



PROGRAMME OF 1ST ISBEFA Kefalonia 2012 FRIDAY, 1 JUNE 2012

MUNICIPAL THEATRE "KEFALOS"
16 Georgiou Vergoti street
Argostoli

08:30 – 10:00 REGISTRATION

10:00 – 10:20 WELCOME

- **ISBEFA Scientific & Organizing Committee Chair:** Assistant Professor Christina Beneki, Technological Educational Institute of Ionian Islands, Kefalonia
- Welcoming address by local authorities
- **Head of the Department of Business Administration:** Assistant Professor Spyros Polykalas, Technological Educational Institute of Ionian Islands, Kefalonia
- **Head of the Department of Public Relations & Communication:** Lecturer Agisilaos Konidaris, Technological Educational Institute of Ionian Islands, Kefalonia

10:20– 11:35 ISBEFA KEYNOTE SPEAKERS' SESSION I

Session Chair: Associate Professor George Andrew Gekas, Ryerson University in Toronto, Canada

European Sovereign Debt Crises in a historical perspective

Gerasimos Arsenis, Former Minister, President of Athens Development & Governance Institute (ADGI INEPOST)

Re-evaluating the Impact of Oil Shocks

Rebeca Jiménez-Rodríguez, Associate Professor, Department of Economics, University of Salamanca, Spain

Marcelo Sánchez, Euro Area Macroeconomic Developments Division, European Central Bank, Frankfurt am Main, Germany

Financial innovation, Social goals and Microfinance: are public policies and regulation in the EU countries on the right track?

Gianfranco A. Vento, Associate Professor, Guglielmo Marconi University in Rome, Italy & Regent's College, London, UK

11:35 - 12:15 COFFEE BREAK

12:15 – 13:00 ISBEFA KEYNOTE SPEAKERS' SESSION II

Session Chair: Professor Junsoo Lee, University of Alabama, USA

Employment in Greek hotel industry

Dr. Kyriakos Rerres, Scientific Director, Research Institute of Tourism, Athens, Greece

The Importance of Capital Adequacy, Capital Structure and Liquidity for Financial Stability and Economic Growth in Greece

Dr. Nikolaos Georgikopoulos, Research Fellow & Head of IT Centre of Planning and Economic Research (KEPE) – Athens, Visiting Scholar at NYU - Stern School of Business - NY, USA.
Member of the Committee on Financial Markets at the OECD - Paris, France

Youth Entrepreneurship: Fostering entrepreneurial mindsets supports employability, economic growth and social cohesion in Europe.

Andreas Stefanidis, General Secretary, Federation of Hellenic Associations of Young Entrepreneurs, Athens

DEPARTMENT OF PUBLIC RELATIONS & COMMUNICATION

Antoni Tritsi Avenue

Argostoli

Room "Costas Evagelatos"

Session Chair: Professor V.I. Tinyakova, Informational Technologies and Mathematical Methods in Economics Chair Voronezh State University, Russia

16:30-16:45 Influence of pricing on the consumer behavior
L. I. Kukaeva

16:45-17:00 Moderating the Price Sensitivity of Customers Does Not Increase Business Profit
George W. Blazenko-Freda Eddy-Sumeke-Yufen Fu

17:00-17:15 Towards the strategies of regional clustering. The role of SMEs
E. G. Popkova-M. K. Romanova-E. S. Akopova

17:15-17:30 Development of international entrepreneurship and strategies of Greek enterprises: a case study
Electra Pitoska-Themistokles Lazarides

17:30-17:45 The Effect of The Relationship Of Organizational Climate And Communication on Student Satisfaction: A Case Study of The Dpt. of Public Relations & Communication of The Technological Education Institute (TEI) of The Ionian Islands, on Cephalonia Island, Greece
Savvas Makridis-Efpraxia Pollatou

17:45 – 18:30 COFFEE BREAK

Room "Costas Evagelatos"

Session Chair: Professor E.S. Akopova, Commerce and Logistics Chair, Rostov State Economical University, Rostov, Russia

