



INTERNATIONAL
CONFERENCE
INTERNATIONAL
BUSINESS

ICIB 2014

23-25 Μαΐου 2014
5^ο ICIB Conference
Θεσσαλονίκη - Ελλάδα

ICIB 2014 Conference Program Thessaloniki, Greece

THURSDAY 22 MAY 2014

Welcome Drink 17.00 - 17.30 At MET HOTEL

FRIDAY 23 MAY 2014

8.50 - 9.30: Registration & Distribution of Conference Material

9.30 - 11.00 (Room Zephyros)

Chair: IOANNIS PAPAPOPOULOS

SESSION I: ENERGY MARKET (IN ENGLISH)

Panagiotis Kontakos, Shale gas perspectives and geopolitics in Central and Eastern Europe, University of Macedonia, Post Doc Researcher

Dimitrios Kalfakis, Energy market. An efficient border to environmental approach, Researcher, MSc.

Panagiotis Kontakos, Towards consolidating Greek dominance in future global seaborne energy trade: the LNG tanker shipping industry in 2014, University of Macedonia, Post Doc Researcher

11.00 - 11.15 Coffee Break offered by ICIB 2014

11.15 - 12.45 (Room Zephyros)

Chair: ACHILLEAS ANAGNOSTOPOULOS

SESSION III: MULTINATIONAL ENTERPRISES (IN ENGLISH)

Slobodan Velinov, and Leslie Szamosi [PRESENTER] Leading Export Driven Companies During a Crisis Situation: An Internal Case Study Approach, PhD Candidate Grenoble, Serbia & Senior Lecturer, International Faculty of the University of Sheffield, UK

Mladen Turuk, Boris Sisek [PRESENTERS], Firm survival in European Post-transition countries, Faculty of Economics and Business, University of Zagreb, Croatia

Labros Sdrolias [PRESENTER] and Vasiliki Kazantzi, Georgios Aspridis, Nikolaos Kakkos, Greek Small and Medium Size Enterprises (SMEs) and the Importance of Forming Wide and Competitive Dynamic Multinational Business Alliances, Department of Business Administration School of Business Administration and Economics Technological Education Institute of Thessaly

Kostas Filippidis, [PRESENTER], Anastasiou, Sophia, Mavridis, Stelios "Cross country variability in salaries' changes of teachers across Europe during the economic crisis" TEI of Central Greece, Greece (TELECONFERENCE SESSION)

Dimitris Manolopoulos, Soulis Christodoulis, The Concept of Technology in International Business Research, Athens University of Economics and Business (AUEB), Department of Business Administration and New TT Hellenic Postbank SA

12.45 - 13.00 Coffee Break offered by ICIB 2014

13.00 - 14.30 (Room Zephyros)

Chair: APOSTOLOS KIOHOS

SESSION V: BANKING AND FINANCE (IN ENGLISH)

Besarta Tafa, Islamic Finance: A solution to the current challenges or a choice with limited scope? Canadian Institute of Technology, Tirana, Albania (TELECONFERENCE SESSION)

Jona Puci, An empirical examination of the Purchasing Power Parity on the USD to JPY Exchange Rate, MBA Canadian Institute of Technology, Tirana, Albania (TELECONFERENCE SESSION)

Ioannis Papadopoulos [PRESENTER] and Apostolos Kiohos The Recent EU Proposal for the EU Banking Sector Structural Reform: Similarities and Differences with the USA Glass-Steagall Act

Dr. Pratiksha Samson Gaikwad Inflow of FDI in India and its significance to Maharashtra, Principal, S.M. Joshi College, Hadapsar, Maharashtra, India

Prof Maria Susanna (Riekie) Wandrag THE RELEVANCE OF BILATERAL INVESTMENT TREATIES / REGIONAL AGREEMENTS IN THE REGULATION OF FOREIGN INVESTMENT Associate Professor and HOD, Mercantile and Labour Law, University of the Western Cape, South Africa

Ioannis Papadopoulos Is the European Union Moving Towards a Banking Union? University of Macedonia

14.30 - 15.00 LIGHT LUNCH BREAK (Offered by ICIB 2014)

