



Organised by the
Communication Institute of Greece (COMinG)

**3rd annual International Conference
on Communication and Management
(ICCM2017)
24 – 27 April 2017, Athens– Greece**

Conference Venue: the five star “Metropolitan Hotel”, Leoforos Andrea Siggrou 385, Athens, Greece

Sponsored by:
Media Partners



Associated Partner



European Economic Interest Grouping (EEIG)



Cambridge
Scholars
Publishing



Braun Foundation for International Exchange

ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr Margarita Kefalaki, President, COMinG & Visiting Professor, Hellenic Open University, Greece
2. Dr Christian Schnee, *Head, Political Communication & Political Marketing part of ICCM2017* & S.Lecturer, Worcester Univ., UK
3. Dr Karl-Heinz Pogner, Ac. Member, COMinG & Associate professor, Copenhagen Business School, Denmark
4. Dr Andreas Veglis, *Head, Mediated Communication Technologies part of ICC2017* & Professor, Aristotle University of Thessaloniki, Greece
5. Dr Rudy R. Pugliese, *Head, Mass Communication part of ICCM2017* & Professor, Rochester Institute of Technology, New York
6. Dr Arif Yildirim, Ac. Member, COMinG & Assistant Professor, Head of the Departments of Communication Informatics and Journalism, Gaziantep University, Turkey
7. Dr Manuel Pereira, Ac. Member, COMinG & Chairman of the Board of Directors at EUCED - European Network for Economic Cooperation and Development, EEIG, Lisbon Area, Portugal
8. Dr Ané Pearman, *Head, Intercultural communication part of ICCM2017* & Assistant Professor, Tidewater Community College, USA
9. Dr Carolin Rekar Munro, *Co-Head Political Communication & Political Marketing part of ICCM2017* & Ass. Professor, Royal Roads University, Canada
10. Dr Omoregie Charles Osifo, *Head, Management part of ICCM2017*, Ass. Professor, Public Management, University of Vaasa, Finland
11. Dr Mary Z. Ashlock, Ac. Member, COMinG & Assistant Professor, University of Louisville, USA
12. Dr George N. Nehme, Ac. Member, COMinG & Dean of the Faculty of Business Administration, Université Antonine UPA, Lebanon
13. Dr Catherine Herrgott, *Head, Intangible cultural heritage part of ICCM2017* & Lecturer in Anthropology, Associate researcher Phonetics and Phonology, University of Paris III, Sorbonne Nouvelle, Paris, France
14. Dr Karen Freberg, Ac. Member, COMinG & Assistant Professor in Strategic Communications, University of Louisville, USA
15. Dr David H. Hartmann, Ac. Member, COMinG & Conference Chair, Professor, University of Central Oklahoma, USA
16. Dr Cleopatra Veloutsou, Ac. Member, COMinG & Senior Lecturer in Marketing, University of Glasgow, U.K.
17. Dr Raffaella Conversano, Ac. Member, COMinG & Adjunct professor University of Bari, Laboratory for Special Education, Italy
18. Chyna Teresa Tribble, Ac. Member, COMinG & Instructor, Finger Lakes Community College, Canandaigua, New York, USA

Administration

Ms Evi Naki, Mr Antonios Robert Perivoliotis, Ms Marilena Siriou

CONFERENCE PROGRAM

Monday 24 April 2017

08:00 - 08:30 Registration - All sessions include 10 minutes break

08:30 - 09:00 Welcome and Opening Remarks

Dr Margarita Kefalaki, President, COMinG

Dr Karl-Heinz Pogner, *future responsible*, panel about "Smart cities" of ICCM2018 & Associate professor, Copenhagen Business School, Denmark

Dr Christian Schnee, *Head, Political Communication & Political Marketing part of ICCM2017* & Senior Lecturer in Public Relations, University of Greenwich, Business School, United Kingdom

09:00-10:40 Session I : Multicultural & Cultural issues in Communication, Education and Management

Chair: Christian Schnee, Senior Lecturer, University of Greenwich, Business School, United Kingdom

