Contents

Part I  2nd Symposium on Transportation Marketing: Trends and Future Directions

Ambient Media in the View of the General Public and Their Relation to this Communication Form ......................................................... 3
Tomáš Šula and Milan Banyár

Generation Y Marketing—The Path to Achievement of Successful Marketing Results Among the Young Generation ....................... 11
Viliam Lendel, Eva Siantová, Anna Závodská and Veronika Šramová

Blueprinting an Event and Tourist Service Marketing Strategy: The Case of the SMF Greek Tourism Small-Scale Sport Event ............ 19
Gkarane Sofia and Vassiliadis Chris

The Role of Gender in the Construction of Self Through Fashion Brands ................................................................. 25
Sonyel Oflazoğlu

Bologna Efforts to Promote Skills and Competences in Higher Education and the Greek Context .................................................... 35
Sofia Asonitou and Harris Tromaridis

Core Skills as Marketing and Management Tools: Evidence from the Tourism Sector ......................................................... 45
Sofia Asonitou and Ourania Vitouladiti

Part II  5th Symposium on Management Challenges (IANOS): Crisis Kills or Links?

Knowledge Management and Employee General Competencies in Accounting Firms ............................................................. 57
Panagiotis Trivellas, Nikolaos Kakkos and Ilias Santouridis

xv
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Characteristics and Job Satisfaction of Greek Banking Employees</td>
<td>65</td>
</tr>
<tr>
<td>D. Belias, D. Kyriakou, Athanasios Koustelios, K. Varsanis and G. Aspridis</td>
<td></td>
</tr>
<tr>
<td>Social Networking Sites’ Usage in a Period of Crisis. A Segmentation Analysis of Greek College Students</td>
<td>73</td>
</tr>
<tr>
<td>I. Antoniadis, I. Koukoulis and P. Serdaris</td>
<td></td>
</tr>
<tr>
<td>Personal Characteristics and Organizational Culture of Greek Banking Employees</td>
<td>81</td>
</tr>
<tr>
<td>D. Belias, Athanasios Koustelios, K. Varsanis, D. Kyriakou and L. Sdrolias</td>
<td></td>
</tr>
<tr>
<td>Sustainability, Social Marketing and Host Attitudes About Tourism in the City of Larissa</td>
<td>89</td>
</tr>
<tr>
<td>Panagiotis Trivellas, Nikolaos Kakkos, Labros Vasiliadis and Dimitrios Belias</td>
<td></td>
</tr>
<tr>
<td>Led to Change or Change to Lead?</td>
<td>97</td>
</tr>
<tr>
<td>Dimitrios Mitroulis and Fotis Kitsios</td>
<td></td>
</tr>
<tr>
<td>Part III 3rd Destination and Cultural Marketing Symposium: Trends and Future Outlook</td>
<td></td>
</tr>
<tr>
<td>An Innovative Promotional Tactic to Enhance TV Viewership</td>
<td>109</td>
</tr>
<tr>
<td>Konstantinos Danias, Angelika Kyrimi and George Marmarokopos</td>
<td></td>
</tr>
<tr>
<td>Branding in the New Museum Era</td>
<td>115</td>
</tr>
<tr>
<td>Zoe-Charis Belenioti and Chris A. Vassiliadis</td>
<td></td>
</tr>
<tr>
<td>e-Marketing in the Hotel Industry: Marketing Mix Strategies</td>
<td>123</td>
</tr>
<tr>
<td>M. Siakalli, A. Masouras and C. Papademetriou</td>
<td></td>
</tr>
<tr>
<td>IMC Strategies of Festivals in Destination Branding</td>
<td>131</td>
</tr>
<tr>
<td>Gökçe Özdemir and Duygu Türkmenoğlu</td>
<td></td>
</tr>
<tr>
<td>Tourism Innovation: Theoretical and Empirical Review</td>
<td>139</td>
</tr>
<tr>
<td>Ruben Molina, Melissa Ochoa and Jorge Victor Alcaraz</td>
<td></td>
</tr>
<tr>
<td>The Communication Role of the ‘Imagined Communities’ in the Promotion of International Events</td>
<td>145</td>
</tr>
<tr>
<td>Androniki Kavoura and Damianos P. Sakas</td>
<td></td>
</tr>
<tr>
<td>e-services Development in the Collaborative World</td>
<td>153</td>
</tr>
<tr>
<td>George Bithas and Damianos P. Sakas</td>
<td></td>
</tr>
<tr>
<td>Business Transformation Through Service Science: A Path for Business Continuity</td>
<td>159</td>
</tr>
<tr>
<td>George Bithas, Damianos P. Sakas and Konstadinos Kutsikos</td>
<td></td>
</tr>
</tbody>
</table>
The Concept of Corporate Reputation Assessment Model—The Stock Market Investors Perspective .......................... 165
Tomasz L. Nawrocki and Danuta Szwajca

