



Athens Journal of Business & Economics



Quarterly Academic Periodical,
Volume 9, Issue 1, January 2023
URL: <https://www.athensjournals.gr/ajbe>
Email: journals@atiner.gr
e-ISSN: 2241-794X DOI: 10.30958/ajbe

Front Pages

LEONIDA CORREIA & MARIA JOÃO RIBEIRO

[Macroeconomics and the Construction Sector: Evidence from Portugal](#)

PATRICK BRECHT, JÖRN FAßBINDER, DANIEL HENDRIKS,
ANJA STROEBELE & CARSTEN H. HAHN

[Rapid Platform Exploration - A Sprint to Discover and Design Digital Platform
Business Models](#)

MIEMIE STRUWIG & STORM WATSON

[Working Capital Management and Systems Disruption during the COVID-19 Pandemic:
Evidence from South Africa](#)

PETER JONES & DAPHNE COMFORT

[A Review of the Leading Information Technology Companies' Modern Slavery
Statements](#)

EZGI OGUZ & JAMIE MARSDEN

[Defending Against Copycat Packaging:
The Role of Design from a Consumer's Perspective](#)

TUONG-MINH LY-LE

[Motivations and Challenges in Small Business Start-ups: A Glance at Vietnam's
Public Relations Industry](#)

DENIZ AKGÜL & VILDAN GÜNEŞ

[Minority Stress of Workers as Internal Customers: A Case Study in Turkey](#)

Athens Journal of Business & Economics

Published by the Athens Institute for Education and Research (ATINER)

Editor

- Dr. Gregory T. Papanikos, President of ATINER and Honorary Professor of Economics, University of Stirling, U.K.

Co-Editors

- Dr. Stavroula Malla, Academic Member, ATINER & Associate Professor, University of Lethbridge Canada.
- Dr. Nicholas Marudas, Head, Accounting Unit, ATINER & Associate Professor, Mercer University, USA.
- Dr. Christos Sakellariou, Vice President of Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
- Dr. Henry Thompson, Head, Economics Unit, ATINER & Emeritus Professor, Auburn University, USA.

Editorial & Reviewers' Board

<https://www.athensjournals.gr/ajbe/eb>

Administration of the Journal

1. Vice President of Publications: Dr Zoe Boutslioli
2. General Managing Editor of all ATINER's Publications: Ms. Afrodete Papanikou
3. ICT Managing Editor of all ATINER's Publications: Mr. Kostas Spyropoulos
4. Managing Editor of this Journal: Ms. Victoria McKinley Bigelow

ATINER is an Athens-based World Association of Academics and Researchers based in Athens. ATINER is an independent and non-profit 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.

The *Athens Journal of Business & Economics (AJBE)* is an Open Access quarterly double-blind peer reviewed journal and considers papers from all areas of business and economics, including papers on accounting, finance, management, marketing, organization etc. The AJBE welcomes theoretical (including methodological), empirical (including case-studies) and policy (i.e., descriptive and non-analytical) papers. Given the mission of ATINER, the AJBE will also consider papers which emphasize country-related studies both at the business and the national economy level as well as economic history, history of economic thought and philosophy of economics papers. All papers are subject to ATINER's [Publication Ethical Policy and Statement](#).

The Athens Journal of Business & Economics

ISSN NUMBER: 2241-794X- DOI: 10.30958/ajbe

Volume 9, Issue 1, January 2023

Download the entire issue ([PDF](#))

<u>Front Pages</u>	i-viii
<u>Macroeconomics and the Construction Sector: Evidence from Portugal</u> <i>Leonida Correia & Maria João Ribeiro</i>	9
<u>Rapid Platform Exploration – A Sprint to Discover and Design Digital Platform Business Models</u> <i>Patrick Brecht, Jörn Faßbinder, Daniel Hendriks, Anja Stroebele & Carsten H. Hahn</i>	27
<u>Working Capital Management and Systems Disruption during the COVID-19 Pandemic: Evidence from South Africa</u> <i>Miemie Struwig & Storm Watson</i>	45
<u>A Review of the Leading Information Technology Companies’ Modern Slavery Statements</u> <i>Peter Jones & Daphne Comfort</i>	59
<u>Defending Against Copycat Packaging: The Role of Design from a Consumer’s Perspective</u> <i>Ezgi Oguz & Jamie Marsden</i>	73
<u>Motivations and Challenges in Small Business Start-ups: A Glance at Vietnam’s Public Relations Industry</u> <i>Tuong-Minh Ly-Le</i>	91
<u>Minority Stress of Workers as Internal Customers: A Case Study in Turkey</u> <i>Deniz Akgül & Vildan Güneş</i>	109

Athens Journal of Business & Economics

Editorial and Reviewers' Board

Editor

- **Dr. Gregory T. Papanikos**, Honorary Professor, University of Stirling, UK & President of ATINER.

