

Preface

Aims and Scope of the Conference

The 4th International Conference on Strategic Innovative Marketing 2015 took place in Mykonos, Greece, during September 24–27, 2015. IC-SIM is an international interdisciplinary conference focusing on the theoretical approach to the contemporary issues involved in strategic marketing and the integration of theory and practice.

More than 267 pre-registered authors submitted their works in the conference. IC-SIM 2015 finally accepted and hosted 90 original research papers, after a double-blinded peer-review process. During the conference, 11 workshops were held in order to advance and contribute to specific research areas in the field of innovative marketing.

The conference created a forum for further discussion on strategic innovative marketing field incorporating a series of issues and/or related to organizations that manage marketing in their everyday operations. Therefore, the call for papers was addressed to scholars and/or professionals from different fields such as social media and marketing innovation, e-marketing and new technologies, strategic marketing, services and cultural marketing, international and cross-cultural marketing, marketing research and analytics, marketing communications, B2B, and B2C marketing. Furthermore, papers focused on the issues of consumer behavior and advertising and promotion were also welcomed. IC-SIM provides a common ground for the exchange of insights on strategic issues in science of innovation marketing, ensuring significant contributions to this field.

The primary objective of IC-SIM was the theoretical approach of contemporary issues evolved in strategic marketing and the integration of theory and practice. The conference provides a common ground for the exchange of insights on strategic issues in the science of innovation marketing, ensuring significant contributions to this field.

Grouping the emerging technologies in the marketing field together in a close examination of practices, problems, and trends, IC-SIM emphasizes integration and marketing, presenting the state of the art in the field. This annual event is addressed jointly to academics and practitioners and provides a forum for a number of

perspectives, based on either theoretical analyses or empirical case studies that foster dialogue and exchange of ideas.

Topics

Marketing of Innovation, Social Media Marketing, Innovations in Online Marketing, Marketing Technological Innovation, Facebook Marketing Strategies, Mobile Marketing, Blogging, Network Analysis, e-branding & Brand Experience Management, Digital Marketing, Marketing and Electronic Commerce, Marketing Analytics, Marketing Research, Marketing Information Systems, Marketing of Emerging Technologies, Sustainable Marketing, Distribution Channel Management, Integrated Marketing Communications, Strategic Marketing Services, Marketing Services, Branding/Online Brands, Benchmarking Strategies, Customer Satisfaction, Emerging Markets, Marketing Management, New Product Design and Development, Creativity Marketing, Sports Marketing, B2B and B2C Marketing, Pricing Strategies in Marketing, Marketing Theory and Applications, Art & Cultural Marketing, Cross-cultural Marketing, Tourism & Destination Marketing, Transport Industry Marketing, Experiential and Sensory Marketing, Customer Relationship Management and Social CRM, Collaborative Marketing, Safety Marketing, Business Economics, Economics of Business Strategy, Accounting Marketing, Global Business Marketing Finance, Healthcare Management, Accounting Education Skills & Competences Higher Education.

Paper Peer Review

More than 215 original papers had been submitted for consideration in IC-SIM 2015. All papers submitted to the conference were reviewed using a double-blind peer-review process. The scientific committee decided about whether or not to accept the submitted papers, with the contribution from competent and expert reviewers.

Thanks

We would like to thank all members that participated in any way in the IC-SIM 2015 Conference and especially:

- The famous publication house Springer for their communication sponsorship.
- The co-organizing universities and institutes for their support and development of a high-quality conference at scientific level and profile.

- The members of the scientific committee that honored the conference with their presence and provided a significant contribution to the review of papers as well as for their indications for the improvement of the conference.
- All members of the organizing committee for their help, support, and spirited participation before, during, and after the conference.
- The session organizers for their willing to organize sessions of high importance and for their editorial work, contributing in the development of valued services to the conference.
- Ms. Antonia Veltsista, editorial assistant.
- Dr. Dimitrios K. Nasiopoulos, editorial assistant.

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