



International Conference on Communication and Management

(ICCM2015),

30 March-1 April 2015, Athens- Greece

Conference Venue: Metropolitan Hotel, Leoforos Syngrou 385, 175-64, Athens, Greece

Conference Final Program

(the final program includes only the papers that were actually presented at the ICCM2015)

Organised by the

Communication Institute of Greece



Sponsored by:



ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr Margarita Kefalaki, President, COMING & Instructor, Hellenic Open University, Greece
2. Dr Karen Freberg, Ac. Member, COMING & Assistant Professor in Strategic Communications, University of Louisville, USA
3. Dr David H. Hartmann, Ac. Member, COMING & Conference Chair, Professor, Department of Operations and Supply Chain Management, University of Central Oklahoma, USA
4. Dr George N. Nehme, Ac. Member, COMING, Dean of the Faculty of Business Administration Université Antonine UPA, Lebanon
5. Dr Arif Yildirim, Ac. Member, COMING & Assistant Professor, Head of the Departments of Communication Informatics and Journalism, Gaziantep University, Turkey
6. Dr. Rong Zhang, Ac. Member, COMING & Associate Professor, Nishinippon Institute of Technology, Japan
7. Dr Nadeem Akhtar, Ac. Member, COMING & Assistant Professor, Head of the department, Department of Journalism and Mass Communication, Kohat University of Science and Technology, Pakistan
8. Dr Raffaella Conversano, Ac. Member, COMING & Professor, Special Education and Disability, La Sapienza, University of Rome, Italy
9. Dr Dimitrios Laloumis, Ac. Member, COMING & Professor, Technological Educational Institute of Athens
10. Dr Soumaya J. Askri, Ac. Member, COMING, Head of the Marketing, Language and International Trade Department at ISG Tunis & Associate Professor in Marketing, ISG, Tunisia
11. Dr Philemon Bandimaroudis, Ac. Member, COMING & Associate Professor, Department of Cultural Technology and Communication, School of social sciences, University of the Aegean, Greece
12. Dr Alexandros Baltzis, Ac. Member, COMING & Associate Professor, School of Journalism and Mass Communication, Aristotle University of Thessaloniki, Greece
13. Dr George Tsourvakas, Ac. Member, COMING & Assistant Professor, School of Journalism and Mass Communication, Aristotle University of Thessaloniki, Greece
14. Dr Clio D. Kenterelidou, Ac. Member, COMING & Tenured Senior Teaching Fellow and Instructor, School of Journalism and Mass Communication, Aristotle University of Thessaloniki, Greece
15. Dr André Boyer, Ac. Member, COMING & Professor, Institut d'Administration des Entreprises, Université de Nice, France
16. Dr Yasser Mahfooz, Ac. Member, COMING & Assistant Professor, College of Business Administration, King Saud University, Riyadh, Saudi Arabia

Administration

Ms Evi Naki, Ms Eleni-Maria Siriou, Ms Dimitra Chaidouti, Mr Antonios Robert Perivoliotis, Ms Triantafyllia Chatzinakou

CONFERENCE PROGRAM

Monday 30 March 2015

08:00 – 08:30 Registration

08:30 – 08:50 Welcome and Opening Remarks

- Dr Margarita Kefalaki, President, COMING
- Dr Karen Freberg, Ac. Member, COMING & Assistant Professor in Strategic Communications, University of Louisville, USA.

08:50-10:00 Session I : Crisis Management & Communication

Chair: Margarita Kefalaki, President, COMING & Instructor, Hellenic Open University, Greece

1. Freberg Karen, Assistant Professor, Department of Communication, University of Louisville, USA & Saling Kristin, Systems Analyst for United States Army, USA & Freberg Laura, Professor, Department of Psychology, California Polytechnic State University, USA. Introducing the Situational Q-sort to Crisis Practice and Research: Exploring Best Practices and Implications
2. Gagne Anne-Marie, Professor, TELUQ University Department of Communications, Montreal, Canada & Kwok Choon Mary Jane, TELUQ University Department of Communications, Montreal, Canada. Communication in Times of Crisis: Hazardous Tool or Effective Strategy?
3. Farantos Georgios I., PhD Student, Department of Political Science and International Relations, University of Peloponnese, Greece & Koutsoukis Nikitas Spiros, Assistant Professor, Department of Political Science and International Relations, University of Peloponnese, Greece. Integrated Crisis Management: A literature review
4. Athanasios Podaras*, Assistant Professor, Department of Informatics, Faculty of Economics, Technical University of Liberec, Czech Republic, A 3-Factor Model Relating Communication to Risk Mitigation of Extended Information System Failover

10 minutes coffee break

10:10-11:30 Session II : Management in a Professional Environment

Chair: Athanasios Podaras*, Assistant Professor, Department of Informatics, Faculty of Economics, Technical University of Liberec, Czech Republic & **Zahra Ouali del Rio**, Master Student, Communication and Future Marketing, Global Business School Barcelona, Spain

