

# **ICMMS 2008**



## **PROGRAM**

**23 – 25 May 2008**

**CONFERENCE CENTER:**

**HOTEL AMARILIA,  
VOULIAGMENI, ATHENS, GREECE**

## **Under the Auspices of**

European Society of Computational Methods in Sciences and  
Engineering (ESCMCE)



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Plastira and G. Antoniadis 691 00 Komotini, Greece

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Member of the European Academy of Sciences and Arts, Corresponding Member  
of the European Academy of Sciences, Corresponding Member of European  
Academy of Arts, Sciences and Humanities, President of the ESCMSE, Laboratory  
of Computational Sciences, Department of Computer Science and Technology,  
Faculty of Sciences and Technology, University of Peloponnese, GR-221 00  
Tripolis, Greece. E-mail: [tsimos@mail.ariadne-t.gr](mailto:tsimos@mail.ariadne-t.gr) and  
[tsimos.conf@gmail.com](mailto:tsimos.conf@gmail.com)

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**FRIDAY 23 MAY 2008**

**09:50 – 10:00 (ROOM 1)**

**OPENING CEREMONY**

**Professor Dr. T.E. Simos (Managing Editor  
and Organizer) and  
Dr. D. Sakas (Chairman)**

**PLEASE ATTENTION**

***The Desk of the Conference will  
be open for Registration,  
Requests etc the following days  
and hours:***

**Friday 23/5/08: 10.00 – 13.00, 16.00 –  
19:00**

**Saturday 24/5/08: 10:00 – 13:00, 16:00  
– 19:00**

**Sunday 25/5/08: 10:00–13:00, 16:00 –  
18:00**

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 1)  
Friday 23 May 2008**

	<b>CHAIRMAN</b>	<b>DOHOON KIM</b>
<b>10:00 - 10:20</b>	DOHOON KIM HYUN-JU CHANG, KYUNG-SUN LEE, SU-JUNG LEE	REQUEST FOR A NEW SCHEME OF INTERNET INTERCONNECTIONS AND NETWORK USAGE CHARGING FOR NEXT GENERATION INTERNET SERVICES
<b>10:20 –10:40</b>	HYUN-JU CHANG DOHOON KIM	SYSTEM DYNAMICS APPROACH FOR ENHANCING CORE COMPETENCE OF THE LCD INDUSTRY
<b>10:40 –11:00</b>	KYUNG-SUN LEE DOHOON KIM	SYSTEM DYNAMICS MODEL FOR COMPETITION ANALYSIS BETWEEN LCD AND PDP IN THE FPD TV MARKET
<b>11:00 –11:20</b>	SU-JUNG LEE, DOHOON KIM	REAL OPTIONS VALUATION MODEL OF LINE EXPANSION PROBLEM IN THE AMOLED INDUSTRY
<b>11:20 –11:40</b>	<b>Coffee Break</b>	

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 2)  
Friday 23-5-2008**

	<b>CHAIRMAN</b>	<b>LUBOŠ SMRČKA</b>
<b>10:00 - 10:20</b>	LUBOŠ SMRČKA	THE RESCUE PRINCIPLE IN CZECH BANKRUPTCY LAW AS IT EXISTS NOW AND IN THE FUTURE
<b>10:20 –10:40</b>	LUBOŠ SMRČKA	FAMILY INDEBTEDNESS IN THE CZECH REPUBLIC AND NEW EU MEMBER COUNTRIES
<b>10:40 –11:00</b>	SIEBER PATRIK KRSKOVA MARTINA	PUBLIC PRIVATE PARTNERSHIP, NET EFFECTS AND RISKS – THE CHALLENGE FOR VALUATION AND THE DECISION MAKING PROCESS
<b>11:00 –11:20</b>	EMRAH ORHUN	FACTORS INFLUENCING KNOWLEDGE SHARING IN AN ELECTRONIC COMMUNITY OF PRACTICE
<b>11:20 –11:40</b>	<b>Coffee Break</b>	
<b>11:40 –12:00</b>	KUZMA, ANN T. KUZMA, ANDREW J. KUZMA, JOHN R. BASIL JANAVARAS	RELIGION, SPIRITUALITY AND MARKETING: DEVELOPING A FRAMEWORK FOR UNDERSTANDING
<b>12:20 –12:40</b>	OANA-ANTONIA COLIBASANU	WHITE OR BLACK MAGIC FOR YOUR BUSINESS? COMPETITIVE INTELLIGENCE AND CORPORATE ESPIONAGE
<b>12:40 –13:00</b>	EMILY J. SHERIDAN, GEOFFREY N. SOUTAR, JAMES A. DIMMOCK	PREDICTORS OF BEHAVIOURAL LOAYLTY IN A PROFESSIONAL SPORT MEMBERSHIP CONTEXT

