



10th ICCMI

International Conference on Contemporary Marketing Issues

CONFERENCE PROGRAMME

8 - 10 July

NAXOS/GREECE/2022

Venue:

Cultural Center of Naxos
(former Ursuline School)

co-organized by:



ARISTOTLE
UNIVERSITY
OF THESSALONIKI

Department of Business
Administration, School of
Economics, Aristotle University
of Thessaloniki, Greece



universität
wien

Chair of International Business,
Department of Marketing and
International Business, University
of Vienna, Austria

conference secretariat:



www.iccmi2022.org

Committees

co-Chairs		
<p>Christina Boutsouki Professor Aristotle University of Thessaloniki Department of Business Administration School of Economics University Campus, 54124 Thessaloniki, Greece E-mail: chbouts@econ.auth.gr</p>	<p>Emmanuella Plakoyiannaki Professor/Chair of International Business University of Vienna Department of Marketing and International Business Faculty of Business, Economics and Statistics Oskar-Morgenstern-Platz 1 1090 Vienna, Austria E-mail: emmanuella.plakoyiannaki@univie.ac.at</p>	<p>Christos Sarmaniotis Professor Emeritus/ Founder of ICCMI International Hellenic University Department of Organisation Management, Marketing and Tourism P.O. Box 141, 57400, Sindos, Greece Tel.: +30 2310013245 E-mail: xsarman@mkt.teithe.gr, xsarman@gmail.com</p>

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PROGRAMME OVERVIEW

FRIDAY, July 8th 2022	
10:00-11:00	Registration and Welcome Coffee
11:00-11:30	Opening Ceremony
11:30-12:00	Keynote Speech
12:00-13:30	Parallel Sessions
13:30-14:30	Lunch
14:30-16:00	Parallel Sessions
16:00-16:30	Coffee Break
16:30-18:00	Parallel Sessions
SATURDAY, July 9th 2022	
9:00-10:00	Registration and Welcome Coffee
10:00-11:30	Parallel Sessions
11:30-12:00	Coffee Break
12:00-13:30	Parallel Sessions
13:30-14:30	Lunch
14:30-16:00	Parallel Sessions
16:00-16:30	Coffee Break
16:30-18:00	Parallel Sessions
21:00	Gala Dinner
SUNDAY, July 10th 2022	
9:00-10:00	Registration and Welcome Coffee
10:00-11:30	Parallel Sessions
11:30-12:00	Coffee Break
12:00-13:00	Meet the Editors
13:00-14:00	Lunch
14:00-15:30	Parallel Sessions
15:30-16:00	Closing Ceremony and Best Paper Award

CONFERENCE PROGRAMME

FRIDAY, July 8 th 2022	
10:00-11:00	Registration – Welcome coffee
11:00-11:30	Room A: Opening Ceremony
	Professor Christina Boutsouki, <i>ICCM I 2022 co-Chair</i> Professor Emmanuella Plakoyiannaki, <i>ICCM I 2022 co-Chair</i> Professor Emeritus Christos Sarmaniotis, <i>ICCM I 2022 co-Chair</i>
11:30-12:00	Room A: Keynote Speech
	Professor George Balabanis, <i>Bayes Business School, City University of London, UK</i>
12:00-13:30	Session 1.A (Room A): Consumer Behaviour <i>Chair: Dalziel Riane, Senior Lecturer, North-West University, South Africa</i>
	Validating a beauty product brand loyalty scale amongst Generation Y consumers <i>Dalziel Riane, North-West University, South Africa</i>
	Price promotion or non-price promotion? A comparative study on Generation Y consumer purchasing behaviour concerning low-involvement products <i>Lues Heleneze-Tiané, North-West University, South Africa</i>
	Factors affecting Impulse Buying behaviour of South African youth consumers <i>Hamilton Luzaan, North-West University, South Africa</i> <i>Mostert Clarise, North-West University, South Africa</i>
	The effect of price and vanity on Generation Y consumers' beauty product brand loyalty <i>Dalziel Riane, North-West University, South Africa</i>
	Generation Y consumers' attitudes towards price and non-price promotions: A comparison based on gender and living arrangements <i>Lues Heleneze-Tiané, North-West University, South Africa</i>
12:00-13:30	Session 1.B (Room B): Marketing and Social Media <i>Chair: Pera Rebecca, Professor, University of Turin, Italy</i>
	Why Did The Home-Based Business Model Flourish On Instagram During The COVID-19 Lockdown In The UK? <i>Yfantidou Ioanna, Liverpool John Moores University, UK</i> <i>Scaife Rian, Liverpool John Moores University, UK</i>
	Social networks in the educational process-Their use in the marketing of higher education institutions <i>Orfanidou Charikleia, Democritus University of Thrace, Greece</i> <i>Kopsidas Odysseas, Aristotle University of Thessaloniki. Greece</i>

