

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

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** Seminar Room
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

11.00 – 12.00 **Session 1** Seminar Room
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

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.