



2nd International Conference on Communication and Management (ICCM2016),

9 - 12 May 2016, Athens- Greece

Conference Venue: the five star "Metropolitan Hotel", Leoforos Andrea Siggrou 385, Athens

Organised by the

Communication Institute of Greece (COMinG)

Sponsored by:

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European Economic Interest Grouping (EEIG)



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CONFERENCE PROGRAM

Monday 9 May 2016

08:00 – 08:30 Registration

08:30 – 09:00 Welcome and Opening Remarks

- Dr Margarita Kefalaki, President, COMinG
- Dr Rudy R. Pugliese, Academic Member, COMinG, Head of the Mass Communication part of the conference & Professor, School of Communication, Rochester Institute of Technology, New York
- Dr Omoregie Charles Osifo, Academic Member, COMinG, Head of the Management part of the conference & Assistant Professor, Department of Public Management, University of Vaasa, Finland

09:00-10:30 Session I : Management & Communication Issues

Chair: Rudy R. Pugliese, Head of the Mass Communication part of the conference & Professor, School of Communication, Rochester Institute of Technology, New York & Alyssa Jackson, Editor-in-Chief, Reporter Magazine, Rochester Institute of Technology, USA

1. *Omoregie Charles Osifo, Assistant Professor, University of Vaasa, Finland. **Improving trust through ethical leadership: Moving beyond the social learning approach to a historical perspective**
2. Kleoniki Joy Nikolaidis, Marketing Consultant, Greece & Dennis Day, Professor, University of Southern Denmark, Denmark. **Doing Business Remotely and the Country of Origin Theory: The impact of the Country of Origin theory in developing an international business strategy**
3. Tuğçe Ertem Eray, Research Assistant, Istanbul University, Turkey. **Public Relations Professionals' Perception of Conflict Management as a Management Function**
4. Yesuselvi Manickam, Lecturer, Sunway University, Bandar Sunway, Malaysia & Tan Soon Chin, Lecturer, Tunku Abdul Rahman University College, Malaysia & Suffian Hadi Ayub, Lecturer, Sunway University, Bandar Sunway, Malaysia. **Gender Biasness in Public Relations Industry in Malaysia: Comparing Public Relations Practitioners' Job Function, Income and Career Prospect**
5. Muhammad Faisal Chowdhury, Assistant Professor at University of Liberal Arts Bangladesh. **Is OHS Negligence and Evasion an 'Error of Judgement' or 'White-Collar Crime'? An Interpretation of Apparel Manufacturers in Bangladesh**

10 minutes \ break

10:40-11:50 Session II : Communication in Health and Education

Chair: ***Manisha Pathak-Shelat**, Associate Professor, MICA, Shela, Ahmedabad, India & **Louis-Caleb Remanda**, Phd-Researcher, Université de Versailles Saint-Quentin en Yvelines, France

1. Chit-Soe, Chair of academic board, University of Medicine 2, Yangon, Myanmar & * Hlaing-Mya-Win, Professor, University of Medicine 2, Myanmar & Kyaw-Thu-Ya, Lecturer, University of Medicine 2, Yangon, Myanmar & Su-Myo-Myat-Oo, Assistant Lecturer, University of Medicine 2, Myanmar. **Effect of Communication skill teaching in Final Year Medical Students**
2. Maha Adel Salem, Professor, Alexandria University, Egypt & Hala Abdou Aly, Assistant Professor, Alexandria University, Egypt. **Perception of health care providers' toward quality work environment and patients' safety at hemodialysis units**
3. Raffaella Conversano, Professor, University of Bari - Department of Education, Psychology, Communication, Italy. **The Dis(ease)Ability" Theory The Pedagogical Innovation in Communication of learning and its educational success**
4. Georgios I. Farantos, Ph.D. Candidate, University of Peloponnese, Korinthos, Greece & Nikitas Spiros Koutsoukis, Associate Professor, University of Peloponnese, Greece. **Comparative Study during Economic Crisis period through Data Envelopment Analysis Method: Case study of Health Units of 6th Greek Health Region**

10 minutes \ break

12:00-13:00 Session III : Multicultural & Cultural issues in Communication and Management

Chair: ***Chit- Soe**, Chair of academic board, University of Medicine 2, Yangon, Myanmar & ***Hlaing-Mya-Win**, Professor, University of Medicine 2, Myanmar