	The duplicitous effects of COVID-19 perception on behavioural tendencies towards fashion brands on Instagram in a sub-Saharan African context
	Mahmoud Ali B, <i>St John's University, USA</i> Voutsas Maria, <i>Cyprus University of Technology, Cyprus</i> Solakis Konstantinos, <i>Cyprus University of Technology, Cyprus</i> Grigoriou Nicholas, <i>Monash University, Australia</i>
	The influence of social media photo-sharing on social capital in mitigating loneliness in older consumers
	Pera Rebecca, <i>University of Turin, Italy</i> Quinton Sarah, <i>Oxford Brookes University, UK</i> Baima Gabriele, <i>University of Turin, Italy</i>
	Analysis of B2B social media content: A qualitative approach based on firm resources and capabilities
	Prassa Maria Aggela, <i>International Hellenic University, Greece</i> Kilipiri Eleni, <i>International Hellenic University, Greece</i> Papaioannou Eugenia, <i>International Hellenic University, Greece</i> Hatzithomas Leonidas, <i>University of Macedonia, Greece</i> Kakkos Nikolaos, <i>University of Thessaly, Greece</i>
13:30-14:30	Lunch
14:30-16:00	Session 2.A (Room A): Tourism Marketing and Management Chair: Apostolakis Alexandros, Professor, Hellenic Mediterranean University, Greece
	Privacy versus safety considerations for international tourists in Greece. A choice modelling experiment
	Messaritaki Barbara, <i>Hellenic Open University, Greece</i> Apostolakis Alexandros, <i>Hellenic Mediterranean University, Greece</i> Stergiou Dimitris, <i>Hellenic Open University, Greece</i> Jaffry Shabbar, <i>University of Portsmouth, UK</i>
	Segmentation of visitors to Crete based on their gastronomic motivation
	Apladas George, <i>Hellenic Mediterranean University, Greece</i> Kourgiantakis Markos, <i>Hellenic Mediterranean University, Greece</i> Apostolakis Alexandros, <i>Hellenic Mediterranean University, Greece</i>
	The role of local products in the development of gastronomy tourism: The case of Naxos island
	Trihas Nikolaos, <i>Hellenic Mediterranean University, Greece</i> Legaki Maria, <i>Hellenic Mediterranean University, Greece</i> Apladas George, <i>Hellenic Mediterranean University, Greece</i>
	Stakeholder and business owners' opinions regarding tourism development in Crete - A qualitative study
	Viskadouraki Ioanna, <i>Hellenic Mediterranean University, Greece</i> Apostolakis Alexandros, <i>Hellenic Mediterranean University, Greece</i> Kourgiantakis Markos, <i>Hellenic Mediterranean University, Greece</i>
	The importance of culture in sustainable tourism
	Brudvik Engeset Agnes, <i>Western Norway Research Institute, Norway</i> Oklevik Ove, <i>Western Norway University of Applied Sciences, Norway</i> Urbaniak-Brekke Anna Maria, <i>Western Norway Research Institute, Norway</i>