15.00 - 15.50 (Room Zephyros) (In English)

Joint SESSION VII: Keynote speaker: Steve Bainbridge *Employment and skills perspectives up to 2025: the European Union and Greece*. cedefop.europa.eu

16.00 - 17.30 (Room Zephyros)

Chair: VLADIMIR MARINKOVIC

SESSION VIII: SHADOW ECONOMY, INNOVATION AND ECONOMIC CRISIS (IN ENGLISH)

Claudio Quintano and Paolo Mazzocchi [PRESENTER] A COMPARATIVE ANALYSIS IN THE EU SHADOW ECONOMY USING A DEA MODEL, Department of Management and Quantitative Studies - University of Naples Parthenope --- Italy

Bitzenis, A, Vasileios A. Vlachos [PRESENTER] and Friedrich Schneider How much and how should the Greek shadow economy be reduced?, Greece, Austria/Germany

Dr. Maria Markatou Innovation and Crisis: An OECD Patent Analysis, National and Kapodistrian University of Athens/ University of Thessaly, Greece

Makedos Ioannis: The Impact of Shadow Economy on Greek Entrepreneurship, University of Macedonia



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Στις 23 - 25 Μαΐου 2014 φιλοξενείται στο ξενοδοχείο THE MET στη Θεσσαλονίκη, το 5ο διεθνές επιστημονικό συνέδριο με τίτλο: International Conference on International Business



FRIDAY 23 MAY 2014

9.30 - 11.00 (Room Sirocco) Parallel Session

Chair: ATHANASIOS BOZINIS

SESSION II: INTERNATIONAL BUSINESS I (IN GREEK)

Pyrros Papadimitriou and Theodora Smagadi [PRESENTER] "Wages in Greece before and after the crisis, a comparative analysis for 1673 employees for the period 2006-2013", University of Peloponnese

Αθανάσιος Μποζίνης, Τζιώγας Αθ. Χαράλαμπος, [PRESENTER] «Πολυεθνικές Επιχειρήσεις και Οικονομική Διπλωματία στη Διεθνή Πολιτική. Μια σύγχρονη θεωρητική προσέγγιση».

Ιωάννης Α. Ταμπακούδης, Άννα Ε. Θεολογούδη, [PRESENTER] Μανώλης Ι. Σκουλουδάκης Εμπειρική διερεύνηση των στρατηγικών διεθνοποίησης των Ελληνικών Επιχειρήσεων στις χώρες των Βαλκανίων, University of Macedonia, ATEI Kavala.

Βασιλική Λάζου «Επιτυχημένες επιχειρηματικές πρακτικές στην περίοδο της κρίσης» Χαρίσιος Καφτεράνης Η ανεργία των νέων και η Ενίσχυση της Νεανικής επιχειρηματικότητας και Απασχόλησης, Πανεπιστήμιο Μακεδονίας

11.00 - 11.15 Coffee Break offered by ICIB 2014

11.15 - 12.45 (Room Sirocco) Parallel Session

Chair: HAZAKIS KONSTANTINOS

SESSION IV: SOCIAL INDICATORS, TECHNOLOGY, MARKETING AND HUMAN DEVELOPMENT (IN GREEK)

Panagiotis Kotsios, [PRESENTER] and V. Kotsios, IMF and Social Indicators: A Story of Love or Hate?, Technological Educational institute of Thessaly, Greece

Αθανάσιος Μποζίνης, Διεθνής Πολιτική Οικονομία της Γενετικής & Βιοτεχνολογίας, Λέκτορας «Διεθνούς Πολιτικής Οικονομίας και Επιχειρήσεων» Τμήμα Οργάνωση και Διοίκηση Επιχειρήσεων Πανεπιστήμιο Μακεδονίας

Spyros Kounoussis [PRESENTER], Dimitrios Moschos, Sofia Gavardina, Human Development at risk: performance and convergence in EU sub-regions before and during the crisis, University of Piraeus

Naoum Tsolakis Loyalty Marketing Entrepreneurial Opportunities in Greece: A Grocery Retailers' Perspective", Aristotle University of Thessaloniki

