



Communication Institute of Greece

2nd International Conference on
Communication and Management
(ICCM2016)
Abstract Book

9 -12 May 2016

Edited by Dr Margarita Kefalaki



ICCM2016

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Preface

This abstract book includes all the abstracts of the papers presented at the 2nd International Conference on Communication and Management, 9-12 May 2016, organized by the Communication Institute of Greece. In total there are 34 papers and 61 presenters, coming from 23 different continents, universities and countries (USA, Finland, France, Canada, Malaysia, Myanmar, Kenya, Belgium, Turkey, Kenya, Tunisia, India, Spain, the Netherlands, Kingdom of Bahrain, Poland, Germany, Bulgaria, Italy, Jordan, Indonesia, Bangladesh, Greece). This 'audience' comprises professors, researchers, communication and management professionals and students.

We should also note that this year we had many participants that didn't present a paper. Dr Eric Goubin from Thomas More University College, Belgium, participated with eleven of his students, Andries Maaiké, Bergen Tess, Briké Siel, Depauw Coner, Deprins Arnor, Klewais Lien, Mbuta Noémie Liliana, Moriau Liesl, Nagels Vicky, Raeymaekers Glenn, Van Melkebeke Kevin. Dr Andrea Pearman from Tidewater Community College, USA, participated as well. These two academics presented during the workshop that was organized. Eric spoke about "Organized empathy: the key for intergenerational communication in public communication" and Andrea about "Using Non-Verbal Communication in Online Education".

To say a little more about the Workshop/Round Table Discussion that was organized during the ICCM2016, with the title: 'The Dynamics of Intergenerational Communication- Building Long Lasting Connections', Dr Caroline Rekar Munro and Gwen E. Hill from Royals Road University, Canada did a wonderful job! All the participants and I personally were excited with their knowledge, experience and willing to communicate with others.

We wouldn't neglect to mention that we had also the opportunity to meet Dr Sung S. Kim, Associate Professor (tenured), from Wisconsin School of Business, University of Wisconsin, Madison, USA and Ms. Olivia Causby from the University of North Carolina Wilmington, USA, that assisted all the conference sessions and most of the activities with great interest. We would like to thank all these participants that made this conference even more interesting.

It is also important to notice that this year the participants had the possibility to become academic members of our association. They are now our ambassadors in their countries. We hope that they enjoyed this conference, as much as we did, and that they or their colleagues will come to participate again next year.

The conference was organized into ten sessions that include areas such as Management & Communication Issues, Communication in Health and Education, Multicultural & Cultural issues in Communication and Management, Political Communication, Europe & 'Arms' to better communicate/cooperate, the Workshop "The Dynamics of Intergenerational Communication: Building Long Lasting Connections", New media, Print Media & Business, Communication in tourism, Advertising, New technology & Communication, Communication in Education, Business, Management & Communication.

As it is the publication policy of the Institute, all the papers presented in this conference will be considered for publication in one of the institutes Book (conference proceedings online with ISBN number). Additionally, selected papers will be published at the Journal of Media Critiques [JMC] and/or Cambridge Scholars.

The Communication Institute of Greece is a non-profit organisation, established to promote research, education and to facilitate communication among academics and communication and management professionals around the world. It was established in 2003 in France and again in 2013 in Greece as an independent association of academics and researchers who consider that education and intercultural communication can ameliorate our lives: educating ourselves is what we need to develop in a fruitful environment.

Academics can contribute significantly to the quality of “education”. Educate, communicate, exchange, meet new cultures, create, collaborate (...) we can all have a part in this! The quality of education can promote, among other, intercultural communication and the academic community is the leader of education’s content and quality. Academics, researchers, PhD students or people interested to create links with the academic community around the world, can become members of the Institute.

Next year COMinG is organising its 3rd International Conference on Communication and Management, in Athens, Greece, 24-27 April 2017. We would like this conference to become, once more, an opportunity for Academics, Professionals and Researchers from all over the world to meet, exchange ideas on their research, discuss the future developments in their disciplines and contribute to education’s future. Such kind of interdisciplinary conferences will continue to be organized on the same base of purposes every year. We hope that soon enough we will be able to propose more than one international conferences per year, to serve the mission statement of the Institute.

I would like to thank all the participants, the members of the conference organising and academic committee and most importantly the administration staff of the Communication Institute of Greece for putting this conference together.

Margarita K. Kefalaki
President
Communication Institute of Greece

Conference Program



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:

Associated Partner



European Economic Interest Grouping (EEIG)



ORGANIZING AND SCIENTIFIC COMMITTEE

1. Dr Margarita Kefalaki, President, COMinG & Visiting Professor, Hellenic Open University, Greece
2. Dr Rudy R. Pugliese, Ac. Member, COMinG & Professor, School of Communication, Rochester Institute of Technology, New York
3. 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
4. Dr Arif Yildirim, Ac. Member, COMinG & Assistant Professor, Head of the Departments of Communication Informatics and Journalism, Gaziantep University, Turkey
5. Dr George N. Nehme, Ac. Member, COMinG & Dean of the Faculty of Business Administration, Université Antonine UPA, Lebanon
6. Dr Karen Freberg, Ac. Member, COMinG & Assistant Professor in Strategic Communications, University of Louisville, USA
7. Dr David H. Hartmann, Ac. Member, COMinG & Conference Chair, Professor, Department of Operations and Supply Chain Management, University of Central Oklahoma, USA
8. Dr Cleopatra Veloutsou, Ac. Member, COMinG & Senior Lecturer in Marketing, University of Glasgow, U.K.
9. Dr Raffaella Conversano, Ac. Member, COMinG & Professor, Special Education and Disability, University of Bari - Department of Education, Psychology, Communication, Italy
10. Dr Philemon Bandimaroudis, Ac. Member, COMinG & Associate Professor, Department of Cultural Technology and Communication, School of social sciences, University of the Aegean, Greece
11. Dr Alexandros Baltzis, Ac. Member, COMinG & Associate Professor, School of Journalism and Mass Communication, Aristotle University of Thessaloniki, Greece
12. Dr Karl-Heinz Pogner, Ac. Member, COMinG & Associate professor, Department of Intercultural Communication and Management, Copenhagen Business School, Denmark
13. Dr Mary Z. Ashlock, Ac. Member, COMinG & Assistant Professor, University of Louisville, USA
14. Dr Christian Schnee, Ac. Member, COMinG & Senior Lecturer in PR, University of Worcester, UK
15. Dr Catherine Herrgott, Ac. Member, COMinG & Lecturer in Anthropology, Associate researcher Phonetics and Phonology, University of Paris III, Sorbonne Nouvelle, Paris, France
16. Chyna Teresa Tribble, Ac. Member, COMinG & Instructor, Public Relations/Communications, Visual and Performing Arts, Finger Lakes Community College, Canandaigua, New York, USA
17. Pınar Umul Ünsal, Ac. Member, COMinG & Research Assistant, Faculty of Communication, Izmir University of Economics, Izmir, Turkey

