

Call for Papers

The EuroMed Academy of Business announces the
3rd Annual EuroMed Conference

November 4-5, 2010

Hosted by: University of Nicosia, Nicosia, Cyprus

Conference Venue: Hilton Park Nicosia

EMRBI Presidents

Prof. Demetris Vrontis, Dean
Dean, School of Business,
University of Nicosia,
Nicosia, Cyprus

Prof. Yaakov Weber, Chair
Dept. of Strategy and Entrepreneurship
School of Business
College of Management, Israel

Academic Key Note Speaker

Prof. Michael R. Czinkota
Georgetown University, USA and
University of Birmingham, UK
http://en.wikipedia.org/wiki/Michael_Czinkota

Business Key Note Speakers

Peter M. Kash,
President and Partner,
Two River Group Holdings
[http://www.emrbi.com/photos/uploads/peter%20kash\[1\].pdf](http://www.emrbi.com/photos/uploads/peter%20kash[1].pdf)

Hanna Siniora,
Chairman, European Palestinian
Chamber of Commerce
www.ipcri.org/files/hannacv.html

Conference Chairs

Dr. Ioanna Pappasolomou, Dr. Alkis Thrassou, and Dr. Yioula Melanthiou,
School of Business, Department of Marketing, University of Nicosia, Cyprus

*The conference is under the auspices of the Mayor of Nicosia
and the Cyprus Chamber of Commerce and Industry*



All accepted full papers and abstracts will be published in the Book of proceedings with an ISBN number.

A selection of the best conference papers will also be considered for publication in the following Emerald journals:

- **EuroMed Journal of Business** - EMRBI's official Journal
- **Cross Cultural Management: An International Journal**
- **International Journal of Organizational Analysis**
- **European Journal of Innovation Management** (SI on Innovation)
- **International Journal of Bank Marketing** (SI on Financial Services Marketing)
- **Qualitative Marketing Research**
- **Journal of Global Responsibility** (SI on Global Responsibility and Business Education)
- **Journal of Hospitality and Tourism Technology**



The 3rd EuroMed Academy of Business Annual Conference has two goals. The first is to provide a global platform for different academic and professional approaches (i.e. empirical, conceptual, practical, as well as multidisciplinary approach, case studies, etc) and discussions on recent managerial and entrepreneurial developments in this turbulent region and the world. The second goal is to provide the opportunity to scholars, practitioners and PhD students to have their work reviewed, encouraged and commented on within a supportive academic and professional community of colleagues from different international contexts.

The EuroMed Research Business Institute (EMRBI) www.emrbi.com is an international research institute, with country directors in all the main countries of the region who are supported by an advisory board of scholars from the leading universities.

AUTHOR GUIDELINES, SUBMISSION DEADLINE, REVIEW PROCESS, AND BEST PAPER AWARDS

Submission Deadline: May 7, 2010

Please submit your paper **or** abstract to EMRBI@unic.ac.cy by strictly following the attached author guidelines. All relevant tracks are included at the end of this CFPs.

All manuscripts (including abstracts) will be double blind reviewed. Please indicate, on the first page of the manuscript, the track (only one) for submission.

The best competitive and student papers will be awarded at the conference.

The maximum number of papers accepted by each author (either leading author or co-author) is three.

Other Important Deadlines

Notification to the authors: June 30, 2010

Early-bird registration: Till September 05, 2010

Late registration: After September 05, 2010

Only papers or abstracts of registered participants until October 11th will be included in the Book of Proceedings to be distributed at the conference. All other papers or abstracts will be included in the final book proceedings to be distributed after the conference.

