

## ICIB 2023 Conference Program Pafos, Cyprus

Organized by the – Neapolis University Pafos Marketing Research Laboratory



### Friday 15 September 2023

**Conference Registration: 9.00-17.00, at NUP Lobby.**

**Conference Opening at 10.00**

**Venue:** Main Auditorium

Opening by: Associate Professor Sofia Daskou,

Welcome by: Prof. Pandelis Sklias, Rector of Neapolis University Pafos.

#### **Session 1: 10.30-12.00- Main Auditorium**

**Theme:** *Knowledge, complexity and politics*

**Chair:** Associate Professor Marios Efthymiopoulos, Neapolis University Pafos

- Knowledge Mapping of International Business Management Research [Bitzenis A., Koutsoupias N].
- Strategic Complexity and Business Continuity: The "Road to a New Security Architecture. [Dr. Marios Panagiotis Efthymiopoulos]
- Alignment of Political Institutions and FDI Flows [George Pantelopoulos] - [hybrid presentation](#)

**12.00-12.20 Keynote Online Address** by Univ-Prof. Dr. **Emmanuella Plakoyiannaki**, Chair of International Business, Associate Editor of the British Journal of Management, Department of Marketing and International Business University of Vienna.

*Topic: Studying Grand Challenges in International Business: The Important Role of Context.*



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Emmanuella Plakoyiannaki is Chaired Professor of International Business at the University of Vienna, Austria. She serves as Associate Editor in the British Journal of Management. Her research interests include qualitative research, SMEs and Family Firm internationalization and international entrepreneurship. She has published in leading academic journals including the Academy of Management Review, Journal of International Business Studies, Entrepreneurship Theory and Practice and Journal of Management Studies among others. Emmanuella has been awarded the Journal of International Business Studies (JIBS) Decade Award in 2021 for her co-authored article "Theorising from Case Studies: Towards a Pluralist Future for International Business Research". She received the Medal for Research of the British Academy of Management in 2023.

#### **12.20-12.50 Coffee Break**



**Session 2: 12.50-14.50**(Teleconference session: <https://msteams.link/E472> -Main Auditorium

**Theme:** *International issues in Marketing, Digitalization, Sustainability and Economics.*

**Chair:** Assistant Professor Antonios Zairis, Neapolis University Pafos

- Green Marketing Applications on Dairy Food Products of the American Farm School of Thessaloniki [Dimitra Daskalaki, Nikolaos Sklavounos, Georgios Kartsiotis, Konstantinos Rotsios]
- Sustainability: learning, unlearning and relearning from a pedagogical perspective [Achilleas Karayiannis]
- Foreign Direct Investment and the Shadow Economy [Antonis Tsitouras and Vasileios Vlachos]
- Navigating New International Business through Stakeholder Engagement, Destination Branding, and Responsible Social Media Communication [Konstantinos Rigopoulos, Maria Sartzetaki, Victoria Pistikou]
- Digital transformation of enterprises and digital business models [Lemonakis Christos, Zairis Antonios, Daskou Sofia]
- European Integration and Customs Union [Dr. Aikaterini A. Apostolidou]

#### 14.50-16.00 LUNCH ONLY FOR FULLY REGISTERED ICIB 2023 MEMBERS



**Session 3: 16.00-17.50** (teleconference Session : <https://msteams.link/0GHW> )- Main Auditorium  
**Theme:** *Tourism policy of the United Nations World Tourism Organization (UNWTO) and the European Union (EU)*  
**Chair:** Antonios Maniatis

- Dealing with Crises in the Context of the Mountain Tourism in Greece [George Zografos]
- E-Commerce and Innovation Effects on Tourism Growth in European Union [Antonios Adamopoulos, Stamatis Kotsas and Despoina Ntio]
- Tourism Policy in European Union: An Empirical Analysis [Antonios Adamopoulos and Antonios Maniatis]
- UNWTO and EU Tourism Law and Rail Passengers' Rights [Antonios Maniatis]
- Sustainable Travel Trends and the Role of SMEs in the Greek Tourism Industry [Maria D. Karvounidi, Andreas E. Fousteris, Konstantina K. Agoraki and Georgios A. Deirmentzoglou]

### Saturday 16 September 2023

#### Session 4: 9.00-10.30- Main Auditorium

**Theme:** *International issues in aviation and personal development*

**Chair:** Assistant Professor Andreas Masouras, Neapolis University Pafos

- Airport Operators' Performance towards Environment, Social and Governance (ESG) Framework [Aristi Karagkouni, Dimitrios Dimitriou]- [hybrid presentation](#)
- Leveraging Corporate Management Analytics to Enhance Business Performance in Aviation sector [Maria Sartzetaki]- [hybrid presentation](#)
- Title : CV building & career counseling with an emphasis on career guidance and youth skill development [Mitsa Maria]
- Atypical Excellence: An innovative approach to unleash hidden talent [Panagiotis Kakolyris]