Administration

Ms Evi Naki, Ms Dimitra Chaidouti, Mr Antonios Robert Perivoliotis, Ms Triantafyllia Chatzinakou, Ms Marilena Siriou, Ms Aria Chinou

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 Rześny- Cieplińska**, Proffessor, 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-Zoghلامي, 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

"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: *Omoriegie 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 Professor & 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, Associate Professor, 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**, Associate Professor, 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!



Some of the ICCM2016 participants. Tuesday May 10th 2016, Metropolitan, Athens, Greece.

Elisabeth Fröhlich

President, Cologne Business School, Germany

Sabine Grimm

Research Assistant, Cologne Business School, Germany

Internal Marketing

In today's complex business environment the ongoing communication and cooperative work is crucial for a sustainable competitive advantage. Internal marketing deals with the idea that customer's satisfaction does not only deal with satisfaction with the direct product but the customer's experience with the whole company. Therefore, an internal marketing strategy includes the treatment of employees as internal customers, who have to be convinced of the company's value proposition to the same extent as an actual external customer. This in turn raises employee satisfaction. Internal marketing can therefore be linked to job satisfaction, work motivation, service quality, as well as cooperative behavior and customer service, which in the end lead to customer satisfaction and loyalty.

The aim of this paper is to find different measures and strategic approaches and develop a process how departments could position themselves in a more attractive way within their company.

The methodology used is a detailed secondary data analysis that collects all different managerial approaches that have been developed so far. Furthermore, a process is developed that describes how unpopular departments can improve their position.

The results show that there are only few approaches on internal marketing but there are also some measures from marketing itself that can be applied to the specific requirements of internal marketing. One specific example has been developed that shows how a procurement department can improve their standing.

The conclusion of this paper is that internal marketing is getting more important in the future as it has many positive outcomes for the company but that employees need to get trained in how to improve the perception of their department within the company. The measures collected and clearly depicted are a first step for advanced research in regard to expert interviews to find out which ones should be further developed.

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

We consume and are consumed by media. Globally, people spend 490 minutes per day using media. However, only 16 minutes is spent with a newspaper, and magazine readership fallen to 23 minutes (down 19%) over the last four years. In the U.S., people read as much as they ever have, but there has been a marked decline in reading on paper. Not surprisingly, reading on mobile, tablet, and desktop devices has increased. Online news consumption is on the rise, and news is now shared and discussed on social networking sites. The number of Americans reporting that they saw news or news headlines on a social networking sites has doubled since 2010. The Pew Research Center (2012) found that 60% of Americans under the age of 25 get their news digitally. These disruptions present challenges as well as opportunities for all media, but nowhere is this more the case than with college media. College media have had to switch to online distribution and compete with other media for students' time and attention. In the fall of 2012, Rochester Institute of Technology's student-run magazine, Reporter, was printing a weekly magazine with little focus on online content and thousands of dollars in debt. A plan was developed to create daily online content supplemented by a monthly magazine with a mobile app to access their contents. An online survey was conducted to assess readership of both the monthly and online editions and to better understand the ever-changing college and alumni audience. In particular, respondents were asked about which social media sites they accessed for news, whether they preferred print and online versions of Reporter, what their content preferences were, and how they assessed the mobile app. The present study reviews these changes and reports how online readership was successfully increased.

Chit-Soe, Hlaing-

Chair of academic board for communication skill and medical ethics, University of Medicine 2,
Myanmar

Hlaing-Mya-Win

Professor, Department of medicine, University of Medicine 2, Myanmar

Kyaw Thura

Lecturer, Department of medicine, UM2, Myanmar

Su-Myo-Myat-Oo

Assistant Lecturer, University of Medicine 2, Myanmar

Effect of Communication skill teaching in Final Year Medical Students

World Federation of Medical Education had encourage teaching learning of generic skills including communication skill, together with technical skill training in medical schools. Medical Universities in Myanmar had started teaching communication skill as formal contents in curriculum 5 years ago. But it was included in assessment as one Objectively Structured Clinical Examination (OSCE) station only starting from 2012. Underlying philosophy is improvement in communication among doctor and patient will improve the ability to gather needed information to solve the problems of a particular patient and presenting the formulated problem list and management plan. The aim of the study is to find out the pass rate of Communication Skill (CS) station and association between communication skill score and Objectively Structured Long-case Assessment Record (OSLAR) score. It was a retrospective cross-sectional descriptive study analyzing the students' score of last 3 completion test of 363 final year medical students in University of Medicine 2, Yangon, Myanmar.

In communication skill station, 290 out of 363 (79.9%) passed. For OSLAR, pass rate was 288/363 (79.3%) and that for OSCE was 279/363 (76.9%). There was significant association between passing communication skill and OSLAR, (X^2 10.2, p 0.001). Especially, there was correlation between history taking part of OSLAR scores and CS scores, (r 0.257, p 0.000). To test whether it was because of the phenomenon that good students will pass whatever station and poor student will fail all, association between Communication skill score and OSCE (the station where the students do not need to speak and test for manual skill only) was analysed. There was no association between those two skill stations.

Conclusion: Teaching communication skill can improve the patient management as evident by increased score in long-case station.

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Political Communication of President Jokowi of Indonesia

Joko Widodo (Jokowi) is a Indonesia's 7th President, govern since October 20th, 2014. Jokowi's previous positions were the Governor of Jakarta and Major of the city of Solo. Jokowi elected midst strong popular hope for a new, clean, and effective leader. With the support from Indonesia's Democratic Party for Struggle (PDIP), Jokowi won popular support (53 %) against Prabowo (47 %) in 2014 election.