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 1)  
Friday 23-5-2008**

	<b>CHAIRMAN</b>	<b>FRAGISKOS BATZIAS</b>
<b>15:00-15:20</b>	ATHANASIOS G. LAGODIMOS	A METHODOLOGY FOR ENVIRONMENTAL QUALITY MONITORING AND KNOWLEDGE BASE ENRICHMENT
<b>15:20 –15:40</b>	YANNIS A. POLLALIS	DECISION MAKING ON OPTIMAL CHOICE OF BIOMASS-TO-ETHANOL PATH BY MEANS OF FUZZY SWOT ANALYSIS
<b>15:40-16:00</b>	DIMITRIS K. SIDIRAS	KNOWLEDGE TRANSFER FROM LABORATORY TO INDUSTRIAL SCALE – AN INTERDISCIPLINARY APPROACH
<b>16:20-17:00</b>	JOHN N. SORROS	ON THE DEPRECIATION OF INTELLECTUAL CAPITAL ACCUMULATED WITHIN A R&D DEPARTMENT OF AN INDUSTRIAL ENTERPRISE
<b>17:00-17:20</b>	<b>Coffee Break</b>	
<b>17:20-17:40</b>	DIMITRIS F. BATZIAS	CONTRIBUTION TO ENVIRONMENTAL CONTINGENT VALUATION – METHODOLOGY AND CASE STUDY
<b>17:40-18:00</b>	ASPASIA P. EFTHYMIADOU	KNOWLEDGE MANAGEMENT FOR LAKE RESTORATION STRATEGY IN PROTECTED AREAS

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 1)  
Friday 23-5-2008**

	<b>CHAIRMAN</b>	<b>ALEKSANDRAS VYTAUTAS RUTKAUSKAS</b>
<b>18:00 –18:20</b>	ADOMAS GINEVICIUS VANDA BIRUTE GINEVICIENE VALENTINAS PODVEZKO	FROM TWO-DIMENSIONAL PROFIT-RISK TO THREE-DIMENSIONAL PROFIT-RELIABILITY-RISK IN FINANCIAL MARKETS
<b>18:20 –18:40</b>	ALEKSANDRAS VYTAUTAS RUTKAUSKAS, GIEDRE STASKEVICIUTE	THROUGH EFFECTIVE BUSINESS RISK MANAGEMENT TOWARDS REGIONS SUSTAINABLE DEVELOPMENT
<b>18:40 –19:00</b>	ALEKSANDRAS VYTAUTAS RUTKAUSKAS	FROM TWO-DIMENSIONAL PROFIT-RISK TO THREE-DIMENSIONAL PROFIT-RELIABILITY-RISK IN FINANCIAL MARKETS

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 2)  
Friday 23-5-2008**

	<b>CHAIRMAN</b>	<b>PATRICK A. FUSS</b>
<b>15:00-15:20</b>	PATRICK A. FUSS	THE B.L.I.S.S. OF MAKING A DIFFERENCE: SEEKING FOR SIGNS OF LEADERSHIP TRANSFORMATION IN THE 21ST CENTURY TO INVOKE INDIVIDUAL AND COLLECTIVE IDENTITY DEVELOPMENT
<b>15:20-15:40</b>	GERASIMOS KAKOLIRIS	JACQUES DERRIDA ON UNCONDITIONAL AND CONDITIONAL HOSPITALITY
<b>15:40-16:00</b>	JOSE LUIS BALLESTEROS-RODRÍGUEZ PETRA DE SAÁ-PÉREZ, DESIDERIO J. GARCÍA-ALMEIDA	THE INFLUENCE OF ORGANIZATIONAL CULTURE ON KNOWLEDGE TRANSFER: EMPIRICAL EVIDENCE FOR TRAINING TRANSFER IN RESTAURANT CHAINS
<b>16:00-16:20</b>	DOMENICO CONSOLI	HE COLLABORATIVE PRODUCT LIFECYCLE MANAGEMENT IN THE ENTERPRISE 2.0
<b>16:20-17:00</b>	IPEK SAVASCI	STRATEGIC BRAND MANAGEMENT IN DOMESTIC AND FOREIGN PRODUCTS OFFERED IN TURKISH MARKET AND COMPARISON OF BRAND EQUITY
<b>17:00-17:20</b>	<b>Coffee Break</b>	
<b>17:20-17:40</b>	KETI VENTURA	THE EFFECTS OF MARKETING ENVIRONMENT ON EXPORT MARKET STRATEGY: A CASE OF TURKISH TEXTILE AND CLOTHING INDUSTRY

