



4th International Conference
**New Horizons in Business, Industry and
Education**
25-26 August 2005, Corfu Island

PROGRAM

THURSDAY, 25 AUGUST 2005

8.00-9.00 Registrations

9.00-11.00 Session 1: Education Strategies

Engineering education in a flat world

A. Chatziioanou

The impact of the EU and operational programmes in the reformation of the study programme of a technological educational institute engineering department and the first outcomes of its first implementation

P. Vlachopoulos

Mainstreaming design for all policies in the EU: From policy to new business development and new educational curricula design

N. Sakkas, N. Vidakis, E. Charalambaki

Who says quality e-learning can't be profitable?

C. Papadakis, A. Zamkoff

A holistic approach to supporting students in the transition to higher education

E. Smith, M. Allan, B. Beggs

The use of information technologies and communication in the lifelong learning set-ups

A. Nikolas, F. Rogard, S. Zahharia

Broadband networks and services: Innovative means of human communication

G. Varkas, V. Kostoglou, K. Paparrizos

Plagiarism amongst international students: causes and strategies for dealing with plagiarism

J. Bamford, K. Sergiou

11.00-11.30 Coffee Break

11.30-12.00 Keynote Lecture

Four years of experience with ICT related, innovation projects in higher education

W. Lourens

12.00-13.00 Session 2: Education Strategies and Career Counselling

Virtual teams: Old wine in new bottles? Addressing team-work in the context of global transition and innovation.

C. Schmidt, A. Cready, J. Newman, S. Kinzler

Computer aided QA process of accreditation of study program "Information technology" at FIT BUT in the Czech Republic

J. Honzik, P. Lampa

Entrepreneurship in higher education: Identifying the needs of customers towards a more effective career counseling

E. Bardi-Giziaki, K. Giziakis

Assessment and future outlook of the horizontal action of the career offices of the Hellenic TEIs

G. Papadourakis, S. Soulis, S. Antoniou, I. Tilikidou, D. Kehagias

13.00-14.00 Lunch

**14.00-16.30 Poster 1: Education Strategies and Career Counselling
New Educational Methods**

The Implications of disciplinarity in information systems education

A. Melki

Methodology tools for internal evaluation in higher education. The case of a Greek business administration department

C. Zafiroopoulos, E. Kehris, S. Dimitriadis

Media communication study an integration of technical and sociological studies

T. Welzer, M. Družovec, K. Udir, M. Hölbl

The strategy of incorporation of environmental education in the educational systems

M. Lountzi, M. Kaltsogianny, C. Tsitsis, A. Mourlas, S. Antoniou

Enhancing accessibility to groupwork for the hearing-impaired.

W. McKee, D. Harrison, M. Allan

Career guidance and counseling by the careers office of the T.E.I. of Crete: seven years of experience

E. Simantiraki, G. Papadourakis, G. Georgilas

Career counseling with regard to gender

M. Alogdianaki, E. Simantiraki

Project based meaningful learning

O. Autio

New educational methods in U.K. built environment education

T. McLernon

Cross border education - case study of engineering courses

J. Koljonen, O. Kanninen, H. Salminen, J. Alander, K. Salmenjoki, N. Eriksson, E. Fällman

Automated tools for real-time student assessment

I. Pachoulakis

Using regenerative DVB-T to extend e-learning

I. Pachoulakis, E. Pallis, V. Zacharopoulos

Asynchronous tele-teaching at TEI of Crete. Primary results of an empirical research

K. Vassilakis, M. Psarros, M. Kalogiannakis

An innovative robotics laboratory course, for applied informatics science students
M. Kassapakis, M. Kavoussanos

Concept mapping as a tool for instructional planning and learning
G. Fragidis, D. Paschaloudis, K. David

From library skills to information literacy
M. Nikitakis, G. Papadourakis, A. Sitas

Podcasting and beyond: Portable pedagogies
D. Samson

14.00-16.00 Session 3: New Educational Methods

University + IT industry training = success beyond expectations
J. Messing, I. Altas

Higher education and sustainable development: New challenges for engineering education
N. Taoussanidis, M. Antoniadou

