

MONDAY 18TH APRIL

- 15:45-18:00** **GUIDED WALK IN THE OLD TOWN OF NICOSIA (MEETING POINT: ELEFThERIA SQUARE)**
- 18:00-20:00** **COCKTAIL RECEPTION (LOCATION: PATIO, NICOSIA)**

Conference Sponsor



TUESDAY 19TH APRIL

- 08:00-14:00** ON-CAMPUS REGISTRATION AND INFORMATION DESK (LOCATION: UNESCO)
- 09:00-09:30** WELCOMING SPEECH: CONFERENCE CO-CHAIR PROF IOANNA PAPASOLOMOU
DEAN PROF ANGELIKA KOKKINAKI, PROF PHILIP KITCHEN-CMC PRESIDENT (LOCATION: UNESCO)
- 09:30-10:00** KEYNOTE SPEECH PROF SANDRA LOUREIRO (LOCATION: UNESCO)
- 10:00-10:30** COFFEE BREAK (LOCATION: THE BLOCK)
- 10:30-12:00** SESSION 1 (LOCATION: EU201 AND EU205)

SESSION 1 - ROOM 1 (LOCATION: EU201)

SESSION CHAIR: DORIT ZIMAND-SHEINER

1. *Taina Erkkila and Vilma Lwoma-aho, “Maturity in leaps – organizational listening in social media in times of pressure”*
2. *Fotini Theodorakioglou, Hadjithomas, L. and Boutsouki, C. “The effects of sequential media viewing of advertising performance and the role of cognitive load”*
3. *Dorit Zimand-Sheiner, Ofrit Kol and Shalom Levy, “Message appeals during COVID-19: The advantage of farmers’ altruistic message appeal in generating engagement with social media posts”*

SESSION 1 – ROOM 2 (LOCATION: EU205)

SESSION CHAIR: ALKIS THRASSOU

1. *Sergio Barta, Daniel Belanche, Marta Flavian, and Mari Cruz Terre, “How the implementation of Sustainable Development Goals affects customers’ perceptions and loyalty”*
2. *Polyxeni (Jenny) Palla, Evdoxia Kyriacou and Anna Zarkada, “The Product Involvement Effect on thought elicitation and attitude strength in the online environment”*
3. *Anestis Tsamounides and Ioanna Papasolomou, “Consumer Attitudes and Behaviour towards Sustainability and Fashion Products: An exploratory study in the Cyprus Market”*

- 12:00-13:30** LUNCH (LOCATION: THE BLOCK)

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TUESDAY 19TH APRIL

13:30-14:30 **DISCUSSION: HONORARY DEPUTY MINISTER OF TOURISM SAVVAS PERDIOS AND MATTHEW ZORPAS (LOCATION: UNESCO)**

14:30-15:00 **COFFEE BREAK (LOCATION: THE BLOCK)**

15:00-17:00 **SESSION 2 (LOCATION: EU201 AND EU205)**

SESSION 2 – ROOM 1 (LOCATION: EU201)

SESSION CHAIR: YIANNA ORPHANIDOU

1. *Ronnaphop Nopsuwan, Dr Jantima K. Kheokao, Piriya Phorijit and Supitcha Pornsuksawat, “A Systematic Review for Food and Cultural Identity Framework Reconstruction”*
2. *Yerimou Pantelitsa, Panigyraakis George and Themistocleous Christos, “Is airport experience a critical antecedent for destination revisit? The role of environment in the Covid-19 era”*
3. *Eleni Trichina, Demetris Vrontis and Michael Christofi; “Anthropomorphism in Marketing During Covid-19 Pandemic: A Critical Review of the Literature”*
4. *Leonidas Efthymiou, Avros Morphitis, Philippos Droushiotis and Yianna Orphanidou, “Sustainability initiatives in Cypriot Hotels and the way forward through Digital Marketing Communication”*

SESSION 2 - ROOM 2 (LOCATION: EU205)

SESSION CHAIR: FOTINI THEODORAKIOGLOU

1. *Philip Kitchen, “Toward [Globally] Integrated Marketing Communications: A Time and a Season?”*
2. *Olivier Mesly (ONLINE), “Does Customers’ Prior Product Knowledge Affect Perceived Sellers’ Connection to their Bundle of Needs, Goals and Preferences? A Study in the Used Car Sector”*
3. *Fotini Theodorakioglou, Leonidas Hatzithomas and Angelos Mouratidis “Media Multitasking behaviour among young population”*

