



5th International Conference
**New Horizons in Industry, Business and
Education**

30 - 31 August 2007, Rhodes Island

PROGRAM

THURSDAY, 30 AUGUST 2007

08.00 - 09.00 Registration

09.00 - 11.00 Session 1: Education Strategies

The Development of Competencies for Engineers Within the Context of the Global Information Society
Malcolm Allan, Colin U. Chisholm

Building Sustainable Academic Research in a 'Teaching and Learning' Intensive Environment
Steve Jerrams, Tony Betts, Janet Carton

What Horizon for French Universities' New Quality Strategies?
Jean-Louis Darréon, Isabelle Bouchardey

Devising and Implementing a Suitable Graduate Education Platform for Dublin's Institute of Technology (DIT)
Janet Carton, Steve Jerrams

Empowerment in Tertiary Education: a Strategic Source of Learning Advantage. The Case of Greek University
Christos S. Nicolaidis, Evangelia Koutroumpezi

Which Professionalizing Education Programmes for Which Sustainable Development?
Alain Nicolas, Katia Radja, Patrick Schembri

Higher Education Institutions Management Values and Principles Appropriate for Emerging Educational Environments
Dimitris J. Zondiros, Dimitris K. Novas

11.00 - 11.30 Coffee Break

11.30 - 12.00 Keynote Lecture

The Impact of Challenging Technologies and Creative Engineers on our Society.
Jozef Vanneuville

12.00 - 13.30 Session 2: Career Counselling and Entrepreneurship

Implementing Quality in Career Services: The Case of the University of Piraeus
Ernestini Bardi-Giziaki, Konstantinos Giziakis

Student Career Aspirations in Norwegian Upper Secondary Schools
Lihong Huang

Graduates' Employment in European Union

Vassilis Kostoglou, Spyros Paloukis

“Entrepreneurship in Higher Education - A Case in T.E.I. of Crete”

Emmanuel Galanakis, Vasiliki A. Avgeli

Entrepreneurial Intentions. Conceptual Approaches and New Directions.

Anastasios Vasiliadis

Enov - Virtual Training for Young Entrepreneurs of Innovative Businesses

Lucia Mariana Mira, Margareta Simona Patriche, Sorin Eugen Zaharia

13.30 - 14.30 Lunch

14.30 - 16.30 Poster 1: Education Strategies

Career Counselling

New Educational Methods

Education and Advertising Business

Esma Çavuşoğlu

Norms as Educational Quality Indicators

Sergey M. Pyastolov

Current Trends in the Labor Market for the Graduates of the Technological Educational Institute of Crete

Evangelia M. Simantiraki, Marianna F. Alogdianaki

Employment of the Business Administration Graduate Students: The Case of a Greek Technological Educational Institute

Costas Zafiroopoulos, Evaggelos Kehris, Sotirios Dimitriadis

Maternal Influence and the Role of School Performance in Career Decision Making Among Greek Adolescents 15 Years Old

Liliane K. Soumeli

The Demand and Supply of Highly Skilled Personnel in Greece

Anastasios I. Magoutas, Theodore A. Papadogonas

Teaching Intercultural Competence to Students of Media and Communication Studies

Janja Polajnar, Tatjana Welzer Družovec

The Search of the Right Course Management System

George M. Georgilas, George M. Papadourakis

Multifold Wisdom Mediated Through New Methods

Pasi Virtanen, Jussi Okkonen

New Trends in the Educational Process, Vr & E – Learning: a Curse or a Blessing for the Educational Community?

Vassiliki Somaraki, Dimitrios B Tsaltas, Nikolaos Farsaris, George Georgilas, George M.Papadourakis

14.30 - 16.00 Session 3: New Educational Methods

Work Based Learning in Greek Higher Education

Nikolaos I. Taousanidis, Myrofora A. Antoniadou

Design Educational Tool Based on Constructivist

Sriros L. Panetsos, Odysseas P. Sakellaridis

Internet-Aided Audio-Video Transmission and Storage of Lectures at FIT but in the Czech Republic, Philosophy and Technology

Jan M. Honzik, Jana Skokanova

Enhancing Student Results in Search Engines

Amine V. Bitar, Antoine M. Melki

Trans-National Experiences of VLE Usage in Vocational Teacher Training

Pal Pentelenyi, Agnes Toth

Organization of Virtual Classrooms as a Means for Disseminating the European Parliament Directive on the Energy Performance of Buildings

Yiannis A. Katsigiannis, Georgios A. Saridakis, Emmanuel S. Karapidakis, Dionysia S. Kolokotsa

16.00 - 16.30 Coffee Break

16.30 - 18.00 Session 4: New Educational Methods

Collaborative Tools to Improve Integration of Hearing Impaired Students Into Group Activities

Iain F. Stewart, Malcolm Allan, David K. Harrison

Multimedia Training Tool for Drivers Training on Advanced Driver Assistance Systems (ADAS) and in-Vehicle Information Systems (IVIS)

Stella I. Nikolaou, Evangelos D. Bekiaris

Cataloging Conventional and Digital Objects: New Tools With Old Names or Old Names to New Tools?

