2018

Tracing the concept of entrepreneurship and the role of an entrepreneur: A critical review

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ICME 2018

INTERNATIONAL CONFERENCE ON MARKETING AND ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY
PAFOS

7 - 8 December 2018

CONFERENCE PROCEEDINGS
Abstract

This study provides a critical examination of how different theoretical perspectives present the concept of entrepreneurship and its relative issues evident in the creation and development of some theories, trends and strategies. As an entrepreneur is the most important factor either to the development of new ventures or to the majority of the theories of entrepreneurship, the present analysis highlights his/her roles and underlies the differences and similarities in various reviews and how he/she designated in the past and present days. Core issues related to entrepreneurship are also presented with the aim of developing insights that would advance the concept of entrepreneurship and accentuate types of entrepreneurship where different entrepreneurial skills, such as opportunity recognition and risk-taking, are apparent and help educators interested in the entrepreneurial education.

Keywords: entrepreneurship, entrepreneur, types of entrepreneurship, risk-taking, opportunity.
# AGENDA

## 1st International Conference on Marketing and Entrepreneurship – ICME 2018

**7, 8 December 2018. Neapolis University, Pafos**

*Coordinator: Dr. Andreas Masouras*

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

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**Friday, 7th December 2018**

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<td><strong>Keynote speakers</strong></td>
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<td><strong>Prof. Pantelis Sklias</strong></td>
<td>Rector, Neapolis University</td>
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**Prof. Constantinos Athanasopoulos**, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

**Prof. Angelos Tsaklagkanos**, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

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<th>11.00 – 12.00</th>
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<td></td>
<td><strong>Mr. Kokou George</strong>, Industry Liaison Office, Cyprus</td>
<td>Innovation as a</td>
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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**

**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
Dr. Artemis Savvidou, Neapolis University | Παγκόσμιοποίηση 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.