18:30-18:45 Using ants to detect fraudulent financial statements
Christos Katsis-Yorgos Goletsis-Paraskevi Boufounou-George Stylios-Evangelos Koumanakos

- 18:45-19:00 Income distribution and interest rates in Turkey: Theil coefficient concentration index Arzu Alvan-Mustafa Hakan Güntürkün
- 19:00-19:15 Financial Ratio Analyzes on Staff Cost: ISE Banking case Engin Demirel-Ahmet Atakişi-SedaAbacioğlu
- 19:15-19:30 Interest Rate Liberalization: An Empirical Study of the Effects on Corporate Cash Flows and Profits in Nigeria Alex A. A. Bruce-Ayuba A. Aminu-Usman A. Sale
- 19:30-19:45 External financial liberalization, corruption and economic growth. Application to the MENA countries Elbir Dorsaf-Goaied Mohamed
- 19:45-20:00 Innovative approach to business in risk management Ejiolor Ozioma Michael
- 20:00-20:15 Measuring the impact of fiscal policy on economic activity: evidence from U.S.A Periklis Gogas – Ioannis-Chrysostomos Pragidis

SATURDAY, 2 JUNE 2012

DEPARTMENT OF PUBLIC RELATIONS & COMMUNICATION

Antoni Tritsi avenue

Room "Costas Evagelatos"

9:00 – 10:00 ISBEFA KEYNOTE SPEAKERS' SESSION III

Session Chair: Professor Elena G. Popkova, World Economy and Economic World Economy and Economics Chair, Volgograd State Technical University, Russia

Penalties of Remoteness: Wages and Human capital

Jesus López-Rodríguez, Universidad de A Coruña, Spain - Harvard University, USA

Singular Spectrum Analysis and Maximum Entropy Estimator for the Determination of Economic Fluctuations and Their Synchronization

Costas Leon, César Ritz Colleges, Switzerland

The precondition of security in order to pursue economic development

Dr. Polykarpos Adamidis, Lawyer - LL.M. Harvard university, Democritus University of Thrace

Child and Adolescent Mental Health: Cost Implications

Gerasimos Kolaitis, Director, Department of Child Psychiatry, Athens University Medical School, "Aghia Sophia" Children's Hospital

Room "Costas Evagelatos"

Session Chair: Professor George Blazenko, Simon Frazer University, Vancouver, Canada

10:00–10:15 Two-Step LM Unit Root Tests with Trend-Breaks

Junsoo Lee-Ming Meng-Mark C. Strazicich

10:15-10:30 Adaptive-rational prognostication models: The new prognostic potentialities

V. I. Tinyakova

10:30-10:45 A more detailed examination of the folded normal distribution
Michail Tsagris-Christina Beneki

10:45-11:00 The win-win-win Papakonstantinidis model. A behavioral analysis in dynamical systems. The Non Instrumental Rationality Paradox. Case-study: Hellenic Benefactors
Leonidas A. Papakonstantinidis- Anastos Dimitropoulos

11:00 – 12:00 COFFEE BREAK

Room “Costas Evagelatos”

Session Chair: Assistant Professor Christina Beneki, Technological Educational Institute of Ionian Islands, Kefalonia

12:00-12:15 Mutual Fund Performance Evaluation using Data Envelopment Analysis with Higher Moments
Konstantina Pendaraki

12:15-12:30 The time-varying relationship between oil and stock prices: Evidence from 10 European industrial sector indices
Stavros Degiannakis- George Filis-Christos Floros

12:30-12:45 Relation between Oil Price and Economic Growth in Iran: an ARDL Testing Approach
Seyed Mohammad Aghamiri -Mehrabirad Sina-Yazdan Gudarzi Farahani

12:45-13:00 Exploring the impact of variables revenues and cost on the profit function for a distribution channel with 3 members manufacturer, wholesaler, retailer
Maria Panta-Vassilios Vrysagotis-George Kaimakamis