1. Karl-Heinz Pogner, Professor, Department of Intercultural Communication and management; Copenhagen Business School, Denmark. Sense-making and ongoing change at KMD
2. Ashlock Mary Z.*, Assistant Professor, Department of Communication, Strickler Hall, University of Louisville, USA & Lipman Bridgette, Assistant Professor, Department of Communication, University of Louisville, USA. Engineering and Implementing an Executive Level Communication Plan within a Global Professional Environment: A Case Study Analysis
3. Papatya Taspinar*, PhD student, Department of Management and Organization, Yaşar University, Izmir, Turkey & Hande Arbak, PhD student, Department of Management and Organization, Yaşar University, Izmir, Turkey. Communication Based Change Implementation Framework: A New Perspective
4. Hughey Samantha*, Graduate Student, Department of Communication, University of Louisville, Louisville, USA. Social Media, Futbol, and Crisis: An exploratory case study examining the FIFA World Cup addressing player concussions

10 minutes coffee break

11:40-13:45 Session III : Online/New Media - Branding

Chair: Ashlock Mary Z.*, Assistant Professor, Department of Communication, Strickler Hall, University of Louisville, USA & **Hughey Samantha***, Graduate Student, Department of Communication, University of Louisville, Louisville, USA

1. Elif Yildiz, Associate Professor, Ege University Faculty of Communication Public Relations and Publicity Department, Turkey. Analyzing the Relationship between Communication Skills and Social Media Habits: Example of Students in

- Ege University Faculty of Communication, Department of Public Relations and Publicity
2. Akmar Hayati Ahmad Ghazali, Associate Professor, Faculty of Modern Languages and Communication, Department of Communication, Malaysia & Siti Zobidah Omar, Associate Professor, Laboratory of Cyber Generation, Institute for Social Science Studies, Universiti Putra Malaysia, Malaysia. Mobile News: What are the Information Needs by the Youth?
 3. Karayanni Despina, Assistant Professor, Department of Business Administration, University of Patras, Greece & Kapogiannopoulos Christos, Phd Candidate, Department of Business Administration, University of Patras, Greece & Katris Christos, Phd Candidate, Department of Electrical & Computer Engineering, University of Patras, Greece. How the kind of Wallpost Content Influences the Engagement of Fans: The case of Automobile and Motorcycle Brand Pages
 4. Ioannis Angelou, PhD candidate, School of Journalism and Mass Communications, Aristotle University, Thessaloniki, Greece & Vasileios Katsaras, PMA student, Department for Knowledge and Communication Management, Danube University Krems, Austria & Nikolaos Tsigilis, Lecturer, School of Journalism and Mass Communications, Aristotle University, Thessaloniki, Greece & Andreas Veglis*, Professor, Media Informatics Lab, School of Journalism and Mass Communications, Aristotle University, Thessaloniki, Greece. Investigating Social Networking influence on Media Website Traffic
 5. Chrysi Rapanta, Zayed University, Dubai, United Arab Emirates & Dany Badran, Lebanese American University, Beirut. Same but different: Perceptions of interpersonal arguing in two Arabic populations (UAE & Lebanon)
 6. Nkwimba Mpuya Adeline*, PhD candidate, St. Augustine University of Tanzania, United Republic of Tanzania. The Impact of Social Media on Interpersonal Communication: A study on St. Augustine University of Tanzania students
 7. Goker, Anil Z, Research Assistant, Atilim University, Management Faculty, Department of Management, Turkey & Elif Esiyok Sonmez *, Research Assistant, Atilim University, Department of Management, Turkey. Brand placement in movies: A case study of a Turkish and a foreign movie

13:45 - 14:45 Lunch

14:45-17:00 Session IV : A Round Table Discussion on "*Communication in a Global Crisis environment*"

(Each participant will have 10' 'to impress the world!')

Chair: Chyna Teresa Trible*, Instructor, Rochester Institute of Technology, Rochester, New York, USA.

1. Dr. Flynn Jan, As. Professor, Management, Georgia College and State University, Milledgeville GA, USA
Understanding Crisis Communication: What is it and why is it different?
2. Dr Schnee Christian Senior Lecturer in Public Relations, Business School, University of Worcester, UK
Political leadership and reputation management in times of crisis
3. Dr. Freberg Karen, Assistant Professor, Department of Communication, University of Louisville, USA
Challenges, opportunities, and future developments in social media crisis communications research and practice
4. Dr. Gagne Anne-Marie, Professor, TELUQ University Department of Communications, Montreal, Canada
Effective Employee Communication in Times of Crisis
5. Dr Omoregie Charles Osifo*, Assistant Professor, Department of Public Management, University of Vaasa, Finland
How diversity in public administration could give solutions to crisis situations
6. Dr Karl-Heinz Pognner, Associate Professor, Copenhagen Business School, Dpt. of Intercultural Communication and Management, Denmark
7. Lego's Shellgate: Ptolemaeus, Copernicus or Castells? From a company-centered stakeholder approach to a network perspective
8. Dr Archer, Susan K., Instructor, College of Arts & Sciences, Embry-Riddle Aeronautical University, USA. Aviation Communication: How Research Can Help Avert Crises in the Air
9. Dr Ashlock Mary Z., Assistant Professor, Department of Communication, University of Louisville, Louisville, Kentucky, USA
Domestic and International Crisis/Reputation Implications for U.S. Professional and College Athletes
10. Papatya Taspinar, PhD candidate, Department of Management and Organization, Yaşar University, Izmir, Turkey.
How change management can help companies in Global Crisis environment?
11. Nkwimba Mpuya Adeline, PhD candidate, St. Augustine University of Tanzania, United Republic of Tanzania
Communicating in a Global Crisis Environment: A Comparative Content Analysis of Media Sensitization about Ebola Epidemic in Tanzania

20:30 – 22:30 Greek Night and Dinner (details during registration) (transfer 20.00- 20.15 from conference hotel)

Tuesday 31 March 2015

08:00-09:30 Session V: Managing communication!

