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Paper

## A Comparative Approach of E-Learning Accounting Programs in Greece and China

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**Abstract.** Educational institutions worldwide are engaged in meeting the needs of lifelong learning of accounting professionals, graduates and prospective accountants. E-Learning Programs (E-LPs) aspire to be a driving force for developing skills since they integrate new technologies in order to support the communication between trainer and trainee in the best possible way. Greek Universities which implement E-Learning programs participate to this effort, through user-friendly learning platforms. This study uses a comparative approach in order to investigate similarities and differences of E-Learning Accounting Programs (E-LAPs) and skills development between Greek and Chinese Universities. The results show that China provides plethora of E-LPs leading to university degrees while Greece is rather focused on short courses and seminars. However, both countries should redefine the Accounting Education and Training to correlate the soft skills demand of modern enterprises with the provision of strong technical knowledge.

**Keywords:** Accounting, E-Learning, Lifelong Learning, Digital Skills, Universities, Greece, China.

## 1 Introduction

The business world is striving to attain sustainable growth around the world. In this context, accounting as a scientific discipline and as a profession, is considered to be a lever of economic and social prosperity at national and international level [1].

Greece belongs to the European Union (EU) since 1981 and is constantly adjusting its educational system in order to keep pace with the European trends and the Bologna requirements [2], [3]. The accounting sector in Greece is emerging as one of the most popular choices in job search efforts [4]. Although there are good prospects for the growth of the accounting profession in Greece [5], there is low participation of Greeks in E-Learning and distance learning programs according to Eurostat [6]. Greece is ranked 26th among the 28 European Member States in the digital skills field [7]. The first Greek E-Learning Education and Training program was created in 2001 and nowadays some of the programs are implemented in collaboration with reputable institutions [8], [9], [10], [11], [12], [13].

China is a country that has gone through radical changes in many levels during the last decades including its educational system [14]. E-Learning plays an increasingly important role in the Chinese educational system. It can meet the needs of on-the-job education and lifelong education of people [15]. The development of E-Learning

## Tracing the Stages of Product-Harm Crises in Social Media for Designing Effective Digital Marketing Strategies

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### Abstract

In the beginning of October 2018, a photo with a live frog trapped in a ready-to-eat salad was shared and commented by thousands of Facebook users. Although the supermarket, which sold the salad, submitted an explanation post, the frog remained a central theme of discussion among users in various Facebook groups and individual profiles for a couple of weeks after the incident. The aim of the current study is to explore and analyze the basic stages of a product-harm crisis spread in social media, based on consumers (Facebook users) perceptions and attitudes. More precisely, the paper investigates consumer experiences during four different phases of the above mentioned product-harm crisis by using longitudinal qualitative research (i.e. in-depth interviews). Results revealed that during the first stage (just after the photo of the frog appeared), consumers were angry, searched the Internet and social media for valid information and felt the urge to participate in e-discussions related to the crisis. After a couple of weeks they were no longer interested in reading long discussion on the issue, wrote limited comments, but were still curious to open any link provided by a reliable source. Approximately two and a half months after the initial photo post, Facebook users had almost forgotten the negative incident and most of them felt safer to buy the product (again).

**Keywords:** Social media, Product-Harm Crises, Digital Marketing

### Introduction

Product-harm crises are events where a product is found to be faulty, unsafe for consumers, or even dangerous (Dawar and Pillutla, 2000). Crises, in product companies, may stem from various causes, such as manufacturer's negligence or inappropriate use of the products (Heerde et al., 2007). Klein and Dawar (2004) argue that a product harm crisis may not only decrease the product value but also negatively influence the brand name through unfavourable comments and reviews in social media. The role of the European Food Safety Authority is important as stakeholders are informed about possible risks and clarify details on product harm crises where needed.