This paper is analyzing the effectiveness of Jokowi's political communication from general election up to his presidency (2014-2015). Prabowo, his rival during the election depicted Jokowi as the Moslems' enemy, Christian's supporter, anti-Moslems, Chinese origin, Zionist, and a Western world's puppet. Prabowo's supporters on the other hand, depicted him as a leader with ability to save the nations from Western world's economic control and the defender of Moslem. Jokowi's main supporters were volunteers, or "the people's coalition" as named by the media. Prabowo with his strong capital power, relied more on its political machinery under Greater Indonesia (Gerindra) Party. Jokowi's victory, were due to strong support of volunteers, that made an effective use of social media (facebook, twitter, sms, online games). Jokowi's most significant volunteers were artists and musician, which successfully organized spectacular musical concerts for free. These concerts enable to increase popular supports significantly.

After being a President, people's expectations were very high. The expectation was due to previous experiences when Indonesia challenged by corruptions by government apparatuses as well as parliament's members. However, Jokowi's government was unsuccessful in political communication due to several reasons. Firstly, its lack of support from majority of political parties both in executive as well as in legislative. Secondly, his lack of power to manage his coalition parties. These condition led to his failures to maintain media and popular support.

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**“The Dis(ease)Ability” Theory. The Pedagogical Innovation in
Communication of learning and its educational success**

Technologies "of education" and "in education", beyond all analyzes on their presence and their impact on the mass media in society, they are imposed on the system training school with bullying, but it is still very obscure what pedagogically It should be their role, that facilitate communication in a personal way of learning by students.

You should aim for a personalistic identification of the most suitable for each instrumentality, in order to allow everyone and excluding no one, not so much access to technology, but its use beneficial to all media to communicate, in full autonomy, as the content learning has been acquired, critically reworked and eager to be shared as socialization of new experience.

If the "say" to "do" and vice versa meet concerns and needs, at the same time support this move, through innovative teaching guidelines, direct and simplifying the newspaper, it was my goal tested in various contexts with complete success. All have achieved objectives training areas so what?....

That Dis (ease) Ability is!

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Public Relations Professionals' Perception of Conflict Management as a Management Function

Conflicts are a part of daily life that people encounter at home, work and organizations. It is evident that conflicts at organizations are becoming more complex. In this respect, it is important for senior executives not to disregard these conflicts and involve public relations professionals in the conflict management processes. Hence, it is expected that the area of public relations becomes a participant of the strategic planning process and that senior management relies on the experience and talents of public relations professionals during strategic planning process of organizations and resolution of issues. Another definition of public relations has emerged over the past years even though the recent definitions of public relations focus on developing mutually beneficial relationships between organizations and their publics. Glen T. Cameron from University of Missouri defines public relations as management of conflict and competition strategically for the benefit of one's own organization and, if possible, mutual benefit of organizations and individuals. This definition considers public relations professionals as the defender of the customers and employers but also accepts the importance of mutual benefits as circumstances permit. It is impossible to disregard the influence of public relations professionals on managing the conflicts between an organization and its peers and hence it is important to do further research on their approach to conflict management. The fact that there is practically no research on the perception of public relations professionals on conflict management in Turkey and most of the research on this topic is limited to USA leaves a gap in this field that needs to be filled. With this motive, research questions have been generated based on the data presented by Prof. Kenneth Plowman as a result of his analysis of strategic management of public relations in conflict management. In addition to the questions asked to public relations professionals in Turkey using the semi-structured interview technique, these professionals will be asked to provide their approach to conflict management and how they perceive the concept of conflict. Public relations professionals' perception of conflict management as a management function in Turkey will be analyzed based on the answers provided.

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Improving trust through ethical leadership: Moving beyond the social learning approach to a historical perspective

The complex nature of the concept of trust and the ever evolving or changing world require a more idealistic and simple reviews. Ethical leadership, which means leading ethically, is related to trust, honesty, transparency, compassion, empathy, result orientedness, and many other behavioral attributes. Ethical leadership and good leadership are the same, because they represent practicing what one preaches or showing a lead way to the accomplishment set goals. Due to the outcomes and findings of many research papers on trust and ethical leadership; positive correlations seem to exist between trust and ethical leadership. Improving trust from different rational standpoints requires moving and looking therefore, beyond the popular theoretical framework through which most results are derived.

The main aim of this paper is to adopt a simple realistic approach by looking beyond the social learning approach, which is often used by researchers to study the relationship between trust and ethical leadership and explore a historical perspective on how trust can be improved through ethical leadership, because trust can develop on history and experience.

This exploratory research adopts the content and secondary analyses of data. The main outcome of this paper, although tentative shows that a historical perspective can inform the through eye opener and self-learning to trust through a gradual and holistic evaluation. The result will further show that young leaders are better shaped to become ethical leaders through the punitive outcomes of past events.

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Comparative Study during Economic Crisis period through Data Envelopment Analysis Method: Case study of Health Units of 6th Greek Health Region

The aim of the present study is to investigate the change in Relative Efficiency through a comparative study of Health Units' Efficiency of a Greek Health Region in an Economic Crisis environment, with the aid of a new application. The study is designed to collect data from the 6th Greek Health Region and to process that data with the use of Data Envelopment Analysis software. The study methodology extends to the application of the study of Efficiency of organisations and the integration of the analysis in an interpretation framework within the Economic Crisis. The study refers to similar Hospital clinics (pathological) within one of the largest Greek Health Regions in order for the results to be comparable. We estimate and calculate the DEA sizes based on the CRS, VRS and SE models of the Health Units of a Greek Health Region, with the use of a new application for the change of Overall Relative Efficiency during the crisis. The Efficiency of the Health Units at the beginning of the crisis is compared to the Efficiency of the Health Units at an advanced stage of the crisis. The study of the change in the Efficiency of Health Units leads to useful conclusions on the negative changes in the observed Efficiency of the units, and the integration of the studies on the change of Efficiency in the Integrated Crisis Management. The study ranks the efficient and inefficient units and suggests ways of improvement. This innovative study allows for further case studies in the future and the completion of the model of Integrated Crisis Management through comparative studies on the efficiency of systems.