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 2)  
Friday 23 May 2008**

	<b>CHAIRMAN</b>	<b>SHUMAILA YOUSAFZAI</b>
<b>17:40 –18:00</b>	CHRISTOS LIVAS, GEORGE GKIOKAS, SHUMAILA YOUSAFZAI	THE BATTLE OF MARATHON : SEGMENTING, TARGETING AND POSITIONING IN THE ANCIENT AND CONTEMPORARY GREECE
<b>18:00 –18:20</b>	EUGENIA PETRIDOU GEORGE TSOURVAKAS NIKI GLAVELI	DISCOVERING CHARACTERISTICS OF LEARNING ORGANIZATIONS IN THE HOTEL INDUSTRY OF NORTHERN GREECE
<b>18:20 –18:40</b>	<b>ROBERT J. MOCKLER</b>	<b>TEACHING BUSINESS ETHICS IN CATHOLIC UNIVERSITIES USING LESSONS LEARNED FROM DRAMA</b>
<b>18:40 –19:00</b>	<b>PATRICIA DUPIN</b>	<b>NATURAL DRIFT IN ORGANIZATIONS</b>
<b>19:00 –19:20</b>	<b>PAUL WATSON</b>	<b>THE IMPORTANCE OF THE CONTROL FUNCTION IN PROJECT MANAGEMENT</b>
<b>19:20 –19:40</b>	<b>LESLEY MEARNS</b>	<b>TRUST AND INSPIRATIONAL LEADERSHIP: THE KEYS TO SUCCESSFUL ORGANISATIONAL CHANGE</b>
<b>19:40 –20:00</b>	<b>HAGER KHECHINE, DANIEL PASCOT, PIERRE PREMONT</b>	<b>RELATIONSHIP BETWEEN THE USE OF INFORMATION ON THE INTERNET AND HEALTHCARE RESOURCES:EMPIRICAL RESULTS</b>



**Poster Session ICMMS 2008**  
**Friday 23 May 2008**  
**10:00 – 13:00**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>D. SAKAS</b>
BORISAS MELNIKAS	NETWORK-BASED INTERNATIONAL ECONOMY IN THE EUROPEAN UNION: INNOVATION POTENTIAL AND THE NEW CHALLENGES FOR MANAGEMENT AND MARKETING
EUGENIJUS CHLIVICKAS, RASA SMALIUKIENE	BRAND ORIGIN: THEORETICAL FRAMEWORK AND EMPIRICAL EVIDENCE
ALGITA MIECINSKIENE, VIKTORIJA STASYTYTE	QUANTITATIVE ASSESSMENT OF PORTFOLIO OF ACTIVITIES IN TERMS OF SUSTAINABLE DEVELOPMENT
ROMUALDAS GINEVICIUS, JELENA STANKEVICIENE	INTEGRATED ASSET AND LIABILITY PORTFOLIO MANAGEMENT AS BASE FOR DEVELOPMENT SUSTAINABILITY QUANTITATIVE DESCRIPTION
NATALJA LACE, ZOJA SUNDUKOVA	THE ROLE OF FINANCIAL SUCCESS OF SMEs IN ACHIEVING ECONOMIC SUSTAINABILITY
NAVICKIENE REGINA	COMPETENCIES OF FRONT LINE EMPLOYEES ARE ESSENTIAL CONDITION OF TOURISM COMPANIES SUSTAINABLE DEVELOPMENT
DAIVA JUREVICIENE, EGIDIJUS BIKAS, ARVYDAS PASKEVICIUS	SAVINGS AND INVESTMENTS: AN ASPECT OF SUSTAINABILITY
GORAN CIROVIC, SIMO SUDJIC	IMPACT OF ORGANIZATIONAL STRUCTURES ADJUSTMENT IN BIG CONSTRUCTION PROJECTS ON A PROJECT SUCCESS
COMPETITIVENESS' SUSTAINABILITY STRATEGY: CONCEPT, MODEL, PRACTICE	DAIVA DAUGVILIENE AND IZOLDA KRUTKIENE