Crises may arise to every company, in every business sector, regardless its size (Fearn-Banks, 1996). Corporate communication strategies mainly focus on the risks and the development of channels by which they provide information, in order to more effectively and holistically manage potential crises (Verbeke, et al., 2005). Regester (1989) supports the view that it is important for every company to adopt mechanisms for the early detection of crises. Dawar and Pillutla (2000) add that efficient strategies are even more important for product harm crises. Kash and Darling (1998) argue that only a

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**Λέξεις Κλειδιά:** Λογιστική εκπαίδευση, δημόσια ΙΕΚ, οδηγοί σπουδών, μαθησιακά αποτελέσματα, δεξιότητες, απασχολησιμότητα, Ελλάδα

Πιο συγκεκριμένα τα Δημόσια Ινστιτούτα Επαγγελματικής Κατάρτισης (Δ.ΙΕΚ) συμβάλλουν στην επίτευξη των στόχων αυτών σε μεγάλο βαθμό και αποτελούν μια

(47)

Paper

## Sustainable Development of Skills for the Tourism Sector and its Financial Impact

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<sup>1</sup> University of West Attica, Ag. Spyridonos, 12243, Athens, Greece

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**Abstract.** Tourism has proven internationally one of the most fast growing sectors of the global economy. It has a multiplex character and has established tight connections to the technological evolution and the digital marketing. Businesses and consumers ask for new kind of services and consequently new needs appear and new skills are required from the working population in order to satisfy current trends. This study examines the range of professional skills that should be reinforced in the Greek tourism business environment, along with the financial impact, by employing a secondary research method using data from a variety of resources. The framework of the study includes the “business, educational and academic research systems” with regards to skills development and employers’ needs. Results confirm the necessity for deeper cooperation between education and market in order to improve graduates’ professional skills.

**Keywords:** Skills, Financial Impact, Digital Marketing, Tourism, Greece.

### 1 Introduction

Global economy in the last decades exhibits continuous transformation especially due to digital technologies [1]. This transformation disrupts the existing structures and creates a new type of entrepreneurial development that impacts every sector of the economy [2]. In parallel, the modern digital technologies change the competitive and the working environment of firms [3], [4].

Tourism industry, through its multiple facets, has created tight connections to the technological evolution and the digital marketing [5]. Additionally, in the current market place, firms and consumers, demand new services which request new skills from the working population in order to satisfy modern trends [6].

Greek economy is characterized by high unemployment rate (~20%) while GDP has started to show some recovery signs [7]. One million unemployed citizens seek employment while enterprises complain that they cannot find the proper staff for high and middle technical positions that require candidates with knowledge and appropriate skills [8].

In Europe there is a trend of increasing employment in positions that require high skills while there is decrease in professions that require middle level skills [9]. However, there is an opposite trend in Greece in recent years; employment in positions of

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Η ΗΜΕΡΗΣΙΑ ΗΛΕΚΤΡΟΝΙΚΗ ΕΦΗΜΕΡΙΔΑ ΠΟΥ ΑΠΟ ΤΟ 1999 ΕΝΗΜΕΡΩΝΕΙ ΜΕ ΣΥΝΕΠΕΙΑ ΤΟΥΣ ΕΠΑΓΓΕΛΜΑΤΙΕΣ ΤΗΣ ΤΟΥΡΙΣΤΙΚΗΣ ΑΓΟΡΑΣ ΕΛΛΑΔΑΣ & ΚΥΠΡΟΥ

Η επίδραση του χωροταξικού σχεδιασμού στη βιώσιμη ανάπτυξη της Ύδρας  
28 Ιούνιος 2017, 10:46