12.45 - 13.00 Coffee Break offered by ICIB 2014

13.15 - 14.45 (Room Sirocco) PARALLEL Session

Chair: IOANNIS MAKEDOS

SESSION VI: TOURISM (in English)

XING HUIBIN [PRESENTER] (1)(2)(3), STELLA Kostopoulou (2), AZIZAN MARZUKI (3), Destination Brand-Building Model of Cultural Tourism Based on an Empirical Comparison, (1) School of Management, Hebei University, China; (2) School of Economics Aristotle University of Thessaloniki, Greece; (3) School of Housing, Building & Planning, University Science Malaysia, Malaysia

Labros Sdrolias [PRESENTER], George Korres, Stefanos Karagiannis, Christos Ladias The Strategy of Increasing Customers' Loyalty in Non Prominent Greek Tourist Destinations, Department of Business Administration School of Business Administration and Economics Technological Education Institute of Thessaly, University of the Aegean, Panteion University of Political and Social Sciences

Sophia Garane What actions may Greece do in order to be promoted as a Film Tourism Destination? University of Macedonia

14.30 - 15.00 LIGHT LUNCH BREAK (Offered by ICIB 2014)

15.00 - 15.50 (Room Zephyros) (In English)

Joint SESSION VII: Keynote speaker: Steve Bainbridge *Employment and skills perspectives up to 2025: the European Union and Greece*. cedefop.europa.eu

16.00 - 17.30 (Room Sirocco) PARALLEL Session

Chair: DIMITRIOS SKIADAS

SESSION IX: SHADOW ECONOMY, LABOUR FLEXIBILITY, INTERNALIZATION AND CORRUPTION (IN GREEK)

Panagiotis Mitrakos Tax evasion and shadow economy in Greece: an empirical analysis of causes, University of Macedonia

Spyridon Passadis Εννοιολογική προσέγγιση της διαφθοράς: Αίτια αυτής και συνέπειές της στην οικονομική ανάπτυξη, University Of Macedonia.

Dimitra Daliou, "Διαφθορά στην Ελλάδα: είναι η κρίση το αντίδοτο?" University Of Macedonia

Achilleas Anagnostopoulos The determinants of Labour Flexibility and Informality during pre-crisis in Greece. University Of Macedonia and TEI of Thessaly



SATURDAY 24 MAY 2014

9.30 - 11.00 (Room Zephyros)

Chair: JOHN MARANGOS

SESSION X: FOREIGN DIRECT INVESTMENT (IN ENGLISH)

Ioannis A. Tampakoudis, Demetres N. Subeniotis, Manolis I. Skouloudakis [PRESENTER], Traditional and Nontraditional Determinants of Foreign Direct Investments in Mexico, Department of Business Administration University of Macedonia Thessaloniki

Yavuz Kalfa, Canadian Institute of Technology, Tirana, Albania, The effects of Foreign Direct Investments to the Telecom Sector in Developing Countries: the case of South Africa, Brazil and Turkey

Ana-Maria Petrescu The European Union and its trade and investment policy: Which way forward?, PhD Candidate in International Law and Economics, Universita' Bocconi, Milan, Italy

Dr. Ziva Rozen-Bachar, FDI Effects on Sector Employment Shifts in Advanced Versus Developing Countries: The Role of ICT, Education, and Stability, Department of Political Sciences Western Galilee College, Israel

Bitzenis, A. and V. Zucic [PRESENTER] Barriers for FDI: Evidence from the manufacturing sector in Serbia, Serbia

11.00 - 11.15 Coffee Break offered by ICIB 2014

11.15 - 12.45 (Room Zephyros)

Chair: MARKO KOLAKOVIĆ

SESSION XII: ENTREPRENEURSHIP (IN ENGLISH)

Dr. Maria Markatou [PRESENTER] and Professor Yannis STOURNARAS The Greek Entrepreneurship in the Years of Austerity and Crisis, National and Kapodistrian University of Athens/ University of Thessaly, Greece

