



Third Biennial International Conference on Services Marketing

"Servicing the Way out of the Economic Downfall:
Exploring the Present and Future Role of Services"



CONFERENCE PROGRAMME

07-09 September 2011
Altın Yunus Resort and Thermal Hotel
Çeşme, İzmir, Turkey

Programme of Third Biennial International Conference on Services Marketing			
Sept. 07, 2011	09:00-10:30	Registration	
Sept. 07, 2011	10.30-11.15	Opening Ceremony / <u>Conference Hall:</u> OKYANUS	
Sept. 07, 2011	11.15-12.00	Keynote Speech/ <u>Conference Hall:</u> OKYANUS	
September 07, 2011, Wednesday			
September 07, 2011, Wednesday	13.30-15.00	<p><u>CONFERENCE HALL: GERENCE 1</u> <u>CHAIR: Ceyhan Aldemir</u> Aiming “The Best” or “Good Enough” and Perception of Service Quality Cagla Ariker, Ayse Can Baysal Do performance appraisals & rewards really support service quality? Akiko Ueno A multilevel investigation of store managers’ IMO adoption for enhancing contact employees’ behaviors and customer perceived service quality Kostas Kaminakis, Achileas Boukis, Spiros Gounaris , George Papadakis The Classification and Importance of E-S-Qual Quality Attributes: An Evaluation of Online Shoppers Sumeyra Duman Kurt, Banu Atrek</p>	<p><u>CONFERENCE HALL: OKYANUS</u> <u>CHAIR: George Avlonitis</u> Web Servicescape Personalisation Potential in Web Banking: A Customer Relationship Management Approach Eleni Kevork, Adam P. Vrechopoulos Customer relationship management (CRM) and its effect on customer loyalty in the Egyptian Banking Sector Heba Sadek, Farid El Sahn, Passant Tantawi Conceptualization of Key Account Management Orientation and its Measurement – Insights from B2B services Nektarios Tzempelikos, Spiros Gounaris An Analysis of the Positive and Negative Consequences of Relationships in Professional Services Kalipso Karantinou</p>
	15.00-15.30	Coffee Break	Coffee Break
	15.30-16.45	<p><u>CONFERENCE HALL: GERENCE 1</u> <u>CHAIR: Constantine Lympelopoulos</u> The role of IMO on NSD performance Achileas Boukis, Spiros Gounaris Service Blueprinting and BPMN: A Comparison Simon Milton, Lester W. Johnson, Antecedents of Service Blueprinting Effectiveness and the Moderating Role of Service Characteristics: An Empirical Study Giannis Kostopoulos, Spiros Gounaris, Achileas Boukis</p>	<p><u>CONFERENCE HALL: OKYANUS</u> <u>CHAIR: Gül Bayraktaroğlu</u> Modeling a two-level mechanism of trust in driving intentions to use technology-based bank channels Sergios Dimitriadis, Nikolaos Kyrezis, Spiros Gounaris Main factors in the design of a television interactive service: The T-Commerce Francisco-Javier Arroyo-Cañada Relationships in Private Banking under the Pressures of the Financial Crisis Konstantinos Vonatsos, Kalipso Karantinou</p>
	16.45-17.00	Coffee Break	Coffee Break

