

	<b>9th Annual South East European Doctoral Student Conference Programme RESEARCH TRACK 1: Enterprise, Innovation and Development</b>
	September 25 - 26 2014, Venue: 3 Leontos Sofou str.CITY College bldg., Thessaloniki - Greece
	<b>THURSDAY 25/09/2014</b>
09:00 - 09:50	WELCOME and REGISTRATION (Auditorium 5thfloor)
09:50 - 10:00	<b>Welcome message</b> Prof. P. Ketikidis -Academic Director of the Doctoral Programme, Chairman Mr N. Zaharis-SEERC Director
10:00 - 11:00	<b>WORKSHOP: How to publish in a quality journal (Delivered by Prof. Panayiotis H. Ketikidis and Dr. Anastasios Karamanos), Auditorium 5th Floor</b>
11:00 - 11:30	<b>COFFEE BREAK - 5th Floor</b>
<b>SESSION 1</b>	<b>Theme: Poilicy and Strategic Management</b>
	<b>Chair: Dr Vasileiou</b>
	<b>Discussants: Dr Kapoulas and Dr Szamosi</b>
	<b>Room L2 - 7th Floor</b>
11:30 - 12:00	Anthony Mitchell: "Globalization: Managing Multinationals - A comparison of offshoring and outsourcing strategies in UK and German multinational corporations"
12:00 - 12:30	Alok Choudhary and Karim Ahmed: "Rediscovering Green Supply Chain Management Literature - A systematic literature network analysis approach"
12:30 - 13:00	Eirini Aivazidou, Naoum Tsolakis and Eleftherios Iakovou: "A System Dynamics Framework for Water Footprint Management in Agrifood Supply"
13:00 - 13:30	Giovanni Oscar Serafini: "Comprehending HRM Policies and Practices in Multinationals within the Hospitality Sector - country of origin and country of domicile effects"
14:00 - 15:00	<b>LUNCH BREAK - 5th Floor</b>
15:00 - 16:00	<b>WORKSHOP: Systematic Literature Review – Meta Analysis (Delivered by Dr. Elissavet Chrysochoou and Mr. Giorgos Pavlidis), Auditorium 5th Floor</b>
<b>SESSION 2</b>	<b>Theme: Entreprneurship and Innovation</b>
	<b>Chair: Dr Karamanos</b>
	<b>Discussants: Dr Williams and Dr Vorley</b>
	<b>Room L2 - 7th Floor</b>

16:00 - 16:30	Mariana Estrada-Robles: "Examining the Dynamics and Strategies of Entrepreneurial Families - Lessons from Mexico"
16:30 - 17:00	Joanna Konstantinou: "Challenges Faced by Entrepreneurs and Owners of Greek SMEs in a Crisis Context"
17:00 - 17:30	Getjan Shaqiri, Oliana Sula: "The Role of International Networks in Establishing a Youth Innovative Entrepreneurial Culture in Post-Communist Countries - A comparison between Albania and Estonia"
17:30 - 18:00	Rezart Prifti: "Accounting for Innovation"
18:00 - 18:30	Savvas Savvidis and Dimitrios Ginoglou: "Environmental Indexes and Financial Ratios in SMEs"
18:30 - 19:00	Stelios Kehaghias: "The role of Innovation Communities in Open Innovation Programs"
	<b>FRIDAY 26/09/2014</b>
<b>SESSION 3</b>	<b>Theme: Regional Development and Economic Growth</b>
	<b>Chair: Mr Golitsis</b>
	<b>Discussants: Dr Gkasis and Dr Wapshott</b>
	<b>Room L2 - 7th Floor</b>
10:00 - 10:30	Joel Capener: "Regional Innovation in the Sheffield City Region"
10:30 - 11:00	Agron Ibrahim: "The Development of Cities in the Global Economy"
11:00 - 11:30	Eduard Marinov: "Economic Integration Theories and the Developing Counties"
11:30 - 12:30	<b>Keynote Speech: "Resisting carbon-mania: Keeping socially-responsible business priorities balanced" Prof. David Oglethorpe, The University of Sheffield Auditorium (5th floor)</b>
12:30 - 13:00	<b>COFFEE BREAK - 5th Floor</b>
13:00 - 13:30	Kushtrim Zeqiri: "Foreign Direct Investment and its Impact on Economic Growth in Southeastern European Economies - An empirical investigation"
13:30 - 14:00	Kodikarage Nirosha Nadeeshani Silva and Prof. Dr. Dieter Kriskcke: "Role of Fertilizer Subsidy Policy in Agricultural Development - The case of Sri Lanka"
14:00 - 14:30	Linda Tahiri Rukiqi: "The Importance of Institutions on Export Performance"
14:30 - 15:00	Ardian Sylja: "The Implementation of Fiscal Policies in the Balkan Region and Their Impact on Growth - Lessons To Be Learned"
15:00 - 16:00	<b>LUNCH BREAK - 5th Floor</b>
<b>SESSION 4</b>	<b>Theme: Marketing and Corporate Social Responsibility</b>

	<b>Chair: Mr Liassidis</b>
	<b>Discussant: Ms Skoulariki and Dr Cruz</b>
	<b>Room L2 - 7th Floor</b>
<b>16:00 - 16:30</b>	Ljubisha Stefanoski, Goce Naumovski and Gjorgji Rafajlovski: "Satisfying Customers Needs - Entrepreneurial marketing strategies based on consumer behavior"
<b>16:30 - 17:00</b>	Zlatina Gubatova and Alexandros Kapoulas: "Gender Differences in Building Brand Loyalty Through Social Media - The case of Balkans"
<b>17:00 - 17:30</b>	Kreshnik Halili and Anastasios Karamanos: "E-commerce in Kosovo - Consumer perception and adaptation challenges"
<b>17:30 - 18:00</b>	Maria Manolika and Alexandros Baltzis: "Motives for Cultural Consumption - Developing a new scale"
<b>18:00 - 18:30</b>	Blerta Aliu: "Corporate Social Responsibility in Albania - Implementation of the German co-determination Act into the Albanian doctrine and jurisprudence"
<b>18:30 - 19:00</b>	<b>BEST PAPER AWARDS - Auditorium 5th Floor</b>