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Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

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ICME 2018

INTERNATIONAL CONFERENCE ON MARKETING AND ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY PAFOS

7 - 8 December 2018

CONFERENCE PROCEEDINGS

Neapolis University – Conference proceedings

Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

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Abstract. This paper combines the notions of consuming behaviour and ideological clarity in relation to the political Marketing and more specifically the production and consumption of political campaigns and examines the empirical evidence concerning the proposed topic, by focusing on some basic conceptual and methodological issues, as they are arising from previous research. Accordingly, earlier research has shown that visible political attitudes approximate electoral choice (i.e., actual votes), demonstrating that voters are able to give explanation concerning voting decisions. Other studies, though, have indicated that the attitudes of which we may not be aware, such as our implicit (e.g., subconscious) preferences, determine voting choice. Additionally, previous research was dealing with the campaigns effects and made attempts in measuring the impact of society and media upon electoral campaigns. In a similar manner, earlier studies, gave some directions in the notions of political marketing and voting decision making process. Accordingly, the paper highlights the gap that is presented in the sufficient interlink of those concepts. In the same manner, the paper reviews the methodological impact and the research paradigm of earlier work, in order to identify any possible research gap and limitations and to facilitate the ground for further research.

Keywords: Political Communication, Voting Behaviour, Pre Election Campaigns, Ideological clarity.

AGENDA

1st International Conference on Marketing and Entrepreneurship – ICME 2018

7, 8 December 2018. Neapolis University, Pafos

Coordinator: Dr. Andreas Masouras

Meeting called by	ICME 2018
Attendees:	open
Please read:	Instructions
Rooms:	Seminar room & G5

Friday, 7th December 2018

10.30 – 11.00	Keynote speakers **Prof. Pantelis Sklias** | Rector, Neapolis University **Prof. Constantinos Athanasopoulos**, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα; **Prof. Angelos Tsaklagkanos**, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας	Seminar Room
11.00 – 12.00	Session 1 **Mr. Kokou George**, Industry Liaison Office, Cyprus University of Technology | Innovation as a	Seminar Room

powerful tool for Problem Solving: The key role of Universities

Mr. Harry Ph. Sophocleous, Strategico Consulting Group | Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

Prof. Anastasia Reppa, Neapolis University | Επιχειρηματική Εκπαίδευση στα Σχολεία

Prof. Polimenis Vassilis, Aristotle University of Thessaloniki / Neapolis University | StartUps financing

12.00 – 12.30 Coffee break

12.30 – 13.15

Session 2

Seminar Room

Dr. Sotiroula Liasidou, Cyprus University of Technology | Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

Prof. Sofia Anastasiadou, University of Western Macedonia & **Ms. Zafeiria E. Papadaki**, International Hellenic University | Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou, University of Western Macedonia | Contemporary advanced statistical methods for the science of marketing: Implicative Statistical Analysis vs Principal Components Analysis

Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou, University of Western Macedonia | Contemporary advanced statistical methods for the science of marketing: Principal Components Analysis vs Analysee Factorielle des Correspondances

13.15 – 14.15 Lunch

14.15 – 15.15 Session 3 Seminar Room

Dr. Artemis Savvidou, Neapolis University | Παγκοσμιοποίηση και Ανταγωνισμός. Ρυθμίσεις υπερεθνικού και εθνικού επιπέδου και ιδίως ποινικής υφής

Mr. Anastasiadis Lazaros, University of Crete& **Mr. Christoforidis Christos**, Neapolis University | Evaluating citizens' actual perceptions and expectations and assessing e-Service Quality Gap in Public Sector related to e-Government Services

Dr. Giossi Styliani, University of Macedonia, **Prof. Sofia Anastasiadou**, University of Western Macedonia, **Mr. Gamanis Achilleas and Mr. Gamanis G. George** | Tracing the concept of

entrepreneurship and the role of an entrepreneur:
A critical review

Dr. Christos Papademetriou & Ms. Charalampous Constantia, Neapolis University|
Entrepreneurship and Innovation in Education:
The model of the Inclusive Leader

Saturday, 8th December 2018

Session 4

11.00 – 12.00, Room: G5

Mr. Ioannis Komodromos, Neapolis University | New Generation of Consumers in the Tourism Industry: secondary research

Mr. Petros Philippou, Brand Strategist | Marketing Redefined

Workshop / Discussion / Συζήτηση.