How Nonprofit Organizations in Greece Are Using Facebook as a Public Relations Tool ..................................................... 173
Iordanis Kotzaivazoglou, Dimitrios Pascaloudis, Stella Sylaiou, Dafni-Maria Nerantzaki and Eleni Mantzirtzi

Specifics of Marketing in the Process of Reintegration of Slovak Researchers ................................................................. 181
Viliam Lendel, Anna Závodská and Veronika Šramová

Eye Tracking Measuring of Visual Perception of Erotic Appeals in the Content of Printed Advertising Communications and Analysis of Their Impact on Consumers .............................. 189
Tomáš Šula, Milan Banyár and Martina Juříková

Perceived Behavioural Control in the Theory of Planned Behaviour: Variability of Conceptualization and Operationalization and Implications for Measurement ....................................................... 197
Stavros Kiriakidis

The Cultural Organizations’ Revival Lies in the Use of Business Management Strategy. The Case Study of Greek Local Cultural Organizations ................................................................. 203
Lamprini Trivella, Dimitrios K. Nasiopoulos and Panagiotis Trivellas

Priming Effects on Cross-Cultural Business Ethical Perceptions ................................................................. 211
Petros Tomaras and John Tsalikis

Part IV 2nd Marketing Communication in SMEs

Understanding Journalists on Twitter: The Czech Case .................. 219
David Klimeš

The Relation of Knowledge Management and Marketing Communication of Small and Medium-Sized Producers in the Segment of Outdoor Clothing in the Czech Republic ..................... 227
Pavel Mráček and Martin Mucha

Revers Logistics in Marketing Campaigns ......................................... 235
František Milichovský

Part V 2nd Marketing in Entrepreneurship

Competitive Strategies and Managers’ Perceptions in Greek Food Manufacturing Firms ......................................................... 245
Ourania Notta and Aspasia Vlachvei
The Perception of Warning Signs at Different Cultures 253
Yener Girisken, E. Eser Telci, Esra Arikan and Efstatios Kefallonitis

Humour—The Strongest Emotional Appeal in Advertising 259
Pavel Horňák

The Links Among Quality, Service Recovery, Value, and Loyalty on the Internet 265
Emel Kursunluoglu Yarimoglu

Part VI Business Modelling

Water Footprint Mitigation Strategies for Agrifood Products: The Application of System Dynamics in Green Marketing 275
Eirini Aivazidou, Naoum Tsolakis, Dimitrios P. Vlachos and Eleftherios Iakovou

The Role of Perceived Risk in Online Information Search and Pre-purchase Alternative Evaluation of Products with Significant Experiential Attributes 283
Gabriela Balladares, Francesc Miralles and Chris Kennett

Electricity Pricing Mechanism in a Sustainable Environment: A Review and a System Dynamics Modeling Approach 291
Charalampos Tziogas, Patroklos Georgiadis, Naoum Tsolakis and Charalampos Yakinthos

Strategic Communication Process for Sustainable Entrepreneurial Environment in Nonprofit Organizations 299
Ioannis C. Drivas, Aikaterini I. Damaskinou and Damianos P. Sakas