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The impact of Globalization on Youth's perception towards the local culture: case study, Nairobi youth

The issue of globalization, identity crisis and acculturation has been a subject of debate over the years. As much as acculturation is a positive thing, it has also had its negative effects on the African continent especially among the youth that are torn between a culture that is propagated through media content on TV, radio broadcasts, the Internet and also through foreign magazines and other publications. Many young people in the African continent and more specifically in Kenya are caught between the local culture within which they are born, and a culture that is greatly passed on through the traditional media and the new media. There is a rising digital divide and a big disconnect is evident between one generation and another as pertains the understanding and appreciation of the local culture. As much as there is a need to appreciate the local culture and aspects of life in general, it becomes difficult to disconnect ourselves from a world that has become a global village in every sense of the word. The researcher will use the survey method through the use of questionnaires as well as in-depth interviews to gather information for this research. This paper also explores the extent to which Nairobi Youth are knowledgeable about their culture. Research will be undertaken through questionnaires and focus group discussions.

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Transcultural Citizenship as an Emerging Civic Sub-culture and the Role of the Internet

The rapid spread of globalization and new media technologies has profoundly changed the quotidian human experience. Citizenship and civic engagement are among the important dimensions of our lived experience that have been hugely impacted by both globalization and new media technologies. The paper responds to the call by several scholars for rethinking the conventional notions of citizenship and civic engagement and to find new definitions and practices that do justice to the shifting terrains of everyday life. It examines transcultural citizenship as an emerging civic sub-culture and shows how the Internet plays an important role in shaping and sustaining such a global civic sub- culture.

Global citizenship and digital citizenship are two of the several alternative conceptualizations of citizenship. Both these concepts, however, have met with strong critique. Global citizenship has been critiqued as a fuzzy feel-good notion that cannot actually be practiced due to the lack of global governance and continued importance of primordial ties. Digital civic participation has been perceived as a low involvement version of civic engagement with no real impact. My empirical qualitative research using in-depth interviews of 23 women in 15 countries and textual analysis of their online civic participation on global websites shows that there is a global civic sub-culture emerging at the intersections of the global and the digital that can be better explained as transcultural citizenship. My research shows that transcultural citizenship is performed in relation with defined others through the process of communication across cultures. Interpersonal relations and cultural experiences are more important here than legal-political institutional governance. Besides, the civic practices of actors like my participants are embedded in their local cultures. The articulation of transcultural citizenship, however, recognizes that these local cultures are also transcultural because of the constant and complex multi-directional flows of people, images, information, and goods in the world today. The findings confirm that the Internet with its affordances of global networking, multi-modal expression, intercultural dialogue, and ease in content sharing plays a significant role in women's experience of this sub culture in several different parts of the world.

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Policy paradigm and administrative reform: efficient implementation of public strategies. The case of Greece, Italy and Spain

South Europe, especially during the years of the crisis, has been an object of criticism and judgement by the European counterparts for non-compliance with the European regulations and slow implementation of the necessary reforms. The overarching purpose of this paper is to present the dominant role that policy paradigm plays in relation with the efficient implementation of public policies and strategies during the reform process of public administration.

Through comparative analysis of the cultural background and reform methods will try to give answers to questions such as why the three South European countries, despite the constant efforts made by all governments in the field of public administration, have failed to successfully implement the NPM paradigms, initiated in the 80's, in their national administration systems and up to what extent the inherited administrative culture can empower or halt further progress.

The analysis of three country cases which genuinely have many traits in common, such as the fact of having adopted in their administration system most of administration features of the Napoleonic state, will give the possibility to highlight not only the similarities but also to shed light to the distinctive features of each administration system that people tend to overlook due to generalization and based on the above reach to a common to a mutually acceptable admission for the primary concern.

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Perception of health care providers toward quality work environment and patients' safety at hemodialysis units

Over the last decades, many changes have been made in the health care practice environment. Understanding of quality practice environment in hemo-dialysis units has certain implications for maximizing outcomes for clients, nurses, and systems. Developing quality practice environments takes time and commitment to promote and support patients' safety. So improving a culture of safety in dialysis units is an essential requirement for minimizing patient risks for harm, preventing or reducing errors, and improving the quality of care rendered. **The Study aimed** to determine the perception of nursing staff toward quality practice environment and patients' safety at Hemodialysis units. **Methodology**, a descriptive correlational design was utilized for data collection in this study, all nursing staff amounted to (n= 90) They are classified into: all head nurses n = 7, , and all nurses who have either diploma (n = 40) or baccalaureate degree (n = 43) who are affiliated to all hemodialysis units (n =7) at Ministry of Health ,Egypt. A package composed of two instruments was used, namely: Environment Scale Nursing Work Index (PES-NWI) and Hospital Survey on Patient Safety Culture (HSPSC). **Results**, the major findings indicated that there is a positively significant correlation between practice work environment and patient safety culture except for staffing and resource adequacy in all hemodialysis units of Ministry of Health Hospitals. Also, results point out that the organizational structure of the Ministry of Health Hospitals is characterized by unhealthy environment and unsafe climate that force the nursing staff to have low perception toward most of quality practice environment and patient safety culture factors. **The study recommended** that initiating a blame-free reporting system to prevent re-occurrence of problems and actions to eliminate them from the workplace by detecting, evaluating, preventing and treating safety work environment

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**Influence of the internet in parental decision-making on childhood
vaccination: analyzing how information informs choice**

Immunization is one of the greatest medical breakthroughs of modern history, reducing dozens of deadly diseases to preventable ones – even eradicating some entirely. Yet parents are choosing to forgo vaccination for their children, citing reasons of distrust of the medical community, pharmaceutical companies and the government, and referencing questionable science to support their decisions. Many of these parents are educated and affluent, with timely access to information on immunization's risks and benefits. How they use this information – to learn more about vaccination, or to support previously held beliefs – is the subject of this research. Data for this study will be gathered through semi-structured interviews with a small sample of six parents who researched vaccination on the Internet. Transcriptions will be analyzed using Fairclough's framework for discourse analysis. This research adds to the understanding of how online information influences parental decision-making in regards to immunization of their children. A 20-minute presentation on this research will include a brief overview relevant literature and outline the methodology of the study, with the bulk of discussion focused on the results, analysis and how both fit into the subject of health communication.

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**Forecasting of the number of sport tourism arrivals
in the south west Bulgaria**

The present paper regards the application of some forecasting methods in regards to the sport tourism arrivals in South-West Bulgaria such as: the linear trend forecasting, the double exponential forecasting (the Holt’s method), the triple exponential forecasting (the Holt-Winters Method) and the ARIMA method. Specially designed model for estimation of the weight coefficient needed for determining the size of the sector of the spa and wellness tourism in the time series of the available data and in the forecast values is being presented. A time series and past period predictions have been constructed based on statistical records since 1964 in order to test the forecasting methods presented in the paper and to produce forecasts up to the year 2030.

