7TH CIRCLE PROGRAMME
Estoril Higher Institute for Tourism and Hotel Studies

Wednesday, 7th April 2010
13.00 – 18.00 - Conference Registration for early birds
14.00 – 17.00 - PhD Symposium by Alex Kenyon
15.00 - 17.00 - Board Meeting - Claudio Vignali, Gianpaolo Vignali, Alexandra Kenyon, Jürgen Polke, Barry Davies, Tihomir Vranešević, Razaq Raj, Hans Kaufmann, Vitor Ambrósio, Tahir Rashid, Antonio Feraco.
20.00 – 21.30 - Dinner in Estoril (Optional)
21.45 – 23.30 – Bar/Get Together (Optional)

Thursday, 8th April 2010
08.00 – 09.00 - Conference Registration
09.00 – 09.30 - Opening Ceremony / Official Welcome
09.30 – 10.15 - Key Note Speech by Antonia Correia - Tourism and Prestige
10.15 – 11.00 - Key Note Speech by Leo Dana – From Garibaldi to Claudio Vignali & toward the future: Why is CIRCLE important?
11.00 – 11.30 - Coffee Break
11.30 – 12.50 - Paper presentations (five parallel tracks)
Room 1 – Finance/B. Britzelmaier
  Bernd Britzelmaier - Value Based Management in European joint-stock companies – a study among the Dow Jones Stocks 50 companies
  J. Pavicic, Niksa Alfrevic & Bozena Miocic - Quantitative analysis of competitive environment and consumer behaviour
  Valentin Beck & Bernd Britzelmaier - Value Based Management in small and medium-sized companies – threats and opportunities
Room 2 – Tourism/R. Raj
  Luis Cunha - Attitude Towards Celebrity Brand Advertising in Macao
  Gianpaolo Basile, Felice Addeo & Raffaele Spagnuolo - Local products as a key for economic development drive by tourism: a case study research in Irpinia
Rita Peres, Antónia Correia, Carlos Santos, Vitor Ambrósio - Tourism Demand in Azores, Religion or Leisure?

Room 3 - Culture/T. Vranešević
Eleonora Pantano & Naccarato Giuseppe - Cultural Heritage Marketing: the role of virtual and pervasive environments
Chris Stone & Anne Millan - Celebrating difference, embracing community:
The cross-cultural festival
Isilda Leitão - The Sacred Mount of Buçaco and its Religious Events
J. Vjakse - The influence of the European Union funding on the development of Vidzeme

Room 4 - Retail/H. Kaufmann
Vilas Balgaonkar - The social, economic and environmental impact on retail development
H. Kaufmann & Ç. Kemaler - Diagnosing Quality of retailing services sector in Cyprus
Bernd Haillier - Place Management

Room 5 - Fashion/G. Vignali
Marija Lisanin & Andrea Razum - Fashion brands loyalty in the times of economic crisis
Canan Aktan - Perceived Shopping Values of Fast Fashion Retailers by Young Consumers
Ihn Hee Chung & Yunjin Cho - A Study on Variables Affecting Premium Price Perception of High Functional Sports/Leisure Wear
Pedroso - The influence of personal factors in CB in Fashion

12.50 – 13.50 Lunch

13.50 – 15.30 - Paper presentations (five parallel tracks)

Room 1 – Retail/S. Renko
Tahir Rashid, Kerrie Danielle Slager - How retailers are incorporating ethics and ethical principles into their organisation: A strategic perspective
Phoebe Apeagyei, Sheilla Mandeya - Jeans: Sized to fit or Fitted to size?
Jill Klotz - The German food retail. A branch with many demands
Vesna Brcic-Stipcevic, Irena Guszak & Kristina Petljak - Towards a framework for identifying ‘food deserts’ in Croatia

Room 2 – Tourism/D. Tassiopoulos
Dimitri Tassiopoulos - A marine event in East London, South Africa
Miguel Brito & Margarida Soares - Touring Quality in Portugal: Present Issues and Future Development
Carlos Brandão, Cátia Morgado, Catarina Gonçalves, Bruna Alves, Francisco Neves - Tourism and food safety, is it a problem?
**Vitor Ambrósio & Carlos Santos** – Motivations/Behaviours in the Context of Religious Tourism

Room 3 - **InfoTech/R. Filipe**

**João Pronto & José Profírio** - eServices and Strategy in The Hospitality Industry: The Altis Hotels Business Case in Portugal

**Maria Palazzo, Ruediger Kaufmann, Agostino Vollero & Gianpaolo Basile** - The role played by community in the relationship firm-customer: the online expert investment communities

**Ivana Cupanič, Kristina Petljak & Sanda Renko** - Adoption of online distribution channel among newspaper readers in Croatia

**Miroslav Mandic** - A meta analysis of Customer Relationship Management (CRM) literature

Room 4 - **Marketing/J. Temperley**

**Nataša Renko, Ružica Butigan & Ante Vuletić** - Marketing Strategy for small business growth in Croatia

**Sandra Horvat, Irena Pandic & Tihomir Vraneševic** - Perceived quality as a determinant of private labels success

**Erasmia Valma** - Stimulating effects of private consumption

**Bernd Britzelmaier, Michael Terporten & Dorothee Bialdyga** - Porsche – the 10th brand of the VW-group Death of a legend?