#### Coffee Break: 10.30-11.00

#### Session 5: 11.00-12.30- Main Auditorium

**Theme:** *Education and entrepreneurship*

**Chair:** Dr Sofia Daskou, Associate Professor, Neapolis University Pafos

- e-Government and Education: Review of Current Research and Trends [C. Oraiopoulou, A. Bitzenis, S. Boutsiouki, N. Koutsoupas, A. Bozinis, C. Banioras, G. Papadopoulou] -[hybrid presentation](#)
- The ecosystem of academic entrepreneurship in Greece. Factors of success and failure of university spin-offs in relation to business strategy, innovation management, intellectual property management [Aiki Nianaki, and Antonios Livieratos]
- Covid-19 - The Impact on Cyprus'; SMEs Tourism Enterprises – Lessons to be Learned [Amvrosios Prodromou]

- The successor selection in Cypriot family-owned businesses: Game theory approach [Nikola Cibulasova, Panayiotis Kontakos, Fanos Tekelas]- [poster participation](#)

**12.30-13.30 Keynote Address** by Prof. Dr. Ir. **Nikos Kalogeras**, Zuyd University of Applied Sciences & CORMEC-Wageningen University & Research. - Main Auditorium

**Topic:** “Co-operate to Transform: Understanding SMEs’ Transition towards Sustainability”



Prof. Dr. Ir. Nikos Kalogeras holds the chair of Sustainable International Business (SIB) at International Business School Maastricht (IBSM), Zuyd University of Applied Sciences, the Netherlands (NL). Also, he serves as an associated and visiting professor at CORMEC-Dept. of Marketing & Consumer Behaviour, Wageningen University & Research (NL), MAiCh-CIHEAM (FR), Neapolis University Pafos (CY), and Maastricht School of Management (MSM/NL). His professional interests are heavily inspired by business challenges regarding sustainable cooperation in contemporary product/services markets. His research has been published in leading international journals such as, European Journal of Marketing, European Journal of Operational Research, Journal of Service Management, Theory & Decision, Agribusiness: An International Journal, International Journal of Food & Agribusiness Marketing, Journal of Food Products Marketing, Sustainability, Food & Chemical Toxicology, Frontiers in Sustainability, among others, and in scientific book series such as Routledge, Springer, Word Scientific, resulting (May. 2022) in more than 1300 citations and an H-index 19.

### 13.30- 14.30 LUNCH ONLY FOR FULLY REGISTERED ICIB 2023 MEMBERS

#### Parallel Session 6A: 14.30- 16.00- Room B1

**Theme:** *Capital, assets and income*

**Chair:** Dr Sotiris Apostolopoulos, Lecturer Neapolis University Pafos

- Crypto Assets in Investment Portfolios: The Relevance of Economic Policy Uncertainty [Alexandra Horobet; Ion Iulian Marinescu; Lucian Belascu]
- European Integration and Customs Union [Dr. Aikaterini A. Apostolidou]
- Basic Income Guarantee and Gender in the Post-Pandemic Era [John Marangos and Eleni Savvidou] - [hybrid presentation](#)

#### Parallel Session 6B: 14.30- 16.00- Main Auditorium

**Theme of special Pannel in Greek Language:** *Ζητήματα (Διεθνούς) Πολιτικής Επικοινωνίας*

**Chair:** Αθανάσιος Σαμαράς

- Η Ομοφυλία ως Μηχανισμός Πειθούς στον Λόγο Ευρωπαίων Ηγετών για την Υιοθέτηση Κοινών Πολιτικών για την Εισβολή της Ρωσίας στην Ουκρανία [Λημνιούδη Αθηνά]
- Η Χρήση των Αρνητικών Ηθοτικών Επιχειρημάτων στις Διακρατικές Σχέσεις: Οι Επιθέσεις Ερντογάν κατά Μητσοτάκη την Περίοδο 2019-2023 [Αθανάσιος Σαμαράς & Κυριάκος Κολοβός]
- Εικόνες των κρατών στις απεικονίσεις του Qatar-Gate στον γαλλόφωνο Τύπο [Κουτσοχέρας, Σταύρος, Ιωάννου Αλεξάνδρα, Κολυβά, Αναστασία και Δογάνη, Μυρσίνη]
- Απεικονίσεις Συλλογικών Υποκειμένων στο Σκάνδαλο Qatargate: Ανάλυση στον Αγγλικό και Αμερικανικό Τύπο [Σουρμελή Δήμητρα, Λαμπροπούλου Ίριδα, Βούλγαρης Φοίβος και Λημνιούδη Αθηνά]
- Η Εργαλειοποίηση των Στρατηγικών Υπεκφυγής Ευθύνης στην Στρατηγική Πολιτική Επικοινωνία: Μία Συστηματική Ανάλυση της Προβληματοποίησης [Μιχαηλίδης Ανδρέας & Σαμαράς Αθανάσιος]