Bus Tour

A full day excursion will be organised on Saturday 6th of November for a tour around the main attractions of the island. The bus will depart from your hotel in Nicosia/Lefkosia <http://en.wikipedia.org/wiki/Nicosia> and travel to Lemesos/Limassol <http://en.wikipedia.org/wiki/Lemesos> and Paphos <http://en.wikipedia.org/wiki/Paphos>. Details are provided below:

- Limassol Castle
- Cyprus Medieval Museum
- Kolossi Castle
- The ancient Theatre of Curium in Limassol
- Cyprus Wine Museum or visit to a local winery
- Petra Tou Romiou (Rock of the Greek), or Aphrodite's birthplace
- Paphos mosaic
- Paphos Harbour

Academic Business Consulting (ABC) Nexus

The conference will include activities aim to develop Academic Business Consulting Nexus as suggested by EMRBI members in the Leaders Meeting in last conference and accepted by the Executive Board of EMRBI. Examples of such activities include:

1. Symposium and Professional Development Workshops (PDW)

The EuroMed Symposia and Professional Development Workshops (PDW) (for example, professional to scholars) are platforms for colleagues to share knowledge and expertise and foster the professional development of workshop participants. It is also an opportunity to develop innovative and creative symposium with the view of enriching participants and generate a high standard scholarly gathering. Our goal is to have sessions that encourage new thoughts and innovative research directions. The submission should not exceed three pages and should be submitted by at least three scholars whose participation in the conference would be necessary.

Please refer to http://www.emrbi.com/main.asp?sel_nav1=145&sel_nav2=90&cat=site

2. Ongoing academic/business activities related to International Virtual Fair on various subjects.

Please refer to the Euro-Mediterranean Trade & Investment Fair at:

http://www.unic.ac.cy/media/business_school/bg_euromed.pdf

3. Executive Workshop on M&A

The EuroMed 2010 Annual Conference Executive Workshop on Mergers & Acquisitions provides an overview of state-of-the-art on success and failure factors in domestic and international mergers and acquisitions from buyer and seller points of view (including managerial practical guide for planning mergers and acquisitions, synergy analysis, evaluation and pricing, negotiation, implementing post-merger integration process, dealing with cultural differences, human resource challenges, and capturing synergy potential).

For full description of the objectives of the 2010 Executive Workshop please see the details at our website.

4. Executive Workshop on Marketing

The EuroMed 2010 Annual Conference Executive Workshop on Marketing provides a state-of-the-art overview of the most up-to-date trends, best practice cases and tools of Marketing to be successful in the national and international arena.

This highly practical workshop illuminates all domains of marketing which can be applied to attract valuable resources to the companies.

- Marketing Planning
- Strategic trends and developments (i.e. Competitive Advantage, Branding and Customer Relationship Marketing)
- Operational Marketing (i.e. integrated and creative Marketing Mix)
- Internal Marketing (i.e. employees potential: a still unutilized resource)
- International Marketing (especially, the influences of Culture on Marketing and the various Market Entry Methods)
- Consumer behavior and services marketing

This workshop is designed by practitioners (companies, consultancies, agencies) for practitioners. In addition, Prof. Michael Czinkota, one of the most prolific publishers and internationally renowned experts in the field, will contribute and participate to this workshop.

For full description of the objectives of the 2010 Executive Workshop please see the details at our website.

5. Presentations and Keynote Speeches from academic AND business experts.

6. Suggestions for more activities

Ideas and suggestions for more activities are invited. Please send 1-3 pages description of such proposed activities to Dr. Shlomo Tarba tarba2003@gmail.com

Doctoral Seminar on M&A

The EuroMed 2010 Annual Conference Doctoral Seminar provides an opportunity for doctoral students representing all areas of business to explore their research interests in a unique interdisciplinary and interactive workshop with a panel of distinguished research faculty. Abstracts will be published in the conference proceedings.

The seminar will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting M&A research and building a successful academic career in this field, and to broaden their professional networks. The format of the Consortium will facilitate a constructive and supportive discussion among the doctoral students and the participating faculty on topics of broad interest such as new trends in conducting high-impact M&A research, managing the dissertation stage and the job search process, and successful entry into the academic career. In addition, students will receive concrete feedback on their individual current research projects as well as ideas and guidance for their future research agenda.

All participants in the PhD seminar are eligible for the EMAB Award for the Best Doctoral Dissertation Proposal.