**Claudia Rassici, Gian Luca Gregori, Claudio Vignali, Silvio Cardinali** – The factory outlet marketing format development in Italy: the case of Marche Region retail “district”

Room 5 - **Consumer Behaviour/D. Gerber**

**Georgios Halkias, Kokkinaki Flora** - Investigating Consumer Responses to Schema-Incongruent Advertising Information

**Marlen Martoudi & Ioanna Papasolomou** - Cause Related Marketing as a tool to Brand Positioning and employees’ satisfaction.

**G. Vignali & Antonio Feraco** - Consumer perception profile towards staple garments. A comparison between England and Italy

**Kresimir Znidar** - The role of loyalty satisfaction in consumer behaviour of nautical tourism

**Carlos Brandão, Manuela Guerra, Cláudia Viegas, Telma Basto, Susana Marcelino** - Consumer household hygiene practices concerning food safety

15.30 – 16.00 - **Coffee Break**

16.00 – 19.30 - **Lisbon Tour**

20.00 – 22.00 - **Dinner in Lisbon** (Optional)
Friday, 9th April  2010
09.00 – 10.20 - Paper presentations (five parallel tracks)

Room 1 – Tourism/R. Peres
Laetitia Radder & Xiliang Han - Travelling Hunters Satisfaction with their South African Safari
Ida Vajcnerova & Katerina Ryglova - Evaluating the quality of tourist destination
Bakhtiyor Navruzzoda & Sukhrob Davlatov - The evaluation of HE teaching in Tourism and Hospitality

Room 2 – Culture/I. Leitão
Luisa Pinto & José Ferreira - Tourist Satisfaction with World Heritage – The case of the Douro Region
Antje Duden - Learning Culture in Organizations – How does learning take place?
Olivera Majic & Dubravka Zaninovic - Stance Case Study - Event Marketing in the Institutions of Art and Culture
Ferri Antonella, Basile Gianpaolo & Aiello Lucia - The Relationship Between Integrated Cultural Product Brand and Individual

Room 3 – Tourism/ D.Vallabh
Joram Ndlovu & Elias Nyakunu - A Framework for Successful Integration of Theory and Practice at the Polytechnic of Namibia, Hospitality and Tourism School to improve graduate employability
Cristina Carvalho - The Importance of Religious Tourism for the Azorean Diaspora in North America
Ivan Strugar, Nidýara Bedenik & Irena Guszak - Success factors in Croatian hotel industry
Dinesh Vallabh - An exploratory study based on religious tourism in East London, South Africa.

Room 4 – SME/M.Guerra
Sabine Sinz, Claudio Vignali - “Red tape” - An analysis of bureaucracy within multinational enterprises and the influence on employee motivation in an international context
Manuel Haug & Lutz Sommer - Cooperation among SME – The Role of Decision Makers
Mirko Palic, Bruno Grbac & Ivan Kovac - Level of marketing orientation among Croatian beverage producers and distributors
Room 5 – Retail/C. Brandão
Sanda Renko, Sandra Rašić & Blaženka Knežević - Environmental responsibility of the Croatian retailing
D. Gerber, C. Vignali, J. Temperley & H. Kaufmann - Interpreting souvenir buying behaviours in the light of authenticity as perceived by experienced travellers
Zhaneta Ndregjoni & Liljana Billa - The behaviour intentions of tourists to make decision of travel internationally. The cultural and psychographic factors and travel risk that influence their decision
John Temperley - Male Shoppers – are they from another planet?

10.20 – 10.50 - Coffee Break

10.50 – 12.30 - Paper presentations (five parallel tracks)

Room 1 – Communications/G. Basile
Alexandra Kenyon - Exploring Fear Appeals in the “Alcohol: Know your Limits” Campaign
Agostino Vollero & Gianpaolo Basile - Communication orientation and knowledge development. Empirical evidence from an Italian industrial district
Iva Gregurec & Tihomir Vranešević - Social networking as an advertising medium on the Internet
Ria Nicoletti Morphitou - The notion of Promotion in Higher Education: the case of Private Universities in Cyprus
Dundar Denizer - Efficiency of Print Media

Room 2 – Legal and Finance/E. Rudawska
A. Patel - Alternative Business Structures in Legal Services
Bernd Britzelmaier - Enterprise valuation in Emerging Markets
Edyta Rudowska - B2B Relationships. Bank services in Poland
Tomasz Wiśniewski – Issues in Valuation of Polish Soccer Clubs