1. *Ailson J. De Moraes, Lecturer, Royal Holloway School of Management, University of London, UK. **Kenya Airways: the respected African airline - an optimistic future?**
2. Zeynep Aksoy, Lecturer, Izmir University of Economics, Turkey. **The Role of Short-term Study Abroad Experience on Intercultural Communication Competence**
3. Chien Wen Yu, Assistant Professor, Bridgewater State University, USA. **Understanding the Ecosystems of Chinese and American**
4. *Karl-Heinz Pogner, Associate Professor, Copenhagen Business School, Denmark. **From writing to 'texting': Academic text production under the conditions of multilingualism**
5. Jaouad Zerrad, Assistant Professor, University Hassan 1^{er}, Morocco. **The dynamics of the French language in the era of the NICT, a language in action or an "abyss", case of Morocco**
6. Don Mathieu Santini, Professor & Agata Nicolj, PhD student & Battistelli Sonia, PhD student, University of Corsica - Pasquale Paoli, France. **Cross-disciplinarily and implementation of the process of patrimonialisation of the immaterial: A case study of the mythical narratives from the island of Corsica**

10:40-12:10 Session II : Political Communication, Europe & 'Arms' to better communicate/cooperate

Chair: Karl-Heinz Pogner, Associate Professor, Copenhagen Business School, Denmark

1. *Christian Schnee, Senior Lecturer, University of Greenwich Business School, United Kingdom. **Constructing a public persona: An exploration of the mayoralty as a pseudo-event, A case study**
2. Maria Vaxevanidou, Press Counsellor, Secretariat General of Information and Communication, Greece. **Nation rebranding in a period of crisis and the role of public diplomacy: the case study of Greece**
3. Takas Emmanouil, Professor City Unity College, Researcher, Advanced Media Institute, Greece & Sofia Iordanidou, Senior Researcher, Advanced Media Institute. **Europe, Institutions and Leaders as Metaphors in the Greek Press**
4. Tamara Gazdić-Alerić, Associate Professor & Marko Alerić, Assistant Professor, University of Zagreb, Croatia. **Language as a Means of Polarization in Society**
5. *Minoa- Georgina Saridomichelaki, Cardiff Metropolitan University, City Unity, Greece & Emmanouil Takas, Professor, Researcher & Afroditi Papaioannou-Spyroulia, Professor, Ψ Research Center, City Unity College, Greece. **Cognitive Biases in Political Communication. The case of pre-election presidential debate in the USA**

12:10-13:30 Session III : New Media / artificial intelligence

Chair: Jacqueline Stefkovich, Professor Emeritus, The Pennsylvania State University, USA

1. Niki Menelaou, Lecturer, Frederick University, Cyprus. **New Media, Time Management and Addiction**
2. Burcu Selin Yilmaz, Ass. Prof. & Hümeyra Doğru, Phd student & Volkan Bahçeci, Dokuz Eylül Dokuz Eylül University, Izmir, Turkey. **What If You Cannot Access the Internet? Individuals' Perceptions Related to the Internet Censorship in Turkey**
3. Grazyna Piechota, Assistant Professor, Andrzej Frycz Modrzewski Krakow University, Poland. **High context culture and low context culture in social media communication**
4. Zhang Xiao, Associate Professor & Deling YANG, Lecturer, Guangzhou Academy of Fine Arts, France. **Human-Machine Interaction and Intelligent Understanding in Disseminating Video**
5. *Eric Stenly, Ege University, İzmir, Turkey & Nahit Erdem KÖKER, Vice President Supporter, Ege University, Turkey. **The social media effects on user's self-esteem interpersonal communication**

13:30 - 14:30 Lunch

14.30-16.00 Session IV

Workshop_ Round Table Discussion

Title: "Smart and Livable Cities Around the World: Challenges and Prospects"

Chairs/Discussion Coordinators: Dr Margarita K. Kefalaki, President, COMinG & V. Professor, Hellenic Open University, Greece & **Ms Evi Naki**, International Relations Responsible, Communication Institute of Greece, Greece

Interventions:

Speakers:

1. **Dr Karl-Heinz Pogner**, Academic Member COMinG <http://coming.gr/index.php/karl-heinz-pogner/> & Associate professor, Copenhagen Business School, Denmark. **"Where is the citizen? Urban governance in Danish cities"**
2. **Dr Jacqueline Stefkovich**, Academic Member COMinG <http://coming.gr/index.php/jacqueline-a-stefkovich/> & Professor Emeritus, The Pennsylvania State University, USA. **"The city of Pittsburgh as smart city"**
3. **Dr Zeynep Aksoy**, Academic Member COMinG <http://coming.gr/index.php/zeynep-aksoy/> & Lecturer, Izmir University of Economics, Turkey. **"A critical approach, the case of Turkey"**
4. **Dr Camelia Cmeciu**, Academic Member COMinG <http://coming.gr/index.php/camelia-cmeciu/> & Associate professor, University of Bucharest, Romania. **"The city of Alba Iulia as smart city"**
5. **Dr Mingsheng Li**, Academic Member COMinG <http://coming.gr/index.php/mingsheng-li/> & Senior Lecturer, Massey University, New Zealand. **"Smart Livable cities: Practices in New Zealand"**

16:00-17:30 Session V : Advertising, Branding, Marketing. New technology & Communication

Chair: Louis-Caleb Remanda, Ph.D Candidate; Université de Versailles Saint-Quentin en Yvelines, France

1. Andreas Ntalakas, Ph.D. Candidate & Charalampos Dimoulas, Assistant Professor & George Kalliris, Associate Professor & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece. **Drone Journalism: Generating immersive experiences**
2. Vehbi Gorgulu, Assistant Professor, Istanbul Bilgi University, Faculty of Communication, Istanbul, Turkey. **Evolving business models and practices of journalism: Evidence from Turkey**
3. Merve TÜRKMEN BARUTÇU, Research Assistant, Sakarya University, Turkey. **Big data analytics for marketing revolution**
4. Naciye Güliz UĞUR, Research Assistant, Sakarya University, Turkey. **Cultural differences and technology acceptance: a comparative study**
5. Sema Misci Kip, Research Assistant & Pınar Umul Ünsal, Research Assistant, Izmir University of Economics, Turkey. **A Theoretical Reflection upon Native Advertising through Uses and Gratifications Approach**

20:30 - 22:30 Greek Night with Dinner (details during registration)

This is the official dinner of the conference! Nevertheless we do need comfortable shoes! (we advise you to wear comfortable shoes as we will have live music and dancers that will initiate you to the Greek dance culture!)

[Options to meet: we can all meet at the restaurant/taverna as the way to Plaka is a nice walk from Syntagma Square (central square of Athens - the metro station is nearby) that we advise you to have while in Athens. Alternatives, for those that will stay at the conference hotel -19.15 shuttle bus from the hotel, arrive at Syntagma square- in front of the Parliament, to walk to the restaurant- 20 minutes walking distance)].

Tuesday 25 April 2017

08:00-09:50 Session VI: Crisis Communication & Media

Chair: *Ailson J. De Moraes, Lecturer, Royal Holloway School of Management, University of London, UK

1. Amar Assad, Assistant professor, Associate professor & Abdul Malek Aldanani, Emirates College of technology, United Arab Emirates. **TV News coverage of Terrorism phenomenon from the Arab and Western perspectives from 2011 to 2016**
2. Cristina Coman, Professor, & Camelia Cmeciu, Assoc. Professor University of Bucharest, Romania. **E-citizens' framing of the refugee crisis**
3. Basha Xhoana, Student, Cardiff Metropolitan University, Psychology Department, City Unity College, Greece & Emmanouil Takas, Prof., City Unity College, Researcher, Advanced Media Institute, Greece. **Theories of Motivation and Job Satisfaction amid Financial Crisis in Greece**
4. *Gilman Senem Gençtürk Hızal, Associate Professor, Başkent University, Turkey. **Tracking Advertising in Academic Studies in Turkey**
5. Deniz Demir, Research Assistant, Marmara University, Turkey. **Establishing an Independent News Platform: Financial Strategies of Medyascope.tv**
6. Sayan Banerjee, Associate Professor, Institute of Management Technology, Nagpur, India. **Impact of Share Price Fluctuations on Financial Condition and Inflation in India**

