



4th annual International Conference on Communication and Management (ICCM2018), 23 – 26 April 2018, Athens- Greece

Conference Venue: the four star “Stanley Hotel”, 1 Odiseos str, Karaiskaki Square, Athens, Greece (Room Vikos)



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Monday 23 April 2018

08:00 – 08:30 Registration and Refreshments

08:30 – 09:00 Welcome & Opening Remarks

- [Dr Margarita Kefalaki](#), President, COMInG
- [Dr Christian Schnee](#), Head, Panel on Political sciences and International affairs, COMInG
- [Ailson J. De Moraes](#), Head, Panel on Education, COMInG
- [Dr Andreas Veglis](#), Head, Special Session on “Multidisciplinary Media & Mediated Communication Technologies”, COMInG

09:00-11:00 Session I : International and Intercultural Education

Chair: *Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece

1. [Michael A. Altamirano](#), Professor, King Graduate School, Monroe College, USA. Communication of Leadership Principles: a Critical Need for Leadership Education for Underrepresented Grade School Students in New York City
2. [Carlos E. Rios-Collazo](#), Adjunct Professor, King Graduate School of Urban Studies and Applied Research, Monroe College, New York, U.S.A. The Emotional Facilitation Skills of Online Educators Contributing to Positive Outcomes in Private Learning Environments
3. *[Fotini Diamantidaki](#), Lecturer, UCL Institute of Education (IOE), University of London, UK. The Subject Mentor in Modern Foreign Languages
4. [Wang Chen](#), Professor & Assistant dean, Faculty of Education, Beijing, China. Improving Equity in Chinese Higher Education through Actionable Research: Its Contexts, Possibilities and Issues

5. [Maria Vaxevanidou](#), Press Counsellor, Ministry of Digital Policy, Greece. Education as Public Diplomacy: How to build an international image in education
6. [Bradley Freeman](#), Professor, American University in Dubai, UAE. On textbooks and key terms: Teaching Comm101 in Dubai
7. *[Karl-Heinz Pogner](#), Associate Professor & Vibeke Ankersborg, Senior advisor for master's theses, Copenhagen Business School, Denmark. Academic Writing, Research Literacy, Supervision, Qualitative data and Analysis, Writing Pedagogy

11:00-12:30 Session II : International business and Management

Chair: *[Jon Bryan](#), Professor, Bridgewater State University, Massachusetts, USA

1. Alexander Karapidis, Research Associate, Fraunhofer Institute for Industrial Engineering, Germany. Competence management– a smart strategy-oriented approach
2. Ahmed Maghni, Professor, National school of management, Tangier, Morocco & [Hamza Aanaou](#), Doctoral researcher, National school of management, Tangier, Morocco. The Profile of the Subcontractor and Performance of the Exchange Relationship in the Automotive Industry in Morocco
3. [Elena Kochkurova](#), Associate Professor & [Tatiana Zykova](#), Associate Professor, National Research University of Nizhny Novgorod, Nizhny Novgorod, Russia. Research and Assessment of Recreational Capacity of the Nizhny Novgorod Region
4. [Jittapon Chumkate](#), Lecturer & Thirawat Chantuk, Asst. Professor, Faculty of Management Science, Silpakorn University, Thailand. Development on Community Enterprise Management for Small Community Tourism
5. [Ana Aleksić](#), Assistant professor & Matea Vukovic, Student, University of Zagreb, Croatia. Connecting personality traits with deviant workplace behavior
6. Nainan Nawaz, PhD Scholar & Osman Khan, IQRA, University, Islamabad, Pakistan. A Qualitative Analysis of Pakistan's Black Friday and Consumer Misbehavior

12:30-14:30 Session III : Social Media, Media and Mediated Communication Technologies

Chair: *[Fotini Diamantidaki](#), Lecturer, UCL Institute of Education (IOE), University of London, UK

1. [Lyn Haber](#), Partner, Human Factors Consultants, USA. Digital Forensic Comparison of Fingerprints
2. [Tomi Niemi](#), Doctoral student, University of Vaasa, Finland. Digital technology as a source of creative organizational resource and service delivery: Building a climate for organizational creativity with deliberative democracy
3. [Daria Selina](#), former reporter, TV-channel «TKT-TV», St. Petersburg, Russia. The role of regional television in the life of a megacity
4. [Elpida Sklika](#), PhD Candidate, University of Strasbourg, France. Analyzing New Media: the Layout Strategies of Greek Online Press and the Audience's Reading Practices
5. Theodora Saridou, Phd student & Kosmas Panagiotidis, Phd student & Nikolaos Tsipas, Phd student & *[Andreas Veglis](#), Professor, Media Informatics Lab, School of Journalism & MC, Aristotle University of Thessaloniki, Greece. Semantic Tools for Participatory Journalism
6. [Panagiotis-Marios Filippidis](#), PhD Candidate & Charalampos Dimoulas, Assistant Professor & Charalampos Bratsas, Academic Staff & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece. A Multimodal Semantic Model for Event Identification on Sports Media Content
7. Georgios Loumos, PhD Candidate, National and Kapodistrian University of Athens, Greece & Antonios Kargas, Adjunct Academic Staff, Hellenic Open University, Greece & [Dimitrios Varoutas](#), Associate Professor and Director, National and Kapodistrian University of Athens, Greece. Augmented and Virtual Reality Technologies in Cultural Sector: Exploring their usefulness and the perceived ease of use