Michalis Gerolimos, George Papadourakis, Michail Nikitakis, Anestis Sitas

Validation and Qualification of Competence in Data Processing, in the Context of Lifelong Learning: "Europortic" and "Eforminfo" Developments

Alain Nicolas, Francis Rogard

One for All and All for One – A Way to See the Accumulated Know-How of the Students

Pasi Virtanen, Jussi Okkonen

E-Learning as a Teaching Method: The Student Experience

Vasiliki A. Avgeli, Eugenia Wickens

Relationship between VT Teacher Formal Qualifications and Teaching Effectiveness

Georgia S. Kouvari

19.00 - 20.00 Welcome Reception

FRIDAY, 31 AUGUST 2007

09.00 - 11.00 Session 5: Industry and Education

Globalisation of University - Enterprise Relationships

Sorin Eugen Zaharia, Margareta Simona Patriche

The Development of a Intelligent Environment Model, with Application in the Education and in the Industry

Stavros Charakopoulos, Andreas Vlisidis, Vaggelis Sisamakis

Applying Business - Oriented Customer Service to Attract and Retain Students

Constantine Papadakis

The Influence of Business and Industry as the Drivers for Change in Higher Education in the UK

Tim McLernon

Adaptation of Thessaly Region SMES to New Business Environment: An Empirical Study. How does it Affect Higher Education?

Nicolaos Mplanas, Kleanthis Syrakoulis, Pandelis Ipsilandis

An Introduction to the “European University Education – Enterprise - Employability Databases Organization System“

Evangelos M. Mylonas, C. Vouros

Human Resource Training and Development in Business and Industry : A Model for Practice.

Sofia Papastefanaki

Managing Knowledge in a Global Economy Era

Haris Papoutsakis

11.00 - 11.30 Coffee Break

11.30 - 13.30 Session 6: Industry and Education

Technology Transfer of Research Project Results

Pavel Zemčík

Digiscan: A Tool to Find Made-to-Measure Solutions for Improving Efficiencies in Transportation

Stef Weijers, Reinder Pieters, Leo Peeters, Didier Piets, Eduard Vooren

Energy Policy Scenario Regarding Rural Depopulation on Crete, Using Leap Model

Dimitrios G. Gkionis, Anna A. Tsave, Emmanuel S. Karapidakis

Application of VR and HF Technologies for Improving Industrial Safety

Konstantinos Loupos, Dimitrios Christopoulos, Luca Vezzadini, Wytze Hoekstra, Waleed Salem, Paul W. H. Chung

Promoting a Virtual Training Environment for CNC Machining

Faruk Ünsaçar, Süleyman Yaldız, Mehmet Sahin, Nikolaos Bilalis, Emmanuel Maravelakis, Aristomenis Antoniadis

Virtual Environments for Machining Processes Simulation: Review on the Required Technologies and Research Implementations

Nikolaos Bilalis, Markos Petousis, Aristomenis Antoniadis

The Importance of Media Economics Education for the Media Industry

Tina Tomažič, Tatjana Welzer Družovec, Katja Udir Mišič

Quality of Web Sites: The Importance of Visual Design Education

Katja Udir Mišič, Tatjana Welzer Družovec, Tina Tomažič

12.00 - 13.30 Session 7: Special Session for Graduate Students

Education Strategies

Corporate Finance and Governance

E-Learning Opportunities in the Development of Cross-Border Educational Programmes

Fragidis Garyfallos, Paschaloudis Dimitrios

The Relationship between Corporate Governance and Tax Evasion: Evidence from Athens Stock Exchange

Theofanis A. Karagiorgos, Stavroula K. Kourdoumpalou

The Strategic and Balanced Scorecard to Deal with the Performance Dimension of the Enterprise Governance Framework: A Critical Theoretical Presentation and Empirical Investigation an Greek non Profit Organizations

Eleni D. Karra, Demetrios L. Papadopoulos

Target Costing: Its Role in the Re-Designing of Products and Cost Reduction of a Company

Dimitrios E.Ginoglou, Aggeliki D. Fotidou, Manolis D.Ginoglou, Kaliopé I. Pestriva

Customer Relationship Management: A Preliminary View

Katerina Lyroudi, Apostolos Dasilas, Dimitrios Angelidis, Athanasios Stamatouros

A Misconception on the Day of the Week Effect Clarified. A New in Depth Approach.