	17.00-18.30	<p><u>CONFERENCE HALL: GERENCE 1</u> <u>CHAIR: Ömür N. Timurcanday Özmen</u> Factors affecting museum visitors' intention to revisit and recommend. Constantine Lymperopoulos, Eleni Mavragani Perceptions of Value of Foreign Tourists When Visiting A Tourist Sub-Destination Markos Marios Tsogas, Iliana Savva, Georgia Zouni Satisfaction in Customers' Own Words: An Analysis of Hotel Guest Books Gurhan Aktas, Murat Usta, Manolya Aksatan</p>	<p><u>CONFERENCE HALL: OKYANUS</u> <u>CHAIR: Paulina Papastathopoulou</u> Presentation of Doğan Alpan, Manager, Forum Bornova Shopping Center, Izmir The reciprocal impact of vertical service line extensions on parent brand attitude: the roles of innovativeness, quality and involvement Jean Boisvert Exploring the determinants of Retail Corporate Branding Hasan Gilani Channel Switching Behavior During the Modernization of Grocery Retailing in Turkey Emine Batislam, Alpay Filiztekin</p>
	19.30	Welcome Reception	
September 08, 2011, Thursday			
September 08, 2011, Thursday	09.00-10.15	<p><u>CONFERENCE HALL: GERENCE 1</u> <u>CHAIR: Rezan Tatlıdil</u> How Failed Service Quality Affects Customer Defection? George J. Avlonitis, Lamprini P. Piha Customer Value - Encounter Satisfaction - Overall Satisfaction: An empirical examination of the relationship in a destination Georgia Zouni, Dimitra Margeta Lykoudi, Markos Marios Tsogas Drivers of Positive and Negative Emotions after Service Recovery Ozge Ozgen, Sumeyra Duman Kurt</p>	<p><u>CONFERENCE HALL: OKYANUS</u> <u>CHAIR: Spiros Gounaris</u> Exploring the Importance of Sports Facilities & Staff for Football Fans Pinelopi Athanasopoulou, George Skourtis, Gioula Zafeiropoulou, George Siomkos, Ioannis Assiouras Servicing the Way out of a Disaster: Customer Needs and Service Providers' Responses in the Aftermath of an Earthquake Jörg Finsterwalder Sustainability and Marketing Practices at Greek Ski Centers Chris A. Vassiliadis, Constantinos-Vasilios Priporas, Nikolaos D. Stylos</p>
	10.15-10.30	Coffee Break	
	10.30-12.00	<p><u>CONFERENCE HALL: GERENCE 1</u> <u>CHAIR: Andreas Andronikidis</u> Meet the Editor of Managing Service Quality, "How to publish in academic journals" Marianna Sigala, Co-editor of Managing Service Quality Tourism Marketing Implementation Revisited: Qualitative Findings on Balanced Market Orientation – A Fragile Equilibrium Antonios Giannopoulos, George Avlonitis</p>	<p><u>CONFERENCE HALL: OKYANUS</u> <u>CHAIR: Gürhan Aktas</u> Service Quality and Students' Satisfaction in Business Schools: the case of Greece Maria Salamoura, Constantine Lymperopoulos, Eleni Gaki, Vasilis Angelis Competition among Turkish Hospitals and Its Effect on Hospital Efficiency and Service Quality Nazan Torun, Yusuf Çelik</p>

		Case Study Research in New Service Development: A Review and Critical Assessment Emmanuella Plakoyiannaki, Paulina Papastathopoulou Functional vs. social benefits: What matters most in affinity marketing? Konstantinos Koronios, Christos Koritos, Vlasis Stathakopoulos	Incorporating Environmental Stimuli into the Service Profit Chain in a Retail Grocery Context: A Conceptual Model Tresa Kearney, Joseph Coughlan, Aileen Kennedy Building Store Personality For Consumer Electronics Chain Stores in Turkey Keti VENTURA, Ipek Kazancoglu, Elif Ustundagli, Rezan Tatlıdıl
	12.00-13.00	Lunch	
	13.00-19.30	Izmir City Tour	
	20.00	Gala Dinner	
September 09, 2011, Friday			
September 09, 2011, Friday	09.00-10.30	<u>CONFERENCE HALL: GERENCE 1</u> CHAIR: Kalipso Karantinou Determinants of the Tendency for Using Mobile Banking Aykan Candemir, Ali Erhan Zalluhoğlu, Rezan Tatlıdıl Brand Pages on Social Media. What for? Exploratory evidence from digital marketing managers Georgios Tsimonis, Sergios Dimitriadis Strategic Advance Selling And Quality-Differentiated Services Tolga Akçura, Mohammad Rahman	<u>CONFERENCE HALL: OKYANUS</u> CHAIR: Güldem Cerit Investigating green bank marketing dimensions: the role of corporate social responsibility Magdalini Soureli, Constantine Lymperopoulos, Ioannis E.Chaniotakis Issues involved in the development of “green marketing” in the hotel industry: the main results of an exploratory survey in the Marche region ValerioTemperini, Gian Luca Gregori, Silvio Cardinali, Andrea Perna Corporate Social Responsibility (CSR): A Review and Research Agenda Charikleia Kokkou, Emmanuella Plakoyiannaki, Andreas Andronikidis, Paulina Papastathopoulou The Benefits of CSR implementation in Greek Commercial Banks under the Shadow of the Economic Crisis Solon Magrizos, Eleni Apospori
	10.30-10.45	Coffee Break	Coffee Break
	10.45-11.30	CLOSING CEREMONY/ <u>Conference Hall: OKYANUS</u>	
	12.00	Ephesus – Sirince Village Tour (Optional)	