



ICSMM'17

21 & 22nd August

**INTERNATIONAL CONFERENCE
ON
SOCIAL MEDIA MARKETING**



University of Twente

Drienerlolaan 5, 7522 NB Enschede,



Netherlands

conference@icsmm.net

www.icsmm.net

PROGRAM

THE AMERICAN ACADEMIC RESEARCH SOCIETY

Organization

► **Organized by**

The American Academic Research Society
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► **Conference Chair**

Dr. Paul Sergius Koku
Professor of Marketing, College of Business, Florida Atlantic University, USA

► **Scientific Committee**

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Assistant Professor
American University, Cyprus

Dr Johnson Olu-Egbuniwe

University of Mediterranean
Karpasia, Cyprus

DAY 1
MONDAY
21st AUGUST 2017

08:00 - 14:00	Registration	Waaier Building Room W4
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09:00 - 09:30	Opening Remarks (Conference Chair)	Waaier Building Room W4
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TIME	TITLE	SPEAKER	VENUE
09:30 - 10:05 Keynote 1	Social Media Marketing: Past, Present and Future	PROF. DR. PAUL SERGIUS KOKU Florida Atlantic University USA	Waaier Building Room W4

TIME	TITLE	SPEAKER	VENUE
10:05 - 10:40 Keynote 2	Digital Marketing: Consequences of an ongoing 'Transformation'	ASST. PROF. SJOERD DE VRIES Twente University, Netherlands	Waaier Building Room W4

10:40-11:20	Coffee Break 1	
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TIME	TITLE	SPEAKER	VENUE
11:20 - 11:55 Keynote 3	Social commerce - turning conversations to commerce	RAJIV DINGRA Founder & CEO WAT Consult India	Waaier Building Room W4

TIME	TITLE	SPEAKER	VENUE
11:55 - 12:30 Keynote 4	Social Media Tactics That Don't Feel Like Marketing	DANIELLE RUSSELL Inbound Marketing Specialist and Social Media Shark Inbound Educators, USA	Waaier Building Room W4

TIME	TITLE	SPEAKER	VENUE
12:30 - 13:05 Keynote 5	Social Selling: Reaching Your Social Media Marketing Goals	ANNABELLE ATCHISON Social Business Consultant CEO 42Ponies, Germany	Waaier Building Room W4

13:05-13:20	P-AWD01	
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13:20-14:00	Coffee Break 2	
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ORAL PRESENTATION SESSION 1

Time: 14:00 – 16:30

VENUE: WAAIER ROOM W4

SESSION CHAIR: PROF .DR. PAUL SEGIUS KOKU

ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	Service Innovation Matters Than Service Quality On Service Loyalty In Post Offices	Shaian Kiumarsi, Salmi Mohd Isa and K. Jayaraman Universiti Sains Malaysia Malaysia
2	User Engagement on Social Media: A Cross Country Analysis	Rania Hussein ,Amr Kais The American University Cairo Egypt
3	The Impact of Instagram on Marketing Saudi Brands	Muna Al-Razgan, Rabiah Alnashwan ,Nada Almugren King Saud University Saudi Arabia
4	Brand Loyalty Creation In The Social Network. Does The Product Category Matter?	Wioleta Kucharska Gdańsk University of Technology Poland
5	Socio-spatial differences and Online milieus in the German online market	Knut Linke University of Latvia. Latvia.
6	How e-WOM in Instagram affect Hong Kong Millennials' Purchase Intention?	Lok Yi Joyce Poon The Chinese University of Hong Kong China

VENUE: CARRE ROOM 2001

TIME: 14:00 – 16:30

SESSION CHAIR: ASST.PROF.DR. SJOERD DE VRIES

ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	Social Media Marketing of Shipping Companies	EFE AKYUREK Istanbul Technical University Turkey
2	Leveraging Social Media Concepts and Marketing in Attracting the European Youth to STEM Education and Careers	Manal Assaad hochschule Emden/Leer Germany
3	Social Media Impact On Students' Choice Of University	Andriani Kusumawati Brawijaya University Indonesia
4	Mobile Connectivity Services - A New Way To Increase Brand Loyalty?	Adam-Alexander Manowicz University of Latvia
5	The Forces Of Leadership In The Era Of Social Media	Oliver Menk University of Salzburg Business School & University of Latvia, Riga
6	DiffT rack: Pinpointing Key-Posts of Influence Within Discussion Topics in Social Media	Luiza Nacshon, Rami Puzis, Amparo Sanmateu Ben-Gurion University of the Negev Isreal

VENUE: CARRE ROOM 2011

TIME: 14:00 – 16:30

SESSION CHAIR DANIELLE RUSELL

ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	E-Commerce on SMEs in Jakarta	Tifa Noer Amelia Perbanas Institute Indonesia
2	Pattern of social media usage in disseminating health message for youth: a systematic review	Suffian Hadi Ayub, Mohammed Rezal Hamzah, Azizul Halim Yahya Sunway University Malaysia
3	On the Evaluation of Impact of Social Media Critical Factors in the Public Sector: An Adaptive Algorithmic Modelling Approach	Anastasia-Dimitra Lipitakis and Evangelia Aec. Lipitakis Harokopio University of Athens Greece
4	Why social media marketing didn't work? (Palestine standard institution case study).	Najwan Jadallah Palestine standard institute Palestine
5	The Impact of Social Media on Consumer Buying Intention	Michael Puetter University of Latvia German
6	What Motives Make People Write Online Review – Case Study Of Serbia	Dušan Mladenović and Anida Krajina Faculty of Economics and Administration - Masaryk University Czech Republic