The present paper regards also several major problems in the application of the exponential smoothing methods for the purpose of the long-run forecasting for the needs of the sport tourism subsector of the tourism industry in Bulgaria. These problems include as: (i) the problem of finding of a suitable general indicator; (iii) Calculating of short-run and long-run forecasts; (iv) comparing of the results of the forecast techniques on the basis of the errors in the forecasts; (v) Estimating the size of the sport tourism in South-West Bulgaria in certain terms, so that the forecast(s) of the above-mentioned general indicator could be particularized especially for regarded sub-sector and region. The results from the different forecasting methods and techniques are being presented and conclusions are drawn on the reliability of the achieved forecasts.

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**Impact of Social Media on the Tourist Experience:
Telling Your Story to Your Connected Others**

The dissemination of the Internet and improvements in information and communication technologies (ICTs) allow consumers to share their opinions on and experiences with products and services with other consumers through electronic word-of-mouth (eWOM, word-of-mouth) communication. Tourism is one of the sectors with a very close relationship with the innovations in the information technologies. Today, social media provides many opportunities to travelers to share their holiday experience with their connected others. People share their opinions with connected others by sending e-mails, post comments and feedbacks to websites and forums, publish online blogs, and form and join to communities on the Internet. The new tourism consumers supported by the information and communication technologies are more informed, more independent, more individualistic, and more involved; they also tell stories about their experience to other people. In fact, people like hearing and telling stories. Sharing their experiences with others contribute to value of the experience and make it more meaningful and memorable. In this study, following a theoretical discussion based on the review of relevant literature, the researcher would like to demonstrate the role and importance of sharing the tourist experience with connected others in social media. By conducting structured interviews (online and offline) with people who are chosen based on their holiday experience sharing habits, the contribution and place of storytelling in a tourism consumer's holiday experience are explored. For new tourists storytelling plays a serious role besides the holiday experience itself, and sharing experiences with connected others is seen a vital tool to have a fulfilling holiday experience. The results will demonstrate the contribution of storytelling to tourist experience, and will provide a base for further research on scale development for assessing impact of storytelling on the tourist experience.

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Social media and young adults' political trust in China

Social media has brought many changes in our daily life, like Facebook and Twitter offer individuals opportunities for written and multimedia political expression and interaction with others. These shifts have also occurred in China, even including the field of politics. Studies of political trust have been concerned about the decline of political trust in North America and most European countries since the 1970s, while survey data indicate that political trust in China is extremely high compared with other countries.

As the biggest Internet user in the world, China has changed a lot in every aspect since late 1970s. Social media is now playing an important role in spreading the news and challenging the Chinese government. For instance, some big public issues via Chinese social media such as *Guo Meimei and the Red Cross Scandal* and *The Dengyujiao incident* brought negative influence on people's trust in government and institutions. Therefore this study explores the potential relationship between social media use and political trust in China. Since the largest population of Internet users in China are young adults, this research aims to discuss the impact of social media use on young adults' political trust. Thus the following research questions are formulated:

1. Is it possible that China still remains extremely high political trust in the era of social media?
2. How do different use of social media affect trust in institutions and government among Chinese young adults?
3. To what extent do these effects differ among young adults of different backgrounds?

This research conducts a survey of young adults in China for their media use and trust in government and institutions. An internet-based questionnaire has been conducted since the beginning of this month (Data collection is in process now, data analysis will be finished before January 2016 and the results will be available before February 2016).

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The Potention of Consolidation Strategies in Transport, Logistics, Freight Forwarding Sector.

Case Study on Clusters in Pomeranian Region

With the development of international transportation, the role of freight forwarders have become more and more important. They function as the designers of transportation processes. The fact is, they have to cooperate with many parties during the process: shippers, carriers, freight forwarders, customs, custom brokers, and logistic operators. Having met the big competition on the market, freight forwarders have to find they own way to win it. They may achieve it by offering the comprehensive service, being able to perform different services as transporting, forwarding or others themselves. The other way is joining the networks or the clusters. Business has only just begun to discover the potential of clusters, and the benefits this way of co-operating can produce, including co-operating with competitors. By joining the clusters, freight forwarders may achieve a lots of benefits.

The objectives of the work are: to show the main advantages of using freight forwarders in the transportation process, to show the benefits of joining the clusters structures

The methodological approach: the research of the study is mostly based on interviews in the companies from the Pomeranian clusters, interviews with the authorities of the clusters. The theoretical part of the paper is based on the existing materials from public resources and the research experiences of the author.

The results of the paper are: research of effectiveness of freight forwarders cooperation in clusters and advantages of activity in clusters: so the main feature of clusters is access to variety of activities and functions taken by co-operating companies, the other is the lack of tight organizational structures, the members of the clusters remain independent.

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**Doing Business Remotely and the Country of Origin Theory:
The impact of the Country of Origin theory
in developing an international business strategy**

The Country of Origin effect (COO) plays an important role in international business strategies. The COO effect is the inclination people have to express a preference for a product based on the country where it is believed to be manufactured and/or branded. In this work, we have examined the evolution of the COO Theory through time and extended the COO effect from products to services. In addition, a generalized COO framework was developed to guide companies entering new markets when doing business remotely.

The COO framework consists of four main factors. The first is related to the product/service evaluation, in which the three theoretical theories of consumer evaluation (halo effect, summary construct and default heuristic theory) are involved. The second factor is the product/service assessment where consumer stereotyping and country image should be considered. The third factor is the normative effects (foreignness, ethnocentrism and animosity effect) which account for the connection between the COO effect and consumer emotions. The last factor considers consumer loyalty and ethnocentrism.

In order to assess how the COO affects the development of an international business strategy, the company CFO South Africa was used as a case study. It is an event management and publishing company for financial professionals in South Africa. An international business strategy is proposed using the COO framework which incorporates pure local adaptation and national differentiation as key marketing strategies. The COO effect was observed to be more successful in the introduction stage than in the growth and maturity stages of the business development. When the COO effect is used as a marketing tool in the beginning of the service life cycle, the company is able to penetrate the market faster than by using another brand strategy. Finally, the COO effect appears important in the beginning of the life cycle and loses power as brand familiarity increases.

Globalization, internationalization of services and technological advancements have created the opportunity for companies to expand their services in other countries with ease. The proposed COO framework can assist companies to penetrate new markets and establish their services remotely.

