



(ATINER)

The Athens Journal of
Business & Economics



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Volume 5, Issue 4, October 2019

Articles

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Stories and Storytelling in UK Banking

STEPHAN UNGER

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EKATERINI DROSOU

Greek Womens' Mentality towards Fashion Brands and the Influence of Print Images

MÁRIA BÁBOSIK

Climate Finance by Multinational Development Banks - with Special Attention to Europe



ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

A World Association of Academics and Researchers

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Established in 1995



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Mission

ATINER is a *World Non-Profit Association* of Academics and Researchers based in Athens. ATINER is an independent **Association** with a **Mission** to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, **as well as engage with professionals from other fields**. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to *Plato's Academy* and *Aristotle's Lyceum*. Both these historic places are within walking distance from ATINER's downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, **Athens "... is open to the world, we never expel a foreigner from learning or seeing"**. ("Pericles' Funeral Oration", in Thucydides, *The History of the Peloponnesian War*). It is ATINER's **mission** to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people's opinions and beliefs. After all, the free expression of one's opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. *Education* and *(Re)searching* for the 'truth' are the pillars of any free (democratic) society. This is the reason why *Education* and *Research* are the two core words in ATINER's name.

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All ATINER's publications including the e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc) and are independent of the presentations made at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year. The intellectual property rights of the submitted papers remain with the author.

Before you submit, please make sure your paper meets some [basic academic standards](#), which include proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different [divisions and units](#) of the Athens Institute for Education and Research.

The plethora of papers presented every year will enable the editorial board of each journal to select the best ones, and in so doing, to produce a quality academic journal. In addition to papers presented, ATINER encourages the independent submission of papers to be evaluated for publication.

The current issue of the Athens Journal of Business and Economics (AJBE) is the fourth issue of the fifth volume (2019). The reader will notice some changes compared with the previous issues, which I hope is an improvement. An effort has been made to include papers which fall within in one of the subfields of business and economics.

Gregory T. Papanikos, President
Athens Institute for Education and Research



Athens Institute for Education and Research *A World Association of Academics and Researchers*

15thAnnual International Symposium on Economic Theory, Policy and Applications 29-30 June & 1-2 July 2020, Athens, Greece

The [Economics Unit](#) of ATINER, will hold its **14thAnnual International Symposium on Economic Theory, Policy and Applications, 29-30 June & 1-2 July 2020, Athens, Greece** sponsored by the [Athens Journal of Business & Economics](#). The aim of the conference is to bring together academics and researchers of all areas of economics and other related disciplines. You may participate as panel organizer, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-ECO.doc>).

Academic Members Responsible for the Conference

- **Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.**
- **Dr. Chris Sakellariou, Head, Economics Unit & Associate Professor of Economics, Nanyang Technological University, Singapore.**

Important Dates

- Abstract Submission: **25 November 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **1 June 2020**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/2019fees>



Athens Institute for Education and Research *A World Association of Academics and Researchers*

7th Annual International Conference on Business, Law & Economics 4-7 May 2020, Athens, Greece

The [Business, Economics and Law Division](#) (BLRD) of ATINER is organizing its 7th Annual International Conference on Business, Law & Economics, 4-7 May 2020, Athens, Greece, sponsored by the [Athens Journal of Business & Economics](#) and the [Athens Journal of Law](#). In the past, the [six units](#) of BLRD have organized more than 45 annual international conferences on accounting, finance, management, marketing, law and economics. This annual international conference offers an opportunity for cross disciplinary presentations on all aspects of business, law and economics. This annual international conference offers an opportunity for cross disciplinary presentations on all aspects of business, law and economics. Please submit an abstract (email only) to: atiner@atiner.gr, using the abstract submission form (<https://www.atiner.gr/2020/FORM-BLE.doc>)

Important Dates

- Abstract Submission: **1 October 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **6 April 2020**

Academic Member Responsible for the Conference

- **Dr. Gregory T. Papanikos**, President, ATINER.
- **Dr. Michael P. Malloy**, Director, [Business, Economics and Law Division](#), ATINER & Distinguished Professor & Scholar, University of the Pacific, USA.
- **Dr. David A. Frenkel**, LL.D., Head, [Law Research Unit](#), ATINER & Emeritus Professor, Law Area, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel.

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More information can be found here: <https://www.atiner.gr/social-program>

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