



International Conference on Business & Economics 2025

HELLENIC OPEN UNIVERSITY

Athens, Greece

SEPTEMBER 26-27, 2025

Hotel Wyndham Grand Athens, Greece



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Dr Augustinos I. Dimitras, Hellenic Open University, Greece

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- Dr Leontopoulou Sofia**, Hellenic Open University, Greece
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- Dr Athanassios Michiotis**, Hellenic Open University, Greece
- Dr Vasileios Moustakis**, Technical University of Crete, Greece



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Dr Nella Athina, Hellenic Open University, Greece

Dr Nikolaos Theodorakis, Aristotle University of Thessaloniki, Greece

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Schedule

Friday 26-09-2025

Registration	15:30 – 16:15
Parallel Sessions F1-F3	16:15 – 18:00
Coffee Break	18:00 – 18:30
Opening Ceremony - Tsoumas Award	18:30 – 19:30
Round Table - ESG Reporting: Recent Developments & Key Trends	19:30 – 20:30
Gala Dinner	21:00 – 23:59

Saturday 27-09-2025

Parallel Sessions S1-S3	09:00 – 10:45
Coffee Break	10:45 – 11:00
Parallel Sessions S4-S6	11:00 – 12:45
Round Table - OpenEU - The learner-centred, inclusive, digital and green Open European University for the strengthening of the European Higher Education Area	12:45 – 13:15
Lunch	13:15 – 14:30
Parallel Sessions S7-S9	14:30 – 16:15
Coffee Break	16:15 – 16:30
Parallel Sessions S10-S12	16:30 – 18:00



Friday 26-09-2025

Room: Athina

Opening Ceremony

Prof. Dimitras Augustinos, Chair of the Conference,
Prof. Manolis Koutouzis, Rector, Hellenic Open University,
Prof. Prokopios Theodoridis, Dean School of Social Sciences, Hellenic Open University.

Room: Athina

Award Ceremony: Award of 'Christos Tsoumas' Prize to **Fotios Pasiouras**, Professor of Banking & Finance at Montpellier Business School

Topic of the Awardee Speech: Folktales, Corporate Decisions and Stock Markets

Round Table: ESG Reporting: Recent Developments & Key Trends

Coordination: Koulis Alexandros, Assistant Professor of Hellenic Open University (EAP)

Speakers:

- **Manthos Delis**, Professor of Financial Economics at Audencia Business School
- **Dr. Nikolaos Kakogiannis**, Managing Director, ResNovae
- **Hambesis Panagiotis**, Head of the Development Programs and Sustainability Unit, Hellenic Bank Association

Saturday 27-09-2025

Room: Athina 1

Round Table: OpenEU - The learner-centred, inclusive, digital and green Open European University for the strengthening of the European Higher Education Area

Coordination: Sophie Leontopoulou, Professor of Hellenic Open University (HOU)

Speakers:

- **Achilles Kameas**, Professor of the Hellenic Open University
- **Dimitrios Kalles**, Professor of the Hellenic Open University
- **Georgios Koulaouzidis**, Associate Professor of the Hellenic Open University
- **Stavroula Sokoli**, Postdoctoral Researcher

Parallel Sessions

Friday 26 September 2025

16:15 – 18:00

SESSION ROOM / CHAIR	TITLE - AUTHORS
F1 Athina ESG Athanasios Tsagkanos	<i>Is the relationship between climate policy uncertainty and cash holding nonlinear?</i> Authors: Augustinos Dimitras Efstathios Magerakis George Peppas
	<i>Impact of ESG on Non-Performing Loans in a Negative Interest Rate Environment</i> Authors: Athanasios Theologis Athanasios Fassas
	<i>The Impact of Economic Factors on Companies' Non-Quantitative Information Reporting</i> Authors: Soras Evangelos Kollias Konstantinos Christopoulos Apostolos
	<i>Does advance tax affect corporate tax aggressiveness?</i> Authors: Koumanakos Evangelos Konstantinos E. Kounetas Angeliki V. Skoura
	<i>The risk of Green Bonds and ESG cryptos</i> Authors: Athanasios Tsagkanos Ioannis Ch. Mitropoulos
F2 Hera 1 Health Management Kostagiolas Petros	<i>Public Policy and Health. The case of the General University Hospital of "ATTIKON". Current situation and perspectives.</i> Authors: Tryfon Korontzis
	<i>Ageing and Well-Being in a Changing World: The Role of Informal Institutions in Global Perspective</i> Authors: Kyriaki I. Kafka Pantelis C. Kostis
	<i>The Value and Role of Greek Pharmacy in the Modern Era</i> Authors: Vasileios Toulaiatos Zafeiria Kasapi Maria Argyropoulou

