



<http://foremost.tuc.gr/conference>

CONFERENCE PROGRAM

Conference Venue

Chania Chamber of Commerce and Industry

4th Floor, Eleftheriou Venizelou 4, 73104 Chania, Crete.

Monday, August 29th 2016

09:00 Registration (Conference Site)

09:30 Welcome address by Prof. Vassilis Moustakis, Conference Chair, Technical University of Crete

Welcome address by Kyriakos G. Kotsoglou, Management & Production Engineer, MSc, PhD / Regional Counselor of Crete Region, Regional Authorized Counselor of E-Government and Member at Crete Regional Financial Commission

Welcome address by Ioannis Margaronis, President of Chania Chamber of Commerce and Industry

Welcome address by Prof. Vassilis Digalakis, Rector of Technical University of Crete

Session 1 - Gender and Entrepreneurship

10:00 - 11:30

Chair: Anastasios Panopoulos

10:00 *Business startup and growth of women owned business. New evidence*

Leonidas Zampetakis, Maria Bakatsaki, Lefteris Koumakis, Vassilis Moustakis/ Technical University of Crete

10:30 *Cultural identity, emotion, and achievement motivations: A cross-gender comparison*

Konstantinos Kafetsios, Aspasia Papachiou, Sotiris Karaolani & Marcela Serediova/ University of Crete

10:50 *Innovation of Women Entrepreneurship In India*

Krishna Kumar Yadlapalli and Kiran Kumar Bunga, India

11:10 *Regional Development through Creative Economy: The Paradigm of Chania*

Mayia Spanoudaki/ Technical University of Crete

11:30

Coffee Break

Session2 - Social Entrepreneurship, Business Development and Growth

12:00 – 13:40

Chair: Konstantinos Kafetsios

- 12:00** *Entrepreneurial intentions in Greece: drivers and barriers in times of an economic crisis*
Aikaterini Sarri, **Stavroula Laspita**, Anastasios Panopoulos/ University of Macedonia
- 12:20** *The External Trade of Greece during the Economic Crisis (2008). The case of Export Businesses of Central Macedonia*
George Magoulios, Elissavet Domoktsi, **Anna Trichopoulou**/ TEI of Central Macedonia, PhD sociologist
- 12:40** *Entrepreneurship beyond business: exploring the use of entrepreneurship insights to understand International Relations Phenomena*
Revecca Pedi, Aikaterini Sarri/ University of Macedonia
- 13:00** *TQM: the key role for a successful entrepreneurial development and growth in turbulent times*
Maria Bakatsaki, Leonidas Zampetakis/ Technical University of Crete
- 13:20** *Sharing Economy Growth in Europe*
Athanasios Paraschos/ Youth Entrepreneurship Club

Session 3 - Education and Entrepreneurship

13:40 – 14:20

Chair: Aikaterini Sarri

- 13:40** *Entrepreneurship in Secondary Education in Greece- impact on pupils*
Sonia Tilaveridou, Anastasia Constantelou/ Teacher in Secondary Education, University of the Aegean
- 14:00** *Dispersing entrepreneurial mindset and values: A novice training intervention for European Youth*
Maria Giokarini, **Andreas Tzekas**, Revecca Pedi, Aikaterini Sarri/ University of Macedonia, Entrepreneurship Lab (Department of Balkan Slavic and Oriental Studies)

14:20

Lunch Break

Session 4 – Innovation and Entrepreneurship

15:00 - 16:10

Chair: Vassilis Moustakis

- 15:00** *Model Development in Entrepreneurial Ecosystems*
Sul Kassicieha, **Elias G. Carayannis**, Evangelos Grigoroudis/ University of New Mexico, George Washington University, Technical University of Crete
- 15:30** *Entrepreneurship and Innovation in the new environment of crisis. The case of Western Macedonia*
Elpida Samara, Ioannis Bakouros, Dimitris Skalkos/ University of Western Macedonia, University of Aegean
- 15:50** *Research and innovation as tools for the development of the European and the Greek insular regions*
Despina Dimelli/ Technical University of Crete

Tuesday, August 30th 2016

Session 5- Best practices of Entrepreneurship

9:00 - 11:00

Chair: Leonidas Zampetakis

- 9:00** *Supporting the Female Entrepreneurship: The Case of ERGANI Center*
Popi Sourmaidou/ ERGANI Center
- 9:20** *Supporting the Social Entrepreneurship in Greece today, our experience from the project "So New"*
Popi Sourmaidou/ ERGANI Center
- 9:40** *Women who dare to dream a better world: Social Entrepreneurship*
Maria Efstratiou/ "Hliaxtida"-Pancretan Association Social Media and Women
- 10:00** *Entrepreneurship: From word of mouth to world of mouth. Reach your audience, Build your brand, Grow your business.*
Maria Chatzina/ Marketing executive/ e-marketing strategist, Marketing Manager Dermamed Medical Group
- 10:20** *Female Entrepreneur in turbulence times in Crete*
Maria Pitsikaki/ Development Association of Female Entrepreneurs in Crete
- 10:40** *Carving new paths, the only solution!*
Valentinos Tzekas/ Founder, CEO, Near

11:00

Coffee Break

Session 5- Best practices of Entrepreneurship (continues)

11:30 - 13:10

Chair: Popi Sourmaidou

- 11:30** *Helping ambitious female SMEs innovate and grow internationally in turbulent markets*
Panagiotis Ignatiadis/ Praxi Network
- 11:50** *Supporting the Female Entrepreneurship through ESPA financial projects while handling the financial crisis in Greece*
Anna Chatzaki/ Development Association of Crete
- 12:10** *Women Resource Centers in Sweden and in Europe*
Britt-Marie Söderberg Torstensson/ Chairwoman of Winnet Europe Association and Winnet Sweden
- 12:30** *GOING ABROAD*
Bodil Nilsson/ Member of the board of Winnet Sweden
- 12:50** *Office for the entrepreneurial support of SMEs*
Konstantina Mataliotaki/ Business Consultant of Chania Chamber of Commerce

Workshop with title "Entrepreneurship in turbulent times :

13:10 - 14:30

Exchanging Knowledge, ideas and experience. The gender issue"

Discussion Coordinators: Vassilis Moustakis and Aikaterini Sarri

14:00 **Conclusions - Conference closing**

14:30

Lunch Buffet



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