14:30 – 15:30 Lunch (Please have the lunch voucher 1- 1st day- with you as it will be collected at the restaurant's entrance)

15.30-16.30 Session IV : Media Influences in the era of Communication

Chair: *[Ailson J. De Moraes](#), Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK

1. [Prasopchai Pasunon](#), Associate Professor & [Thirawat Chantuk](#), Assistant Professor & [Jittapon Chumkate](#), Lecturer, Faculty of Management Science, Silpakorn University, Thailand. Factors Affecting Satisfaction of Social Media Use among the Elderly in Thailand
2. [Thirawat Chantuk](#), Assistant Professor, Faculty of Management Science, Silpakorn University, Thailand & [Prasopchai Pasunon](#), Associate Professor, Faculty of Management Science, Silpakorn University. Factors Affecting Active Ageing Regarding Self-Care for Well-being of Elderly in Phetchaburi Province, Thailand
3. [Sema Misci Kip](#), Associate Professor & [Pinar Umul Ünsal](#), Research Assistant, Izmir University of Economics, Turkey. Viewing Native Advertising is My Own Choice?: Perspectives of Turkish Digital Immigrants and Digital Natives

16.30-17.00 Session V

Mini Workshop_ Round Table Discussion

Title: Education 'Thinking, Learning and Teaching like Da Vinci'

Discussion Coordinator: *[Karl-Heinz Pogner](#), Ac. Member COMinG & Associate Professor, Copenhagen Business School, Denmark.

Presented by: [Ailson J. De Moraes](#), Lecturer, Royal Holloway School of Management, University of London, Egham, Surrey, UK

The premise of this workshop is to demonstrate and debate the existence of a genius within each of us. The workshop tutor strongly believes that each human being is born with the capacities and gifts of a genius – like Leonardo Da Vinci and others like Albert Einstein or William Shakespeare. A question you may enquire is: Does the workshop tutor really believe that we can all be geniuses like Da Vinci and others? Actually he doesn't! No one can be like Da Vinci or any other individuals we all consider geniuses – purely because we are all unique!

Some questions about the workshop:

- What have I been learning from the genius?
- What can I teach my students about the genius?
- What can I apply to my own life?

20:30-22:00 Greek Night with Dinner (details during registration) (Please have your Greek night voucher with you)

This is the official dinner of the conference! Nevertheless we do need comfortable shoes!

(we advise you to wear comfortable shoes as we have live music and dance!)

Tuesday 24 April 2018

08:00-09:30 Session VI: Political sciences and International affairs: The future of the EU

Chair: *Minos-Athanasios Karyotakis, PhD candidate, School of Communication, Hong Kong Baptist University, Hong Kong

1. [Romeo Teneqexhi](#), Director of Distance Education Center, Polytechnic University of Tirana, Albania & Loreta Kuneshka, Lector, Medical University of Tirana, Albania. Conversion of the existing monitoring infrastructure for manually ballot counting in Albania to the electronic counting system
2. [Christian Schnee](#), Lecturer in Politics, IES – Institute for the International Education of Students, United Kingdom. About olive trees and broccoli: A history of political party emblems in the 20th and 21st century
3. Oleksii Polegkyi,(PhD),Antwerp University, Belgium & [Christ`l De Landtsheer](#), Professor, director, Department of Communication Sciences, University of Antwerp, Belgium. The house with closed doors: European integration in the Ukrainian public discourse
4. *[Louis-Caleb Remanda](#), Research & Teaching Assistant, University of Versailles Saint-Quentin-en-Yvelines, France. Understand the European identity through the Institutional Embeddedness theory: The case of the crisis of migrants/refugees
5. [Argyro Kefala](#), Associate Professor, Graduate Program Coordinator-MA in Strategic Communication & Public Relations, DERE- The American College of Greece. Political Populism: Towards a Strategic Communication Framework

09:30-11:00 Session VII : Social Media and Communication Technologies

Chair: *[Khaled Gaweesh](#), Assistant Dean, College of Communication, University of Sharjah, UAE

1. *[Minos-Athanasios Karyotakis](#), PhD candidate, School of Communication, Hong Kong Baptist University, Hong Kong & Nikos Antonopoulos, Assistant Professor, Technological Educational Institute of Ionian Islands, Argostoli, Greece & Andreas Veglis, Professor, Aristotle University of Thessaloniki, Greece & Matina Kiourexidou, Postdoctoral researcher, Aristotle University of Thessaloniki, Greece. Tourist go home: Communication and Propaganda on Youtube
2. [Katerina Diamantaki](#), Assistant Professor, Graduate Program Coordinator - MA in Digital Communication and Social