**Poster Session ICMMS 2008**  
**Friday 23 May 2008**  
**15:00 – 19:20**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>D. SAKAS</b>
YI-AN CHUANG	HOW WILL WE STUDY THE RELATIONSHIP IN RELATIONSHIP MARKETING?
PANAGIOTA DIONYSOPOULOU STILIANI ASVESTA	THE CONTRIBUTION OF FINANCIAL STATEMENT ANALYSIS OF GREEK HOTEL UNITS TO THEIR EFFECTIVENESS OF ADMINISTRATION
SOMASRI MUKHOPADHYAY	REGIONALISATION OF SERVICE TRADE ISSUES UNDER THE MULTILATERAL TRADING REGIME

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 1)  
Saturday 24 May 2008**

	<b>CHAIRMAN</b>	<b>PETROS TOMARAS</b>
<b>10:00 - 10:20</b>	DIMITRIS ZONDIROS	INTERNATIONAL MARKETING OF SERVICES AND NEW TECHNOLOGY: AN APPLICATION OF TOURISM WEBSITES EVALUATION WITH THE ELECTRE II METHOD
<b>10:20 –10:40</b>	PETROS TOMARAS	IS THERE A CONNECTION BETWEEN BRANDS AND THEIR COUNTRIES OF ORIGIN?
<b>10:40 –11:00</b>	DIMITRIS NOVAS	NEW TECHNOLOGY AND INTERNATIONAL MARKETING OF SERVICES: PROVIDING EVALUATED TOURISM WEBSITES INFORMATION THROUGH THE INTERNET USING THE ELECTRE II METHOD
<b>11:00 –11:20</b>	ALKETAS MALIOUKIS	THE IMPACT AND THE APPLICATION OF MARKETING TECHNOLOGY TOOLS (MTT) IN THE CUSTOMER ORIENTED BUSINESS ENVIRONMENT
<b>11:20 –11:40</b>	<b>Coffee Break</b>	
<b>11:40 –12:00</b>	DIMITRIS NOVAS	THE USAGE OF RICH INTERNET APPLICATIONS (RIAS) AS A METHOD FOR ENHANCING CUSTOMER EXPERIENCE
<b>12:20 –12:40</b>	GEORGE FRIGAS	WORD OF MOUTH COMMUNICATION AS A DRIVING FORCE FOR MUSIC SELECTION. CHALLENGES AND THREATS FOR THE MUSIC INDUSTRY
<b>12:40 –13:00</b>	RAZALI BIN MAT ZIN	STRESS MANAGEMENT STYLES DURING THE IMPLEMENTATION OF ORGANIZATIONAL CHANGE PROGRAM: A CASE ANALYSIS

**Poster Session ICMMS 2008  
Saturday 24 May 2008  
10:00 – 13:00**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>N. KONSTANTOPOULOS</b>
DIMITRIOS KARIDAS KALLIOPI DOLMA	POLITICS IN SMALL-MEDIUM ENTERPRISES
GERAZOYNI EVANGELIA PAPADOPOULOU GEORGIA	THE SKILLS OF INFORMATICS PROFESSIONALS IN THE FRAMEWORK OF THE SMALL BUSINESS
GEORGE GOUNTARAS JOHN PAPAGEORGIU	THE SOCIAL RESPONSIBILITY LEVEL OF THE SMALL AND MEDIUM AUTO CAR ENTERPRISES
IOANNIS IRAKLIANOS IOANNIS SKARVELIS	THE MANAGEMENT DECISION REFORMATION IN THE AUTO CARS MARKET
IOANNIS KOURTIDIS IOANNA TOUTOUNZI	THE YOUNG CUSTOMERS' BEHAVIORS AND PRACTICES IN GREEK MARKET
ILIOPOULOU DIMITRA KYPRAIOS GEORGIOS	YOUNG PEOPLE'S SATISFACTION LEVEL WITH CONSUMER PRODUCTS
NTANOU ANGELIKI TAPAKOUDI MARIA	THE INFORMATION FACTOR IN THE RELATIONSHIP BETWEEN FRANCHISOR AND FRANCHISEE
THE HIRING DECISIONS IN MEDIUM SIZED ENTERPRISES	JOHN KORELIS AND GEORGIA KOUTRA
THE RECRUITMENT PROCESS IN THE MEDIUM SIZED ENTERPRISES	MAVRAGANIS PROKOPIOS AND VASILOPOULOS VASILIOS
THE SUPPORTIVE RELATIONS BETWEEN FRANCHISOR AND FRANCHISE	KLOUVAS ISIDOROS AND PAPADIMITRAKIS ALEXANDROS