Dimitrios Tryfonidis, Stavros Muronidis

An Empirical Investigation of Shareholder Value Creation in the Greek Banking System

Alexandra E. Pagana, Demetrios L. Papadopoulos

13.30 - 14.30 Lunch

14.30 - 16.30 Poster 2: Industry and Education

Corporate Finance and Governance

Business Strategies

Dissemination of Innovation in an Institution of Tertiary Education

Kostas Vassilakis, Michail Kalogiannakis

Frame for the Enhancement of Mutual Interaction Between Training, Enterprises and Research

Jozef Vanneuville, Dorine Gevaert, Eva Martincova

Clustering Analysis on Common Tasks Undertaken by Engineering Technicians in Manufacturing at Seven European Countries

George M. Papadourakis, Christina Natsika, Myrna Magnan

Radial Artery Tonometry in Clinical Practice, Challenge for Universities and Industry

Natasa Honzikova, Bohumil Fiser, Jiri Moudr, Petr Honzik

Interregional Technology Transfer on Advanced Materials and Renewable Energy Systems

Constantine David, Pavlos Agrianidis, Anastasios Balouktsis, Myrofora Theodoridou

Authorized HTTP Redirections Among Heterogeneous Application Environments

Dimitrios Maglaras, Kostas Vassilakis

Analyzing the Advertisement Effect on Sales

Anna-Maria Mouza, Dimitri Paschaloudis

An Empirical Investigation of the Demand for Money: The Case of Greece 1960-2000

P. Pantelidis, D. Paschaloudis, K. Anastasiadou, A. Anastasiadou

Dividend Policy of Cypriot Firms: An Empirical Approach

Ioannis T. Lazaridis

Measuring Perceived Interactivity of Hotel Websites

Costas Zafiropoulos, Vasiliki Vrana

“Managing International Tourism Product Provision Through Cultural Differences”

D. Paschaloudis, K. Anastasiadou, A. Anastasiadou, P. Pantelidis

Combining Tourism Business and Mediterranean Diet: An Innovative Approach

Georgios A. Fragkiadakis

The Role of Education in the Competence of Greek Enterprises to Absorb Public Grants: An Econometric Analysis of Recent Investment Incentives Laws

Demosthenes Georgopoulos, Theodore Papadogonas, George Sfakianakis

Advertisement Program: An Expense or an Intangible Asset for the Company

Aggeliki D. Fotidou, Manolis D. Ginoglou, Kaliopé I. Pestriva

Investments in Renewable Energy Sources in the Countries of E.U. and Especially in Greece

Dimitrios Tryfonidis, Katerina Lazaridou, Maria Papastergiou

Modern Forms of Financing: Evidence from a Recent Survey on Cypriot Firms

Ioannis T. Lazaridis, Efstratios S. Livanis, Eleni K. Katsika

Tourism, Religious Tourism Or Pilgrimage?

Terzidou Matina, Styliadis Dimitrios, Terzidis Konstantinos

14.30 - 16.00 Session 8: Corporate Finance and Governance

Money and Credit: The Case of the Greek Economy in the Last Two Decades.

Athanasios Athanassenas, John Papanastasiou

An Initial Strategic Group Taxonomy of Construction Firms Listed In the Athens Stock Exchange

George N. Blanas

Insurance Mediation in Greece after the Presidential Decree 190/2006

Thomas Hatzigagios

The Socio-Economic Development in Piraeus: The Case of the Shipbuilding Sector of the Wider Piraeus Area in Greece

Helen Theodoropoulou

Probable Causes of an E-Business Failure

Maria Tsourela, Dimitris Paschaloudis, Panagiotis Pantelidis

Greek Foreign Direct Investment (FDI) in Turkey: An Empirical Research

Dimitrios A. Chatzoudes, Christos D. Arvanitopoulos, Efstathios D. Dimitriades, Anastasios G. Karasavvoglou

16.00 - 16.30 Coffee Break

16.30 - 18.00 Session 9: Business Strategies

The Strategies of Micro-Enterprises in Greek Employment. The Case of Thessaly

Achilleas D. Anagnostopoulos, Ioannis Papadimopoulos, Stanley W. Siebert, Aristidis P. Bitzenis

**The Importance of Customer in Web Service Marketing.
Strengthening the Satisfaction.**

Belidis Athanasios, Kargidis Theodoros, Chatzipoulidis Aristeidis

Microtraining: Activating Knowledge Transfer in Businesses

Stefan Brall, Frank Hees

Environmental Accounting Information Systems - The Case of Hotel Enterprises

Dimitrios Ginoglou, Panayiotis Tahinakis, Nicolaos Protogeros

The Ecological Consumer Behaviours in Greece: Ten Years of Research

Irene Tilikidou, Antonia Delistavrou

Is Neuromarketing a Mind “Invader”?

Dimitris Paschaloudis, Maria Tsourela, Kyriaki Anastasiadou

Transaction Costs, Agency Costs and Networked-Firm Management

Apostolos Gotsias

20.30 Conference Dinner