Preface: Proceedings of the 2nd International Conference on Strategic Innovative Marketing (IC-SIM 2013)

Aims and Scope of the Conference

The 2nd International Conference on Strategic Innovative Marketing 2013 took place in Prague, Czech Republic, during September 13-17, 2013. IC-SIM is an international interdisciplinary conference focusing on the theoretical approach of the contemporary issues evolved in strategic marketing and the integration of theory and practice.

More than 170 pre-registered authors submitted their work in the conference. IC-SIM 2013 finally accepted and hosted 84 original research papers, after a double-blinded peer review process. During the conference, 13 symposiums were held in order to advance and contribute to specific research areas in the field of Innovative Marketing.

The conference aims at creating a forum for further discussion for a Strategic Innovative Marketing Field incorporating a series of issues and/or related organizations that manage marketing in their everyday operations. Therefore, the call for papers was addressed to scholars and/or professionals of the fields of Social Media and Marketing Innovation, E-marketing and new Technologies, Strategic Marketing, Services and Cultural Marketing, International and Cross-cultural Marketing, Marketing research and Analytics, Marketing Communications, B2B and B2C Marketing. Furthermore, papers focused on issues of Consumer Behavior and Advertising and Promotion were also welcomed. IC-SIM provides a common ground for the exchange of insights on strategic issues in the science of innovation marketing, ensuring significant contributions to this field.

The primary objective of IC-SIM was the theoretical approach of contemporary issues evolved in strategic marketing and the integration of theory and practice. The conference provides a common ground for the exchange of insights on strategic issues in the science of innovation marketing, ensuring significant contributions to this field.

Grouping emerging technologies in the Marketing field together in a close examination of practices, problems and trends, IC-SIM and its emphases on integration and marketing presented the state of the art in the field. This Annual Event is addressed jointly to academics and practitioners and provides a forum for a number of perspectives, based on either theoretical analyses or empirical case studies that fosters the dialogue and the exchange of ideas.

Symposia

The Conference offered a number of sessions under its patronage, providing a concise overview of the most current issues and hands-on experience in information-related fields.

1. General Topics
Organized by: Prof Dimitrios S. Vlachos
Kostis Parousis-Orthodoxou
Miltiadis Stamos

2. 2nd Symposium On Business And Management Strategies
Organized by: Prof Nikolaos Konstantopoulos

3. Marketing Innovation In Times Of Crisis: Trends, Tricks And Treats
Organized by: Dr Konstadinos Kutsikos
4. 3rd Symposium On Management Challenges (IANOS): Crisis Kills Or Links?  
Organized by: Prof Panagiotis Trivellas

5. Destination And Cultural Marketing Symposium: Trends And Future Outlook  
Organized by: Dr Androniki Kavoura

6. Transportation Marketing: Trends And Future Directions  
Organized by: Prof E Kefallonitis

7. Competitive Marketing Strategies In A Global World  
Organized by: Dr Eda Yasa Ozelturkay

8. Services Marketing and Management: Theory and Practice  
Organized by: Dr Apostolos Giovanis

9. Social Media Marketing and Innovation  
Organized by: Dr Efthymios Constantinides

10. E- Commerce and the Use of New Technologies in Strategic Innovative Marketing  
Organized by: Dr Georgios Bakamitsos

11. Consumer Behavior & Creating Customer Value  
Organized by: Dr Diren Bulut

12. Strategic Marketing and Innovative Solutions for Financial Institutions and Clusters  
Organized by: Dr Dragos Paun

13. Keynote And Invited Talks  
Organized by: Dr Damianos Sakas

The wide range of aspects that the sessions covered, highlighted future trends in the Information Science.

**Paper Peer Review**

More than 190 original researches had been submitted for consideration in IC-SIM 2013. All papers submitted to the Conference were reviewed using a double-blind peer-review process. The Conference Scientific Committee decided about the acceptance or not of the submitted papers, with the contribution of competent and expertised reviewers.

**Thanks**

We would like to thank all members that participated in any way in the IC-SIM 2013 Conference and especially:

- The famous publication houses Elsevier and Emerald for their communication sponsorship.
- The co-organizing Universities and Institutes for their support and development of a high-quality Conference scientific level and profile.
- The members of the Scientific Committee that honored the Conference with their presence and provided a significant contribution to the review of papers as well as for their indications for the improvement of the Conference.
- All members of the Organizing Committee for their help, support and spirit participation before, during and after the Conference.
• The Session Organizers for their willing to organize sessions of high importance and for their editorial work, contributing in the development of valued services to the Conference.
• Ms Antonia Veltsista, editorial assistant.

CONFERENCE DETAILS

Chairs

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Androniki Kavoura, Technological Educational Institute of Athens, Greece
Damianos Sakas, University of Peloponnese, Greece

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Philip Kitchen, ESC Rennes School of Business, France

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Professor Russell Belk

Professor Russell Belk, Schulich School of Business, York University, CANADA. Professor Belk is past president of the International Association of Marketing and Development and is a fellow and past president of the Association for Consumer Research. He initiated the Consumer Behavior Odyssey, the Association for Consumer Research Film Festival, and the Consumer Culture Theory Conference. His awards include the Paul D. Converse Award and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research. His research involves the meanings of possessions, collecting, gift-giving, materialism, sharing, and global consumer culture. He is currently Professor of Marketing and Kraft Foods Canada Chair in Marketing at the Schulich School of Business, York University in Toronto, Canada and holds honorary professorships in North America, Europe, Asia, and Australia. His work is often cultural, qualitative, and visual.