**International Conference on Management and  
Marketing Sciences (ICMMS 2008) (ROOM 1)  
Saturday 24 May 2008**

	<b>CHAIRMAN</b>	<b>PANAGIOTIS TRIVELLAS</b>
<b>15:00– 15:20</b>	PANAGIOTIS TRIVELLAS GERAKI AKRIVOULA	INVESTIGATING PRINCIPALS' LEADERSHIP PROFILE IN SECONDARY EDUCATION
<b>15:20 –15:40</b>	DIMITRIS STAVROULAKIS PANAGIOTIS REKLITIS	DOING BUSINESS INVOLUNTARILY: EVIDENCE ON DETERMINANTS OF NECESSITY ENTREPRENEURSHIP FROM THE GREEK PERIPHERY
<b>15:40 –16:00</b>	ARISTODIMOS THOMOPOULOS KONSTANTINOS SIASSIAKOS GEORGE KAIMAKAMIS	USING THE BALANCED SCORED FRAMEWORK FOR INTEGRATING TRADITIONAL STRATEGY & E-BUSINESS
<b>16:20 –17:00</b>	PANAGIOTIS TRIVELLAS ILIAS SANTOURIDIS ZOE AKRIVOULI	BARRIERS FOR E-BUSINESS ENTREPRENEURSHIP:THE GENDER ASPECT
<b>17:00 –17:20</b>	<b>Coffee Break</b>	
<b>17:20-17:40</b>	DIMITRIOS STYLIDIS, MATINA TERZIDOU, KONSTANTINOS TERZIDIS	DESTINATION IMAGE FORMATION MODEL
<b>17:40 –18:00</b>	EVDOKIA TSIFORA PANAGIOTIS TRIVELLAS	A CASE STUDY IN ECONOMIC VALUE ADDED: MEASURING AND REWARDING PERFORMANCE IN A DIVISIONALIZED COMPANY
<b>18:00 –18:20</b>	MARY VAXEVANIDOU, PANAGIOTIS REKLITIS, CHRISTOS AKRIVOS	MANAGERIAL MODEL TO IMPLEMENT THE THREE DIMENSIONS OF CSR BASED ON THE DEMING'S CIRCLE

**International Conference on Management and  
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Saturday 24 May 2008**

	<b>CHAIRMAN</b>	<b>D. SAKAS</b>
<b>18:20-18:40</b>	DORIS REINGRUBER	DEMARKETING IN THE INDUSTRIAL SECTOR
<b>18:40-19:00</b>	VERENA PÜHRINGER	SUCCESS FACTORS OF E-GOVERNMENT FROM A CITIZEN PERSPECTIVE
<b>19:00-19:20</b>	IOANNIS GADARAS LUDMIL MIKHAILOV	A GENERAL AND FLEXIBLE FUZZY CLASSIFICATION FRAMEWORK AND ITS APPLICATION TO MEDICAL DIAGNOSIS