14:30–16:00	Session 2.B (Room B): Marketing Strategy <i>Chair: Rodrigues Paula, Professor, Universidade Lusíada, COMEGI, Portugal</i>
	Can Green Marketing Strategies Affect Customer Experience? Insights from Green Hotels
	<i>Sfakianaki Emmanouela, Athens University of Economics and Business, Greece</i> <i>Vrechopoulos Adam, Athens University of Economics and Business, Greece</i> <i>Lazaris Chris, Athens University of Economics and Business, Greece</i>
	Marketing during a global crisis: A study of sponsorship’s effectiveness during the COVID-19 pandemic
	<i>Koronios Konstantinos, University of Peloponnese, Greece</i> <i>Ntasis Lazaros, University of Peloponnese, Greece</i> <i>Dimitropoulos Panagiotis, University of Peloponnese, Greece</i> <i>Papadopoulos Andreas, University of Peloponnese, Greece</i>
	A typology of minimal homepage design: the case of global fashion brands
	<i>Margariti Kostoula, University of Macedonia, Greece</i> <i>Hatzithomas Leonidas, University of Macedonia, Greece</i> <i>Boutsouki Christina, Aristotle University of Thessaloniki, Greece</i>
	Conspicuous and inconspicuous luxury brands: new model with two mediate variables for developed consumer-brand relationship theory
	<i>Rodrigues Paula, Universidade Lusíada, COMEGI, Portugal</i> <i>Costa Paula, Universidade Portucalense, Portugal</i> <i>Sousa Ana, Universidade Lusíada, COMEGI, Portugal</i>
16:00–16:30	Coffee Break
16:30–18:00	Session 3.A (Room A): Services Marketing <i>Chair: Boutsouki Christina, Professor, Aristotle University of Thessaloniki, Greece</i>
	Effective digital loyalty strategies in services during COVID-19 pandemic: does digital adoption matter?
	<i>Niros Meletios I., University of West Attica, Greece</i> <i>Niros Angelica I., Athens University of Economics & Business, Greece</i>
	Color matters: influence of the poster color scheme on the movie choice in video-on-demand services
	<i>Medvedeva Victoria, Lomonosov Moscow State University, Russia</i> <i>Pakhalov Alexander, Lomonosov Moscow State University, Russia</i>
	Type and emotional tone in negative TripAdvisor reviews: The case of Museums
	<i>Palla Evangelia, University of Macedonia, Greece</i> <i>Hatzithomas Leonidas, University of Macedonia, Greece</i> <i>Boutsouki Christina, Aristotle University of Thessaloniki, Greece</i>
	Do store atmosphere and playfulness matter during the ongoing pandemic crisis?
	<i>Niros Meletios I., University of West Attica, Greece</i> <i>Niros Angelica I., Athens University of Economics & Business, Greece</i> <i>Omri Spyros, Retail Professional at Adidas, Greece</i>

16:30–18:00	Session 3.B (Room B): Digital Marketing <i>Chair: Odonkor Evelyn, Assistant Professor, American University of Paris, France</i>
	Educational leadership in the age of digital transformation
	Orfanidou Charikleia, <i>Democritus University of Thrace, Greece</i> Kopsidas Odysseas, <i>Aristotle University of Thessaloniki, Greece</i>
	Digital Marketing & Social Media during the Pandemic Period: An empirical research
	Pitoska Electra, <i>University of Western Macedonia, Greece</i> Karamitsou Eleni, <i>University of Western Macedonia, Greece</i> Sikioti Dimitra, <i>University of Western Macedonia, Greece</i>
	Drivers of Mobile Technology Adoption in Cuba and Ghana
	Odonkor Evelyn, <i>American University of Paris, France</i> Pallud Jessie, <i>EM Strasbourg Business School, France</i>
	Neuroscientific Perspectives in Digital Marketing
	Halkiopoulou Constantinos, <i>University of Patras, Greece</i> Antonopoulou Hera, <i>University of Patras, Greece</i> Stiliadi Stella, <i>University of Patras, Greece</i>
	The Management of "Big Data" in Online Marketing: Challenges and Opportunities. A Theoretical Review
	Theodorakopoulos Leonidas, <i>University of Patras, Greece</i> Papadopoulou Dimitris, <i>University of Patras, Greece</i>
SATURDAY, July 9th 2022	
9:00–10:00	Registration and Welcome Coffee
10:00–11:30	Session 4.A (Room A): Marketing SMEs <i>Chair: Plakoyiannaki Emmanuella, Professor, Chair of International Business, University of Vienna, Austria</i>
	The role of culture in family business governance
+	Pinelli Michele, <i>University Ca' Foscari, Italy</i> Debellis Francesco, <i>University of Vienna, Austria</i>
	The Mediating Impact of Marketing Capabilities on the Association Between Multiple Strategic Orientations and Business Performance among B2B SMEs
	Giovanis Apostolos, <i>University of West Attica, Greece</i> Athanasopoulou Pinelopi, <i>University of Peloponnese, Greece</i> Konstantoulaki Kleopatra, <i>St. Petersburg University, Russia</i> Rizomyliotis Ioannis, <i>University of West Attica, Greece</i>
	Development and financing programs for Small and Medium Enterprises during the COVID 19 period in the Region of Western Macedonia
	Pitoska Electra, <i>University of Western Macedonia, Greece</i> Sepedia Chrysoula, <i>University of Western Macedonia, Greece</i>
	Perceptions of consumers about CSR practices of SMEs: Insights from Greece and Kosovo
	Xharavina Natyra, <i>University of Sheffield, UK</i> Kapoulas Alexandros, <i>CITY College, University of York Europe Campus, Greece</i> Oates J Caroline, <i>University of Sheffield, UK</i>