13:00-13:15 FDI: Horizontal Vs Vertical form MNEs: Greece’s strategic choice
Ilias P. Parginos

13:15 – 14:30 BREAK

Room “Costas Evagelatos”

UNDERGRADUATE STUDENTS’ PRESENTATION COMPETITION

14:30-14:40 Public relations campaign for the recreation of nation brand - The case study of Greece
Polyxeni Sardi and Dimitris Kalogiannis, Department of Public Relations & Communication

14:40-14:50 Study the past if you wish for a divine future
Natalia Papageorgiou, Konstantina-Garyfalia Psimopoulou, Anastasia-Sofia Salemi
Department of Public Relations & Communication

14:50-15:00 Alternative forms of tourism in the Kefalonia island
Maria Kaminari
Department of Business Administration

Room "Costas Evagelatos"

Session Chair: Assistant Professor Arzu ALVAN, Department of Economics, Gediz University, Turkey

- 15:00-15:15 Municipal bench marking, key performance factors. A primer for Greek Municipalities**
George Andrew Gekas
- 15:15-15:30 Subject Well-Being and Selected Demographic, Economic, and Job Factors in OECD Countries**
Marilou Ioakimidis-Apostolos Kiohos
- 15:30-15:45 The influence of formal authority in the administration of human talent and its impact on business results**
Juan Nicolás Montoya Monsalve-Santiago Gutiérrez Broncano-Alvaro Fernando Niño Moncada
- 15:45-16:00 Corporate Social Responsibility (CSR) from 2000 to the present and the role of Institutional Organizations in the European Union**
Costas Ant. Petrakis
- 16:00-16:15 Like shrines without worshippers. Funding and management of Greek State Museums**
Ioanna Faraklou

16:15-16:30 BREAK

Room "Costas Evagelatos"

Session Chair: Senior Lecturer George Filis, University of Portsmouth, UK

- 16:30-16:45 Intercultural communication and regional development**
Periklis Tagkas-Grigorios Gikas
- 16:45-17:00 The development and role of regional health care services in Greece**
The case of Epirus Health Care Services
Panagiotis G. Markos
- 17:00-17:15 Modelling and Economic Analysis of Natural Fermentation Process of Varieties of Oriental Tobacco „Basma” in Bulgaria**
Kolyo Onkov- Maria Kasheva
- 17:15-17:30 Experimental Investigation of Influence and Opinion Change. A case study in Nutrition and Health Education for the Prevention of Coronary Heart Disease**
S. Aravou-Papadatou – G. Kostarelou G.
- 17:30-17:45 Organizational behavior vs. Bullying at work**
Vasiliki N. Leventakou
- 17:45-18:00 Changing consumption pattern of residents of Mumbai and its future implications**
Arya Kumar-Suneet Raj Mohapatra-Pranshu Kacholia

18:00-18:15 BREAK

*Room "Costas Evagelatos"***Session Chair: Professor Costas Leon, César Ritz Colleges, Switzerland****18:15-18:30 Modeling the economic impact of a cruise ship dock Kefalonia's cruise ship dock case study****Spyros E. Polykalas-Spyridon Troumpetas****18:30-18:45 The role of tourism in small provincial and non-coastal Greek towns**
Electra Pitoska-Themistokles Lazarides**18:45-19:00 Potential of tourism in a young Himalayan Indian state****Amit Joshi-Saurabh Joshi -Priya Grover-Hitesh Pant****19:00-19:15 Opinion Representation in different forms of Alternative Tourism. Research in 362 Greek Students of TEI -Technological Educational Institutes, in Greece**
S. Aravou-Papadatou - J. Bazati**19:15-19:30 Firm Performance: the corporate and the destination competitiveness effect**
Ioanna Giannoukou-George Anastassopoulos-Christina Beneki**19:30-19:45 The impact of contingent factors on performance measures in the rural banks of Ashanti region of Ghana**
Ben K. Agyei-Mensah

21:00 DINNER GALA