SESSION ROOM / CHAIR	TITLE - AUTHORS
	<p><i>Benchmarking the Efficiency of Health Systems Across the European Union: A Data Envelopment Analysis Approach</i> Authors: Asimopoulou Theodora-Gesthimani Flokou Aggeliki Theodorou Panagiotis Aletras Vasilios Niakas Dimitris</p>
	<p><i>Information literacy and digital competences of the nurses of primary health care</i> Authors: Theodorou Panagiotis Vlissari Eirini Flokou Aggeliki Leri Afroditi Kostagiolas Petros</p>
F3 Hera 2 Artificial Intelligence	<p><i>Sentiment analysis of corporate disclosures with generative AI</i> Authors: Virginia Sotiropoulou Dimitris Tzelepis Vasileios Sogiakos</p>
Vassilios Verykios	<p><i>Artificial Intelligence and Firm Value: A bibliometric and systematic literature review</i> Authors: Lakkas Ioannis Alexandros Koulis Constantinos Kyriakopoulos</p>
	<p><i>AI-Driven Risk Mitigation in Peer-to-Peer Lending: A Systematic Literature Review and Bibliometric Analysis</i> Authors: Margarita Trachana Apostolos Dasilas</p>
	<p><i>Modelling jumps in the oil market</i> Authors: Christina Diakaki Konstantinos Gkillas Maria Tantoula</p>
	<p><i>Artificial Intelligence and Cost Reduction in Public Higher Education: A Scoping Review of Emerging Evidence</i> Authors: Diamanto Tzanoulinou Loukas Triantafyllopoulos George Vorvilas Evgenia Paxinou Nikolaos Karousos Thomas Dasaklis Athanassios Mihiotis Manolis Koutouzis Dimitrios Kalles Vassilios Verykios</p>

Saturday 27 September 2025

09:00 – 10:45

SESSION ROOM / CHAIR	TITLE - AUTHORS
S1 Athina 1 "Human Resources Management" Zafeiria Kasapi	<i>Convergence in overqualification rates across EU Countries.</i> Authors: Maria Karantali Theologos Pantelidis
	<i>The Strategic Importance of Strikers in the Financial Planning of a Football Club</i> Authors: Foteini Valentina Kounadi Spyros Missiakoulis
	<i>Electronic Human Resources Management in the era of Artificial Intelligence</i> Authors: Eleni Triantafillidou
	<i>Resource Gains from Reverse Mentoring: Unpacking Millennial Motivation and Expression in the Workplace</i> Authors: Sofia Chatzi Eirini Peitzika Ioannis Panagiotakis
S2 Athina 2 Accounting I George Peppas	<i>Breaking Barriers: How Gender Representation in Research Leadership Shapes Women's Career Growth and Retention in STEM Fields</i> Authors: Eleni-Maria Xarcha Zafeiria N. Kasapi
	<i>Financial Analysis of the Production Industry of Personal Care – Cosmetics in Greece: Development and Prospects</i> Authors: Nikolaos Kalatzopoulos Athanasios Mandilas Eleftheria Panagiotidou Panagiotis Katopodis
	<i>Financial Factors, Tax Avoidance and Enterprise Value: Empirical Analysis of Listed Greek Companies (2009–2023)</i> Authors: Dimitris Anthimos George Golfis Stefanos Tantos
	<i>Textual analysis of sentiment in finance and accounting: A comprehensive review</i> Authors: Virginia Sotiropoulou Vasileios Sogiakas

SESSION ROOM / CHAIR	TITLE - AUTHORS
	<p><i>Unpacking Startup evaluation: A Four-Decade Review of Drivers and Analytical Approaches</i> Authors: Chrysavgi Mitsi George Peppas Antonios Sarantidis Augoustinos Dimitras Christina Diakaki</p>
S3 Hera 1 Tourism I Panagiota Dionysopoulou	<p><i>Overtourism: Causes, Consequences, and Sustainable Solutions</i> Authors: Adamantia Kaouri Georgios Androulakis</p> <p><i>Analysis of Santorini's Tourism Product from the Demand and Supply Perspective</i> Authors: Evangelia Kasimati Irini Detsi Evrydiki Vythoulka Foteini Verarou</p> <p><i>Araxos National Airport and its contribution to the economic and tourist development of the Western Greece Region</i> Authors: Avraam Avramopoulos Sofia Kalli</p> <p><i>Language skills of hotel employees and customer satisfaction. Research on Hotels in Chalkidiki Greece.</i> Authors: Efstathios Velissariou Astero Kyriakou</p> <p><i>The Military Tourism as a special form of alternative tourism and its development prospects in Greece</i> Authors: Panagiota Dionysopoulou Evangelia Kasimati Charalampos Mylonakis</p>
11:00 - 12:45	
S4 Athina 1 Finance Andrianos Tsekrekos	<p><i>SME Loan Default Prediction with Machine Learning: An Empirical Study on Bank-Branch-Level Data</i> Authors: Augoustinos Dimitras Konstantinos Gkillas Georgios Peppas Maria Tantoula</p> <p><i>Central Bank Communication Channel: International Evidence from Stock Market Indices</i> Authors: Poutachidou Nikoletta Mpardas Christos Papadamou Stephanos Vlachos Vasileios</p>

