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INTEGRATED INFORMATION

International Conference on Integrated Information

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All papers have been peer-reviewed



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Preface: Proceedings of the International Conference on Integrated Information (IC-ININFO 2011)

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Aims and Scope of the Conference

The International Conference on Integrated Information 2011 took place in Kos Island, Greece, between September, 29 and October, 3, 2011. IC-ININFO is an international interdisciplinary conference covering research and development in the field of information management and integration.

The conference aims at creating a forum for further discussion for an Integrated Information Field incorporating a series of issues and/or related organizations that manage information in their everyday operations. Therefore, the call for papers is addressed to scholars and/ or professionals of the fields of Library and Archives Science (including digital libraries and electronic archives), Museum and Gallery Studies, Information Science, Documentation, Information Management, Records Management, Knowledge Management, Data management and Copyright experts the latter with an emphasis on Electronic Publications. Furthermore, papers focusing on issues of Cultural Heritage Management and Conservation Management are also be welcomed along with papers regarding the Management of Nonprofit Organizations such as libraries, archives and museums.

One of the primary objectives of the IC-ININFO will be the investigation of information-based managerial change in organizations. Driven by the fast-paced advances in the Information field, this change is characterized in terms of its impact on organizations that manage information in their everyday operations.

Grouping emerging technologies in the Information field together in a close examination of practices, problems and trends, IC-ININFO and its emphases on integration and management will present the state of the art in the field. Addressed jointly to the academic and practitioner, it will provide a forum for a number of perspectives based on either theoretical analyses or empirical case studies that will foster dialogue and exchange of ideas.

Topics of general Interest

Library Science, Archives Science, Museum and Gallery Studies, Information Science, Documentation, Digital Libraries, Electronic Archives, Information Management, Records / Document Management, Knowledge Management, Data Management, Copyright, Electronic Publications, Cultural Heritage Management, Conservation Management, Management of Nonprofit Organizations, History of Information, History of Collections, Health Information

Symposia

The Conference offered a number of sessions under its patronage, providing a concise overview of the most current issues and hands-on experience in information-related fields.

- Symposium on Integrated information: Theory, Policies, Tools
- 4th Symposium on Business and Management and Dynamic Simulation Models supporting management strategies

- Session on Open Access Repositories: Self-archiving, Metadata, Content policies, Usage
- Session on Evidence-Based Information in Clinical Practice
- Session on Business Management and Communication Strategies supporting Decision Making Process in Tourism Sector
- Session on Electronic Publishing: A Developing Landscape
- Session on Information and Knowledge Management
- Session on Information Content Preservation as Outcome of Conservation of Cultural Heritage: Ethics, Methodology and Tools
- Session on Advances Information for Strategic Management
- Session on Information History: Perspectives, Methods and Current Topics
- Session on Divergence and Convergence: Information Work in Digital Cultural Memory Institutions
- Session on Contemporary issues in Management: Organisational Behaviour, Information Technology, Education & Hospital leadership.

The wide range of aspects that the sessions covered, highlighted future trends in the Information Science.

Paper Peer Review

More than 300 papers had been submitted for consideration in IC-ININFO 2011. From them, 91 were selected for presentation, after peer review in a double blind review process. The accepted papers were presented at IC-ININFO 2011.

Thanks

We would like to thank all members that participated in any way in the IC-ININFO 2011 Conference and especially:

- The famous publishing house Emerald for its communication sponsorship.
- The co-organizing Universities and Institutes for their support and development of a high-quality Conference scientific level and profile.
- The members of the Scientific Committee that honored the Conference with their presence and provided a significant contribution to the review of papers as well as for their indications for the improvement of the Conference.
- All members of the Organizing Committee for their help, support and spirit participation before, during and after the Conference.
- The Session Organizers for their willing to organize sessions of high importance and for their editorial work, contributing in the development of valued services to the Conference.
- PhDC Marina Terzi for her excellent editorial work, contributing in the production of the Conference proceedings.

CONFERENCE DETAILS

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Dionysis Kokkinos, National Technical University of Athens

KEYNOTE SPEAKER



Professor Amanda Spink

Professor Amanda Spink has published over 340 scholarly journal articles, refereed conference papers and book chapters, and 6 books. Many of her journal articles are published in the Journal of the American Society for Information Science and Technology, Information Processing and Management, and the Journal of Documentation. She is Editor of the Emerald journal Aslib Proceedings. Amanda's research has been published at many conferences including ASIST, IEEE ITCC, CAIS, Internet Computing, ACM SIGIR, and ISIC Conferences. Her recent books include Information Behavior: An Evolutionary Instinct and Web Search: Multidisciplinary Perspectives, both published by Springer. Amanda's research focuses on theoretical and empirical studies of information behavior, including the evolutionary and developmental foundations. The National Science Foundation, the American Library Association, Andrew R. Mellon Foundation, Amazon.com, Vivisimo. Com, Infospace.com, NEC, IBM, Excite.com, AlltheWeb.com, AltaVista.com, FAST, and Lockheed Martin have sponsored her research. In 2008 Professor Spink had the second highest H-index citation score in her field from 1998 to 2008 [Norris, M. (2008)]. Ranking Fellow Scholars and their H-Index: Preliminary Survey Results. Loughborough University, Dept of Information Science Report].