Chair: Andreas Veglis*, Professor, Media Informatics Lab, School of Journalism and Mass Communications, Aristotle University, Thessaloniki, Greece & **Elif Esiyok Sonmez***, Research Assistant, Atilim University, Department of Management, Turkey

1. Schnee Christian, Senior Lecturer in Public Relations, Business School, University of Worcester, UK. Managing Reputation: A Comparative Study of Personality PR in Municipal Politics (not Tuesday between 13- 15)
2. Chyna Teresa Triple*, Instructor, Rochester Institute of Technology, Rochester, New York, USA. Athletes as PR Spokespeople: the NFL's "A Crucial Catch" PR Campaign Analyzed
3. Firas Jamil Alotoum*, Professor in Marketing – Business Administration & Chief of Marketing department, Isra University, Amman- Jordan & Faten Henna Kerzan, Accounting department, Isra University. The impact of intellectual capital on the continuity of business organizations and achieving a competitive advantage in the light of the knowledge economy

10 minutes coffee break

09:40-10:30 Session VI : Management , Tourism @ sustainable development

Chair: Arvind Kumar Bhatt*, Assistant Professor & Consultant, School of Business & Management, Addis Ababa Science & Technology University, Ethiopia & **Papatya Taspinar**, PhD candidate, Department of Management and Organization, Yaşar University, Izmir, Turkey

1. S.K. Mastan Vali*, Associate Professor, Ibri College of Technology, Ibri, Sultanate of Oman & Veena Tewari*, Program Manager & Faculty of Business Management, Majan College, Ruwi, Muscat, Sultanate of Oman. Social Media Driver for Tourism Marketing Study of GCC States
2. Aziz M. Abu Naba'a, Professor, Amman Arab University, Amman. Arabian Management Theory for Sustainable Development
3. Douvas Loukas, Associate professor, Technological Educational Institute of Athens & Mavropoulou Evgenia – Despoina, Graduate of Technological Educational Institute of Athens. Performances of 4* and 5* Hotels in Athens before economic crises in Greece

10 minutes coffee break

10:40 -11:40 Session VII : Communication Themes

Chair: Omoregie Charles Osifo*, Assistant Professor, Department of Public Management, University of Vaasa, Finland & **Nkwimba Mpuya Adeline**, PhD candidate, St. Augustine University of Tanzania, United Republic of Tanzania

1. Archer Susan Kelly, Instructor College of Arts & Sciences, Embry-Riddle Aeronautical University, USA. Gender, Communication, and Aviation Accidents/Incidents
2. Flynn Jan, As. Professor, Management, Georgia College and State University, Milledgeville GA, USA & Juan Ling*, As. Professor, Management, Georgia College and State University, Milledgeville GA, USA. The Impact of Perceptual Congruence in Listening Styles between Supervisors and Subordinates
3. Pinar Umul Ünsal, Research Assistant, PhD candidate, Izmir University of Economics, Turkey, Daily Life Simulations in Post-Industrial Society: An Evaluation of "The Sims FreePlay"

20 minutes coffee break

12:00-13:00 Session VIII : Interculturality in Communication

Chair: S.K. Mastan Vali*, Associate Professor, Ibri College of Technology, Ibri, Sultanate of Oman & **Veena Tewari***, Program Manager & Faculty of Business Management, Majan College (University College), Ruwi, Muscat, Sultanate of Oman.

1. Karras Ioannis, Lecturer, New York College of Athens (University of Greenwich Programme), Greece. An Exploration of Greek Business Executives' Intercultural Communication Competence
2. Omoregie Charles Osifo*, Assistant Professor, Department of Public Management, University of Vaasa, Finland. A Four Ethical Approach and Corporate Social Responsibility : Re-evaluating the Sustainability Roles of Multinational Oil Corporations in Nigeria's Niger Delta
3. Delavaud-Roux Marie-Hélène, Professor, Ancient History, University of West Brittany, France. Ancient Greek Culture as Intercultural Communication in Nowadays' Dance (presented by M.K.)

13:00 - 14:00 Lunch

14:00 - 18:30 Educational walk in Athens, including the Acropolis (details during registration) (transfer 14.15 from the conference hotel)

18:30 - 19:30 Social Dinner (details during registration) (transfer 21.30 to the conference hotel)

Wednesday 1 April 2015

07:30 - 20:30 (approximate time) Cruise to Aegean Islands (details during registration) (transfer from and to the conference hotel)