

Athens Journal of Business & Economics

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TAREQ NAEL HASHEM

Influence of Blockchain in Marketing on Efficiency of E-customer Relationship Management: Moderating Role of Technology Adoption

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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 Athens Institute 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 Athens Institute's [Publication Ethical Policy and Statement](#).

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President's Message

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

Gregory T. Papanikos
President
Athens Institute



Athens Institute for Education and Research

A World Association of Academics and Researchers

20th Annual International Symposium on Economic Theory, Policy and Applications 29-30 June & 1-3 July 2026, Athens, Greece

The [Economics Unit](#) of Athens Institute, will hold its 19th Annual International Symposium on Economic Theory, Policy and Applications, 29-30 June & 1-3 July 2026, 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/2026/FORM-ECO.doc>).

Academic Members Responsible for the Conference

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

Important Dates

- Abstract Submission: **10 March 2026**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **1 June 2026**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Athens Institute.

- 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

13th Annual International Conference on Business, Law & Economics

4-8 May 2026, Athens, Greece

The [Business, Economics and Law Division](#) (BLRD) of Athens Institute is organizing its 13th Annual International Conference on Business, Law & Economics, 4-8 May 2026, Athens, Greece, sponsored by the [Athens Journal of Business & Economics](#) and the [Athens Journal of Law](#). In the past, the [six units](#) of BLD 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/2026/FORM-BLE.doc>)

Important Dates

- Abstract Submission: **20 January 2026**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **6 April 2026**

Academic Member Responsible for the Conference

- **Dr. Gregory T. Papanikos**, President, Athens Institute.
- **Dr. Michael P. Malloy**, Director, [Business, Economics and Law Division](#), Athens Institute & Distinguished Professor & Scholar, University of the Pacific, USA.
- **Dr. David A. Frenkel**, LL.D., Head, [Law Research Unit](#), Athens Institute & 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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