4th Symposium on Business and Management and Dynamic Simulation Models Supporting Management Strategies

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Description: Overall, decision making in management sciences constitutes one of the modules that is being thoroughly investigated by sciences such as Decision Making. The contribution of this symposium to the progress of science is that it attempts to transform the findings based mainly on quality research into dynamic simulation models. By striving to produce optimum solutions, a boost is given to the development of new management strategies. For each one of the essays presented in this symposium, a wealth of quality and quantitative research has been carried into effect, with the purpose to expand the cognitive knowledge basis that will permit us to arrive at conclusions for each object of regard. These findings have enabled authors to create models –by means of various simulation processors- that can imitate the modern reality of management. For the development of dynamic simulation models, the Business Administration scientists have used some of the great number of software that is available at their disposal.



DR. DAMIANOS SAKAS

Dr. Damianos Sakas is a member of the educational personnel of the University of Peloponnese. In the past, he has served in the Communications office of the Prime Minister of Greece, and he was responsible for part of the mass media-related communications policy.

He has academic background and previous experience in SA Companies, in relation to the Administration of Enterprises. He held a position in oligopoly as well as in large international companies, always as a Decision Maker. His career experience in management matters, combined with his academic background, helped him to acquire experience which he tries to transform into scientific research. His research interests are Strategic Negotiation, Business Communication, Strategic and Management, Dynamic Simulation Models, Computational Methods.

New Political Communication Practices: No Budget Events Management. The New Challenge

Evangelia N. Markaki[†], Damianios P. Sakas[‡] and Theodore Chadjipantelis[‡]

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Abstract: *In this paper we focus on the development of politicians' fame and image connecting politics, public relations and socially directed practices with financial characteristics such as budget. We examine how socially directed practices with minimal or no budget can become a useful tool for the "advertisement" of political persons as a modern tool of political communication. In this paper we use a dynamic model of simulation through no budget event management in order to combine all these practices. Through concrete action we annihilate the economic cost and break away the advertising campaign from companies sponsoring that so much in the past as today can influence political decisions. Our basic purpose is the effective organization of events with social orientation and social sensitivity. We aim, through the social sensitization and help, at increasing a political person's fame and popularity so that he will be supported by more voters and finally elected without and away from companies' sponsoring and interests.*

Keywords: *Political communication, Management, public relations, Corporate social responsibility, Budget.*

I. INTRODUCTION

The way in which today the electorate shapes the personal and political preferences has changed compared with the past and given the changes in the social, economic, political and cultural context.

In this paper we investigate the formation of politicians' public perceptions and the increase of their fame connecting politics with public relations and corporate practices with financial characteristics. We consider that the socially-oriented practices of financial institutions, with little or no cost, can be a useful tool for politicians.

II. THE CONTEXT

A. Commercialization of Politics

The economist Joseph Schumpeter (Corner and Pels 2003) focused on a different common point between politics and commerce; both follow the law of market. Success in business and success in politics means to produce a "product" which the consumers want to buy. If firms, for example, negotiate the sale of oil, politicians deal votes. Both obey to the law of supply

and demand. The competition shows that the best politician wins. Politics is advertised, people are the target – group, political parties are the brands and the politicians their image.

What means ultimately being a politician? According to Schumpeter (Corner and Pels 2003) politician is someone who is asking for power and succeeds in selling the public a "product" superior to the "product" of others. This approach is based on the rejection of the idea that voters choose based on the common good.

Ideology operates more like a brand giving a general context to the political party. The voter is less motivated by the ideology than in the past. So the voter takes less into account the obligation or the habit to be loyal to one party, but focuses on the political product like the consumer (Newman 1999; Newman and Perloff 2004). So during the elections time the voter has to choose between brands. The choice of a political party or a candidate is the result of successful political marketing, attractive advertisement, attractive and charming image.

Once again, therefore the idea and practice of market are placed at the heart of the democratic process (Yannas 2002). So nowadays politics is not only connected to market rules but it is based on practices and procedures of the market (Ormrod 2005). This is directly related to what we call political marketing that works in three different directions: the product orientation, the sales orientation and the market orientation with four key dimensions: product, price, promotion and place.

On the other hand, the commercialization of politics is open to two types of reviews. Firstly there is the economic theory of democracy and the way with which we invest in media and communication strategies on purpose. There, goals and objectives are combined. The second criticism focuses on political communication as a marketing tool and politics as consumption with ideological perspective. Many academics have expressed strong opposition to address the politicians as commercial brands. (Luck 1969; Newman 1994). But certainly the use of corporate technical and marketing tools have proven to be very effective on politics (Smith and Saunders 1990; Butler and Collins 1994; O'Cass 1996). Especially in the construction of the image and the development of a strategy in politics. (Kavanagh 1995; Kotler and Kotler, 1999; Schweiger and Adami

1999). In that way many important issues relating to managing and shaping the public image of politicians raise: trust, values and competitive advantage play the important role (Aaker 1991). An easy example: during the 1997 elections, the youthful and full of energy image of Tony Blair was a clear electoral advantage. Because of the fact that politics is different from other products and business services, no cost events shape the image of politicians and political parties far more than in businesses.