Corporate Competitiveness Based on Sustainability and CSR Values: Case Studies of Spanish MNCs 309
Lopez Belen and Villagra Nuria

Motivations for Participation and e-WOM Among Supporters of Crowdfunding Campaigns 315
Camille Lacan and Pierre Desmet

Changes in the Legal System of the Non-governmental Organizations in the Czech Republic and the Possibilities for Innovation of Communication Policy in the Non-profit Sector 323
Marcela Götlichová

Environmental Reporting as a Part of a Marketing Communication 331
Marie Pavláková Dočekalová and Jana Hornungová
Corporate Social Responsibility and Financial Performance
Within the Business Sector in Greece .......................... 337
Olga-Eleni Astara, Christina Beneki, RoiDo Mitoula and Petros Kalantonis

Part VII Healthcare Services: Special Aspects and Challenges in an Evolving Environment
Management of Medical Crisis Events Using ICT Tools ............ 349
Emmanouil Zoulias, Georgia Moutzouropoulou and Charalampos Platis

Long-Term Cancer Patient Care: “New Insight on Training Needs for Health Professionals in Today’s Greece” ....................... 357
George Pierrakos, G. Tzamalouks, D. Latsou, A. Goula, J. Pateras, S. Asonitou and C. Platis

Leadership Capabilities and their Effect on Job Performance, an Approach in Healthcare Sector .................................................. 365
Charalampos Platis and Emmanouil Zoulias

Medical Brain Drain in Debt-Stricken Greece: Is There a Way to Address It? ................................................................. 373
Iordanis Sidiropoulos, Konstantinos Paschos, Charalambos G. Platis and Petros A. Kostagiolas

The Importance of Family Planning and the Development of a Robust Network of Relative Centers in the Greek National Health System ............................................. 381
Konstantinos Paschos, Iordanis Sidiropoulos, Charalambos G. Platis and Petros A. Kostagiolas

Assessment of Inhabitants’ Health Care Needs in Local Community ................................................................. 391
George Pierrakos, D. Latsou, C. Platis, A. Goula, A. Giovani and J. Pateras

Part VIII Innovation and Knowledge-Based Entrepreneurship
The Role of Marketing Interventions in Fostering the Diffusion of Green Energy Technologies ................................. 401
Charalampos Tziogas, Naoum Tsolakis, Patroklos Georgiadis and Charalampos Yakinthos

Analysis of the Characteristics of Knowledge-Intensive Firms in Greece .......................................................... 409
Vasilis Tassis, Theodosia Tassi, Spyros Zois, Stella Souchla and Giorgos Maroulas
A Comparative Analysis of Knowledge-Based Firms in High-Tech Sectors and Knowledge Intensive Business Services .......................... 419
Lefteris Papadimitriou, Konstantinos Mpartzeliotis, Stavros Nikas and Mike Vessala

Reporting of Human Capital as One of the Corporate Social Responsibility Areas ................................................................. 425
Wojciech Kozioł

Part IX Strategic Marketing of Heritage, Cultural and Architectural Tourism

Food Experiences: The Oldest Social Network........................................ 435
Teresa Tiago, Francisco Amaral and Flávio Tiago

Tourism Events: The SATA Rallye Azores in Facebook and Twitter .............................................................. 445
Sandra Faria, Teresa Tiago, Flávio Tiago and João Pedro Couto

Cultural Festivals on Sites of Cultural Heritage as a Means of Development of Alternative Forms of Tourism .................. 455
Loukia Martha, Charalampia Agaliotou and Panagiotis Panos

Regional Museums as Centers of Strengthening the Local Cultural Identity and as Tourist Attraction. The Case Study of the Display and the Educational Program of the Archaeological Collection of Thespies (Biotia, Greece) ........... 463
Popi Georgopoulou and Elpiniki Riga

Cultural Policy and Marketing Management: The Case Study of New Museum of Acropolis ........................................... 469
Evangelos Papoulias and Theoklis-Petros Zounis