Theodore Tarnanidis [PRESENTER], Jason Papathanassiou, Demetres Subeniotis, Modeling Sustainable Entrepreneurship by means of Conjoint Analysis, Department of Business Administration, University of Macedonia

Theodore Tarnanidis [PRESENTER], Demetres Subeniotis, Jason Papathanassiou, Measuring Sustainable Entrepreneurship (SE) in a time of crisis: Evidence from a structural equation model University of Macedonia, Department of Business Administration

Vladimir Marinkovic [PRESENTER], Natasa Stanisavljevic, Irena Vujovic, Serbia and economic reforms in the time of economic crisis, Megatrend University, Higher Educational Institution for Applied Science of Entrepreneurship, Serbia

Abdulmonem Alzalabani, Personality Factors Influencing Entrepreneurial Intention: Evidence from Saudi Arabia Deputy Managing Director, Academic Affairs, Yanbu University College, Saudi Arabia

12.45 - 13.00 Coffee Break offered by ICIB 2014

13.00 - 14.30 (Room Zephyros)

Chair: MLADEN TURUK

SESSION XIV: INTERNATIONAL RELATIONS, AND INSTITUTIONAL REFORMS (IN ENGLISH)

Kyriakos Mikelis, Whose planet? Remarks on why should International Relations care about animal-human relations, University of Macedonia, Greece

Kyriakos Mikelis [PRESENTER] and Markos Troulis, Multiple dimensions of John Mearsheimer's conceptualization of revivalism: Towards a post-offensive realist analysis?, Department of International and European Studies, University of Macedonia, Greece

Panagiotis G. Ioannidis, Successive Local Government Institutional Reforms in Greece: From regionalization to regionalism?

Konstantinos J. Hazakis and Pantelis Kallias [PRESENTER], Reintegrating ethics and European Economic Governance: An institutionalist approach, Department of Economic Sciences, Democritus University of Thrace

Spiros Makris, Agonistic Pluralism vs Cosmopolitanism "Chantal Mouffe as an IR thinker Or Towards a Multipolar World Order", Department of International and European Studies, University of Macedonia

14.30 - 15.00 LIGHT LUNCH BREAK (Offered by ICIB 2014)

15.00 - 15.50 (Room Zephyros) (In English)

Joint SESSION XVI: Keynote speaker: Dr. Sc. Marko Kolakovic, Professor of Economics, University of Zagreb, Croatia: "STRATEGIC ENTREPRENEURSHIP: A NEW RESOLUTION FOR ANY ECONOMY IN CRISIS"

16.00 - 17.30 (Room Zephyros)

Chair: HAZAKIS KONSTANTINOS

SESSION XVII: EUROPEAN UNION (IN ENGLISH)

Sofia Boutsouki, 'Female entrepreneurship in a two-speed European Union: Please, Mind the Gap!', Department of International and European Studies, Univers. of Macedonia

Despina Anagnostopoulou, Single European Payments Area and E-commerce: The Way forward, Jean Monnet Chair, Department of International and European Studies, University of Macedonia

Oliver Hutengs and Georg Stadtmann [PRESENTER] Age effects in Okun's law within the Eurozone Europa-Universität Viadrina, Lehrstuhl für Volkswirtschaftslehre, Germany

Maniopoulos Dimitrios The added value of European Territorial cooperation policies: The case of GR-CY cross-border operational programme 2007-2013, Univ. Macedonia

Mihaela TOFAN The EU Influence on Corporate Governance in Romanian Legal Framework, Associate Professor, PhD. University Alexandru Ioan Cuza Iasi, Romania



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SATURDAY 24 MAY 2014 9.30 - 11.00 (Room Sirocco) Parallel Session

Chair: DESPOINA ANAGNOSTOPOULOU

SESSION XI: EDUCATION ISSUES AND THE ROLE OF THE EUROPEAN PARLIAMENT (IN GREEK)

Φωτεινή Ασδεράκη [PRESENTER], Σταύρος Πετσαλάκης Ο ρόλος του Ευρωπαϊκού Κοινοβουλίου και των Εθνικών Κοινοβουλίων κατά την κρίση στην Ευρωζώνη, Λέκτορας Τμήμα Διεθνών κι Ευρωπαϊκών Σπουδών Πανεπιστήμιο Πειραιώς, MSc in Public Administration Leiden University, Εθνική Σχολή Δημόσιας Διοίκησης Αυτοδιοίκησης