Co-Editors

- **Dr. Stavroula Malla**, Academic Member, ATINER & Associate Professor, University of Lethbridge Canada.
- **Dr. Nicholas Marudas**, Head, Accounting Unit, ATINER & Associate Professor, Mercer University, USA.
- **Dr. Christos Sakellariou**, Vice President of Administration and Finance, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
- **Dr. Henry Thompson**, Head, Economics Unit, ATINER & Emeritus Professor, Auburn University, USA.

Editorial Board

- Dr. Panagiotis Petratos, Vice President of ICT, ATINER & Professor, Department of Computer Information Systems, California State University (Stanislaus), USA.
- Dr. Michael P. Malloy, Director, **Business & Law Research Division**, ATINER & Distinguished Professor of Law, University of the Pacific, USA.
- Dr. Peter Koveos, Head, **Accounting & Finance Research Unit**, ATINER & Professor of Finance, Syracuse University, USA.
- Dr. Sharon Claire Bolton, Head, **Management Research Unit**, ATINER & Professor, The Management School, University of Stirling, Scotland.
- Dr. Cleopatra Veloutsou, Head, **Marketing Research Unit**, ATINER & Professor of Brand Management, University of Glasgow.
- Dr. John Thanopoulos, Professor of International Business (IB), and Dean, Business and Economics, IST College & Emeritus Professor, University of Piraeus, Greece.
- Dr. Elyas Elyasiani, Professor Finance and Economics, Fox School of Business and Management, Temple University, USA.
- Dr. Eduardo Segarra, Academic Member, ATINER & Professor, Department of Agricultural & Applied Economics, Texas Tech University, USA.
- Dr. Samuel Seaman, Academic Member, ATINER & Professor of Decision Sciences, Graziadio School of Business and Management, Pepperdine University, USA.
- Dr. Hercules Haralambides, Academic Member, ATINER & Professor of Maritime Economics and Logistics, Department of Econometrics, Erasmus University Rotterdam, The Netherlands.
- Dr. Steven Dellaportas, Academic Member, ATINER & Professor of Accounting, RMIT (Royal Melbourne Institute of Technology) University, Australia.
- Dr. George V. Priovolos, Professor, Iona College, USA.
- Dr. George Saridakis, Director of Doctoral Programmes, Kingston Business School, Kingston University & Professor of Small Business and Entrepreneurship, Kingston Hill, Kingston Upon Thames, UK.
- Dr. Liliana Costa, Tutor, Department of Communication and Art, University of Aveiro, Portugal.
- Dr. Gilles Chemla, Academic Member, ATINER & Professor, Imperial College Business School, UK.
- Dr. Nathalie Homlong, Associate Professor, University College Volda, Norway.
- Dr. Tatyana Boikova, Associate Professor, Business Administration Department, Baltic International Academy, Latvia.
- Dr. Zubin Sethna, Associate Professor of Entrepreneurial Marketing, Regent's University London, UK.

- **General Managing Editor of all ATINER's Publications:** Ms. Afrodete Papanikou
- **ICT Managing Editor of all ATINER's Publications:** Mr. Kostas Spyropoulos
- **Managing Editor of this Journal:** Ms. Victoria McKinley Bigelow ([bio](#))

Reviewers' Board

[Click Here](#)

President's Message

All ATINER's publications including its e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and is independent of presentations at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year and entail significant costs of participating. The intellectual property rights of the submitting papers remain with the author. Before you submit, please make sure your paper meets the [basic academic standards](#), which includes 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, and in so doing produce a top-quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the first of the ninth volume of the *Athens Journal of Business & Economics (AJBE)*, published by the [Business & Law Division](#) and the [Economics Unit](#) of ATINER.

Gregory T. Papanikos
President
ATINER



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

18thAnnual International Symposium on Economic Theory, Policy and Applications 26-29 June 2023, Athens, Greece

The [Economics Unit](#) of ATINER, will hold its **17thAnnual International Symposium on Economic Theory, Policy and Applications, 26-29 June 2023, 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/2023/FORM-ECO.doc>).

Academic Members Responsible for the Conference

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. Henry Thompson, Head, [Economics Unit](#), ATINER & Emeritus Professor, Auburn University, USA.
- Dr. Chris Sakellariou, Head, Economics Unit & Associate Professor of Economics, Nanyang Technological University, Singapore.

Important Dates

- Abstract Submission: **28 March 2023**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **29 May 2023**

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/fees>



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

10th Annual International Conference on Business, Law & Economics 1-4 May 2023, Athens, Greece

The [Business, Economics and Law Division](#) (BLRD) of ATINER is organizing its 10th Annual International Conference on Business, Law & Economics, 1-4 May 2023, 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 50 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/2023/FORM-BLE.doc>)

Important Dates

- Abstract Submission: **31 January 2023**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **3 April 2023**

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.

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

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

Conference Fees

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