	Ethnic Diverse Alliance Matters - A Conceptual Framework for Strategic Alliance with Ethnic Minority Businesses during Covid-19
	Protopapa Iliia, <i>King's College London, UK</i> Idris Bochra, <i>Özyeğin University, Turkey</i> Hansen Jared M., <i>Utah State University, USA</i> Saridakis George, <i>University of Kent, UK</i>
10:00-11:30	Session 4.B (Room B): Social, Environmental and Societal Marketing Chair: Tilikidou Irene, Professor Emeritus, International Hellenic University, Greece
	Businesses under the microscope: Are their moral codes in dispute? Corporate Social Responsibility and the principle of Transparency as a public case of marketing
	Katarachia Androniki, <i>University of Western Macedonia, Greece</i> Broni Georgia, <i>University of Western Macedonia, Greece</i> Velentzas John, <i>University of Western Macedonia, Greece</i>
	Communicating corporate social responsibility in an era of disruption - A study of Greek companies participating in CRI index
	Xanthopoulou Panagiota, <i>University of West Attica, Greece</i> Kavoura Androniki, <i>University of West Attica, Greece</i> Sahinidis Alexandros, <i>University of West Attica, Greece</i> Antoniadis Ioannis, <i>University of Western Macedonia, Greece</i>
	Green chemical ingredients in personal and home care products
	Delistavrou Antonia, <i>International Hellenic University, Greece</i> Tilikidou Irene, <i>International Hellenic University, Greece</i> Papaioannou Eugenia, <i>International Hellenic University, Greece</i>
	Exploring generational differences towards ethical consumption
	Mochla Vagia, <i>National and Kapodistrian University of Athens, Greece</i> Tsourvakas George, <i>National and Kapodistrian University of Athens, Greece</i> Vamvakas Vassilis, <i>Aristotle University of Thessaloniki, Greece</i>
11:30-12:00	Coffee Break
12:00-13:30	Session 5.A (Room A): Consumer Behaviour/Services Marketing Chair: Rohit Kanda, Sr. Assistant Professor, SRES Sanjivani College of Engineering (Autonomous), Savitribai Phule Pune University, India
	Customer Satisfaction of Users of Indian Post Offices
	Rohit Kanda, <i>Savitribai Phule Pune University, India</i> G. S. Bhalla, <i>Guru Nanak Dev University, India</i>
	Healthcare service ecosystem: enhance the consumer and service entities well-being
	Renzi Maria Francesca, <i>Roma Tre University, Italy</i> Ungaro Veronica, <i>Roma Tre University, Italy</i> Di Pietro Laura, <i>Roma Tre University, Italy</i> Guglielmetti Mugion Roberta, <i>Roma Tre University, Italy</i> Giovina Pasca Maria, <i>Niccolò Cusano University, Italy</i>