1. ***Louis-Caleb Remanda**, Phd researcher, Université de Versailles Saint-Quentin en Yvelines, France. **Organizational Culture Review in Mergers & Acquisitions Process**
2. Anne Mwendé David, Assistant Lecturer, Daystar University, Kenya. **The impact of Globalization on Youth's perception towards the local culture: case study, Nairobi youth**
3. Jagienka Rzeźny- Ciepłińska, Professor, Gdansk School of Banking, Poland. **The Potention of Consolidation Strategies in Transport, Logistics, Freight Forwarding Sector. Case Study on Clusters in Pomeranian Region**
4. Salma-Inès DAOU, PhD Student & Soukeina Touiti, PhD Student & Amira Trabelsi-Zoghalmi, Professor Assistant & Karim Ben Yahia, Professor assistant, High institute of management in Tunis, Tunisia. **The adoption of new culinary concepts: role of cultural factors**

13:00 - 14:00 Lunch

14:00-15:30 Session IV : Political Communication, Europe & 'Arms' to better communicate/cooperate

Chair: Carolin Rekar Munro, Associate Professor of Leadership, Royal Roads University, Canada & ***Gwen E. Hill**, Research Development Coordinator Office of Research, Royal Roads University, Canada

1. ***Elisabeth Fröhlich**, President, Professor, Cologne Business School Hardefuststr, Germany & ***Sabine Grimm**, Research Assistant, Cologne Business School, Germany. **Internal Marketing**
2. Vaxevanidou Maria, Counsellor (Diplomat) in Press and Communication Affairs, Greece. **Public Diplomacy as a tool to change the image of a country in crisis**
3. Sukawarsini Djelantik, Associate Professor, Parahyangan Catholic University, Indonesia, **Political Communication of President Jokowi of Indonesia**
4. ***Florika (Flora) Kolaci**, Phd Student, Department of Public Management, University of Vaasa, Wolffintie, Finland. **Policy paradigm and administrative reform: efficient implementation of public strategies. The case of Greece, Italy and Spain**
5. Qiong Gong, PhD candidate, Erasmus University Rotterdam, Netherlands. **The different effects of traditional and social media on young adults' political trust in China**

10 minutes \ break

15:40-17:30 Session V

Workshop_ Round Table Discussion

Title : The Dynamics of Intergenerational Communication- Building Long Lasting Connections

Presenters: *Carolin Rekar Munro, Associate Professor of Leadership, Royal Roads University, Canada & ***Gwen E. Hill**, Research Development Coordinator Office of Research, Royal Roads University, Canada

Chairs/Discussion Coordinators: *Elisabeth Fröhlich, President, Professor, Cologne Business School Hardefuststr, Germany & ***Sabine Grimm**, Research Assistant, Cologne Business School, Germany

Interventions:

Eric Goubin, senior researcher and lecturer, Thomas More University College, Belgium.

[Organized empathy: the key for intergenerational communication in public communication](#)

Andrea Pearman, Assistant Professor - Communication, Tidewater Community College, USA.

[Using Non-Verbal Communication in Online Education](#)

20:30 – 22:30 Greek Night and Dinner (details during registration) (NB. we can all meet at the restaurant/taverna as the way to plaka is a nice walk from Syntagma Square (metro station) or Monastiraki (metro station) that we advise you to have in Athens. Alternatives, for those that will stay at the conference hotel -19.15 shuttle bus from the hotel, meet at Syntagma square- in front of the Parliament, to walk to the restaurant- 15 minute walking distance).

Tuesday 10 May 2016

08:30-10:00 Session VI: New media, Print Media & Business

Chair: ***Constantinos K. Coursaris**, Associate Chairperson, Director of Graduate Studies and Associate Professor, Michigan State University, USA & ***Wietske van Osch**, Assistant Professor, Michigan State University, USA

1. Alyssa Jackson, Editor-in-Chief, Reporter Magazine, Rochester Institute of Technology, USA & Rudy Pugliese, Professor, Rochester Institute of Technology, USA. **Resetting and Reinventing Print Media: What Can Be Learned from College Media**
2. ***Manisha Pathak-Shelat**, Associate Professor, MICA, Shela, Ahmedabad, India. **Transcultural Citizenship as an Emerging Civic Sub-Culture and the Role of the Internet**
3. **Anastasios Karatasios**, PhD. Candidate, University of Alcalá Madrid Spain. **A Systematic Review on Electronic Word of Mouth**
4. **Melissa Fryer**, Communication Student, Royal Roads University, School of Communication and Culture Master of Arts, Canada. **Influence of the internet in parental decision-making on childhood vaccination: analyzing how information informs choice**
5. Bilal Ali Yaseen Alnassar, & **Sana'a Nawaf Al-Nsour** & **Khalid Ali Rababah**, Professors, The World Islamic Sciences and Education University (WISE), Amman. **Customer Switching Intention and Customer Privacy as Antecedents of Electronic Customer Relationship (e-CRM)** (presented in the Session IV, Monday 9/5, 14:00-15:30)