Part X Symposium on Business Informatics and Modelling

Information Systems Engineering and Knowledge-Based Enterprise Modelling: Towards Foundations of Theory ............ 481
Saulius Gudas

Modeling the Promotion Process of Academic Conferences Through Social Media ......................................................... 499
John Hlias Plikas, Dimitrios K. Nasiopoulos, Damianos P. Sakas and Dimitrios S. Vlachos

Merchandizing IT Products via Social Networks. Modeling and Simulation of the Procedures ............................................. 507
Theodora Papadopoulou, Dimitrios K. Nasiopoulos and Dimitrios S. Vlachos
The Contribution of Social Media in the Management of Social Relations with Customers. Modelling and Simulation of the Problem ......................................................... 515
John Hlias Plikas, Dimitrios K. Nasiopoulos and Despina S. Giakomidou

Modeling of Market Segmentation in Social Networks and Media ............................................. 523
Alexandros A. Plessias, Dimitrios K. Nasiopoulos and Despina S. Giakomidou

Modeling of B2C Communication Strategies in Electronic Commerce ...................................................... 531
Dimitrios K. Nasiopoulos, Deltouzou Ioanna, Galanis Lida, Papailiou Paraskevi and Despina S. Giakomidou

Robots in the Hospital Setting: A Case Study ............................................. 539
Kalyani Ankem and Joshua Turpin

A Case Study on the Use of 3-D Printing Technologies in an Educational Institution ................................ 547
Vishal Uppala and Kalyani Ankem

Information Systems Phases and Firm Performance: A Conceptual Framework ........................................ 553
Maria Kamariotou and Fotis Kitsios

Complex Dynamics of Single Agent Choice Governed by Dual-Channel Multi-Mode Reinforcement Learning ............................................. 561
Ihor Lubashevsky, Arkady Zgonnikov, Sergey Maslov and Namik Goussein-zade

Blended Learning and Business Modeling in Technical Translation Studies ............................................. 569
Ekaterina Sosnina

Creation Technologies for Smart Hypertextual Tutorials in Intercultural Educational Space .................. 577
Tamara V. Kuprina and Natalia Yu. Nevraeva

The Use of Individual Learning Styles in e-Learning ............................................. 585
Y. Taratukhina, E. Sarapulova and E. Lavrenova

On Communicative and Didactic Aspects of Mapping An Individual Study Pathway in Electronic Educational Environment ............................................. 591
Y. Taratuhina, M. Markaryan and S. Bezus

Information Communication Technology (ICT) in Open and Distance Learning (ODL): A Tool with Potentials in the Field of Education. The Case Study of Greek Educational Institutions ............................................. 601
Lamprini Trivella
Instrument For Coordination of Social Groups For Increase in Effectiveness in Smart Education ........................... 609
Y. Taratuhina, Z. Avdeeva, S. Filatov and F. Paputinsky

Legal Aspects of the Use of Educational and Scientific Information Posted on the Internet for Organizing e-Learning According to the Russian Example. ............................. 615
Z. Anna and E. Vladimir

Protection of Confidential Information in Educational Information Environments .................................................. 623
Zharova Anna and Elin Vladimir

Best Practices for a Scientific Seminar in Business Process Management for Master Students at Russian University ............... 629
Nikolay Kazantsev, Yaroslav Gorchakov, Yulia Bilinkis (Stavenko) and Dmitry Torshin

Part XI   Symposium on Integrated Information

Communication Role for Applying Anchoring Pricing in the Information Sector .............................................. 639
Dimitriou Anastasia, Emmanouilidi Marouilia and Damianos P. Sakas

An Analytical Framework for the Analysis of an Information Economy .......................................................... 647
Volha Pashkevich and Darek M. Haftor

The Use of Social Media for Private Concerns in Organizations: An Interview Study ........................................ 655
Johanna Gunnlaugsdottir

Toward an Integrated Approach to Information Management: A Literature Review ........................................... 667
Niki Chatzipanagiotou