Participants of the PhD seminar that precedes the conference (Nicosia, November, 2-3) will be exempted from the conference registration fees. **The institute offers a limited number of scholarships up to 600 Euro each.**

For full description of the objectives of the 2010 PhD Seminar and selection criteria please see the details at our website

http://www.emrbi.com/main.asp?sel_nav1=155&sel_nav2=92&cat=site

For more information please contact Prof. Yaakov Weber yaakovw@colman.ac.il

Research Fellowship Award

Participation in various activities of the conference and other EMRBI activities are taken in account in consideration for awarding Research Fellowship Award.

Please refer to <http://www.emrbi.com/photos/uploads/research%20fellowship.pdf>

Programme Tracks and Track Chairs:

1. International and regional trade and economics in the EuroMed zone.

Amir Shoham, College of Management, Rishon LeZion, amir1s@colman.ac.il

2. Born – global firms: High-tech vs. traditional industries, modes of international expansion.

Tugba Karabulut, Istanbul Commerce University, tkarabulut@iticu.edu.tr

3. M&A management and perspectives: Process and practice of M&A, global expansion via M&A, post-merger integration, knowledge transfer, and performance.

Amiryani Nima, VU University Amsterdam, namiryany@feweb.vu.nl, Bouville Grégor, IAE de Rennes, gregor.bouville@wanadoo.fr, Dauber Daniel, WU Vienna University of Economics & Business, Daniel.dauber@wu.ac.at, Vasilaki Athina, IESEG, a.vasilaki@ieseg.fr

4. Organizational behavior: Leadership, motivation, job design, team work, organizational citizenship.

Yitzhak Fried, Syracuse University, yfried@syr.edu

5. Agriculture trade and businesses: customer behaviour, labour management, marketing, real estate.

Sara Edom, Ashkelon Academic College, edomdr@hotmail.com

6. Transnational and immigrant entrepreneurship (this track focuses on papers regarding how transnational and immigrant entrepreneurs examine the process of seeking and exploiting business opportunities).

Israel Drori, College of Management israeld@colman.ac.il

7. International business and management: Multinational enterprises, comparative business-government relations, reasons for direct foreign investment, internationalization theory, joint ventures and strategic partnerships.

Erika Vaiginiene, Vilnius University, erika.vaiginiene@ef.vu.lt and Yaakov Weber, College of Management, yaakovw@colman.ac.il

8. Strategic management: Competitive strategy, business unit strategy, corporate strategy.

Shlomo Tarba, College of Management, Rishon LeZion, tarba2003@gmail.com

9. Ecological imperative and the role of marketing: Eco-marketing orientation, mechanisms of governmental intervention, marketing's role in sustainable development.

Githa Heggde, Welingkar Education, Bangalore, githa.heggde@welingkar.org

10. Green economy and technology (this track focuses on papers regarding how to manage and deal with the ambiguities, the risk, and the uncertainty aspects of the green economy within industrial ecosystems and cleantech clusters).

Israel Drori, College of Management israeld@colman.ac.il

11. Case study track.

Yaakov Weber, College of Management, yaakovw@colman.ac.il

12. The influence of branding from the consumer behavioral perspective in both product and service industry: Branding implications on customer retention and customer loyalty, factors affecting consumer behavior in online marketing/shopping.

Mohammad Fateh Ali Khan Panni, City University, fkpanni@yahoo.com

13. New perspectives on the banking and finance market under times of duress: Rethinking bank efficiency after the credit crunch-strategic, financial and HRM perspectives. Simona Mihai Yiannaki, European University, Cyprus, S.Mihai@euc.ac.cy

14. Indulging creativity in business and finance in higher education: Methods, techniques and strategies to sustain life-long-learning. Simona Mihai Yiannaki, European University, Cyprus, S.Mihai@euc.ac.cy

15. Innovation management: Survival and effectiveness of an enterprise. Dimitris Mavridis, Kingston University of London, dmavridi@gmail.com

16. Environmental aspects in business decision-making: Water management, natural resources management, agriculture and environment. Nava Haruvy, Netanya Academic College, navaharu@netvision.net.il

17. Technology application management in banking: Business process reengineering, customer satisfaction, payment system, risk management, financial integration, financial stability. Saroj Datta, Indian Institute of Technology, dean.fms@mitsuniversity.ac.in and Sukanya Kundu, Institute of Management Technology - Centre for Distance Learning, sk54015@gmail.com