Establishment of a central unit for training the educational staff of T.E.I. of Crete in new pedagogical methods and new technologies in education
J. Kaliakatsos, C. Haritaki, E. Antonidakis, G. Liodakis

Sustaining synchronicity with a blended learning environment
D. Samson

New educational methods: Visual image-based E-Learning materials – application of environmental education
Xiaomeng Sun, Tetsuro Sakai

Virtual reality and virtual environment: new methods to be applied in education and industry
A. Amditis, Z. Lentziou, I. Karaseitanidis

Enhancing access in knowledge for adults by applying WWW (whenever- wherever- whatever) Capabilities in computer based education. A case Study of virtual workspaces technology adoption in learning environments.
A. Malamos, G. Mamakis, T. Anastasopoulos, I. Kaliakatsos, A. Axaridou

Recorded lectures in higher education-technology and experience
P. Zemčik, T. Hruška

16.00-16.30 Coffee Break

16.30-18.00 Session 4: New Educational Methods and Industry and Education

Creation of courses for selected professional profiles from learning objects
A. Vidensek, J. Rugej

Software-intensive project management: Reflections from the synergistic integration of process-oriented software engineering, capability maturity models & object-oriented methods
D. Akoumianakis, V. Zacharopoulos

Simulation training in logistic processes just-in-time: An international experience
K. Graf, K. Terzidis, P. Ipsilandis

<New> horizons from <Old> methods: Some USA evidence & current issues in
Regional Development and road network design
A. Athanasenas

A versatile system for real-time analyzing and testing objects quality
E. Skounakis, V. Karagiannis, A. Vlissidis

SIP protocol: Impact on telematics industry and educational aspects
G. Liodakis, J. Papoutsis, I. Vardiabasis, K. Vassilakis, E. Antonidakis

Implementation of reverse logistics in the determination and formulation of product
end-of-life strategies
A. Katsamaki, N. Bilalis, A. Antoniadis, E. Maravelakis

18.00-19.30 Welcome Reception

FRIDAY, 26 AUGUST 2005

9.00-11.00 Session 5: Industry and Education

University-industry interaction – added value or competitiveness
S. Zaharia, J. Uebersfeld, L. Marinas

Learning to see the (w)holes
B. Burns, T. Jordan

International cooperation for education in the art of micro-electronics in the Czech
republic
J. Vanneuville, D. Gevaert

Approaching web-based expertise with semantic web
K. Salmenjoki, V. Terziyan

An investigation into voice recognition as a tool to support hearing impaired students
in the higher education context
I. Stewart, M. Allan, D. Harrison

Environmental management: the adoption of environmental management systems in
industry
M. Kaltsogianni, M. Lountzi, A. Mourlas, C. Tsitsis, S. Antoniou

The impact of knowledge creation and technology education on new protect
development
H. Papoutsakis

Identification techniques for tracking and tracing
H. Gloeckner, R. Pieters, J. Rance

11.00-11.30 Coffee Break

11:30-12:00 Keynote Lecture

Enterprising and entrepreneurship: Passion within reason
B. Surleront

12.00-13.30 Session 6: Industry and Education and Entrepreneurship

Industrially contexded higher education
T. McLernon, D. Hughes

An integral 3-layer technological model for education and labor interleave and intensification
E. Mylonas

Exploring youth entrepreneurship in the European Union. Evidence from higher education in Greece.
N. Karanassios, M. Pazarskis, K. Mitsopoulos, P. Christodoulou

A Role for theatre in managers' education, training and thinking processes
C. Nicolaidis, N. Liotas

Brand building HRM strategy
N. Talias, G. Blanas

**12.00-13.30 Session 7: Special Session for Graduate Students
Entrepreneurship, Corporate Finance and Governance**

ViPiA: A project for entrepreneurship
D. Folinas, V. Manthou, M. Vlachopoulou

Marketing plan framework for e-learning projects:Entrepreneurship and innovation practices
E. Malama, M. Vlachopoulou, V. Manthou

Dividend announcements: special dividends and contagion effects
A. Dasilas, K. Lyrودي, A. Koulakiotis