Room 3 – SME/B. Davies
Bernd Schwendinger, Claudio Vignali - The employee as stakeholder in the succession process of small-sized family businesses in Austria
Hans Kaufmann & Haritini Tsangari - Innovation Management in European SMEs: A Comparative Study
Marek Zaboj - Partnership as a competitive instrument for small and medium sized retail firms
Yoke Yap - Significant website attributes in the UK hotel industry: An exploratory study
Room 4 – Tourism/C. Viegas
   Christèle Boulaire & Guillaume Hervet - Tourism & WEB 2.0 - The digital map experience
   Elsa Gega & Liljana Elmazi - An analysis of foreign tourism demand in Albania
   Birgit Knoll, Reinhold behringer, Claudio Vignali, Jürgen Polke - Study on the Effectiveness of Advertising in Ski Resorts by Means of Pre-tests

Room 5 – Consumer Behaviour/B. Haillier
   Tihomir Vranesevic, Claudio Vignali - A Subjective Approach: How to Interpret Consumer Satisfaction Data Analysis
   Outi-Maarit Palo-Oja - Customer Profiling: From natural language to web design
   Nikola Draskovic - Packaging Convenience: Consumer Packaging Feature or Marketing Tool?
   M. Krzycanowska - The role of marketing in the light of consumer behaviour changes in the economic downturn: The case of Poland
   Valentina Neganova & Irina Neganova - Development of the New Structure of Russian Food Market Based on Consumers’ Preferences

12.30 – 13.30 - Lunch

13.30 – 15.00 - Paper presentations (five parallel tracks)

Room 1 – Tourism/ A. Kenyon
   Ivana Pavlic & Ana Portolan - The process of implementing product quality in the Croatian tourist industry
   Eleina Qirici & Mamica Nene - Analysis of tourist’s motivation as a possibility for sustainability
   Santiago Forgas, Ramon Palau, Sánchez Javier & Miguel Moliner - Urban destination perceived value: the case of Barcelona
   Carla Braga - UNESCO Cultural Heritage as Tourist Attractions in the Region of Lisbon

Room 2 – Management/J. Polke
   Shu-Hsun Ho - The Effects of Positive and Negative Message Framings on Game Players’ Self-control
   Candan Celik Elmer, Nilnur Tandacgunes & Jan Sanem Jular - Turkish Baths: Meaning Reconstructed and Refilled by Modern and Postmodern Consumption
   Rainer Erne - A theoretical framework for the management of experts
   Run Qin Lin & Penny Wan Yim King - Research on the labour market, skill and knowledge needs and education for Mice Industry
   Jura Urbanek & Jana Turcinkovab - Changing Eating Habits in Europe? – Case Study in South Moravian Region, Czech Republic
Room 3 – Future Developments/A. Feraco
  M. Oleksiy, R. Kaufmann, H. Tsangari - Organic cosmetics: Product Line Extension in a Chain of Perfumes and Cosmetics Stores in Cyprus?
  João de Villa de Brito & Carlos Santiago Brandão - Catering for Events: Importance of Knowing the Critical Factors in Food Safety
  Razaq Raj & Steve Jones - The Implications for the Higher Education Institutions Using the IT Based Assessment for Student Learning
  Ana Faria, Iria Ferreira & Manuela Guerra - Plate Waste Assessment in Hospital Catering Meals

Room 4 – Evaluation of Methods/E. Pantano
  Raúl Filipe & Maria Larsen - Bringing Good Movement Into Our Lives
  Marija Lisanin & Kristina Ozimec - Evaluation of Sales Training programmes in Croatian companies
  Hrvoje Medarac - Stratics Model Development for Improving Relations Between Strategy and Tactics in Business
  Victor Afonso & Rita Peres - The Use of SERVQUAL as a Diagnosis Instrument Supporting the Implementation of a Quality System in Higher Education Institutions (HEI)

Room 5 – Marketing/C. Vignali
  Damir Dobrinic, Stjepan Dvorski & Vladimir Kovsca - Segmentation of the data bases by use of DMS
  Dubravka Stancec, Jasenka Zaninovic & Helena Majiý - Marketing in Museums via the web
  Miroslav Mandic & Antonija Gulam - Segmentation of business markets as seen in the example of the Croatian mobile telecommunications market
  Razaq Raj & Paul Walters - Measuring Audience Engagement with Corporate Brands, Through Their Mobile Phone
  Irina Neganova - How to Develop a Customer-Oriented Company: the Internal Marketing Approach

15.00 – 16.00 - Round Robin Plenary Session and Conference Feedback
16.00 – 16.20 - Coffee Break
16.20 – 19.30 - Sintra/Cabo da Roca/Cascais Tour
20.30 - Gala Dinner
Saturday, 10th April 2010

(Optional Tour)

09.00 – 19.00 - Óbidos (Medieval Town); Alcobaça 12th Century Monastery (World Heritage site by the UNESCO); Nazaré (Fishing Town); Batalha 14th/15th Centuries Monastery (World Heritage site by the UNESCO); Fátima (Worldwide known Catholic sanctuary)