**Coffee Break: 16.00-16.30**

### **Session 7: 16.30-18.30 - Main Auditorium**

**Theme of special Track in Greek:** *Κρίση, γλώσσα και επενδύσεις.*

**Chair:** Dr Amvrosios Prodromou, Adjunct Lecturer, Neapolis University Pafos

- Μετασηματισμός ενός Μοντέλου για την Ανάλυση της Κρίσης στον Πολιτικό Λόγο: Η Δυναμική του Εσωτερικού Μετώπου από την Πανδημική Κρίση στα Ελληνοτουρκικά [Ελπίδα Καϊμάκη, Αθανάσιος Σαμαράς]
- Η επίδραση της διεθνούς χρηματοπιστωτικής κρίσης του 2007-2008 στον τουρισμό και στους μακροοικονομικούς δείκτες των ΗΠΑ και χωρών της Ε.Ε. [Κωνσταντίνος Σαμαράς]
- Ο Ρόλος των Ελληνικών τραπεζών, Στην Κρίση Χρέους Της Ελλάδας [Κωνσταντίνος Θώμου]
- Το Κέντρο Ελληνικής Γλώσσας ως Φορέας Άσκησης της Ελληνικής Πολιτιστικής Διπλωματίας [Γκούσιος Χαράλαμπος (Χάρης), Θραψανιώτης Γεώργιος]
- Ο ρόλος των εισερχόμενων άμεσων ξένων επενδύσεων στην ένταξη των Δυτικών Βαλκανίων στην ΕΕ: Μια προσέγγιση της πολιτικής οικονομίας [Dr John Marangos, Dr Irini Triarchi, Themis Anthrakidis PhD cand., Angeliki Nestoroudi PhD cand.]
- Έμφυλος ή Διακοινοτικός Ηθικός Αποκλεισμός; Συμβολικές Διαμάχες στην Ε/Κ Δημόσια Σφαίρα με Αφορμή τον Ξυλοδαρμό της Τ/Κ στην Αγία Νάπα [Χονδροκούκη Δήμητρα & Σαμαράς Ν. Αθανάσιος]

**19.00-20.00 Wine tasting event at the University Cafeteria**

**20.00- later: Conference Dinner by the swimming pool**

## **Sunday 17 September 2023**

### **Session 8: 10.00-11.30- Main Auditorium**

**Theme:** Business relationships and network participants' engagement

**Chair:** Associate Professor Sofia Daskou, Neapolis University Pafos

- Financing Peace: The Elusive yet Enable(r/d) SDG [Dr. Norman Dytianquin, Dilyara Indzheva]
- The voting involvement of Greek voters [Harry Sophocleous, Sofia Anastasiadou, Andreas Masouras, Sotiris Apostolopoulos]
- Fairer Business Relationships? Examining the Directive on the Unfair Trading Practices in the European Agri-Food Sector [Theo Benos]

**Coffee Break: 11.30-12.00**

### **Session 9: 12.00-14.00- Main Auditorium**

**Theme:** *International business practices in Cyprus.*

**Chair:** Dr Harry Sophocleous, Visiting Lecturer, Neapolis University Pafos

- European economic integration in the Cypriot Press: A step closer to Europe? [Dimitrios Tsagalas, Petros Iosifidis]
- The Privacy Paradox: An Investigation of Data Privacy in Social Networks within the Cyprus Tourism Industry [Savvidis Demetris, Prodromou, Amvrosios & Polykarpou George]
- Sexual Harassment at the Workplace - Digging into the Cyprus Reality [Amvrosios Prodromou, Nikki-Maria Christofi & Hercules Aristidou]

**14.00- 15.30 LUNCH ONLY FOR FULLY REGISTERED ICIB 2023 MEMBERS**

### **Session 10: 15.30-16.00- Main Auditorium**

**Open Townhall meeting to discuss *The role of technology in facilitating the internationalization of business***

**Chair-facilitator:** Associate Professor Sofia Daskou, Neapolis University Pafos

**16.00-16.30 Keynote Online Address** by Professor Demetri Kantarelis, Economics Professor at Assumption

University, USA : Editor of: Interdisciplinary Environmental Review (IER), Global Business & Economics Anthology (GBEA), International Journal of Economics and Business Research (IJEER).

**Topic:** *The Profit-making Firm as a Portfolio of Contracts.*



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Demetri Kantarelis is Professor of Economics at Assumption University, USA. He holds a Ph.D. from Clark University (USA) and a BA from the National & Kapodistrian University of Athens (Greece). His research centers on industrial organization themes and has appeared in many journals, among others, Journal of Economic Behavior and Organization, Quarterly Journal of Business and Economics, Journal of Business & Public Affairs, Journal of the Academy of Business Administration, and Studies in Economic Analysis. He has authored the books Theories of the Firm 6th ed, Law & Economics, Freedom and the Third Hellenization Period, and co-authored the text Essentials of Inferential Statistics 5th ed. He has co-founded the Business & Economics Society International, the International Interdisciplinary Environmental Association, and the Frontiers in Immunology Research Network. He currently serves as editor-in-chief of the International Journal of Economics & Business Research, the Global Business & Economics Anthology, and the Interdisciplinary Environmental Review.

#### Session 11: 16.30- 17.00- Main Auditorium

Closing remarks from the Conference Chair and close of the Conference

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