SESSION ROOM / CHAIR	TITLE - AUTHORS
	<p><i>The impact of Uncertainty on Shipping Freight Rates</i> Authors: Panagiota Makrychoriti Khaled Guesmi Spyros Spyrou</p> <p><i>Reassessing Bitcoin's Market Behavior: The Impact of Macroeconomic Indicators and Investor Sentiment on Cryptocurrency Price Dynamics (2014 -2024)</i> Authors: Panagiotis Makris Petros Lois Spyros Repousis</p> <p><i>Real options premia implied from transactions in the Greek residential property market: New evidence</i> Authors: Andrianos Tsekrekos Maria Chondrokouki</p>
<p>S5 Athina 2 Accounting II Leonidas Doukakis</p>	<p><i>The effects of major institutional ownership and auditor competition on audit quality. UK evidence.</i> Authors: Georgios C. Simitis Maria Kyriakou</p> <p><i>Credit financing, loss avoidance and distress under financial turmoil: Evidence from small partnerships</i> Authors: Panagiotis Dimitropoulos</p> <p><i>Framing or Formulation Error in Financial Statements from 2027</i> Authors: Panagiotis Papadeas</p> <p><i>Sustainability reporting: A critical realist approach</i> Authors: Andreas Andrikopoulos</p> <p><i>Family firms and analyst news' market informativeness</i> Authors: Olga Pavlopoulou Leonidas Doukakis Afroditi Papadaki</p>
<p>S6 Hera1 Tourism II Mihail Diakomihalis</p>	<p><i>Beyond Marketing: The Strategic Role of Branding in City Diplomacy</i> Authors: Antonios Karvounis Christina Barbarousi</p> <p><i>Designing A Tourist Experience: Evidence from Greece</i> Authors: George Zografos</p>



SESSION ROOM / CHAIR	TITLE - AUTHORS
	<p><i>Algorithmic, dynamic and personalized pricing in tourism and hospitality: complexities and challenges</i> Authors: Athina Nella Evangelos Mavrikakis Konstantinos Salpasaranis</p> <p><i>Quality Labels for Sustainable Tourism: Regulatory Framework and Practical Challenges</i> Authors: Eleni Tzoulia</p> <p><i>Tax planning in hotel businesses and short-term accommodation leases in Greece</i> Authors: Evangelia Kasimati Panagiota Dionysopoulou Anna Kontaratou</p> <p><i>The unique product of Cruise and its treatment in the SNA and TSA</i> Authors: Nikolaos-Marios Diakomichalis Mihail Diakomihalis</p>
14:30 - 16:15	
S7 Athina 1 Finance II Anthony Rezitis	<p><i>The Role of Fintech in Regional Economic Development: A Bibliometric Analysis</i> Authors: Sotirios Trigkas Kanellos Toudas Paraskevi Boufounou</p> <p><i>Stress Test in Banks: A Bibliometric Review</i> Authors: Dimitrios Karakostas Vasileios Gkonis Ioannis Tsakalos</p> <p><i>Bitcoin and Green Corporate Bonds: A VAR model approach for a low-risk environmental investment.</i> Authors: Despoina Argyropoulou Athanasios Tsagkanos</p> <p><i>The Key Factors of Fintech Adoption: A Literature Survey</i> Authors: Nikolaos Papanikolaou Paraskevi Boufounou Nikolaos Eriottis</p> <p><i>Assessing the agricultural commodity futures intraday realized volatility in calm and turbulent times</i> Authors: Leonidas Zangelidis Anthony N. Rezitis Peter E. Moffatt</p>