Media DEREE-The American College of Greece. Strategic rhetoric and the construction of community in Facebook's public discourse

3. [Eleni-Revekka Staiou](#), Researcher, National and Kapodistrian University of Athens, Greece & Andreas Giannakouloupoulos, Ionian University, Greece. A Case Study on Viral Journalism in Greece: the Figures, the Trends and the Factors of Success
4. [Hui Liao](#), PhD student, Advertising School, Communication University of China, China. How to make a successful TV drama in China
5. Nikolaos Vryzas, PhD Candidate & Efstathios Sidiropoulos, PhD Candidate & Lazaros Vrysis, PhD Candidate & Evangelia Avraam, Postdoc Researcher & [Charalampos Dimoulas](#), Assistant Professor, Aristotle University of Thessaloniki, Greece. A Mobile Cloud Computing Collaborative Model for the Support of On-Site Content Capturing and Publishing

11:00-12:10 Session VIII : Intercultural Themes

Chair: *Louis-Caleb Remanda, Ph.D Candidate, Research & Teaching Assistant, University of Versailles Saint-Quentin-en-Yvelines, France

1. *[Khaled Gaweesh](#), Assistant Dean, College of Communication, University of Sharjah, UAE & [Anfal Al Haid](#), Master Student, University of Sharjah, UAE. The Image of United Arab Emirates Culture Among the Non-Arab Expatriates in the UAE
2. [Njeru Wairimu B.](#), Doctoral Fellow, School of Humanities and Social Sciences, Strathmore University, Kenya. Communication as organisation: An exploration of the constitution of social collectives (Chamas) in Kenya
3. *[Hayatul Safrah Salleh](#) & Nik Hazimah Nik Mat & Wan Norhayati Mohamed & Yusnita Yusof & Muhammad Abi Sofian Abd Halim, Senior Lecturers, School of Maritime Business and Management, University Malaysia Terengganu, Malaysia. The Use Of Marine Resources In Traditional Medicine: Experience-Based Knowledge To Evidence-Based Knowledge
4. Avani Desai, Professor and Dean, Faculty of Business Administration, GLS Campus, Ellisbridge, Ahmedabad, India & [Asha Kaul](#), Professor, Indian Institute of Management, Ahmedabad, India & Vidhi Chaudhri, Assistant Professor, Erasmus University, Rotterdam, Netherlands. An Understanding of Reputational Constructs in the Indian Context

12:10-13:00 Session IX : International and Interpersonal Communication

Chair: *[Hayatul Safrah Salleh](#), Senior Lecturer, School of Maritime Business and Management, University Malaysia Terengganu, Malaysia

1. [Derya GÜL ÜNLÜ](#), PhD Candidate, İstanbul University Faculty of Communication Public Relations and Publicity Department, Turkey. Digital Parenting: Understanding the Digital Transformation of Family Communication
2. [Kelly N. Ferguson](#), Clinical Assistant Professor, Loyola University Chicago. The Spirit of Defiance in Mentorship amongst Black Men and Boys
3. Kejin Liu, PhD Candidate, The Communication University of China, China. The international communication of Chinese cultural confidence

13:00 – 13:45 Lunch (Please have the lunch voucher 2- 2nd day- with you as it will be collected at the restaurant's entrance)

13:45-18:00 Tour in Athens with Acropolis (Please have your voucher and your passport with you)

**Visit of the Most Important Historical and Cultural Monuments of Athens, with the Acropolis (be prepared to walk!)
The entrance fee of the sites is included.** (Details during registration)

Note: The simple registration fee of the conference does not cover the cost of this session. Details during registration.

18.00-20.00 Session X

Workshop_ Round Table Discussion

Title: «Lego Serious Play: Agile Learning in Superior Education»

Discussion Coordinator: **Dr Margarita K. Kefalaki**, President, COMinG & V. Professor, Hellenic Open University, Greece

Presented by **Profesor Pere Juárez Vives**,

President, Alumni UB Innovation & Competitiveness, Universitat de Barcelona, Spain

This workshop was selected as a best practice in agile management at the Agile Business Day held in Venice last September, at Rochester University - Dubai Silicon Oasis - World Quality Day, and at the European Code Week in Barcelona.

20:30-21:30

Social Dinner

Note: The simple registration fee of the conference does not cover the cost of this session. Details during registration.

Wednesday 25 April 2018

07:00 - 20:30 (approximate time)

Cruise to Saronic Islands with lunch on the boat **(Please have your voucher and your passport with you)**

Note: The simple registration fee of the conference does not cover the cost of this session. **Pick up time 7:00 from the reception of Stanley Hotel.**
Other details at the conference administration, after registration

Thursday 26 April 2018

07:40 - 19:30 (approximate time)

Delphi Visit with lunch **(Please have your voucher and your passport with you)**

Note: The simple registration fee of the conference does not cover the cost of this session. **Pick up time 7:40 the reception of Stanley Hotel.**
Other details at the conference administration, after registration