18. Celebrity advertisement and business performance: Use of celebrity in breaking media clutter; celebrity-target audience connectivity; risk analysis, principle of congruity and brand image management. Saroj Datta, Indian Institute of Technology, dean.fms@mitsuniversity.ac.in and Supriyo Patra, George College, supriyo_patra@rediffmail.com

19. Women entrepreneurs in the Mediterranean regional context. Sibylle Heilbrunn, Ruppin Academic Center, Israel, sibylleh@ruppin.ac.il

20. Organizational behavior and organization theory in the Mediterranean regional context: Cross-cultural interactions and transformations in learning, training and development, and their implications for practice. Peter Stokes, University of Central Lancashire, PStokes@uclan.ac.uk

21. Culture implications on performance. Orly Yeheskel, The Academic College of Tel-Aviv Yaffo, orlyyehe@mta.ac.il

22. Small and medium enterprises: Economic environment, finance, R&D, valuation, controlling, and business succession. Bernd Britzelmaier, Pforzheim University, bernd@britzelmaier.de

23. Systems thinking: Identifying and solving real-world problems, the interactions between the different parts of the system, and their practical implications for improving organizational performance. Harry Kogetsidis, University of Nicosia, kogetsidis.h@unic.ac.cy

24. Knowledge triangle: Education, research, and innovation. Widening the scope for entrepreneurial universities - national and international policy, regulation, and funding. Nino Inasaridze, Tbilisi State University, ninasaridze@yahoo.com

- 25. Institutional support and services for SMEs: Effectiveness of SME support and service institutions.** Gurhan Uysal, Ondokuz Mayıs University, uysal_g@omu.edu.tr and gurhanuysal@yahoo.com
- 26. Service marketing: Research modelling, service quality, web-marketing, consumer behaviour.** José Luís Abrantes, Instituto Politécnico de Viseu. jlabrantes@estv.ipv.pt
- 27. Climate change and shareholder value: corporate valuation and sustainable investments.** Costanza Consolandi, University of Siena, Italy, consolandi@unisi.it
- 28. Cross-Cultural perspectives of entrepreneurship and entrepreneurial development.** Evangelos Tsoukatos, Technological Educational Institute of Crete, tsoukat@staff.teicrete.gr
- 29. Risk management: The emerging management skill.** Yossi Raanan, College of Management, Rishon LeZion, yraanan@colman.ac.il
- 30. The degree of internationalisation in the European-Mediterranean region: Internationalisation theories, main drivers affecting the level of internationalisation, and internationalisation measurement.** Milena Viassone, University of Turin, Italy, viassone@econ.unito.it
- 31. European and global business innovation system policy, analysis and management techniques: Economics and business strategy viewpoints on innovation, innovation systems in several sectors and regions-business clustering, social policy-strategic and tactical viewpoints for sectoral, regional and national development.** Ioannis Papadopoulos, Department of Wood & Furniture Technology & Design, Karditsa, Greece, papad@teilar.gr, Glykeria Karagkouni, Department of Wood & Furniture Technology & Design, Karditsa, Greece, and karagg@teilar.gr and Marios Trigkas, Department of Wood and Furniture Technology & Design, Karditsa, Greece, mtrigkas@cereteth.gr
- 32. Restructuring of institutional infrastructure in the post-socialism countries in the European Mediterranean. Typology of corruption. Present forms of corruption in the Mediterranean. The Influence of corruption on the competitiveness of the countries.** Sinisa Zaric, University of Belgrade, sinisa@ekof.bg.ac.rs
- 33. Cross-enterprise collaboration: Emerging organizational models, methodologies and technological tools.** Konstadinos Kutsikos, University of the Aegean, Greece, kutsikos@aegean.gr
- 34. Supply chain management: Supplier-buyer and customer-seller relationships, purchasing, logistics, and distribution.** George Malindretos, Harokopion University of Athens, Greece, gmal@hua.gr
- 35. Cultural heritage in the context of tourism industry: Branding and promoting destinations, and the role of festivals, traditional food and beverages on the firm competitiveness.** Amos Raviv, Israeli Center of Management Studies, amos@rvc.co.il