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Public Diplomacy as a tool to change the image of a country in crisis

Public Diplomacy involves a multitude of actors and networks. It is a key mechanism through which nations, states and international organisations foster mutual trust and productive relationships. Public diplomacy for a country is very different from the same work done for an international organization.

Aim of the study

The aim of this study is to explore whether a country can conduct public diplomacy and whether it should be recognized as legitimate and powerful actor in the field. In a broader sense, this paper focuses on the process of a country in conducting public diplomacy and provides a better understanding and framing of its situation, principles and policy.

The goal of this study is to discover the main characteristics of the public diplomacy conduct of a country, like Greece which is in economic crisis.

Methodological approach

Mark Leonard identifies three dimensions of public diplomacy: reactive, proactive and relationship building. Time is the core element in this categorisation. These dimensions work jointly with three different describing the type of activities in place.

Reactive public diplomacy usually responds to a special event or important piece of news and can be described as ‘news management’. When faced with negative press coverage, a country should be ready to respond. In this case, an action plan of communication crisis is necessary.

The second dimension of public diplomacy unfolds in weeks or months. It takes public diplomacy a step further not only in terms of timeframe, but in terms of objectives and means.

Relationship-building is the third dimension of public diplomacy which develops over years and aims at building contacts and creating networks of communication among peers: media, non-governmental actors, academia and so on. The purpose of relationship-building is to exchange ideas and experiences and ultimately develop a deep understanding of a country and its culture.

Results - Conclusion

The results of the study will be based on case studies, methods and techniques applied by the press offices of Greek embassies abroad, during the last years the country faces the economic crisis. We will present the ways that country tried to enhance its image through the three dimensions of public diplomacy.

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Organizational Complacency

Today's competitive environment is more dynamic than ever and is one in which organizations cannot sit idly by. Organizational complacency is an ailment that will stunt the growth and ability of an organization to succeed.

This paper reviews the causes and symptoms of organizational complacency demonstrated in marketplace examples and provides suggestions to prevent contentment (with the status quo) in the work place.

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A Systematic Review on Electronic Word of Mouth

The current study is a systematic review concern the notion of Electronic Word of Mouth (eWOM) which is the spread of information to other people about a prior, current or potential purchase throughout electronic platforms. The main focus is to gather all the prior known researches that were conducted concerning eWOM which appears to be a quite influential factor on consumers' purchase intentions. The query procedure followed all the pre-accepted features that were judged as crucial for this work. According to the search procedure the papers that would be accepted had to follow mandatory prerequisites. All the acquired papers should have empirical methodology. The initial research extracted the amount of 103 papers related in multiple ways with eWOM. After filtering the first results, 75 papers were left to become the core of this study. The review of all the papers revealed that eWOM was examined thoroughly. The most extended search has been in the era of tourist marketing while the less occurred in Social Media. EWOM has been examined in many countries, in all continents. This shows that this little known way of communicating an opinion has become the center of many authors' attention and search.

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Organizational Culture Review in Mergers & Acquisitions Process

In line with the report on mergers and acquisitions (M&A), carried out by Thomson Reuters, FY2014 was beneficial for the market of M&A (47% increase of global operations, score never achieved since 2007). The global value of M&A totaled \$ 3.5 trillion during 2014, making those international operations, most widespread and most reliable in the strategic market. Theoretically, they can indeed respond to more conventional goals, creating intrinsic value and performance for integrating organizational culture in a process of merger and acquisition, allowing both parties to understand the existing cultural differences between them, and overcome them as soon as possible. The question remains whether the case is the same in practice. Beyond theoretical issues, the expected results are not yet up to what should be a merger or acquisition.

The issues raised in this work, carried out during the academic year 2014-2015, remained in how to take into account multicultural change and communicate about it to the members of an organization before the process, demonstrate the fundamental role that occupies the organizational culture in the process of M&As.

Culture change is becoming the most complicated aspect to manage in management, which simultaneously forms the foundation of a company. The familiar symbols to objective culture (Smircich, 1983) and the shared values of a subjective culture (Schein, 1986) become important components of organizational identity, if they are treated in time by the members of the organization - whether in the case of the acquirer or the absorbed. And even if some organizations tend to inspire a stronger identification or feelings of many strong unit, identification has subtly linked to the internal legitimacy of the company, and even of that. (Zaheer, 2003).

The objective of this review was therefore to enrich the analysis of this identity dimension by the approach of the organizational culture; concluding that the concept is taken in part and should be extended into further analysis as the use of other variables such as organizational identity, more present in this phase of integration.

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The relationship between social media and consumption

All areas related with human in the world are surrounded by information and technology. Today, advancing technology transforms lives and in the view of such progress habits are becoming technology-centered and new habits lead people to share actions, experiences, ideas etc. In order to convey sharings, there are some mass communication platforms which is one of the most substantial medium and actor of the process is social media.

As a common practice, social media usage is an integral part of today's people lives prevalently. Most of people have social media accounts and they commonly prefer to spend on their time due to its rapid, innovative, and accessible, alternatively structure to catch other's attention and become popular. Users' online profiles reflect many details and the accounts function like a personal showcase. There is a reality that people love observing, also following each other. This situation presents variable identity samples to the researchers. Meaning of the consumption evolves with new individual consumers. In other words, people consume not only meet the needs and wants, but also to be satisfied and gain social status. Additionally, advertisements are the main supporter component of this relationship. By the time the scope is connected with consumption, there is an indispensable unit of the strategy which is advertisement.

This study aims to explain consumption and social media interaction / relationship via uses and gratifications theory. What kind of gains people get from this experience? Why being visible in social media platforms especially with consumption has a great importance? According to this study, consumption and social media make each other significant and meaningful. As a result, there is a considerable target audience to analyze who are being directed to consume by technological ways in digital era.

