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INTEGRATED INFORMATION

International Conference on Integrated Information

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CONTENTS

PREFACE: Proceedings of the International Conference on Integrated Information (IC-INFO 2011)	1
Georgios A. Giannakopoulos, Damianos P. Sakas	
Conference Details	3
Keynote Speaker	5
SYMPOSIUM ON INFORMATION AND KNOWLEDGE MANAGEMENT	6
Prof. Christos Skourlas	
Towards the Preservation and Availability of Historical Books and Manuscripts: A Case Study	8
Eleni Galiotou	
An Extensive Experimental Study on the Cluster-based Reference set Reduction for Speeding-up the k-nn Classifier	12
Stefanos Ougiaroglou, Georgios Evangelidis and Dimitris A. Dervos	
Exploiting the Search Culture Modulated by the Documentation Retrieval Applications	16
Nikitas N. Karanikolas and Christos Skourlas	
Information and Knowledge Organization: The Case of the TEI of Athens	22
Anastasios Tsolakidis, Manolis Chalaris and Ioannis Chalaris	
Providing Access to Students with Disabilities and Learning Difficulties in Higher Education through a Secure Wireless framework	26
Catherine Marinagi and Christos Skourlas	
Improving Query Efficiency in High Dimensional Point Indexes	30
Evangelos Outsios and Georgios Evangelidis	
Text Segmentation Using Named Entity Recognition and co-Reference Resolution in Greek Texts	34
Pavlina Fragkou	
KINISIS, a Graphical XQuery Language	42
Euclid Keramopoulos, Achilleas Pliakas, Konstantinos Tsekos and Ignatios Deligiannis	
Dimensionality Curse, Concentration Phenomenon and the KDB-tree	46
Nikolaos Kouiroukidis and Georgios Evangelidi	

Applying Balanced Scorecard Strategic Management in Higher Education	50
Manolis Chalaris, Anastasios Tsolakidis and Ioannis Chalaris	
A Web Portal Model for NGOs' Knowledge Management	54
Zuhal Tanrikulu	
The Digital Archives System and Application Optimized for the Tradition Knowledge Archives	58
Jeon Hong. Chan, In Deok. Hwang, Jae Hak. Park, Hyeok. Sim, U won. Gwon and Soon Cheol. Park	
A Semi-automatic Emerging Technology Trend Classifier Using SCOPUS and PATSTAT	62
Seonho Kim, Woondong Yeo, Byong-Youl Coh, Waqas Rasheed, Jaewoo Kang	
Presenting a Framework for Knowledge Management within a Web Enabled Living Lab	66
Lizette de Jager and Albertus AK Buitendag and Potjie (JS) van der Walt	
4TH SYMPOSIUM ON BUSINESS AND MANAGEMENT AND DYNAMIC SIMULATION MODELS SUPPORTING MANAGEMENT STRATEGIES	71
Dr. Damianos Sakas	
New Political Communication Practices: No Budget Events Management. The New Challenge	73
Evangelia N. Markaki, Damianios P. Sakas and Theodore Chadjipantelis	
Free Software – Open Source Software. A Powerful Tool for Developing Creativity in the Hands of the Student	78
Nasiopoulos K. Dimitrios, Damianos P. Sakas, Konstantinos Masselos	
Open Source Web Applications. How it Spread Through the Internet and their Contribution to Education.	82
Nasiopoulos K. Dimitrios, Damianos P. Sakas, Konstantinos Masselos	
Culture in Modern Times in the Frame of Luhmann's System Theory	85
Anastasia J. Chournazidis	
Managing Scientific Journals: A Cultural Viewpoint	87
Marina C. Terzi, Damianos P. Sakas, and Ioannis Seimenis	
A Conceptual Framework for Analyzing Knowledge-based Entrepreneurship	92
Nikos S. Kanellos	

SESSION ON INFORMATION HISTORY: PERSPECTIVES, METHODS AND CURRENT TOPICS	96
Prof. Laszlo Karvalics	
Emerging Research Fields in Information History	98
Laszlo Z. Karvalics	
Information Management through Elementary Data Clusters: New Observations on Pridianum-Type Roman Statistical Documents	102
Gergő Gellérfi	
Information and Secrecy on the Silk Road. Methods of Encryption of Legal Documents in Inner Asia (3th-4th century)	106
Szabolcs Felföldi	
The Role of Information and Disinformation in the Establishment of the Mongolian Empire: A Re-examination of the 13th century Mongolian History from the Viewpoint of Information History	110
Márton Gergő Vér	
Early Warning Systems and the Hospitallers in the Eastern Mediterranean	114
Zsolt Hunyadi	
Information Management as Establishment Dutch Navigational Knowledge on Japan, 1608-1641	118
Gabor Szommer	
Files Everywhere - Register and Training of Men for Military and Civil Purpose in Prussia in the early 18th century	123
Marton Holczer	
SYMPOSIUM ON INTEGRATED INFORMATION: THEORY, POLICIES, TOOLS	126
Prof. Georgios Giannakopoulos	
Approaching Information as an Integrated Field: Educating Information Professionals	128
Georgios Giannakopoulos, Daphne Kyriaki Manesi and Stryidon Zervos	
Special Libraries as Knowledge Management Centers	132
Eva Semertzaki	
Digital Libraries' Developers and their Suitability: A Case Study	136
Maria Monopoli	