Financing Innovation: the case of NEXA
D. Tryfonidis, K. Lazaridou

Initial and long run performance of IPOs: Case of Athens Stock Exchange
P. Ntamari, X. Stogiannidou, T. Theofanoudi, E. Livanis

Exploring the relationship between learning approaches of accounting students and their learning outcomes at a Greek university
T. Karagiorgos, S. Kourdoumpalou

13.30-14.30 Lunch

14.30-16.30 Poster 2: Industry and Education Corporate Finance and Governance Business Strategies

RoboSoccer in the TEI of Crete
M. Kavoussanos, O. Kouvavas

A remote presentation system developed at TEI of Crete
I. Pachoulakis

Semantic web usage mining for e-commerce personalization
K. Markellos, P. Markellou, I. Mousourouli, S. Sirmakessis, A. Tsakalidis

Semantic web approaches for networked collaboration
Y. Tsaruk, K. Salmenjoki

Forecasting of electricity demand using a neuro-fuzzy model
G. Atsalakis, C. Ucenic, G. Plokamakis

The fuzzy logic and analysis of the receiver operating characteristic in decision processes
N. Honzikova, B. Fiser, P. Honzik

Education and applications in EIB(European Installation bus), in TEI-Crete/Heraklion
A. Vlissidis

The Relationship between Central Bank independence and inflation and other economic variables
E. Katsika, M. Michael, A. Kolyvopoulos

Corporate financial distress: The case of north Greece company failures
K. Lazaridou, T. Ditoras, I. Lazaridis

Comperative examination of the financial state and the infrastructure of hotels in Greece and in Cyprus
I. Lazaridis

Financial policy of the cyprriot companies in the 21st Century
E. Livanis, E. Michailidou, I. Stamenou

Corporate governance - A tool for global competitiveness
Vivek Khurana

Commercial agency as a means of product promotion
T. Hatzigayos

Customer relationship management
S. Yfanti, N. Sakkas, N. Vidakis

Financial viability of non profit organizations: the case of Greek municipalities
K. Lyroudi, S. Bekiari

The implications of neuromarketing on DM programs
I. Sotiriou, D. Paschaloudis, M. Sotiriou

The modern information-networked corporation
A. Gotsias

Optimal Loan Pricing and Loan Elasticity
A. Noulas, J. Papanastasiou

The Role of financial responsibility center in strategic management accounting
D. Ginoglou

14.30 - 16.00 Session 8: Corporate Finance and Governance Business Strategies

Measuring credit risk of financial institutions within the framework of the Basel Committee Proposals: A critical investigation

E. Karra, D. Papadopoulos

Behavioural finance in the London stock exchange
N. Kalantzopoulos

Business engineering – How much project management can be survived by SME's?
W. Kremser

Empowerment in the Greek banking sector: private vs.state controlled banks
C. Nicolaidis, G. Michalopoulos

Recycled paper products: Are there any consumers to buy them?
I. Tiliakidou, A. Delistavrou

Marketing vehicles and technological advances in museums
E. Evangelou, T. Tsiakis, G. Stephanides

16.00-16.30 Coffee Break

16:30-18:30 Session 9: Business Strategies

Human resource management capabilities within the organizational project management maturity model
G. Blanas

Organisational development of Greek construction firms undertaking public projects: The impact of legislation
A. Ziogas, G. Blanas

Critical success factors in exporting: The case of Greek SMEs
Y. Hajidimitriou, A. Georgiou

The invasion of marketing in politics: The case of contemporary Greece
D. Paschaloudis, I. Kotzaivazoglou

Global trends of the website content for the accommodation industry
C. Zafirooulos, V. Vrana, D. Paschaloudis, A. Bezergiannidou

Forecasting the profit for the Greek food sector using a Neuro-fuzzy approach (ANFIS)
G. Atsalakis, C. Ucenic

Securing grid computing based business environments
G. Pangalos, D. Baltatzis, C. Ilioudis, I. Pagkalos

Space and aesthetics in organizational context: a synthetic view
C. Nicolaidis, A. Gounta

21.30 Conference Dinner