavrou, <i>Assistant Professor,</i> <i>International Hellenic University, Greece</i></p>
*	<p>Using eco-labels to promote sustainable fashion: A study using costly signalling theory</p>
	<p>Aydin Gokhan, <i>University of East London, UK</i> Le Kent, <i>University of East London, UK</i></p>
*	<p>The highs and lows of value</p>
	<p>Fatiha Boukouyen, <i>University of Caen Normandy, France</i></p>
*	<p>Sponsorship Effectiveness from the Participant's Perspective: A Participant-Centric Model of Sponsorship Effects</p>
	<p>Koronios Konstantinos, <i>University of Peloponnese, Greece</i> Ntasis Lazaros, <i>University of Peloponnese, Greece</i> Dimitropoulos Panagiotis, <i>University of Peloponnese, Greece</i> Douvis Ioannis, <i>University of Peloponnese, Greece</i> Papaioannou Alkistis, <i>Hellenic Open University, Greece</i> Papadopoulos Andreas, <i>University of Peloponnese, Greece</i></p>
*	<p>Brand Sensitivity in the Shopping Behaviour on Scallions</p>
	<p>Chrissos Anestis Michael, <i>International Hellenic University, Greece</i> Vlachakis Sotirios, <i>International Hellenic University, Greece</i></p>
*	<p>Navigating the Covid-19 Crisis into the Non-Profit Brand Personality Context</p>
	<p>Chrissos Anestis Michael, <i>International Hellenic University, Greece</i> Karantza Ioanna, <i>International Hellenic University, Greece</i> Vlachakis Sotirios, <i>International Hellenic University, Greece</i></p>
*	<p>Really sorry Professor Kotler: no pro-environmental impact of the pandemic in Greece</p>
	<p>Tilikidou Irene, <i>International Hellenic University, Greece</i> Delistavrou Antonia, <i>International Hellenic University, Greece</i></p>
16:30-16:45 EEST	Break

16:45-18:15 EEST	Session 2.D: Tourism Marketing and Management Chair: Zacharoula Andreopoulou, Professor, Aristotle University of Thessaloniki, Greece
*	Development of Medical Tourism Services in a Private Nursing Unit of Thessaloniki
	Vasilaki Olga , <i>International Hellenic University, Greece</i> Georgios Tsekouropoulos , <i>International Hellenic University, Greece</i>
*	The Role of the Academic Advisor in the Students' Empowerment of the Tourist Schools: A Case Study in the Advanced School of Tourism Education of Rhodes
	Kottara Sotiria , <i>University of Peloponnese, Greece</i>
*	Enhancing the tourist experience through an activity-based typology
	Evangelia Karasmanaki , <i>Democritus University of Thrace, Greece</i> Georgios Tsantopoulos , <i>Democritus University of Thrace, Greece</i> Konstantinos Ioannou , <i>National Agricultural Organization –“DEMETER”, Greece</i> Christiana Koliouška , <i>Aristotle University of Thessaloniki, Greece</i> Kleanthis Xenitidis , <i>Democritus University of Thrace, Greece</i> Ioannis Tsoukalidis , <i>Municipality of Paggaio, Greece</i> Zacharoula Andreopoulou , <i>Aristotle University of Thessaloniki, Greece</i>
*	Proposing activities as an alternative way to improve tourist satisfaction
	Evangelia Karasmanaki , <i>Democritus University of Thrace, Greece</i> Georgios Tsantopoulos , <i>Democritus University of Thrace, Greece</i> Konstantinos Ioannou , <i>National Agricultural Organization –“DEMETER”, Greece</i> Christiana Koliouška , <i>Aristotle University of Thessaloniki, Greece</i> Kleanthis Xenitidis , <i>Democritus University of Thrace, Greece</i> Ioannis Tsoukalidis , <i>Municipality of Paggaio, Greece</i> Zacharoula Andreopoulou , <i>Aristotle University of Thessaloniki, Greece</i>
*	Cognitive Color Psychology in Tourism Marketing
	Constantinos Halkiopoulos , <i>University of Patras, Greece</i> Evgenia Gkintoni , <i>University of Patras, Greece</i> Ioanna Giannoukou , <i>University of Patras, Greece</i>
SUNDAY, September 5th 2021 Eastern European Summer Time (EEST)	
11:00-12:30 EEST	Session 3.A: Environmental Marketing/Advertising Chair: Ellis Debbie, Professor, University of KwaZulu-Natal, South Africa
*	An exploration of environmental challenges and solutions present in magazine advertising: understanding environmental messages in South Africa
	Ndlovu Sibusiso , <i>University of KwaZulu-Natal, South Africa</i> Ellis Debbie , <i>University of KwaZulu-Natal, South Africa</i>
*	The Influence of Companies' Environmental Communication in Green Purchasing: The Consumers' Perspective
	Manuela Larginho , <i>Polytechnic of Coimbra, Portugal</i> Sara Sousa , <i>Polytechnic of Coimbra, Portugal</i> Elisabete Correia , <i>Polytechnic of Coimbra, Portugal</i>