	An adjusted model for measuring customer satisfaction in e-services. Evidence from the Greek e-banking industry
	Angelis Dimitrios, <i>Hellenic Open University, Greece</i> Paltayian George N., <i>University of Macedonia, Greece</i> Gavalas Dimitris, <i>University of the Aegean, Greece</i> Xanthopoulou Styliani, <i>University of Macedonia, Greece</i> Kessopoulou Eftychia, <i>University of Macedonia, Greece</i>
	Service Quality perceptions of Spectators Attending a Football Game from Different Stadium Stands
	Papadopoulos Nikolaos, <i>International Hellenic University, Greece</i> Tsekouropoulos George, <i>International Hellenic University, Greece</i>
12:00-13:30	Session 5.B (Room B): General Chair: Mitropoulos Ioannis, Professor, University of Patras, Greece
	The influence of soft total quality management practices on teachers' job satisfaction
	Mitropoulos Panagiotis, <i>University of Patras, Greece</i> Tripotseris Kostas, <i>University of Patras, Greece</i> Mitropoulos Ioannis, <i>University of Patras, Greece</i>
	Digital reform during the Covid-19 pandemic: A comparative study of the Greek public administration
	Xanthopoulou Panagiota, <i>University of Western Macedonia, Greece</i> Antoniadis Ioannis, <i>University of Western Macedonia, Greece</i> Plimakis Sifis, <i>University of Peloponnese, Greece</i>
	First-year sales students' discontent and their suggestions for improvement: A qualitative investigation based on cognitive dissonance theory
	Zehetner Andreas, <i>University of Applied Sciences Upper Austria, Austria</i> Cardinali Silvio, <i>Università Politecnica delle Marche, Italy</i> Zehetner Daniela, <i>Simon Kuznets Kharkiv National University of Economics, Ukraine</i>
	The relationship between leader humility and employee voice: managerial openness as a mediator
	Chatziioannou Anastasia, <i>Aristotle University of Thessaloniki, Greece</i> Gkorezis Panagiotis, <i>Aristotle University of Thessaloniki, Greece</i> Plastiras Apostolis, <i>Aristotle University of Thessaloniki, Greece</i>
13:30-14:30	Lunch
14:30-16:00	Session 6.A (Room A): International Business/Entrepreneurship Chair: Sarmaniotis Christos, Professor Emeritus, International Hellenic University, Greece
	The Dark Side of Network Embeddedness in International Business: A Systematic Review and Integrative Framework
	Galizzi Giulia, <i>University of Vienna, Austria</i> Plakoyiannaki Emmanuella, <i>University of Vienna, Austria</i>

	Country of origin effect on subsidiary autonomy: the case of a German automotive multinational
	Kreisle, Marius, <i>Monash University, Australia</i> Kalfadellis Paul, <i>Monash University, Australia</i>
	A survey on innovation in smart port cities: the business perspective
	Chortatsiani Evangelia, <i>University of the Aegean, Greece</i> Kolovos-Markopoulos Antonios Stamatios, <i>University of the Aegean, Greece</i>
	Constraining factors towards entrepreneurial intent amongst students at a South African university
	Mostert Clarise, <i>North-West University, South Africa</i> Hamilton Luzaan, <i>North-West University, South Africa</i>
	Sustainability myopia in entrepreneur's personal orientation to sustainable marketing
	Tafuro Martina, <i>University of Verona, Italy</i> Signori Paola, <i>University of Verona, Italy</i>
14:30-16:00	Session 6.B (Room B): Tourism Marketing and Management/Services Marketing/General <i>Chair: Magrizos Solon, Associate Professor, University of Birmingham, UK</i>
	Collecting travelling experiences: A new travelling mindset and the role of ICTs
	Magrizos Solon, <i>University of Birmingham, UK</i> Ioannis Kostopoulos, <i>Liverpool John Moores, UK</i>
	Measuring the perceived quality of e-banking services
	Milfelner Borut, <i>University of Maribor, Slovenia</i> Mumel Damijan, <i>University of Maribor, Slovenia</i> Pisnik Aleksandra, <i>University of Maribor, Slovenia</i>
	Public Rehabilitation Services in Greece. Which Factors Affect Scientific Employees & Attitude Towards Organizational Changes?
	Pyrgeli Maria, <i>University of Macedonia, Greece</i> Sarri Aikaterini, <i>University of Macedonia, Greece</i> Panopoulos Anastasios, <i>University of Macedonia, Greece</i> Delipalla Sofia, <i>University of Macedonia, Greece</i>
POSTER	Feeling safe and its impact on tourists' intention to revisit
	Setthanandhaphokin Phatdhanant, <i>Newcastle University, UK</i> Yu Qionglei, <i>Newcastle University, UK</i> Yannopoulou Natalia, <i>Newcastle University, UK</i>
	Around the (Sales Management) World in 80 Hours: A Cross-Cultural Examination of Unique Sales Characteristics, Processes, Opportunities and Challenges
	Rouziou Maria, <i>HEC Montréal, Canada</i>