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Perceptions and Attitudes Towards Native Advertising in Turkey: Digital Natives vs. Digital Immigrants

In the contemporary digital landscape, the interplay between advertisers, communication agencies, publishers and consumers continuously shifts the brand communication strategies and implementations. The new generation of consumers has inarguably become more adept at determining what they want to view on the web and with whom they want to interact. Specific to consumption of advertising content, many tech-savvy individuals search for new ways to block unwanted ads. As consumers are exposed to many stimuli on a regular basis, the main players of brand communication have been experimenting with innovative formats. Initially coined as native monetization systems in 2011, digital native advertising is a new online advertising format which seems to present an opportunity for advertisers, communicators and publishers alike. Digital native advertising can be defined as a branded content embedded within web and mobile streams of users, which is congruent with the usual content of the medium in terms of both style and tone. While this relatively new format has raised some questions in terms of disclosure, digital native advertising holds a promise to become one of the fundamental formats of online advertising in the following years; with an expectation of worldwide expenditures to double in 2018 from \$30.9bn to \$59.35bn. However, this format has not been subject to many scholarly inquiries so far; with few studies on consumer attitudes and perceptions conducted in the Netherlands, U.S. and U.K. through quantitative approaches and methods. In order to make an original and valuable contribution to the existing literature on digital native advertising, this study aims to explore if and how consumer perceptions and attitudes differ in the case of digital natives and immigrants living in Turkey. Adopting a qualitative approach, the study through semi-structured interviews will investigate the possible differences in the way in which different age groups approach digital native advertising. With steadily growing advertising expenditures and digital media consumption, exploring digital native advertising in the Turkish context will provide significant insights in terms of managerial and theoretical implications.

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**Gender Biasness in Public Relations Industry in Malaysia: Comparing
Public Relations Practitioners' Job Function, Income and Career Prospect**

Today, there is an increase in women working out of home to sustain themselves economically and socially, but the working experiences can be problematic for women when there is gender biasness in the workplace. In the early 1960s, the rate of female entered into public relations industry were getting higher than male but there are consist the issue of gender biasness in the industry. Female made clarification that they obtain the capacity to perform in workplace and able to achieve the goals equally that engaged by male. There are many research study investigated the cause of gender biasness and most of the findings indicated that female public relations practitioner received unequally treatment in their workplace. Therefore, the purpose of this study to find out whether there are gender biasness in public relations industry in Klang Valley, Malaysia and how it impacts the practitioners in their work performances. This study was conducted in Klang Valley, Malaysia with 51 public relations practitioners from public relations agencies and corporate companies. This study also conducted in depth interview with 5 PR practitioners to obtain their perception on gender biasness in public relations industry and their working experiences. Feminist Standpoint theory served as a framework for this study which explain on female-oriented in Public Relations industry. Results of the findings revealed that gender biasness in does not occur in Public Relations industry in Malaysia specifically in Klang Valley because of culture diversity and the organization policy. Public Relations agencies and organization are more concern about their employee's performances and ability to complete the task rather than the gender. The results also indicated that Public Relations practitioners treated fairly in career prospect, job function and salary.

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I Feel Connected: A comparison study among Faculty of Arts and Business School, students' engagement and lecturers' credibility

Communication is essential. Being able to communicate thoughts, ideas and feelings are crucial in all environments. Therefore, education industry regards communication as a core business in order to be able to transfer knowledge. This paper focuses on how two different groups of students in Sunway University, Malaysia perceived lecturers' credibility in class that enhances the students' engagement. A group of 50 students each from Faculty of Arts and Business School completed measures of lecturers' credibility and students' engagement using McCroskey and Teven's (1999) Source Credibility Questionnaire and National Students Engagement Survey. The variables for lecturers' credibility comprises of competences, character and caring. The study would like to see if there are any differences in students' engagement between students from Faculty of Arts and Business Schools with their perceived lecturers' credibility. Therefore, this leads to answer the research question "Is there any differences among Faculty of Arts students and Business School students in the relationships between lecturers' credibility and students' engagement?"

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Is OHS Negligence and Evasion an ‘Error of Judgement’ or ‘White-Collar Crime’? An Interpretation of Apparel Manufacturers in Bangladesh

The research investigates the managerial interpretation of the terms ‘error of judgment’ and ‘white-collar crime’ in relation to the evasion or negligence observed in administering occupational health and safety (OHS) provisions in the apparel manufacturing sector of Bangladesh. The research is qualitative in nature and follows an interpretivist paradigm. The questionnaire responses were collected from 20 mid- and top-level managers from 10 large apparel manufacturing factories located on the outskirts of Dhaka. The research finds that all of the respondents have adequate knowledge about the relevant OHS provisions and safety protocols imposed on them by the local government and the global supply chain. They believe that the correct administration of the OHS provisions will reduce workplace accidents effectively. The research unfolds that the respondents interpret in different ways the terms ‘error of judgment’ and ‘white-collar crime’ in association with OHS negligence and evasion. Although empirical evidence shows that this type of negligence and evasion are considered as white-collar crime and punishable, most of the respondents in this research do not subscribe to this notion and alternatively believe that it is an ‘error of judgment’ and therefore non-punishable.

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**Customer Switching Intention and Customer Privacy as Antecedents of
Electronic Customer Relationship (e-CRM)**

Electronic Customer Relationship Management (e-CRM) systems aim to maximize customer service, enhance customer value and employ appropriate methods to encourage customer loyalty. This study discusses of factors which are acknowledged to influence e-CRM in Jordan, particularly, customer switching intention and customer privacy.

The paper also presents the backgrounds and history of CRM and e-CRM and their definitions. The paper ends by providing recommendations for future studies at the paper conclusion.

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The Effects of Counterfeit Goods on Consumer Purchase Behavior

Faking brands spread all over the world markets for their competitive prices compared to the original ones. These fake products such as medicines, cosmetic items, textiles, mobile phones, CDs, and software, etc. make the genuine brands, companies and consumers suffering losses as a result of a doubtful quality. These products are preferred by consumers in order to express their social class to be admired, recognized and accepted by other people. Although, these fake brands has continued to be a challenge for both the developed and developing country market as a result of improving their quality make it more difficult for the consumer to identify them from the original ones. Accordingly, this paper explores consumers' attitude and behavioral intentions to purchase fake products by investigating the influence of its image and price. In addition, this research will present methods to increase consumer awareness about the quality of counterfeit brands in order to promote legislation that control the market. Finally, findings from this research show price and image encourage consumers' purchase intention.