SESSION ROOM / CHAIR	TITLE - AUTHORS
<p>S8 Athina 2 Public Sector Alina Hyz</p>	<p><i>Institutional Quality and Inward FDI in the Eurozone: An Indirect Transmission Mechanism</i> Authors: Eleni Stavridou Konstantina Kottaridi Dimitrios Thomakos</p> <p><i>The Implementation of International Public Sector Accounting Standards (IPSAS) in the Greek Public Sector: Evaluation, Benefits, and Challenges</i> Authors: Elena Kagioglou Athanasios Mandilas Eleftheria Panagiotidou Georgios Kafetzis</p> <p><i>Total Quality Management in the Public Sector: From Gurus to Practical Application. The case of the Region of Epirus</i> Authors: Malioura Vasiliki Karamanis Kostas</p> <p><i>From Transatlantic Dependence to EU Strategic Autonomy: The ReArm Europe – Readiness 2030 Program through the Lens of Risk Management</i> Authors: Eirini Kavarnou Manouvelos Evangelos</p> <p><i>Symbolic Compliance in Performance Budgeting: From Normative Commitment to Practical Implementation in Greece</i> Authors: Alina Hyz Stavroula Grigoriadou</p>
<p>S9 Hera1 Digital Innovation Maria Mavri</p>	<p><i>The Use of Artificial Intelligence in Film Companies</i> Authors: Margarita Kefalaki Dimitra Finou</p> <p><i>Rethinking Public Administration in the Digital Age: Governance, Transformation, and the Role of AI</i> Authors: Konstantina Kotsiopolou</p> <p><i>Decentralized Governance A Systematic Review</i> Authors: Vasiliki Tsona</p> <p><i>The role of Digital Transformation in the development of Strategic Planning at Boutique hotel's promotion</i> Authors: Panagiota Dionysopoulou Evangelia Kasimati Garyfallia Chrysoula Myrikna</p>



SESSION ROOM / CHAIR

TITLE - AUTHORS

Smart, Digital or just Regions?

Authors: Patricia Ikouta Mazza | Dimitrios Papandreou | Evgenia Fronimaki | Maria Mavri

16:30 - 18:00

S10

Hera 2

Global
Challenges
and Risk
Management

**Evangelos
Manouvelos**

Risk Management and Global Governance in the New Era of Revisionism and Great Power Competition: The Case of the Russia-Ukraine Conflict

Authors: Bekiaropoulos Pantelis | Evangelos Manouvelos

Cybersecurity and Risk Management in the Era of Globalized Hybrid Digital Threats: The case of Critical Infrastructure protection in the European Union

Authors: Michail Nikolaou | Evangelos Manouvelos

The Arctic Circle, geoeconomics competition, and dominance in the multipolar world of the 21st century: The case of Greenland through the lens of Risk Management

Authors: Konstantinos Sotiriadis | Evangelos Manouvelos

Organized Crime as a Global Challenge in the Modern Era of Systemic Destabilization: Analysis of Risk Management Strategies at the European Union Level

Authors: Dimitrios Petsangourakis | Evangelos Manouvelos

S11

Athina 1

Taxation

Pantelis Kostis

Institutional Framework and Comparative Systems of Organization of the Tax Function of Local Government – Metropolitan Model

Authors: Bakouros Christos

The Impact of Taxation on Economic Development and Growth: The Case Of Greece

Authors: Vydoura Vagia | Giannoula Florou

SESSION ROOM / CHAIR	TITLE - AUTHORS
	<p><i>Voluntary vs Enforced Tax Compliance among Greek Micro-Businesses: A Slippery Slope Test</i> Authors: Augustinos Dimitras Vasileios Fourlas Erich Kirchler George Peppas</p> <p><i>Tax Compliance and Transparency in the Primary Sector of the Greek Economy: Challenges and Policy Perspectives</i> Authors: Andreas E. Marinakis Pantelis C. Kostis</p> <p><i>Book-tax differences. The case of Greek legal entities according to accounting standards and the tax framework</i> Authors: Grigorios Lazos Andreas Koutoupis Michail Pazarskis Leonidas Davidopoulos</p>
<p>S12 Athina 2 Macroeconomic Kostantinos Karamanis</p>	<p><i>Consequences of the European Union's Cohesion Policy on Regional Inequalities across Europe</i> Authors: Christina-Maria Michaelidou</p> <p><i>Microeconomic and macroeconomic factors determining individual preferences for education</i> Authors: Nitsotolis Vasileios</p> <p><i>Impact of State Aid for Jobs and Entrepreneurship in Greece During the Pandemic</i> Authors: Prodromos Prodromidis Nikolaos Kanelopoulos Emilia G. Marsellou</p> <p><i>Make Education Entrepreneurial...Again? A Qualitative Study on Business Literacy, Perception and Development in the Context of the American Farm School of Thessaloniki</i> Authors: Theodoros Katerinakis Paraskevi Bermperaki</p> <p><i>Quantifying the effects of a large minimum wage decrease in Greece on income inequality using the gini coefficient</i> Authors: Yannis Katsaros Georgios Kolia Kostantinos Karamanis Christos Gogos</p>

ΧΟΡΗΓΟΙ ΣΥΝΕΔΡΙΟΥ



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