**Poster Session ICMMS 2008**  
**Saturday 24 May 2008**  
**15:00 – 17:30**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>N. KONSTANTOPOULOS</b>
GKIROVITIS PANTELIS PAPACHARALAMPOUS ELENI	THE CHOICE' FACTORS IN THE FRANCHISING ENTREPRENEURSHIP DECISION
ELENI VLACHOU MARINA PETROY	THE FEATURES OF THE INFORMATICS NEEDFULNESS IN THE SMALL ENTERPRISES
MALLIARAKI EMMANOUELA PITSINELI GEORGIA	THE CONCEPTUALIZATION OF THE INFORMATICS CONTRIBUTION IN THE SMALL TO MEDIUM ENTERPRISES
MARIA KOURMOULAKI IOANNA SIAMETI	THE FRANCHISING MARKET PERCEPTION AS A FACTOR OF ENTREPRENEURIAL OPTIONS
ELEFThERIA KAMPA IRINI D. RIGOPOULOU	EXPLORE YOUR DESTINATION BRAND "EXPLORING YOUR SENSES" BY
REOVITSA CHRISTIANA VLACHOU SMARAGDA	THE USE OF INFORMATICS TECHNOLOGY BY THE SMALL ENTERPRISES
IOANNIS VORRIAS ELEUTHERIA ALEXIOU	THE IMPLEMENTATION OF COMPETITIVE ADVANTAGE ON CORPORATE STRATEGY
ILIAS A. MAKRIS	THE EFFECTS OF INNOVATION IN EMPLOYMENT AND INVESTMENT ACTIVITY: AN EMPIRICAL ANALYSIS IN FOOD PRODUCTS' AND BEVERAGES' INDUSTRY
THE STRUCTURE OF BUSINESS AND ECONOMIC PERCEPTIONS IN THE AUTO CARS' MARKET	GEORGE GOUNTARAS AND JOHANNA GOTSI

**International Conference on  
Management and Marketing Sciences  
(ICMMS 2008)**

**Saturday 24 May 2008**

**14:00 – 18.00 EXCURSION**

**Poster Session ICMMS 2008**  
**Saturday 24 May 2008**  
**18:30 – 20:00**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>D. SAKAS</b>
ELENICA PJERO IRMA SHYLE	PROMOTION AND HOSPITALITY INDUSTRY. ALBANIA AS A CASE STUDY
XHILIOLA AGARAJ MERITA MURATI	MARKET SEGMENTS SERVED BY HOSPITALITY INDUSTRY IN VLORA DISTRICT
XHILIOLA AGARAJ MERITA MURATI	MARKET SEGMENTS SERVED BY HOSPITALITY INDUSTRY IN VLORA REGION, ALBANIA
TSE-PING DONG, WEN-CHIH CHEN	MEASUREMENT INDICATORS OF INTELLECTUAL CAPITAL: A CRITICAL REVIEW
ALMUDENA EIZAGUIRRE, MARIA GARCIA FEIJOO, JAIONE YABAR	ONLINE AND ATMOSPHERICS: CLASSIFICATION AND COMPARISON BETWEEN BRITISH AND SPANISH CONSUMERS
THEODOROU SPYRIDOULA PANAS EPAMINONDAS	POLLS & MASS MEDIA: AN INTERACTIVE RELATION
<b>FARID EL SAHN</b>	<b>INTERNET BANKING ADOPTION IN BAHRAIN: ITS ANTECEDENTS AND CONSEQUENCES ON CUSTOMER RELATIONSHIP PERFORMANCE</b>
<b>HENRY ARAY</b>	<b>EFFECTS OF MACROECONOMIC ANNOUNCEMENTS ON STOCK RETURNS ACROSS VOLATILITY REGIMES</b>
<b>JAWWAD AHMAD, MAZHAR HUSSAIN</b>	<b>JOB SATISFACTION OF TEACHING FACULTY WORKING IN UNIVERSITIES OF PAKISTAN</b>
<b>OURANIA NOTTA ASPASSIA VLACHVEI</b>	<b>COMPETITIVENESS AND ADVERTISING IN GREEK FOOD AND BEVERAGE MANUFACTURING FIRMS</b>
<b>FRANCESCA CABIDDU, MARIA CHIARA DI GUARDO, DANIELA PETTINAO</b>	<b>THE RELATION BETWEEN CONSUMER INNOVATIVENESS AND INNOVATION SUCCESS. THE CASE OF IPHONE</b>