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The adoption of new culinary concepts: role of cultural factors

New culinary concepts emerge every day. Consumers can react differently depending on psychological, social, cultural or situational factors. The main objective of this research paper is to explore the cultural factors behind adopting new culinary concepts. We try to understand how cultural factors can affect consumers' perceptions and attitudes toward new culinary concepts. To reach our objective, a qualitative study was conducted in two steps: (1) a netnography was done in a virtual community (Tunisian Facebook group)¹, we tried, via this group, to analyze members' comments and reactions about new culinary concepts in Tunisia (2) semi-structured interviews were conducted with both restaurant managers and consumers, discussions were about the perception of new culinary concepts, factors that can affect their attitude, role of culture and profile of consumers who adopt these concepts. Netnography helped us to better familiarize with the topic, recruit respondents for interviews and find the busiest restaurants adopting new culinary concepts. We tried not to ask respondents directly about cultural factors, we have compared their speeches to highlight cultural differences that can affect their attitude toward new culinary concepts. We analyzed the corpus to underline the main themes and discuss the results. The thematic analysis highlights the major role of cultural factors in determining consumers' reactions in this particular context. Culture seems to affect consumers' perceptions about others' comments related to culinary experiences. Acculturation, religiosity and conservatism play an important role in the determination of consumers' perceptions of these concepts. Their behavior can be affected by other factors such as collectivism, ostentation and/or followership attitude. These elements allowed us to define two major consumers' profiles: "*the culinary adventurers*" and "*the culinary conservators*". These two profiles are totally different: the first group of consumers are always looking for new culinary experiences, are influenced by foreign cultures and want to share their unique experiences with others while the second group is composed by consumers who are totally attached to their culinary habits and much more attracted by Tunisian food.

¹ <https://www.facebook.com/groups/ompvtunisie/?fref=ts>

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The Effectiveness of Morfo as a Communication Enhancement Tool in the 21st Century Learning

The 21st Century Learning has changed the way instructors and learners perceive a successful learning. This is due to the fact that in the 21st century, the learning process is not confined to the classroom learning alone, but in a global classroom. The learners are required to use instructional technologies to synthesis the new acquired knowledge, collaborate with peers, solve problems, and formulate the right decision. Therefore, communication becomes a vital process to ensure that the learning took place. Although it is proven that the effective two way communication between the instructor and the learner is important to attain sustainability in the learning environment, it is a difficult task to meet. Different learning pace and style was identified as the core factors that led to this phenomenon. Hence, the need arises to meet the demand of the 21st Century Learning via the implementation of an effective learning tool. In response to these changes, this research aims to assess the learners' performance and the association between the learner's performance and the positive communication skills. A total of 18 undergraduate students from a Higher Education Institution (HEI) participated in this case study. The results of the study indicated that Morfo efficiently assess the communication skills for an introductory computing course. It is also noticed that the respondents are able to engage in higher-order thinking tasks such as analysis, synthesis, and evaluation via Morfo that reflects their individuality and enhance their communication skills. Besides that, the findings also suggest that there is a significant association between the communication skills and the learner's individual performance.

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The Interplay between Familiarity and Novelty: Combating High Risks in the Film Industry with Extended Brands

The film industry is notorious for high financial risks, which presumably go along with high rewards. One way to combat high risks is to make use of brand extension, allowing films to take advantage of their parent work's established brand equity. For example, brand extension for films includes (1) sequels and (2) reboots/remakes of parent films, and (3) film adaptations from existing content such as a book or a comic book and (4) films based on true characters. This paper focuses on these four brand extension attributes of films along with one form of technological novelty, 3D films. Specifically, I analyze all 701 films released in 2014 in the U.S. to examine how brand extension attributes predict the financial success of films. Regression analyses were conducted to predict domestic box office gross with the four brand extension attributes and 3D films while controlling for age ratings, the number of screens, runtime, as well as whether films were produced by major studios or by Hollywood. Results suggest some support for the positive relationships between brand extension attributes of films and their financial success: First, films based on true characters generate a higher box office gross than their counterparts. Second, reboots/remakes interact with whether films had 3D versions to predict box office gross. Specifically, reboots/remakes released with 3D versions perform significantly better than reboots/remakes without a 3D version. Third, sequels and film adaptations interact to predict domestic gross. While sequels generally perform better than non-sequels, among both sequels and non-sequels, film adaptations help generate a higher domestic gross. All in all, this study provides some practical insights into strategies for reducing financial risks in the film industry. Players in the film industry may look for investment, production and marketing opportunities with films with brand extension attributes, because such films can capitalize on the well-known brands of their parent work, and thus, can be a safe bet. Specifically, films adapted from existing work, if planned in sequels, can generate a higher box office gross. Also, reboot/remake films can be more successful with an addition of a novel experience such as a 3D version.

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How To Make Attractive And Enticing E-Learning

Engaging and enticing learners for e-learning is required for a successful e-learning implementation. If the target audience is not engaged in the learning process becomes so much more difficult and dropout rate increases. Developing effective e-learning courses and content aren't only about creating a course with solid material. Managers and course authors are concerned about adapting different courses to a variety of learning styles and individual needs, and keeping learners interested and engaged. This may seem overwhelming at first, but once pass the basics and establish some consistency, those complexities will become part of the standard course-building routine. A good place to start is to organize thoughts, and figure out exactly what it is wanted to be include in the e-learning course. Ultimately try not to make e-learning course more complicated than it needs to be. Simplicity is key with these first steps and best practices.

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Social Media and Classroom Engagement: Students' Perception

Over the course of the last fifteen years or so, social media has donned many faces. What had arguably begun as a means to connect people on a global-scale has expanded into aspects of people lives which otherwise might have remained private or limited to a small audience. The inevitability of such circumstance to infiltrate the academic world and influence how students perceive teachers is almost too palpable. With more than millions of students and teachers who are simultaneously active on social networks, it is significant to observe the ways in which it would influence how students engage with their teachers in classrooms as a result of the simultaneous online communications. In this context, it has already been established that teachers who disclose information about themselves on social media are perceived as more credible by students because they are deemed as more relatable. Moreover, existing beliefs and attitudes held by students regarding how they view teachers also come in to play when formulating perceptions about teachers on social media. For instance, communications are formal and impersonal on social media as they viewed teachers as authoritative figures. Granted the fact, it was also discovered that how students perceive their teachers would have a significant repercussion on interpersonal relationships, which in turn impacts students' motivation and engagement in learning. Thus, this research was conducted to establish preliminary findings if social media is an additional mediator in shaping students' perception which leads to a significant discovery as well as whether these ramifications, either positive or negative, translates into their engagement in the classroom contexts. Consequently, the results indicate that students are susceptible towards their teachers who are active on social media because the perceptive label appended onto them as being more akin to a "real person", which affords accessibilities via social media as well as enables information and instructions processes to be less contrived by the physical classroom setting.