10 minutes \ break

10:10-10:40 Session VII : Communication in tourism

Chair: ***Omorieg Charles Osifo**, Assistant Professor, University of Vaasa, Finland & ***Florika (Flora) Kolaci**, Phd Student, Department of Public Management, University of Vaasa, Wolffintie, Finland

1. ***Preslav Dimitrov**, Associate Prof. & **Diana Daleva**, Ph.D. Candidate & **Milena Stoyanova**, Ph.D. Candidate, Faculty of Economics, South-West University "Neofit Rilski", Blagoevgrad, Bulgaria. **Forecasting of the number of sport tourism arrivals in the south west Bulgaria**
2. * **Burcu Selin Yilmaz**, Assoc.Prof., Dokuz Eylül University, Izmir, Turkey. **Impact of Social Media on the Tourist Experience: Telling Your Story to Your Connected Others**

10:40 -11:40 Session VIII : Advertising, Branding, New technology & Communication

Chair: * **Burcu Selin Yilmaz**, Assoc.Prof., Dokuz Eylül University, Izmir, Turkey & ***Preslav Dimitrov**, Associate Prof., South-West University "Neofit Rilski", Blagoevgrad, Bulgaria

1. Esra Akarsu, Research Assistant, Ipek University, Turkey. **The relationship between social media and consumption**
2. Dam Hee Kim, PhD Candidate, University of Michigan, Ann Arbor, USA. **The Interplay between Familiarity and Novelty: Combating High Risks in the Film Industry with Extended Brands**
3. Sema Misci Kip, Associate Professor, Izmir University of Economics, Izmir, Turkey & Pınar Umul Ünsal, Research Assistant, Izmir University of Economics, Izmir, Turkey. **Perceptions and Attitudes Towards Native Advertising in Turkey: Digital Natives vs. Digital Immigrants**
4. Hemat Elsaka, Professor- Dean, College of Arts, Ahlia University, Kingdom of Bahrain & Imad Assali, Assistant Professor -Chairperson, Ahlia University, Kingdom of Bahrain. **The Effects of Counterfeit Goods on Consumer Purchase Behavior**

10 minutes \ break

11:50-12:50 Session IX : Communication in Education

Chair: ***Andrea Pearman**, Assistant Professor – Communication, Humanities Division, Tidewater Community College, Virginia Beach, USA

1. Padma Pillai, Lecturer, Faculty of Arts, Sunway University, Malaysia & Vikaneswari Shanmugam, senior lecturer, Sunway University, Malaysia. **I Feel Connected: A comparison study among Faculty of Arts and Business School, students' engagement and lecturers' credibility**
2. Chandra Reka Ramachandiran, Senior Lecturer, Taylor's University, Selangor, Malaysia & Malissa Maria Mahmud, Senior Lecturer, Sunway University, Sunway & Nazean Jomhari, Senior Lecturer, University of Malaya, Malaysia. **The Effectiveness of Morfo as a Communication Enhancement Tool in the 21st Century Learning**
3. Alaattin Parlakkılıç, Professor, Gülhane Military Medical Academy, Etlik, Ankara, Turkey. **How To Make Attractive And Enticing E-Learning**
4. Malissa Maria Mahmud, senior lecturer, Sunway University, Selangor, Malaysia & Chandra Reka Ramachandiran, senior lecturer, Taylor's University, Selangor, Malaysia & Othman Ismail, Associate Professor, MARA University of Technology Selangor, Malaysia. **Social Media and Classroom Engagement: Students' Perception**

10 minutes \ break

13:00-13:30 Session X : Business, Management & Communication

Chair: Salma-Inès DAOU, PhD Student, High institute of management in Tunis, Tunisia.

1. *Abe Harraf, Professor, University of Northern Colorado, Colorado, USA & Kaitlyn Talbott, Research Assistant, University of Northern Colorado, Colorado, USA. **Organizational Complacency**

13:30 - 14:15 Lunch

14:15 - 19:00 Tour in Athens with Acropolis (Details during registration) (A bus comes door to door from and to the conference hotel). NB. The ones who participate at the Social Dinner event will continue with the bus to Syntagma Square, where the 5 stars restaurant that the social dinner takes place is situated-A staff member of COMinG will be there waiting for you! - Alternatives: 19.15 shuttle bus from the hotel to arrive at Syntagma Square- the restaurant is only 3 minutes walking distance).

19:30 - 21:00 Social Dinner (details during registration).

Wednesday 11 May 2016

07:30 - 20:30 (approximate time). Cruise to Aegean Islands with lunch on the boat (Details during registration).

Thursday 12 May 2016

07:50 - 19:30 (approximate time). Delphi Visit with lunch (Details during registration).

We had a really fruitful and enjoyable conference!

The COMinG staff and President would like to thank all the participants/academic members- Thank you!