36. Ubiquitous marketing: Beyond pervasive advertising. Health marketing - new challenges and paradigms. Ana Maria Soares, Universidade do Minho, Braga, amsoares@eeg.uminho.pt , Camilo Cunha, Universidade do Minho, Braga, camilo@iec.uminho.pt , Raul Figueiro, Universidade do Minho, Braga, rfang@det.uminho.pt , Rui Jose, Universidade do Minho, Braga, ruj@dsi.uminho.pt , and Carlos Alberto Silva Menezes, Universidade do Minho, Braga, menezes@eeg.uminho.pt

37. Accounting and control: Comparative studies in accounting and auditing, adoption of new international financial reporting standards (IFRS), performance evaluation systems. Dan Elnathan, College of Management, danel@colman.ac.il

38. Corporate governance: Ownership structure, dynamics inside and outside the boardroom, board behaviour and effectiveness. Dimitrios Koufopoulos, Brunel University, UK, koufopoulosdn@yahoo.com

39. Customer satisfaction management in the service industry: Consumer behavior and communication strategies, destination Image and branding. Elenica Pjero, Vlora University, Albania, elapjero@yahoo.com

40. Region-based strategies of SME's from EuroMed countries: Entering new markets with products embedded in a region (such as wine, cheese, olive oil), and SME's from traditional industries. J. Freitas Santos, Polytechnic of Porto, jfsantos@iscap.ipp.pt and J. Cadima Ribeiro, Minho University, jcadima@eeg.uminho.pt

41. Competence management in Europe: Competence-based training and development, competence-based remuneration and the development and retention of core competence. Jonathan Winterton, Toulouse Business School, j.winterton@esc-toulouse.fr

42. International retailing: Challenges and opportunities in the European Union in the new decade. Role and place of small and medium retailers in Europe. Miguel Martins, University of Wolverhampton Business School, UK, MMartins@wlv.ac.uk

43. Knowledge management: Capturing, codifying and transferring the knowledge between business entities - subsidiaries, strategic alliances, joint ventures, M&A. Dolores Sanchez Bengoa, Intercollege, Larnaca, Cyprus, sanchez.l@adm.lar.intercol.edu or sanchezl@cytanet.com.cy

44. Non-profit and public marketing: Business/non-profit sector interactions, marketing of healthcare organisations, donor behaviour, fundraising, advertising, and promotion of non-profit and public organisations. Isabel Macedo, University of Minho, Braga, imacedo@eeg.uminho.pt

45. Best Practices for international online courses. Carol M. Carnevale, Empire State College, New York, ccarnevale89@gmail.com and Craig Tunwall, Empire State College, New York, ctunwall@gmail.com

