



International Conference on Contemporary Marketing Issues (ICCM I)

13 – 15 June 2012
Thessaloniki, Greece



Organized by:



Alexander Technological Educational Institute (ATEI) of Thessaloniki,
Department of Marketing



Bucks New University

ICCM I 2012

INTERNATIONAL CONFERENCE
on CONTEMPORARY
MARKETING ISSUES





Alexander Technological Educational
Institute (ATEI) of Thessaloniki,
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Preface

On behalf of the organizing committee, we are pleased to welcome you to the “International Conference on Contemporary Marketing Issues 2012” (ICCMi 2012) organized by the Alexander Technological Educational Institute (ATEI) of Thessaloniki and Bucks New University of the UK, and hosted here in Thessaloniki, Greece. This conference will take place from June 13 to June 15, 2012. It is our wish that, in the midst of the economic crisis which plagues all the globe and mainly Europe, this conference will stimulate creative dialogue and reveal new ways of tackling economic, business and particularly marketing problems.

The conference attracts delegates from most parts of the world. We hope it is a forum for marketing academics to discuss and debate on key issues of marketing. During the conference a lot of papers in specific marketing topics are to be presented. These papers have been included, after review, in the conference proceedings. The majority of the papers analyze and discuss research findings in the field of marketing and make significant contributions in the area. Here, we, in the department of marketing of the Alexander Technological Educational Institute of Thessaloniki, aspire to develop ICCMI as an international platform for presenting research on marketing, exchanging ideas about it and thus contribute to the dissemination of knowledge in marketing for the benefit of both the academia and industry. Based on this vision, we plan to organize ICCMI every two years collaborating, as possible, with widely recognized universities.

The organizing committee of ICCMI 2012 has spent countless hours to organize the conference and bring things together. We express our thanks and gratitude to all members of the organizing committee who volunteered their time and effort for the success of this event. We also thank the two universities, Alexander Technological Educational Institute of Thessaloniki and Bucks New University for their invaluable support, the international scientific committee members who ensured the quality of the papers, the keynote speaker Professor Gillian Wright of Manchester Metropolitan University, the papers’ authors for their, high quality, papers submitted and all the conference delegates who came to Thessaloniki to participate in this event. Last but not least, we would like to thank the sponsors of the conference.

On behalf of the organizing committee, we would like to welcome you again to ICCMI 2012. We do wish you both take the most scientific benefit out of this conference and enjoy the Greek hospitality.

Christos Sarmaniotis
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