	<i>Clara Viseu, Polytechnic of Coimbra, Portugal</i>
*	The moderating effect of stereotypes on model-product congruency using multiethnic families as advertising endorsers
	<i>Flores-Zamora Javier, ICN Business School, France</i> <i>Rethoré Christophe, ICN Business School, France</i> <i>Kitchen Philip, ICN Business School, France</i>
*	The impact of physical appearance on involvement towards gay target ad models, and normative LGBTQ beliefs
	<i>Flores-Zamora Javier, ICN Business School, France</i>
*	Covid-19 Pandemic, Sustainability and Social Responsibility: Perspectives During the Lockdown
	<i>Ungaro Veronica, Roma Tre University, Italy</i> <i>Di Pietro Laura, Roma Tre University, Italy</i> <i>Renzi Maria Francesca, Roma Tre University, Italy</i> <i>Guglielmetti Mugion Roberta, Roma Tre University, Italy</i> <i>Pasca Maria Giovina, Roma Tre University, Italy</i>
12:30-12:45 EEST	Break
12:45-14:15 EEST	Session 3.B: Services Marketing/General <i>Chair: Nikos Kalogeras, Associate Professor, Wageningen University, the Netherlands</i>
*	Healthy Food Experiences for Children as Value-in-Use Offerings: A Cross-cultural Qualitative Study
	<i>Nikos Kalogeras, Wageningen University, the Netherlands</i>
*	Evaluation of Visitors' Preferences for Services offered at the International Airport of Heraklion
	<i>Ioanna Viskadouraki, Hellenic Mediterranean University, Greece</i> <i>Apostolakis Alexandros, Hellenic Mediterranean University, Greece</i> <i>Kourgiantakis Markos, Hellenic Mediterranean University, Greece</i> <i>Ioannis Sitzimis, Hellenic Mediterranean University, Greece</i>
*	Impact of stress in knowledge transfer
	<i>Ioannis Konstantinidis, International Hellenic University, Greece</i> <i>Avdimiotis Spyros, International Hellenic University, Greece</i>
*	The Future of Influencer Marketing in Fashion Industry: A Qualitative Study of the Impacts of The Pandemic on Social Media Marketing Practices
	<i>Aydin Gokhan, University of East London, UK</i> <i>Le Kent, University of East London, UK</i>
*	The use of arts-based methods in innovative assessments in business education: Preliminary evidence from a marketing module
	<i>Georgia Stavraki, University of Surrey, UK</i> <i>Ioanna Anninou, University of Surrey, UK</i>
14:15-14:30 EEST	Break

14:30-16:00 EEST	Session 3.C: Management/Marketing <i>Chair: Christos Sarmaniotis, Professor Emeritus, International Hellenic University, Greece</i>
*	Determining police officers' job satisfaction during covid-19 pandemic <i>Politis Konstantinos, Hellenic Police, Greece</i> <i>Gkouna Ourania, International Hellenic University, Greece</i>
*	Study of opinions, attitudes, expectations and intentions of the use of neuromarketing from primary educational units <i>Panagiotidou Athanasia, International Hellenic University, Greece</i> <i>Assimakopoulos Constantinos, International Hellenic University, Greece</i> <i>Panagiotidis Nikos, University of Ioannina, Greece</i>
*	Gender diversity and Quality Management in Greek Public Sector <i>Sioutou Anastasia, University of Peloponnese, Greece</i> <i>Alkistis Papaioannou, Hellenic Open University, Greece</i> <i>Konstantinos Koronios, University of Peloponnese, Greece</i>
*	Neuromarketing as a Novel Form of Innovative Marketing in the Digital Era <i>Hera Antonopoulou, University of Patras, Greece</i> <i>Constantinos Halkiopoulos, University of Patras, Greece</i> <i>Anthimos Aroutzidis, University of Patras, Greece</i>
*	Development and validation of knowledge spillover through blockchain questionnaire <i>Moschotoglou Panagiotis, International Hellenic University, Greece</i> <i>Avdimiotis Spyros, International Hellenic University, Greece</i>
16:00-16:15 EEST	Break
16:15-17:30 EEST	Session 3.D: Management/Marketing <i>Chair: Eugenia Papaioannou, Assistant Professor, International Hellenic University, Greece</i>
*	The use of Augmented Reality in Electronic Commerce <i>Ntokou Kalliopi, International Hellenic University, Greece</i> <i>Nanos Ioannis, International Hellenic University, Greece</i> <i>Papaioannou Eugenia, International Hellenic University, Greece</i>
*	A novel approach for hybrid recommendation systems <i>Julia Sevaslidou, International Hellenic University, Greece</i> <i>Eugenia Papaioannou, International Hellenic University, Greece</i>
*	Young Consumers Intentions to Buy Online Ecological Cosmetics <i>Delistavrou Antonia, International Hellenic University, Greece</i> <i>Papadopoulos Nikolaos, International Hellenic University, Greece</i> <i>Nanos Ioannis, International Hellenic University, Greece</i> <i>Papaioannou Eugenia, International Hellenic University, Greece</i> <i>Asimakopoulos Costas, International Hellenic University, Greece</i>
*	The Relationship Between Job Crafting and Work Engagement: An Empirical Investigation

	Kottara Sotiria , <i>University of Peloponnese, Greece</i>
17:30-17:45 EEST	Closing Ceremony and Best Paper Award