Φωτεινή Ασδεράκη και Χριστίνα Κοντογουλίδου [PRESENTER] "Νέα διακυβέρνηση και διεθνοποίηση των ελληνικών πανεπιστημίων: Η περίπτωση του Πανεπιστημίου Πειραιώς"

Χαράλαμπος Γκούσιος «Εκπαιδευτικές πολιτικές για την πολυγλωσσία στην Ευρωπαϊκή Ένωση και η ελληνική πραγματικότητα», Αν. Καθηγητής τμ. ΔΕΣ, Πανεπιστήμιο Πειραιώς

Φωτεινή Ασδεράκη [PRESENTER], Παναγιώτης Ντούλιας, Η διασφάλιση της ποιότητας στην Ελληνική Ανώτατη Εκπαίδευση Η επίδραση των αρχών και προτύπων του Ευρωπαϊκού Χώρου Ανώτατης Εκπαίδευσης και του ΟΟΣΑ, Τμήμα Διεθνών και Ευρωπαϊκών Σπουδών Πανεπιστήμιο Πειραιώς, Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών

Δημήτρα Κούντη Ο ΝΟΜΟΣ 4009 /2011 ΚΑΙ Η ΣΥΜΒΑΤΟΤΗΤΑ ΤΟΥ ΜΕΤΟ ΣΥΝΤΑΓΜΑ, Πανεπιστήμιο Μακεδονίας/ Α.Π.Θ.

11.00 - 11.15 Coffee Break offered by ICIB 2014

11.15 - 12.45 (Room Sirocco) Parallel Session

Chair: FOTEINI ASDERAKI

SESSION XIII: EDUCATION DURING THE GREEK ECONOMIC CRISIS (in Greek)

Χρυσόχου Παναγιώτα, Ο ρόλος των Αναλυτικών Προγραμμάτων Εκπαίδευσης στην πρόληψη και στην αντιμετώπιση της κρίσης, MSc Φιλολόγος

Χανόγλου Ελένη [PRESENTER] and Ζαχαρίου Δημήτρης, Ο ρόλος των ανθρωπιστικών και κοινωνικών επιστημών στην πρόοδο της κοινωνίας, μέσα από την αγωγή των νέων MSc Θεολόγος, Φιλολόγος

Σιρβιανού Ελένη, Διγλωσσία: εκπαιδευτική πραγματικότητα στην Ελλάδα, προτάσεις βελτίωσης, Νηπιαγωγός

Δημήτρης Ζαχαρίου [PRESENTER] and Χανόγλου Ελένη Η επιχειρηματικότητα στη Μέση Εκπαίδευση, MSc Φιλολόγος, Θεολόγος

12.45 - 13.00 Coffee Break offered by ICIB 2014

13.00 - 14.30 (Room Sirocco) PARALLEL Session

Chair: JOHN MARANGOS

SESSION XV: TOURISM, Real Estate and Entrepreneurship (in Greek)

Ιωάννα Μποτσαρη και Άννα Χρυσόστομου [PRESENTERS] Ο ρόλος του τουρισμού στην οικονομική ανάπτυξη της Κύπρου, University of Crete, Greece

Μαυριδάκη Σοφία-Ραφαέλα και Μπόθου Ελένη [PRESENTERS], Οικονομική κρίση και Τουρισμός: Πώς μπορεί ο τουρισμός να συμβάλει στην έξοδο της Ελλάδας από την οικονομική κρίση, University of Crete, Greece

Άννα-Μαρία Κουμπαρουλη, "Joseph Schumpeter", καπιταλισμός, καινοτομία και επιχειρηματικότητα, University of Crete, Greece

Μαρία Μαρκακη, Οικονομική ανάλυση των εταιρειών Real Estate στην Ευρώπη, University of Crete, Greece

Άννα Βεργίδου και Ουσουλτζογλου Αφροδίτη [PRESENTER] Θεωρία Ηλεκτρονικής Διακυβέρνησης - Συγκριτική Ανάλυση των ηλεκτρονικών καταστημάτων Public με Plaisio και e-SHOP.