Η Χαρά Κοτταρά είναι κάτοχος Μεταπτυχιακού Τίτλου στη Διοίκηση Τουριστικών Επιχειρήσεων MSc του Ε.Α.Π, πτυχιούχος Διοίκησης & Οικονομίας τμήματος Λογιστικής του Α.Τ.Ε.Ι Πειραιά, με εξειδίκευση στην Διοίκηση-Ηγεσία-Αξιολόγηση & Έλεγχο των Εκπαιδευτικών μονάδων του Πανεπιστημίου Αιγαίου. Έχει πολυετή επαγγελματική εμπειρία και σήμερα δραστηριοποιείται στον χώρο της Εκπαίδευσης. Είναι εισηγήτρια σε θέματα της Οικονομικής Επιστήμης (Χρηματοοικονομικής Διοίκησης, Λογιστικής, κ.ά.) στη Δευτεροβάθμια και Μεταδευτεροβάθμια Εκπαίδευση, ενώ έχει συγγράψει μεγάλο αριθμό ακαδημαϊκών σημειώσεων σε E-learning προγράμματα. Είναι εξετάστρια πρακτικού μέρους στις Πιστοποίησης του Ε.Ο.Π.Π.ΕΠ, ειδικοτήτων: Marketing, Management, Ναυτιλιακών, Τουρισμού και πολλών άλλων. Παράλληλα συμμετέχει ως μέλος στις Επιτροπές Σύνταξης Τράπεζας Θεμάτων του Υπουργείου Παιδείας και Θρησκευμάτων και στην Επιτροπή κατάρτισης των νέων Οδηγών Σπουδών του Υπουργείου Παιδείας και Θρησκευμάτων. Επίσης, έχει διδάξει στις Φυλακές Κορυδαλλού (ευάλωτες κοινωνικά ομάδες), σε επιμελητήρια και πολλούς φορείς δημόσιους και ιδιωτικούς, ενώ έχει πάνω από 8.000 διδακτικές ώρες στο ενεργητικό της.

Η Ύδρα ως τουριστικός προορισμός έχει την ανάγκη για την υιοθέτηση ενός επιστημονικά ολοκληρωμένου χωροταξικού σχεδιασμού, δημιουργώντας την προϋπόθεση για την ορθολογιστική ανάπτυξη της τουριστικής δραστηριότητας, καθώς διέπεται από μικρή φέρουσα τουριστική ικανότητα.



Σύμφωνα με τον Νόμο 3852/2010 και το πρόγραμμα Καλλικράτη, η Ύδρα ανήκει στην Περιφέρεια Αττικής και Νήσων, είναι νησί του Αργοσαρωνικού και έχει έκταση 64

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# Sustainable Development of Skills for the Tourism Sector and Its Financial Impact

Autoren: Sofia Asonitou, Chara Kottara

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Erschienen in: Strategic Innovative Marketing and Tourism



» Jetzt Zugang zum Volltext erhalten

## Abstract

Tourism has proven internationally one of the most fast growing sectors of the global economy. It has a multiplex character and has established tight connections to the technological evolution and the digital marketing. Businesses and consumers ask for new kind of services and consequently new needs appear and new skills are required from the working population in order to satisfy current trends. This study examines the range of professional skills that should be reinforced in the Greek tourism business environment, along with the financial impact, by employing a secondary research method using data from a variety of resources. The framework of the study includes the "business, educational and academic research systems" with regards to skills development and employers' needs. Results confirm the necessity for deeper cooperation between education and market in order to improve graduates' professional skills.

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President of the HF<sup>AA</sup> Board  
Dean of the School of Business Administration  
University of Macedonia

**Prof. Panagiotis Papadeas**

Chairman of the Scientific Committee Department  
of Accounting and Finance  
University of West Attica

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*[Signature]*

*[Signature]*



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**CONFERENCE 1 KOTTARA CHARA**