20:00 **CONFERENCE DINNER (LOCATION: STOU ROUSHA, NICOSIA)**

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08:00-10:00 ON-CAMPUS REGISTRATION AND INFORMATION DESK (LOCATION: OUTSIDE EU208)

09:00-10:30 SESSION 3 (LOCATION: EU201 AND EU205)

SESSION 3 - ROOM 1 (LOCATION: EU201)

SESSION CHAIR: DANIEL BELANCHE

1. *Alessandro Augurio and Laura Castaldia (ONLINE) “Digitalization and Car Sales During the Pandemic”*
2. *Tassanee Krirkgulthorn, Nutthapon Jitprapai and Jantima Kheokao, “Second Order Confirmatory Factor Analysis Model of Perceived Quality of Generation Y Toward Green Products”*
3. *Sergio Barta, Daniel Belanche, Marta Flavian, and Ana Fernandez, “Having fun on TikTok: a new trend for influencer marketing”*

SESSION 3 – ROOM 2 (LOCATION: EU205 VIRTUAL SESSION)

SESSION CHAIR: IOANNA PAPASOLOMOU

1. *Beatriz García-Carrión, Salvador del Barrio-García, Francisco J. Muñoz Leiva, and Lucia Porcu (ONLINE), “Looking into the role of message congruency in how the information in DMO- and Tourist- generated contents is processed”*
2. *Wolfgang J. Weitzl, Udo Wagne and Charlotte Pichler (ONLINE) “Framing Effects Among Complaint Bystanders: Small Changes of Words – Big Changes of Attitude”*
3. *Jessy Kfoury Aoun, Ioanna Papasolomou, Yioula Melanthiou and Svetlana Sapuric (ONLINE) “The Impact of Visual EWOM on Tourists’ Information Searches”*
4. *Caroline Tan, “Are you going to share on social media? Examining consumer behavioural intentions on social media towards brand activism campaign”*

10:30-11:00 COFFEE BREAK (LOCATION: THE BLOCK)

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WEDNESDAY 20TH APRIL

11:00-13:30

SESSION 4 (LOCATION: EU201 AND EU205)

SESSION 4 – ROOM 1 (LOCATION: EU201)

SESSION CHAIR: PHILIP KITCHEN

1. *Emmanouela Kokkinopoulou, Ioanna Papasolomou, Demetris Vrontis and Lucia Porcu, “Changing consumer behaviour towards sustainability (Generation Z)”*
2. *Naziyet Uzunboylu, Yioula Melanthis, Ioanna Papasolomou and Demetris Vrontis “A New Approach for Understanding Brand Selfies as an Engagement Strategy on Instagram”*
3. *Philip Kitchen, “Academic and Teaching Realities... The Transitioning Process ... even during the Pandemic”*

SESSION 4 – ROOM 2 (LOCATION: EU205 AND VIRTUAL SESSION)

SESSION CHAIR: YIOULA MELANTHIOU

1. *Aikaterini Avgeropoulou and Yioula Melanthis (ONLINE), “A New Paradigm of Sensory Marketing for those in Need: Exploring NGOs, New Technologies and Virality during and post COVID-19 crisis.”*
2. *Theodore Kazakis, Ioanna Papasolomou, Alkis Thrassou (ONLINE), and Paraskevi Dekoulou, “Consumers’ attitudes and behaviours towards sustainability in the European fashion sector: An empirical investigation of different generation groups across three European countries”*
3. *Ranjan Chandhuri, Demetris Vrontis, Alkis Thrassou and Sheshadri Chatterjee (ONLINE), “Examining the role of social CRM capability in online marketing Communication”*

13:30-14:00

AWARDS CEREMONY (LOCATION: UNESCO)

Best Papers: Don Schultz Award,
Best Competitive Papers: 1st prize, 2nd prize, and 3rd prize.
Best Work in Progress.
Best Abstracts: 1st and 2nd prize.

**CONFERENCE ENDING REMARKS: CONFERENCE CO-CHAIR PROF YIOULA MELANTHIOU
(LOCATION: UNESCO)**

14:00-15:00

LUNCH (LOCATION: THE BLOCK)

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