VIRTUAL PRESENTATION

TIME	TITLE	AUTHOR, AFFILIATION AND COUNTRY
16:30 - 16:55	The Influence of Marketing Strategy on Market Share	Panteha Farmanesh, Mozhdah Adibi, Alireza Hasiri Girne American University Cyprus



DAY 2
TUESDAY
22nd AUGUST 2017

08:00 -14:00	Registration	Waaier Building Room W4
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09:00 - 09:15	Opening Remarks (Conference Chair)	Waaier Building Room W4
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TIME	TITLE	SPEAKER	VENUE
09:15 - 09:45 Keynote 1	Social Media and Crisis Management	LORENZO BRUFANI Founder & CEO Competence Communications Milan, Italy	Waaier Building Room W4

TIME	TITLE	SPEAKER	VENUE
09:45 - 10:15 Keynote 2	Social Media Marketing : The Push Paradox	RUDY GODDING Social Media Doctor Sittard, Netherlands	Waaier Building Room W4

10:15-10:45	Coffee Break 1	
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TIME	TITLE	SPEAKER	VENUE
10:45 - 11:15 Keynote 3	Social Media Marketing: The Goose With The Golden Eggs?	ILAN ROOS Brand & Marketing Expert Idephix Merkingenieurs, Netherlands	Waaier Building Room W4

TIME	TITLE	SPEAKER	VENUE
11:15 - 11:45 Keynote 4	Strategies In Social Media Marketing	LAWRENCE EMEGWALI Associate Professor American University Nicosia, Cyprus	Waaier Building Room W4

11:45-12:00	P-AWD02	
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12:00-12:30	Coffee Break 2	
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ORAL PRESENTATION SESSION 1**TIME: 12:30 – 14:35****VENUE: WAAIER ROOM W4****SESSION CHAIR: ASSOC. PROF .DR LAWRENCE EMEAGWALI****ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)**

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	The impact of social media marketing on the purchase intentions of consumers of baking product	Jerry Larbi Adu-Asare, Daniel Ofose Millions Media, Koforidua Technical University Ghana
2	An Exploratory Study of the Factors Affecting Social Media Marketing of SME's in Pakistan	Nauman Aslam, and Anam Naqi Superior University Lahore Pakistan
3	The Future of Mobile Commerce with 4G Technology	Emmanuel Akpeokhai Girne American University Cyprus
4	Considering social media information benefits and commitments toward social media service	Jungkun Park, Hyowon Hyun and Sukhyung Lee Hanyang University Democratic People's Republic of Korea
5	Patterns of Pictures-sharing by Senior Citizens with an Instant Message Applications	Chingbi Su National Yunlin University of Science and Technology Taiwan

VENUE: CARRE ROOM 2001**TIME: 12:30 – 14:35****SESSION CHAIR: LORENZO BRUFANI****ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)**

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	Social Media Marketing And Small Scale Enterprises Performance: An Empirical Investigation In Osun State, Nigeria.	Sola Kareem ,Ayobami Bello The Polytechnic, Ibadan Nigeria
2	Factors Influencing Online Shopping Intentions In Pakistan: A Differential And Categorical Analysis Of Age	Afaf Khalid, Arshad Haroon ,Munaza Amin University of Education Pakistan
3	Effect Of Programmatic Technology In Digital Media Advertising	Muhammad Ahmad, Hayat Khan Softception Pakistan
4	Analysis Of B-2-C Social Media Communication In Germany	Knut Linke and Torben Friedrich University of Applied Sciences and Arts Hannover Germany
5	Effect Of Viral Marketing In Social Media On The Consumer Behavior	Aziz Öztürk Selcuk Universty Turkey

VENUE: CARRE ROOM 2011

TIME: 12:30 – 14:35

SESSION CHAIR: RUDY GOODING

ORAL PRESENTATION (15 MINS) QUESTIONS AND DISCUSSION (10 MINS)

ORDER	TITLE	AUTHOR, AFFILIATION AND COUNTRY
1	Investigating Marketing Managers' Social Media Challenges In Pakistan	Fatima Zehra BEFARe Pakistan
2	Relationship Between Social Media And Factors Affecting Customer Satisfaction In Restaurant Management	Johnson Olu-Egbuniwe The University of Mediterranean Karpasia Cyprus
3	The Impact Of Social Media On Brand Image: A Study Of Higher Education Industry In Sri Lanka	Bimali Wijesundara, Rumesh Fernando and Sanjaya Thilakarathne University of Kelaniya Sri Lanka
4	The Pedagogical Aspects Of Teaching Social Media Marketing Management In Higher Education Institutions.	Ramazan Akbas International Black Sea University Georgia
5	Case Study Of Lazada (Malaysia) Marketing Strategy: Facebook	Nor Hasliza Md Saad , Nik Mohd Asrul Syaaban Mohd Kamil Wahab Universiti Sains Malaysia Malaysia
6	The Impact of Social Media and Employee Towards the Orhanisation's Reputation Risk	Mohd Zailani Othman, Salmi Mohd Isa UiTM Melaka University of Malaysia

13:45 – 14:30	Award /Closing Photographs
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Conference Tour

Conference Dinner