**International Conference on Management and  
Marketing Sciences (ICMMS 2008)  
(ROOM 1)  
Sunday 25 May 2008**

**Hospitality and Tourism Knowledge Management  
Symposium**

	<b>CHAIRMAN</b>	<b>KONSTANTINOS ANDRIOTIS</b>
<b>9:00 – 9:30</b>	<u>KHANYAPUSS PUNJAISRI</u> & ALAN WILSON	INTERNAL BRANDING AS A TOOL TO ENSURE THE EMPLOYEES' BRAND PROMISE DELIVER
<b>9:30 – 10:00</b>	ALEX DEFFNER & THEODORE METAXAS	WHAT ARE PUBLIC RELATIONS DOING IN A 'PLACE' LIKE PLACE MARKETING? A PROPOSED PUBLIC RELATIONS PLAN (PRP) FOR THE REGION OF KAINUU, FINLAND
<b>10:00 – 10:30</b>	EVGENIA BITSANI, ANDRONIKI KAVOURA & PARIS KALOMENIDIS	A FIELD STUDY OF THE EXPLORATION OF THE FACTORS INFLUENCING VISITORS' PREFERENCES IN THE MOUNTAINOUS AREA OF NAFPAKTIA, GREECE: IMPLICATIONS FOR AN ADVERTISING COMMUNICATION PROGRAMME
<b>10:30 – 11:00</b>	WALTER S. L. FUNG & RICHARD Y. K. FUNG	KNOWLEDGE SECURITY FOR HOSPITALITY INDUSTRY
<b>11:00 – 11:30</b>	GEORGE M. KORRES, GEORGE TSOMBANOGLU & AIKATERINI KOKKINO	THE ROLE OF TOURISM IN EUROPEAN REGIONAL GROWTH
<b>11:30 – 12:00</b>	<b>Coffee Break</b>	
<b>12:00 – 12:30</b>	XHILIOLA AGARAJ & MERITA MURATI	MARKET SEGMENTS SERVE BY HOSPITALITY INDUSTRY IN VLORA REGION, ALBANIA
<b>12:30 – 13:00</b>	RODOULA H. TSIOTSOU & <u>NICOLE GOURI</u>	THE EFFECT OF THE OLYMPIC GAMES ON THE TOURISM INDUSTRY OF THE HOST COUNTRY
<b>13:00 – 13:30</b>	<u>BORUT STRAZISAR</u>	SELFREGULATION – DOES IT REALLY WORK BETTER THAN REGULATION?
<b>13:30 – 14:00</b>	<u>NIKOS PAPAMANOLIS</u>	ARCHITECTURE AS SUBJECT OF HOSPITALITY AND TOURISM MANAGEMENT
<b>14:00 – 15:30</b>	<b>Lunch</b>	

**Hospitality and Tourism Knowledge Management  
Symposium**

	<b>CHAIRMAN</b>	<b>KONSTANTINOS ANDRIOTIS</b>
<b>15:30 – 16:00</b>	PETRAKIS EMMANOUIL & <u>KARPATHIOTAKI THIREZIA</u>	FLEXIBILITY OF TOURISM PRODUCT -THE APPLICATION OF AGILE THINKING IN THE TOURISM SECTOR
<b>16:00 – 16:30</b>	SANJEEV KUMAR & SUSHIL KUMAR	CUSTOMER ACQUISITION IN HOSPITALITY
<b>17:00 – 17:30</b>	<b>Coffee Break</b>	

**International Conference on Management and  
Marketing Sciences (ICMMS 2008)  
Saturday 24 May 2008  
Keynote Lecture**

	<b>CHAIRMAN</b>	<b>KONSTANTINOS ANDRIOTIS</b>
<b>17:30–18:15</b>	<b>Prof. CONRAD LASHLEY</b>	Marketing Hospitality and Tourism Experiences

**Poster Session ICMMS 2008  
Saturday 24 May 2008  
11:00 – 15:00**

<b>RESPONSIBLE MEMBER OF THE SCIENTIFIC COMMITTEE</b>	<b>N. KONSTANTOPOULOS</b>
ELEFThERIA KAMPA & IRINI D. RIGOPOULOU	EXPLORE YOUR DESTINATION BRAND BY "EXPLORING YOUR SENSES"
ELENICA PJERO & IRMA SHYLE	PROMOTION AND HOSPITALITY INDUSTRY: ALBANIA AS A CASE STUDY
GREEK INDUSTRIES' RESPONSIBILITIES CONCERNING THE ENVIRONMENT PROTECTION	NIKOLAOS KONSTANTOPOULOS AND ARISTOTELES B. ALEXOPOULOS
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