**INTERNATIONAL CONFERENCE ON STRATEGIC  
INNOVATIVE MARKETING AND TOURISM  
(ICSIMAT 2018)**

**17-20 October 2018**

**TRACK 3c Location 1<sup>st</sup> Floor Room**

**Bridging the Gap between Industry and Academia in Management-Educational Tourism Perspectives**

**CHAIRS**

**Patricia Orozco, Laurentian University, CANADA**

**Sofia Asonitou, University of West Attica, GREECE**

**18:20pm-18:30pm Sofia Asonitou and Chara Kottara, University of West Attica, GREECE**

**Sustainable Development of Skills for the Tourism Sector and its financial impact**

**18:30pm-18:40pm questions & answers**



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CONFERENCE 3 KOTTARA CHARA

Her Paper

33rd IBIMA Conference: 10-11 April 2019, Granada, Spain



10-11 April, 2019  
Granada, Spain



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Engineering Village

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20 July 2019

## Tracing the Stages of Product-Harm Crises in Social Media for Designing Effective Digital Marketing Strategies

Aikaterini VASSILIKOPOULOU and Chora KOTTARA

33rd IBIMA Conference:  
10-11 April 2019, Granada,  
Spain

### Abstract :

In the beginning of October 2018, a photo with a live frog trapped in a ready-to-eat salad was shared and commented by thousands of Facebook users. Although the supermarket, which sold the salad, submitted an explanation post, the frog remained a central theme of discussion among users in various Facebook groups and individual profiles for a couple of weeks after the incident. The aim of the current study is to explore and analyze the basic stages of a product-harm crisis spread in social media, based on consumers (Facebook users) perceptions and attitudes. More precisely, the paper investigates consumer experiences during four different phases of the above mentioned product-harm crisis by using longitudinal qualitative research (i.e. in-depth interviews). Results revealed that during the first stage (just after the photo of the frog appeared), consumers were angry, searched the Internet and social media for valid information and felt the urge to participate in e-discussions related to the crisis. After a couple of weeks they were no longer interested in reading long discussion on the issue, wrote limited comments, but were still curious to open any link provided by a reliable source. Approximately two and a half months after the initial photo post, Facebook users had almost forgotten the negative incident and most of them felt safer to buy the product (again).

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Συνοψ

CONFERENCE 2 KOTTARA CHARA



# INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM (ICSIMAT 2019)

17-21 July 2019

**Sessions 3a Teleconference Room – First Floor,  
Michaleion Building, 3b Ground Floor,  
Michaleion Building, 3c First Floor, Michaleion  
Building**

Venue: University of the Aegean

10:40am- 10:50am	The Strategic Use of Social Media in the Business-to-Business Context. Two Social Media B-to-B Clusters  Gerasimos Darlas, Despina Karayanni, and Athina Ntavan, University of Patras, Greece	A Comparative Approach of E-learning Accounting Courses in Greece and China  Sofia Asonitou, University of West Attica, Greece, Chara Kottara, University of West Attica, Greece, Sija Duan, Zhengzhou University, China and Linlin, Yuan, Zhengzhou University China	Social Media Activism on Cultural Tourism: A Proposal for Paleochora in Aegina, Greece  Dina Chatzina, Municipality of Aegina island Aegina, Greece
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2 weeks

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18<sup>th</sup> ANNUAL CONFERENCE - ATHENS, GREECE  
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ΣΑΒΒΑΤΟ  
14 ΔΕΚΕΜΒΡΙΟΥ 2019

**Session 16:**  
**Special Issues in**  
**Accounting and**  
**Finance III**  
15:00 - 16:15  
Room: Αίθουσα 5

**Session Chair:**  
**Antonios Georgopoulos,**  
**University of Patras,**  
**Greece**

**Οι Αλλαγές στις Κοινωνικές Δομές στο Διάστημα 1880-2050**  
Θεόδωρος Παπαηλίας, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα  
Στέφανος Παπαηλίας, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα

**Διερεύνηση Μαθησιακών Αποτελεσμάτων των Αποφοίτων Λογιστικής**  
**Εκπαίδευσης Δημοσίων ΙΕΚ, στην Ελλάδα**  
Χαρά Κοτταρά, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα  
Σοφία Ασωνίτου, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα  
Σταμάτιος Ντάνος, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα

**Student Perceptions of the Development of Employability Skills:**  
**Implications for Higher Education**  
Effimia Anastasiou, American College of Greece, Greece

**Στατιστική Έρευνα για τη Συμβολή των Νέων Τεχνολογιών στην**  
**Βελτίωση της Εκπαιδευτικής, Διοικητικής και Οικονομικής Εικόνας των**  
**Ιδρυμάτων Τριτοβάθμιας Εκπαίδευσης**  
Ευαγγελία Κρασσιέρη, Πανεπιστήμιο Δυτικής Αττικής, Ελλάδα  
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# CERTIFICATE OF ATTENDANCE

THIS CERTIFICATE IS PRESENTED TO

*Chara Kottara*

This is to certify that the above named has  
successfully attended the 8<sup>th</sup> International  
Conference on Strategic Innovative  
Marketing & Tourism in the Northern  
Aegean, Greece between 17-21 July 2019





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Οικονομολόγος (MBA) - Πολιτικός Επιστήμων

Η ΠΡΟΕΔΡΟΣ ΤΗΣ Ε.Λ.Ε.Σ.Υ.Π.

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Καθηγήτρια Α.Σ.ΠΑΙ.Τ.Ε.

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