46. Cross-cultural brand management and consumer behaviour. Ivana First, University of Rijeka, Croatia, ifirst@efri.hr

- 47. HR development: Workforce training, career development, job satisfaction, organizational commitment, and the influence of different HR practices on firm performance.** Andrew Michael, Intercollege Larnaca, Cyprus, mandy@cytanet.com.cy and Grégor Bouville, Université de Rennes 1, gregor.bouville@wanadoo.fr
- 48. Quality and productivity in agriculture.** Gad Vitner, Ruppin Academic Center, Israel, GadiV@ruppin.ac.il
- 49. The humanization of business: Paradigm shift in the Mediterranean way to service marketing.** Luca Petruzzellis, University of Bari, Italy, lu.petruzzellis@disag.uniba.it and Salvatore Romanazzi, University of Bari, Italy
- 50. e-Business innovative strategies in the creation and management of SMEs: Business portals, customer relations management, electronic payments systems.** Bhavni Prasad Goli Veera, Kakatiya University, India, bhavaniprasadgv@gmail.com
- 51. Management control in health care: The importance of behavioral routines and communication.** Tjandra Börner, Open University of the Netherlands, Tjandra.Borner@ou.nl
- 52. Wine business and globalization.** Ruth Rios-Morales, University of Applied Sciences, Switzerland, ruth.riosmorales@glion.edu and Lorenzo Zanni, University of Sienna, Italy, zanni@unisi.it
- 53. Company restructuring and reorganization: Institutionalization and social acceptability of downsizing, discourse and ideology on organizational change.** Marina Bourgain, Clermont Graduate School of Management, France, marina.bourgain@esc-clermont.fr and Anne Goujon, Université Bordeaux IV, France
- 54. The economic crisis and the future of higher education institutions.** Niki Kyriakidou, Leeds Metropolitan University, N.Kyriakidou@leedsmet.ac.uk
- 55. Global responsibility and business education.** Jones Grant, Macquarie School of Management, Australia, Grant.Jones@mgsu.edu.au
- 56. Financial metrics in promotion: Linking promotion actions to product-market performance, methodological approaches.** George Filis, University of Portsmouth, UK, George.Filis@port.ac.uk and George S. Spais, Athens University of Economics & Business, Greece, gspais@aueb.gr
- 57. Seizing entrepreneurial opportunities: New frontiers in entrepreneurial studies.** Diego Matricano, Second University of Naples, Italy, diego.matricano@unina2.it and Mario Sorrentino, Second University of Naples, Italy
- 58. Proximity networks on healthcare and social enterprises in the Mediterranean basin: Territorial governance, innovative networks, regionalization of politic policy, EuroMediterranean cooperation.** Maria Zafiropoulou, Institut of Management of Enterprises, Lille, France, maria.zafiropoulou@iae.univ-lille1.fr
- 59. Research and consultation center for work family and community.** Aharon Tziner, Netanya Academic College, atziner@netanya.ac.il

- 60. Internationalisation and open innovation of small and medium enterprises (SMEs) in the Mediterranean region.** Hakikur Rahman, University of Minho, Portugal and BSMRAU, Bangladesh, hakik@sdnbd.org
- 61. The role of the manager in turbulent international environments: Differences between informal and formal decision making, new market penetration modes, and headquarter-subsiary interrelationships.** Shlomo Tarba, College of Management, tarba2003@gmail.com
- 62. Marketing management in services industries: Health care marketing, telecommunications-mobile marketing, bank marketing, educational marketing, restaurant marketing, and crisis management in service industry.** Amos Raviv, Israeli Center of Management Studies, amos@rvc.co.il
- 63. Managing the changing tourist behavior arising from the use of electronic communication channels.** Haris Machlouzarides, machlouzarides@gmail.com
- 64. Strategic branding in practice through a case study: Marketing decisions for effective brand management across global markets.** Vesna Damnjanovic, University of Belgrade, damvesna@fon.bg.ac.rs
- 65. International B2B pricing strategies: Antecedents of B2B pricing strategies, contextual influences on B2B pricing strategies, TMT/upper echelon views and pricing strategies, and consequences (sales, profits, market share) of alternative pricing strategies.** Andreas Hinterhuber, Katholische Universität Eichstätt-Ingolstadt, Andreas.Hinterhuber@ku-eichstaett.de
- 67. Identity and marketing: psychological and sociological concept of identity. The role of relations, values and emotions in the satisfaction of customer desires, wants and needs.** Hans Rudiger Kaufmann, University of Nicosia, kaufmann.r@unic.ac.cy
- 68. The innovation system and the university-industry relations: Knowledge exchange and entrepreneurship, national strategic framework and innovation infrastructure.** Matteo Rossi, Università degli Studi del Sannio, Benevento mrossi@unisannio.it
- 69. Health care marketing, destination branding: Cross-cultural marketing research with special reference to e-business.** Satyabhusan Dash, Indian Institute of Management, Lucknow, India, satya@iiml.ac.in
- 70. The overrun of the crisis and the New International Financial System.** Massimiliano Berardi, Università degli Studi di Foggia, Italy, m.berardi@mail.unifg.it
- 71. The networking for the development of SMEs in the Mediterranean area.** Elio Iannuzzi, [Università degli Studi di Salerno](http://www.unisa.it), Italy, eiannuzzi@unisa.it
- 72. Theory of constraints: Recent developments and challenges.** Avraham Mordoch, TOC Solutions, Israel, mordoch@orange.net.il