16:00–16:30	Coffee Break
16:30–18:00	Session 7.A (Room A): Supply Chain Management/General Chair: De Jager Johan, Professor, Tshwane University of Technology, South Africa
	Marketing and logistics integration. Results of an empirical analysis
	Andrea Payaro, <i>P&P Consulting & Services srl, Italy</i> Anna Rita Papa, <i>P&P Consulting & Services srl, Italy</i>
	Road freight logistics management using network analytic approaches
	Tsekeris Theodore, <i>Centre of Planning and Economic Research, Greece</i>
	Using Lean Thinking and Industry 5.0 to create Customer Value and to deliver Customer Satisfaction efficiently
	Tsipoulanidis Alexander, <i>Berlin School of Economics and Law (BSEL), Germany</i>
	Factors Influencing Consumers Attitude Towards Online Shopping for Airline Tickets
	De Jager Johan, <i>Tshwane University of Technology, South Africa</i> Vhukeya M., <i>Tshwane University of Technology, South Africa</i> Roux A. T., <i>Tshwane University of Technology, South Africa</i>
16:30–18:00	Session 7.B (Room B): Marketing and Social Media/General Chair: Papaioannou Eugenia, Assistant Professor, International Hellenic University, Greece
	Media sharing apps (Instagram, YouTube, Snapchat) via smartphones: something pleasant that easily fills my time
	Vlachopoulou Elli, <i>Aristotle University of Thessaloniki, Greece</i> Boutsouki Christina, <i>Aristotle University of Thessaloniki, Greece</i> Hatzithomas Leonidas, <i>University of Macedonia, Greece</i>
	Hellenic Banks' CSR in Culture and its evaluation by the public
	Astrini Nectaria, <i>International Hellenic University, Greece</i> Kotzaivazoglou Iordanis, <i>International Hellenic University, Greece</i> Papaioannou Eugenia, <i>International Hellenic University, Greece</i> Assimakopoulos Costas, <i>International Hellenic University, Greece</i> Nanos Ioannis, <i>International Hellenic University, Greece</i>
	Gig workers' motivation and job satisfaction: The "Wolt" riders' case study
	Vouzdouka Aikaterini, <i>International Hellenic University, Greece</i> Papaioannou Eugenia, <i>International Hellenic University, Greece</i> Nanos Ioannis, <i>International Hellenic University, Greece</i>
	Digital Transformation and Innovation in Food Ecosystems: The Case of the Italian Slow Food Movement
	Cacciolatti Luca, <i>University of Westminster, UK</i> Lee Soo Hee, <i>University of Kent, UK</i>
21:00	Gala Dinner

SUNDAY, July 10th 2022	
9:00-10:00	Registration and Welcome Coffee
10:00-11:30	Session 8.A (Room A): General <i>Chair: Nanos Ioannis, Academic Scholar, International Hellenic University, Greece</i>
	Knowledge management contribution in marketing field: bibliometric analysis
	Rodrigues Paula, <i>Universidade Lusíada, COMEGI, Portugal</i> Pinto Borges Ana, <i>ISAG – Business School, CICET, COMEGI, Portugal</i> Madeira Clara, <i>Universidade Lusíada, COMEGI, Portugal</i> Guerreiro Miguel, <i>Universidade Lusíada, COMEGI, Portugal</i>
	Decision support model to estimate export “attractiveness” index and classify export opportunities
	Skintzi Georgia, <i>Centre of Planning and Economic Research, Greece</i> Tsekeris Theodore, <i>Centre of Planning and Economic Research, Greece</i>
	Artificial intelligence in agriculture market of India: advances and challenges
	Mukesh Ranga, <i>CSJM University, India</i>
	Examining the relationship among High Performance Organizations, Knowledge Management Best Practices, and Innovation: Evidence from Greek public sector
	Tsiotras George, <i>University of Macedonia, Greece</i> Theodorakioglou Ypatia, <i>University of Macedonia, Greece</i> Kessopoulou Eftychia, <i>University of Macedonia, Greece</i> Xanthopoulou Styliani, <i>University of Macedonia, Greece</i>
	Digital transformation of public organizations: a study on the economic chamber of Greece
	Georgiadis Vasileios, <i>International Hellenic University, Greece</i> Nanos Ioannis, <i>International Hellenic University, Greece</i> Kotzaivazoglou Iordanis, <i>International Hellenic University, Greece</i>
10:00-11:30	Session 8.B (Room B): Consumer Behaviour/Marketing Strategy <i>Chair: Boukis Achilleas, Associate Professor, University of Birmingham, UK</i>
	Consumer behaviour and food waste: Evidence from Greece
	Theodoridis Prokopis, <i>University of Patras, Greece</i> Zacharatos Theofanis, <i>University of Patras, Greece</i> Boukouvala Vasiliki, <i>University of Patras, Greece</i>
	Behavioral Pricing
	Sampanis Sotirios, <i>Athens University of Economics and Business, Greece</i>
POSTER	What a beautiful coffee: an eye-tracking study of the impact of packaging design on consumer preferences for instant coffee
	Bartosh Ekaterina, <i>Lomonosov Moscow State University, Russia</i> Pakhalov Alexander, <i>Lomonosov Moscow State University, Russia</i>
	In-home service consumption: what do we know so far?
	Tsiotsou Rodoula, <i>University of Macedonia, Greece</i> Boukis Achilleas, <i>University of Birmingham, UK</i>
	Rebranding Greece? Finding the missing links
	Papatthanasiou Georgios, <i>International Hellenic University, Greece</i> Mavragani Eleni, <i>University of Macedonia, Greece</i>