Assessing Library Anxiety in Undergraduate Students Using the Greek Library Anxiety Scale (G-LAS) .................... 675
Konstantinos-Anastasios Doris, Paraskevi-Anna Provata and Efthicia Vraimaki

Retrieval and Dissemination of Information in Distributed and Wireless Environments .................................. 683
Christos Skourlas, Anastasios Tsolakidis, Eleni Galiotou, Nikitas N. Kanikolias, Petros Belsis, Dimitris Vassis and Argyro Kampouraki
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Design of a Knowledge Base for the Prevention of Bullying in Elementary School</td>
<td>691</td>
</tr>
<tr>
<td>Christos Skourlas, Panayiotis Kazilas, Garyfalia Vasileiou and Eleni Galiotou</td>
<td></td>
</tr>
<tr>
<td>Information Technology Literacy for Deaf and Hard of Hearing Students in Higher Education</td>
<td>697</td>
</tr>
<tr>
<td>Catherine Marinagi, Christos Skourlas and Anastasios Tsalakidis</td>
<td></td>
</tr>
<tr>
<td>A Framework for Communities of Practice in Radiotherapy</td>
<td>705</td>
</tr>
<tr>
<td>Petros Belsis, Argyroula Christopoulou, Christos Skourlas and Anastasios Tsalakidis</td>
<td></td>
</tr>
<tr>
<td>Integration of Descriptive and Spatial Data to Rank Public Buildings According to Their Exposure to Landslide Hazard</td>
<td>713</td>
</tr>
<tr>
<td>Paolino Di Felice</td>
<td></td>
</tr>
<tr>
<td>Integration of Descriptive and Spatial Data to Rank Public Buildings According to Their Exposure to Landslide Hazard: A Case Study</td>
<td>719</td>
</tr>
<tr>
<td>Paolino Di Felice</td>
<td></td>
</tr>
<tr>
<td>Hypatia Digital Library: A Text Classification Approach Based on Abstracts</td>
<td>727</td>
</tr>
<tr>
<td>Frosso Vorgia, Ioannis Triantafyllou and Alexandros Koulouris</td>
<td></td>
</tr>
<tr>
<td>Reading Clubs: Current Trends and the Case of Greece</td>
<td>735</td>
</tr>
<tr>
<td>Georgios Bikos and Panagiota Papadimitriou</td>
<td></td>
</tr>
<tr>
<td>Learning Initiative Trends in Higher Education: A Domestic and International Overview</td>
<td>741</td>
</tr>
<tr>
<td>Lorrie Clemo, Jason Macleod and Efstathios G. Kefallonitis</td>
<td></td>
</tr>
<tr>
<td>Country-of-Origin and Airline Brand Effects: A Study of Brand Associations</td>
<td>747</td>
</tr>
<tr>
<td>Efstathios G. Kefallonitis</td>
<td></td>
</tr>
<tr>
<td>Trends Affecting e-Learning Experience Management</td>
<td>753</td>
</tr>
<tr>
<td>Jason Macleod and Efstathios Kefallonitis</td>
<td></td>
</tr>
<tr>
<td>Strategic Innovative Communication Tools in Higher Education</td>
<td>759</td>
</tr>
<tr>
<td>Jason Macleod, Stavros Kyriakidis, Efstathios Kefallonitis and Androniki Kavoura</td>
<td></td>
</tr>
<tr>
<td>Erratum to: The Use of Individual Learning Styles in e-Learning</td>
<td>E1</td>
</tr>
<tr>
<td>Y. Taratukhina, E. Sarapulova and E. Lavrenova</td>
<td></td>
</tr>
</tbody>
</table>
Strategic Innovative Marketing
4th IC-SIM, Mykonos, Greece 2015
Kavoura, A.; Sakas, D.P.; Tomaras, P. (Eds.)
2017, XXXVI, 764 p. 100 illus., 60 illus. in color.,
Hardcover
ISBN: 978-3-319-33863-7