He has published approximately 550 articles, books, chapters, and videos. Most recently he co-wrote or co-edited the books: Qualitative Consumer and Marketing Research (2013), Research in Consumer Behavior (2012), The Routledge Companion to Digital Consumption (2013), and The Routledge Companion to Identity and Consumption (2012).
INVITED SPEAKER

Professor Michael Belch

Michael Belch teaches Integrated Marketing Communications at San Diego State University, where he has received numerous Outstanding Professor awards. He has also taught in France, Spain, China, Argentina, Chile, Colombia, Slovenia, and the Netherlands. Dr. Belch has co-authored numerous articles in academic journals on advertising, consumer behavior, and international marketing. Additionally, he co-authored with his brother Dr. George Belch, the number one IMC textbook, Advertising and Promotion: An Integrated Marketing Communications Perspective. Dr. Belch’s previous employment includes: Marketing Representative of General Foods Corporation, consultant to a number of Fortune 500 companies including McDonalds, Whirlpool Corporation, Senco Products, GTI Corporation, IVAC, and May Companies, as well as advertising agencies including Phillips-Ramsey and Dailey & Associates. Professor Belch received his Ph.D. from the University of Pittsburgh.
Professor Philip J. Kitchen

Professor Philip J. Kitchen, PhD, is Research Professor of Marketing, ESC Rennes School of Business, France. Previously served as Professor of Marketing at Brock University, Canada; Hull University, UK; and Queens School of Management, UK. Editor - Journal of Marketing Communications. Has published 14 books, and 150 papers in academic journals around the world. Fellow of the CIM, RSA, HEA; and Member of the ALCS, Institute of Directors, UK; and member of the Institute of Marketing Science and the American Association of Advertising (USA).

Professor John Tsalikis

John Tsalikis is a Professor at the Florida International University, USA. He has a Ph.D. in Business Administration, University of Mississippi, Oxford, Mississippi, Professor, Department of Marketing, College of Business, Florida International University, Miami, Florida, Areas of Expertise, Business Ethics, Marketing Research Dr. Tsalikis’ research has appeared in journals such as the Journal of Business Ethics, International Journal of Bank Marketing, International Marketing Review, Journal of Applied Business Research, Journal of International Consumer Marketing, Journal of Personal Selling and Sales Management, and others.

Professor Yorgos Zotos
Yorgos Zotos, is currently Professor at the Department of Communication and Internet Studies, Cyprus University of Technology. He holds a Bachelor’s Degree from University of Macedonia, Thessaloniki, Greece, an MBA from University of Minnesota, Minneapolis, USA and a Ph.D. from Aristotle University of Thessaloniki, Greece. He has taught at Aristotle University and University of Macedonia, Thessaloniki, Greece, Rhode Island University and University of Pennsylvania, Wharton Business School, USA, and University of Canterbury in New Zealand. Yorgos Zotos has published articles in refereed and indexed international journals and participated in international conferences of marketing and communication. His research work has been cited in international refereed journals. He is reviewer in various international journals. He is presently serving as a member of the Editorial Board to International Journal of Advertising. Yorgos Zotos has also published a text-book, research monographs and articles in reading books. He was research coordinator and principal researcher in various research programs funded by the Greek Ministry of Education and European Union. He served for two terms as Head School of Economics, for ten years as Head Department of Business Administration and seven years as Director of Graduate Studies, School of Economics, Aristotle University of Thessaloniki. He also served as Associate-Head of Institute of Communication, Athens, Greece. Yorgos Zotos is a member of the Greek, European and American Academies of Marketing and member of International Society of Marketing and Development.

Professor Dimitrios Buhalis

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is currently Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. Dimitrios is also the President of the International Federation for Information Technologies in Travel and Tourism (IFITT). An internationally renowned researcher, Professor Dimitrios Buhalis is one of the world’s most cited academics – and don’t just take his word for it. He’s frequently rated as the number one most influential author for articles in Tourism Management (Google Scholar / Publish or Perish 2010).
Dr. George E. Belch

Dr. George E. Belch is Professor of Marketing and Chair of the Marketing Department at San Diego State University where he teaches Strategic Marketing Planning, Integrated Marketing Communications, and Consumer/Customer Behavior. Dr. Belch’s research interests are in the areas of marketing strategy, consumer decision making, and integrated marketing communications. His current research focuses primarily on consumers’ processing of advertising information and the use of this information in the attitude formation process. He has authored or co-authored more than 25 articles in leading academic journals including The Journal of Marketing Research, Journal of Consumer Research, Journal of Advertising, and Journal of Business Research. He is also the co-author of the popular textbook, Advertising and Promotion: An Integrated Marketing Communications Perspective, which is published by Irwin/McGraw Hill. This book is now in its ninth edition and is the leading text on advertising and promotion in business schools throughout the world. In 2000 the Marketing Educators’ Association selected Dr. Belch as the Marketing Educator of the Year for his career achievements as a teacher and scholar and contributions to the marketing discipline.