11:30–12:00	Coffee Break
12:00–13:00	Meet the Editors
13:00–14:00	Lunch
14:00–15:30	Session 9.A (Room A): Marketing Communications/Services Marketing <i>Chair: Signori Paola, Associate Professor, University of Verona, Italy</i>
	How do University Rectors Communicate in Times of Crises such as COVID-19? A Sentiment-Based Study
	Angelakis Angelos, <i>University of Vienna, Austria</i> Inwinkl Petra, <i>University of Vienna, Austria</i> Berndt Adele, <i>Jönköping International Business School, Sweden</i> Öztürkcan Selcen, <i>Linnaeus University, Sweden</i> Zelenajova Anna, <i>University of Vienna, Austria</i> Rozkopal Veronika, <i>University of Vienna, Austria</i>
	Reducing inequalities with sustainable brand communication: learning lessons from brand scandals
	Sunaina Kapoor, <i>Indian Institute of Foreign Trade, India</i> Signori Paola, <i>University of Verona, Italy</i>
	Communicating sustainable fashion on social media
	Mohr Iris, <i>St John's University, USA</i> Fuxman Leonora, <i>St John's University, USA</i> Mahmoud Ali B, <i>St John's University, USA</i> Voutsas Maria, <i>Cyprus University of Technology, Cyprus</i>
	Service attributes affecting football fans' satisfaction – evidence from online review comments on social media
	Athanasopoulou Pinelopi, <i>University of Peloponnese, Greece</i> Gdonteli Krinanthi, <i>University of Peloponnese, Greece</i> Giovanis Apostolos N., <i>University of West Attica, Greece</i>
	Effects of Service Quality on Live Spectators' Constraints in a Mega Esports Event
	Gdonteli Krinanthi, <i>University of Peloponnese, Greece</i> Athanasopoulou Pinelopi, <i>University of Peloponnese, Greece</i>
	Improving Healthy Food Experiences for Children: A Cross-cultural Qualitative Study
	Kalogeras Nikos, <i>Zuyd University, the Netherlands</i> Rigopoulos Konstantinos, <i>Democritus University of Thrace, Greece</i> Daskou Sofia, <i>Neapolis University Pafos, Cyprus</i>
14:00–15:30	Session 9.B (Room B): Advertising/Digital Marketing <i>Chair: Siamagka Nicoletta Theofania, Assistant Professor, Aristotle University of Thessaloniki, Greece</i>
	Developing a new code scheme for the investigation of gender roles in advertising: Male, female and LGBTQ+ portrayals
	Tsichla Eirini, <i>American College of Thessaloniki, Greece</i> Zotos Yorgos, <i>Cyprus University of Technology, Cyprus</i>

	Questionnaire Suitability for Investigating African Generation Y Students' Attitudes Towards Mobile Advertising
	<i>Sharp Kirsty-Lee, North West University, South Africa</i>
	Green Advertising's Impact on Consumers' Attitudes and Purchase Intention: An Application of Prospect Theory
	<i>Ktisti Evangelia, Aristotle University of Thessaloniki, Greece</i> <i>Hatzithomas Leonidas, University of Macedonia, Greece</i> <i>Boutsouki Christina, Aristotle University of Thessaloniki, Greece</i> <i>Siamagka Nikoletta, Aristotle University of Thessaloniki, Greece</i>
	Student Attitudes Towards the use of a Virtual Learning Environment as an Advertising Platform
	<i>Sharp Kirsty-Lee, North West University, South Africa</i> <i>Manti Motale, Vaal University of Technology, South Africa</i> <i>Mulalo Mutheiwana, Vaal University of Technology, South Africa</i>
15:30-16:00	Room A: Closing Ceremony and Best Paper Award