2018

Entrepreneurship and Innovation in Education: the model of the Inclusive Leader

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ICME 2018

INTERNATIONAL CONFERENCE ON MARKETING AND ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY
PAFOS

7 - 8 December 2018

CONFERENCE PROCEEDINGS
Entrepreneurship and Innovation in Education: The model of the Inclusive Leader

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Abstract:

Entrepreneurship and innovation are parameters whose theory beyond business could also be used in the field of education. Using action research as a methodological approach we tried to convert a traditional Cypriot Secondary school into an inclusive school. The key to this conversion was the implementation of an inclusive leadership model, which we were inspired through the present research. During the research we named it “Intermediate Inverted Leadership”. The preliminary data for this research was gathered using a qualitative methodological approach, to study whether a specific school in Cyprus applies the theory of the inclusion of children identified as having special educational needs. Action research was then carried out in a single school with 101 participants, applying the proposed leadership model. The study then examined and critically evaluated using qualitative methods the extent to which this leadership model enhanced inclusive education.
AGENDA

1st International Conference on Marketing and Entrepreneurship – ICME 2018

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

Friday, 7th December 2018

10.30 – 11.00
Keynote speakers
Professor Pantelis Sklias | Rector, Neapolis University

Professor Constantinos Athanasopoulos, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

Professor Angelos Tsaklagkanos, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

11.00 – 12.00
Session 1
Mr. Kokou George, Industry Liaison Office, Cyprus
University of Technology | Innovation as a
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 | Παγκοσμοποίηση 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
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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.