14.30 - 15.00 LIGHT LUNCH BREAK (Offered by ICIB 2014)

15.00 - 15.50 (Room Zephyros) (In English)

Joint SESSION XVI: Keynote speaker: Dr. Sc. Marko Kolakovic, Professor of Economics, University of Zagreb, Croatia: "STRATEGIC ENTREPRENEURSHIP: A NEW RESOLUTION FOR ANY ECONOMY IN CRISIS"

16.00 - 17.30 (Room Sirocco) PARALLEL Session

Chair: JOHN MARANGOS

SESSION XVII: LABOUR MARKET, LEADERSHIP, AND ECONOMIC CRISIS (IN GREEK)

Μαρία Μπουρα, Η ΑΓΟΡΑ ΕΡΓΑΣΙΑΣ ΣΤΗΝ ΠΕΡΙΦΕΡΕΙΑ ΔΥΤΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ, University of Crete, Greece

Βία Αποστολάρα, ΤΟ ΚΡΑΧ ΤΟΥ 1929, University of Crete, Greece

Μάριος Σταυρακάκης, Η πορεία προς την Οικονομική κρίση του 1893: Η ιστορία επαναλαμβάνεται έναν αιώνα μετά;, University of Crete, Greece

Σοφία Ξυγκώρου, Μοντέλα Ηγεσίας Στο Χώρο Της Εκπαίδευσης, University of Crete, Greece

Ελένη Χατζηιερεμία, Γεωργιάδου Ζωή και Τζαφέρ-ζαδέ Αλιέ [PRESENTERS] Η ΕΦΑΡΜΟΓΗ ΤΗΣ ΘΕΡΑΠΕΙΑΣ ΣΟΚ ΣΤΗ ΒΟΥΛΓΑΡΙΑ ΚΑΙ ΤΗΝ ΕΛΛΑΔΑ

SUNDAY 25 MAY 2014 10:30 -12:00 (Room Sirocco)

Chair TAMPAKOUDIS IOANNIS / BOZINIS ATHANASIOS

SESSION XIX: TECHNOLOGY, ENTREPRENEURSHIP, FREE MARKET AND GOVERNANCE (IN GREEK)

Κατερίνα Τσαλαμπούνη, Η συμβολή των αρχών της «χρηστής διακυβέρνησης» και της «πολυεπίπεδης διακυβέρνησης» στην αναμόρφωση των Ευρωπαϊκών συστημάτων υγείας, Πανεπιστήμιο Μακεδονίας

Κωνσταντίνιδης Η., "Πολιτειακή Οικονομία": Παρεμβατισμός στη λειτουργία της ελεύθερης αγοράς - Επιπτώσεις και αντιμετώπιση κοινωνικοοικονομικών ανισοτήτων, Τμήμα ΔΕΣ, Παν. Μακεδονίας

Ηλίας Γουνόπουλος [PRESENTER] και Κίσσα Βαρβάρα, Η επίδραση της εισοδηματικής ανισότητας και της ανισότητας του επιπέδου εκπαίδευσης, στη διαμόρφωση του Ψηφιακού Χάσματος στην Ελλάδα. ΤΕΙ Δυτικής Μακεδονίας / Πανεπιστήμιο Μακεδονίας

Δημήτριος Παπαγιαννάκης και Κοτσιόπουλος Νικόλαος [PRESENTERS] Η μετάβαση της Τουρκίας στην οικονομία της αγοράς- προοπτικές ανάπτυξης και ένταξης της στην Ε.Ε. Παν. Μακεδονίας.

12.00 - 12.45 CLOSING CEREMONY (PAPADOPOULOS IOANNIS / JOHN MARANGOS)

13.00 - 15:00 LIGHT LUNCH AT ROOF GARDEN AT MET HOTEL (Optional / FREE FOR FULL REGISTERED ICIB 2014 PARTICIPANTS/AUTHORS/PRESENTERS)

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