The image is therefore affected by what kind of contacted information we give out and how (King 1991). Of course this involves simultaneous promotion, sales, advertising and public relations (Jobber 2001). All these practices have as target to pass through information. The management and the behavioural evolution of that information is a crucial part of political communication methodology. This is not only information production but also influence via a long-lasting evolution process. That is why we have to see information management and behaviour too close interrelated with information production as presented by Spink and Cole (2007,2006).

B. Politics, Public Relations and Formation of Public Opinion

Nowadays, political and public relations have been directly connected and focus on their basic function to connect and match the orientation of an organization or a person with a social connotation and sense (Cutlip, Center and Broom 2000). The formation of fame and the increase of recognition, as part of public relations, cannot be disconnected from the concept of public opinion that is directly connected with politics.

Especially for no budget events is obvious that the combination of these factors and the creation of such relations and contacts improve access to people and places. These accesses could help to create events with no cost and have them exploited by the politicians in order to extend their reputation for their advantage.

The formation of fame and the increase of recognition, as part of public relations, cannot be disconnected from the concept of public opinion that is directly connected with politics.

Public opinion plays an important role in politics, framing the relationship between government, public opinion and electoral behavior. The public provides the necessary tools in order to measure political opinions on important issues such as to explore the role of specific social groups, to organize the government policy and propaganda.

The formation of public opinion several times was triggered by the existence of an event named trigger event but known as pseudo-events. Their target is to attract attention and provoke the diffusion of specific information through interpersonal contact or media. The survey of Wilcox et al. (2007) gave great emphasis on these events taking place during the formation of public opinion reaching the following conclusions:

- The opinion is particularly sensitive to events that affect the general public or a specific part of the public.
- Typically, the public does not anticipate events. Only react to them.
- The facts are the impetus for the formation of public opinion.

The image on the candidate is based on these three points. We investigate how we can use the characteristics in order to attract the attention and the interest of public opinion to certain political figures. Through charitable events with no or low cost a politician could be a point of reference for the development of their political advertisement, the consolidation of their political personality and finally their political election.

C. Formation of Public Imagery – the fame

The concept of reputation is an element of the modern society associated with social references from the past (Kurzman and al. 2007). The public image according to Burstyn (Mayer 2000) is a contrived, artificial product. A person is presented as a sum of properties that in the moral context of a community seem particularly valuable. It is also a set of characteristics relating to the candidate as personality, as politician, as active person. All the images perceived by the citizen from the activity of politicians they largely determine their political image. The image and reputation of the politician is a key choice element for the 45% of the voters (Kyriakakis 2000). Biocca (1991) showed that the electorate focuses firstly on the image to form his opinion about candidates. So we understand that the image of a politician is something broader. The philosophy of no budget stories for political events, which negotiates this project, aims to support the image of the politicians and develop it for their advantage.

The fame of a person includes a set of a wide range of information, connections and social values. The fame has three main features: one related to rational thought, it is a social characteristic and connected with institutions, associations, feelings and social values. The fame plays an important role in politics because it is both commitment and implementation and also partnership with social and political tie. Therefore, the image or fame of a politician should:

- offer something unique and differentiated from their rivals
- build a strong brand name
- have values and rules
- be based on trust.

For the configuration of political preferences it is very important for the 70,2% of citizens a politician to be a good citizen ready to offer for the public good. (Political attitudes and perceptions in early adolescence. Political socialization in the context of Greek political culture 1987).

resources. These costs are covered by the tickets sold to the public who will assist at the concert. This is a form of indirect payment.

- This indirect payment is crucial and should not show in a clear way exactly how the money is managed. The "clear" indirect payment, through tickets, can destroy the philosophy of the no budget event. So if, for example, the chosen concert venue is a courtyard of a school rather than another private space, it is evident to the public that the money is directed to the organizers of the event.
- The event highlights the nature of social responsibility, which is presented as a result of awareness from the political person.
- Before the event, the advertisement is essential in order to gain publicity and attract the public. This advertising campaign is undertaken by a communication services company. Here, the role of the media and all promotions practices are of prime importance.
- During the event the candidate is able to project himself through this initiative to demonstrate his social sensitiveness, his 'political' work and personality.
- After the event the advertising campaign continues: publications, press releases, press conference are some of the subsequent promotions to develop the reputation and recognition of the political personality.
- The completion and success of the event has attracted voters. Voters have become shareholders of an action of social responsibility which increases the availability for support to the political person.

III. CONCLUSION – DISCUSSION

As we see the no budget event management for political persons combines different practices from marketing and communication to fame and budget management. We demonstrate all the necessary elements of the simulation model and for future research our challenge is to complete it taking into account as many as possible contextual or societal characteristics.

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