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Athens Journal of  
Mediterranean Studies



(ATINER)

**Volume 5, Issue 2, April 2019**

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**Dominance or Effectiveness? Which is More Important in Brand Personality Decisions?**



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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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# Athens Journal of Mediterranean Studies

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# President's Message

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 Mediterranean Studies (AJMS) is the second 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 extent to different issues of Mediterranean studies. Two papers are related to history; one to economics and the other to architecture - urban planning.

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



## Athens Institute for Education and Research

*A World Association of Academics and Researchers*

### 12<sup>th</sup> Annual International Conference on Mediterranean Studies 15-18 April 2019, Athens, Greece

The [Center for European & Mediterranean Affairs](https://www.atiner.gr) organizes the 12<sup>th</sup> Annual International Conference on Mediterranean Studies, 15-18 April 2019, Athens, Greece. The aim of the symposium is to give the opportunity to all academics and researchers to exchange their teaching and researching knowledge and experience. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2019/FORM-MDT.doc>).

#### Academic Members Responsible for the Conference

- Dr. Yannis Stivachtis, Director, [Center for European & Mediterranean Affairs](https://www.atiner.gr) and Director & Professor, International Studies Program Virginia Tech - Virginia Polytechnic Institute & State University, USA.
- Dr. Gregory T. Papanikos, Honorary Professor, University of Stirling, UK.
- Dr. David Philip Wick, Professor of History, Gordon College, USA.

#### Important Dates

- Abstract Submission: **deadline closed**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **18 March 2019**

#### 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*

### 17<sup>th</sup> Annual International Conference on Politics 17-20 June 2019, Athens, Greece

The [Politics & International Affairs Unit](#) of the ATINER will hold its **17<sup>th</sup> Annual International Conference on Politics, 17-20 June 2019, Athens, Greece** sponsored by the [Athens Journal of Social Sciences](#). The aim of the conference is to bring together academics, researchers and professionals in private and public organizations and governments of Politics and International Affairs and other related disciplines. You may participate as stream leader, presenter of one paper, chair of a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2019/FORM-POL.doc>).

#### Important Dates

- Abstract Submission: **6 May 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **20 May 2019**

#### Academic Member Responsible for the Conference

- **Dr. Bettina Koch**, Head, Politics & International Affairs Unit, ATINER & Associate Professor of Political Science, Virginia Polytechnic Institute and State University, USA.

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

#### Conference Fees

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