## Parallel Sessions Schedule

**Thursday, November 5th | Parallel Session 1 | 10:30 – 12:00**

### 1.1. Tourism Marketing | Hall A
Session Chair: Markos Tsogas

- Ioannis Chaniotakis, Maria Salamoura, Constantine Lymperopoulos, Angelos Pantouvakis: Investigating the effect of service quality dimensions on passengers' satisfaction in the Greek airline industry.
- Georgia Zouni, Markos Tsogas, Athanassios Kouremenos: Is overall satisfaction broader than the cumulative sum of individual experiences? An Investigation of Tourism Experience at a Destination

### 1.2. Customer & Employee Relationships | Hall B
Session Chair: Emmanuella Plakoyiannaki

- Niki Glaveli, Eleonora Karassavidou: Viewing training as a value creation internal marketing mechanism.
- Vassiliki Grougiou, Simone Pettigrew: Senior Customers’ Service Encounter Preferences.
- Eleni Kevork, Adam Vrechopoulos: Electronic Servicescape as a Customer Relationship Management tool in Web Banking.

### 1.3. Customer needs & value | Hall C
Session Chair: Chris Vassiliadis

- Sergios Dimitriadis, Eric Stevens: Customer’s Perceptions of their Relationship with a service provider: A Preliminary Investigation of
Purpose, Benefits and Costs.
- Konstantina Kamvysi, Katerina Gotzamani, Andreas C. Georgiou, Andreas Andronikidis: An integrative QFD approach for bank customer’s satisfaction.

1.4. Service Blueprinting & Operations Management | Hall D
Session Chair: Christos Koritos

- Ruchir Agarwal: Experience Co Creation in Service Encounters across Industries

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Thursday, November 5th | Parallel Session 2 | 12:30-14:00

2.1. New Technologies & Marketing | Hall A
Session Chair: Yannis Hajidimitriou

- Christos Koritos, Spiros Gounaris: Examining the role of online store atmospheric qualities in consumer affective reactions and behavioral responses.
- Polixeni Palla, Leonidas D. Hatzithomas: Is Website Interactivity Always an Advantageous Construct?

2.2. E-Services | Hall B
Session Chair: Andreas Andronikidis

- Athanasios G. Patsiotis, Tim Hughes, Don Webber: Profiling consumer resistance behavior toward Internet banking in Greece.
- Sergios Dimitriadis, Georgios Tsimonis: Exploring the relative importance of customers' perceived relationship benefits and costs in the context of an e-service.
- Rodoula Tsiootsou, Maro Vlachopoulou: E-Marketing Orientation: Conceptualization and Scale Development.
2.3. Retailing | Hall C
Session Chair: Christina Boutsouki

- George Baltas, Paraskevas Argouslidis, Grigoris Painesis: Coupon Face Value Framing A Neglected Issue.
- George Panigyrakis, Evangelos Prontzas, Prokopis Theodoridis, Antonis Zaris: Convenience store attributes and consumer satisfaction.

2.4. Innovation and Services | Hall D
Session Chair: Paulina Papastathopoulou

- Paulina Papastathopoulou, Erik Jan Hultink: An Analysis of New Service Development Research.
- Nikolaos Stylos, Chris A. Vassiliadis: The Evolution of Services Marketing Research In “The Technological Era”.

Thursday, November 5th | Parallel Session 3 | 15:00-16:30

3.1. Marketing of Non-Profit Services | Hall A
Session Chair: Katerina Gotzamani

- Eleni Mavragani, Constantine Lymeropoulo: Museum visitors’ perceived service quality. An empirical research from Greece.
- Emmanouel Garoufallo, Katerina Balabanidou, Rania Siatri, Georgia Zafeiriou: Marketing Greek academic library services: a survey.
- Katerina Balabanidou, Emmanouel Garoufallo, Georgia Zafeiriou, Rania Siatri: Marketing library and information services.
- Georgios Stolikidis, Giannoula Florou, Michalis Nikolaidis: Contribution of “KEPA” at Business Subsidy by Competitiveness Program.

3.2. Tourism Marketing | Hall B
Session Chair: Spyridon Mamalis

Irene Kamenidou, Constantinos-Vasilios Priporas, Spyridon Mamalis: Segmenting Mykonos’ Tourists Based on Their Satisfaction.
Athina Bambakou, Dimitris Koutoulas: Marketing places as cruise destinations.

3.3. Fine Arts & Sports Events Marketing | Hall C
Session Chair: Rodoula Tsiotso

Rodoula Tsiotso, Konstantinos Alexandris: Predicting Sport Team Attachment: High and Low Scenarios.
Chrysanthi Georgarakou, Kostas Agas, Parskevi Dekoulou, George Tsourvakas: Traveling Abroad Internal Motives toward Different Sports Fan Types.

3.4. Pricing of Services | Hall D
Session Chair: Christos Fotopoulos

Anna Zarkada: Pricing Construction Services: a research agenda
Theofanis Karagiorgos, Ioannis Diavastis: Pricing Strategies in Services - A research on Greek services sector.
Constantine Lymperopoulos, Ioannis E. Chaniotakis, Magdalini Sourei: The role of price satisfaction in switching behaviour: The case of financial services.

Friday, November 6th | Parallel Session 1 | 11:00-12:30

4.1. Relationship Marketing in the Services Sector | Hall A
Session Chair: Paraskevas Argouslidis

Ozge Ozgen, Eray Ozaydin, Tugce Karaarslan, Itir Somnez, Burcu Ilter: Justice Perception of Service Recovery: The Effects on Recovery Satisfaction, Trust and Overall Satisfaction.
George Papadakis, Spiros Gounaris: The impact of CRM on business performance – insights from the services sector.
Anastasia Stathopoulou, George Balabanis: Conceptualising and Categorizing the Development of Relationships in Hedonic Services.

4.2. Tourism Marketing | Hall B
Session Chair: Vrechopoulos Adam
• Elina Prountzou, Dimitris Koutoulas: Developing research-based strategies for attracting more tour operator clients to a destination: The case of Athens.
• Eirini Tsichla, Christina Boutouki: Transforming Hotels into Contemporary Brandscapes: A Synthesis of Literature and a Research Agenda.
• Rodoula Tsitsiou, Odysseas Moschidis, Jason Papathanasiou: Examining Customer Orientation in Hotels’ Websites: A Comparative Study.
• Chris A. Vassiliadis, Vasiliki V. Papageorgiou: Analysis of Tourist’s Motives Depended on Age; An Empirical Study.

4.3. Marketing in Higher Education | Hall C
Session Chair: Costantinos Lymperopoulos

• Ivana B. Petrovic, Marija Bogicevic, Maja Curic: Designing university career services along the Bologna process: Analysis of students’ needs in transitioning society.
• Aikaterini Vassilikopoulou, Anna Markopoulou, Pinelopi Athanasopoulou: If Marketing was a Human Being...": Using Projective Techniques for Investigating Students’ Perceptions of Marketing.

4.4. Advertising Communication & Promotion | Hall D
Session Chair: Railton Hill

• Alexandros Triantos, Emmanouella Plakoyiannaki: Consumers’ Perception of Advertising Creativity: Introducing a Framework.
• Jonathan Lazarovits, Railton Hill: The use of mixed-mode word-of-mouth promotion towards food Hospitality service marketing communications objectives: a research agenda and design.

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