09:50-11:00 Session VII : E-communication - Journalism

Chair: *Gilman Senem Gençtürk Hızal, Associate Prof, Başkent University, Turkey

1. Andreas Veglis, Professor & Charalampos Bratsas, Special teaching fellow, Aristotle University of Thessaloniki, Greece. **Towards a taxonomy of data journalism** (presented by Andreas Ntalakas)
2. Camelia Cmeciu, Associate Professor, University of Bucharest, Romania. **A Bottom-Up Discursive Approach to Genetically Modified Organisms**
3. Alghamdi Faten, Student, Liverpool University & Fragkoulis Papagiannis, Senior Lecturer, Liverpool John Moores University, U.K & Zenon Michaelides, Director of Studies, The University of Liverpool Management School, U.K. **The Marketing value of Social Media Tools at Business Level Strategy**
4. Lia-Paschalia Spyridou, Lecturer, Coordinator of the BA in Journalism, Department of Social and Political Sciences, University of Cyprus, Cyprus. **Does Media Ownership Matter? Analysing Media Power in the Case of Cooperative Media.**

11:00-12:20 Session VIII: Management and business in Education?

Chair: Takas Emmanouil, Professor City Unity College, Researcher, Advanced Media Institute, Greece

1. Hong Pu, President, Qujing Normal University, Yunnan, China & *Mingsheng Li, Senior Lecturer, Massey University, New Zealand. **Recruiting returnees: A study of Chinese university presidents' perceptions of foreign-educated returnees at Chinese universities**
2. Peng Ying, PhD Candidate, Renmin University of China, China. **Cooperative authoring : How sharing economy reshapes publishing industry**
3. Romeo Teneqexhi, Director of Distance Education Center, Tirana Polytechnic University, Albania & Loretta Kuneshka, Lector of Statistical, Medical University of Tirana, Albania **Transparent Interactive Screen-Board for Virtual & Real Face to Face Teaching (TIS-B4VRF2FT)**
4. *Raffaella Conversano, Adjunct professor University of Bari, Laboratory for Special Education, Italy. **"Apply ""The Dis(ease)Ability""From the person ""apparent"" to ""real"":The narration, deduction, solution**

12:20-14:30 Session IX : Management and Business Communication

Chair: Mingsheng Li, Senior Lecturer, Massey University, New Zealand

1. Sarbjit Singh, Associate Professor, Institute of Management Technology, Nagpur, India. **Optimal Replenishment Policies for Perishable Goods under Conditional Permissible Delay with Constant Demand and Time Dependent Deterioration Rate**
2. *Chiung-Hui Tseng, Associate Professor, National Cheng Kung University, Taiwan. **Payment Strategy in Mergers and Acquisitions**
3. Sungjong Roh, Assistant Professor, Singapore Management University, Singapore. **Time will tell: How the timing of corporate social responsibility (CSR) disclosure shapes consumer evaluations**
4. Hui-Mei Wang, Associate Professor, Fu-Jen Catholic University, Taiwan. **Joint action in OEM partnership: Rethinking its role and determinants**
5. Dario Benatti, Professor, Catholic University of Milan, Italy. **Let's sing together - the use of music and dance in team building activities**
6. Fani Katzouraki, BSc Psychology student, Cardiff Metropolitan University-City Unity College. Greece & Emmanouil Takas, Professor City Unity College, Researcher, Advanced Media Institute. Greece. **Effective communication enough? A qualitative analysis on employees' perceptions amidst the Greek financial crises.**
7. *Louis-Caleb Remanda, Ph.D Candidate, Université de Versailles Saint-Quentin en Yvelines, France. **Collective responsibility as an organizational practice in Japanese companies**

14:30 - 15:30 Lunch

15:30 - 19:00 Tour in Athens with Acropolis (Details during registration) (A bus comes door to door from and to the conference hotel).

20:00 - 21:30 Social Dinner (details during registration).

Wednesday 26 April 2017

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

Thursday 27 April 2017

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

We had a really fruitful and enjoyable conference!

**The President and administration would like to thank the committee,
the participants and academic members of COMinG**

Thank you and see you at ICCM2018!