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ICME 2018

INTERNATIONAL CONFERENCE ON MARKETING AND ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY PAFOS

7 - 8 December 2018

CONFERENCE PROCEEDINGS

Evaluating citizens' actual perceptions and expectations and assessing e-Service Quality Gap in Public Sector related to e-Government Services

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Abstract

Purpose - The main purpose of this article is to explore the inter-relationships of major constructs related to citizens' satisfaction regarding e-Service Quality in Public Sector.

The plan of the document is to evaluate the e-Service Quality in Public Sector of Greece. The paper examines the relationship or the Gap between the perceived and expected levels of e-Service Quality in public sector with respect to its dimensions, namely Tangibility related to Web site design, Reliability, Responsiveness, Security and Confidentiality and Personal Handling or Personalization and Privacy.

Design/ Methodology/ Approach- The study intends to disclose the sources supporting the satisfaction of citizens as well as those holding back it. The instrument employed to assess citizens' satisfaction regarding e-Service Quality in Public sector related to e-Government Services, is the SEVQUAL.

Findings- The research findings draw our attention to the significant effects of Web site design/Tangibility, Reliability, Responsiveness, Security/Confidentiality, and Personalization/Privacy on service quality related to Public Sector related to e-Government Services. Adding, it places of interest citizens' negative attitudes and obstacles or positive behaviors toward e-Government Services.

Research limitations/ implications- The study was refereeing to Greek public sector citizens' satisfaction related to e-Government Services. Future research could supply new empirical results in relation to the current new high tech area.

Originality/ value- The document adds a total new situation' presentation, e-Service Quality Gap in public sector related to e-Government Services.

Key words: e-Service Quality, Gap Analysis, Public Sector, e-Government Services.

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.