A Preliminary Study for the Creation of a Greek Citation index in the Humanities and the Social Sciences (GCI – H&SS)	140
Daphne Kyriaki-Manessi and Evi Sachini	
Archiving as an Information Science. Evidence from a Survey Carried out on a Sample of Greek Students	144
Georgios Giannakopoulos and Ioannis Koumantakis	
Transition Process of E-records Management and Archiving System in Universities: Ankara University	147
S. Özlem Bayram and Fahrettin Ozdemirci	
Government Information: Access and Greece's Efforts for Access	150
Aikaterini Yiannoukakou	
School Archives and their Potentials in Teaching: Aspects of Greek Reality	156
Sonia Geladaki and Panagiota Papadimitriou	
Research on School Libraries in Greece and Suggestions on its Further Development	160
Georgios D. Bikos	
Building Digital Collections for Archeological Sites: Metadata Requirements and CIDOC CRM Extension	164
Georgios S. Gkrous and Mara Nikolaidou	
Museological Claims to Autonomous Knowledge: Rethinking the Conceptual Mode of Display and its Claims to Knowledge	169
Assimina Kaniari and Georgios Giannakopoulos	
Use of Library Loan Records for Book Recommendation	172
Keita Tsuji, Erika Kuroo, Sho Sato, Ui Ikeuchi, Atsushi Ikeuchi, Fuyuki Yoshikane and Hiroshi Itsumura	
Developing a National Database on Librarianship and Information Science. The Case of E-VIVA, the Hellenic Fulltext Database	176
Filippos Ch. Tsimpoglou, Vasiliki V. Koukounidou and Eleni K. Sakka	
Integrated Access to Cultural Heritage Information Pieces in Iran Astan-Quds Razavi's Organization of Libraries, Museums and Documents Center: A Theory of Unionization Disparate Information Assets over Imam Reza's Zarih	181
Ms. Mitra Zarei and Ms. Maliheh Farrokhnia	
Attitudes of University Librarians and Information Scientists towards the Draft Code of	185

Library Ethics to Present a Model for Final Library Ethical Codes	
Mahsoomeh Latifi, Fatemeh Zandian and Hasan Siamian	
SESSION ON OPEN ACCESS REPOSITORIES: SELF-ARCHIVING, METADATA, CONTENT POLICIES, USAGE	188
Dr. Alexandros Koulouris	
Geographical Collections in Greek Academic Libraries: Current Situation and Perspectives	189
Ifigenia Vardakosta and Sarantos Kapidakis	
Information Seeking Behavior: Factors that Affect the Behavior of Greek Astronomers	194
Hara Brindesi and Sarantos Kapidakis	
Aggregating Metadata for Europeana: The Greek Paradigm	198
Alexandros Koulouris, Vangelis Banos and Emmanouel Garoufallou	
Integrating a Repository with Research Output and Publications: The Case of the National Technical University of Athens	202
Dionysis Kokkinos	
Implementation of Workflows as Finite State Machines in a National Doctoral Dissertations Archive	205
Nikos Houssos, Dimitris Zavaliadis, Kostas Stamatis and Panagiotis Stathopoulos	
Practices of “Local” Repositories of Legally Protected Immovable Monuments. A Global Scheme for ‘Designation – Significance’ Information	209
Michail Agathos and Sarantos Kapidakis	
Integration of Metadata in BWMETA-2.0.0 Format	213
Katarzyna Zamlynska, Jakub Jurkiewicz and Lukasz Bolikowski	
SESSION ON EVIDENCE-BASED INFORMATION IN CLINICAL PRACTICE	216
Dr. Evangelia Lappa	
Applicability of Data Mining Algorithms on Clinical Datasets	218
Wilfred, Bonney	
Changing Roles of Health Librarians with Open Access Repositories	221
Christine Urquhar and Assimina Vlachaki	
From Medical Records to Health Knowledge Management Systems: The Coding to Health Sector	225
Evangelia C. Lappa and Georgios A. Giannakopoulos	

The Survey of Skill, Attitude and Use of Computer and Internet among Faculty Members	229
Hasan Siamian, Azita Bala Ghafari, Kobra Aligolbandi, Mohammad Vahedi and Gholam Ali Golafshani Jooybari	
Trends in Scholarly Communication among Biomedical Scientists in Greece	232
Assimina Vlachaki and Christine Urquhart	
SESSION ON ELECTRONIC PUBLISHING: A DEVELOPING LANDSCAPE	236
Dr. Dimitris Kouis	
E-Journal and Open Access Journal Publishing in the Humanities: Preliminary Results from a Survey among Byzantine Studies Scholars	238
Victoria Tsoukala and Evi Sachini	
Preliminary Results on a Printed VS Electronic Text Books Assessment Through Questionnaire	242
Dimitrios A. Kouis and Kanella Pouli	
An Interpretation of Aristotelian Logic According to George Boole	246
Markos N. Dendrinis	
SESSION ON INFORMATION CONTENT PRESERVATION AS OUTCOME OF CONSERVATION OF CULTURAL HERITAGE: ETHICS, METHODOLOGY AND TOOLS	251
Prof. George Panagiaris and Dr. Spiros Zervos	
Intrinsic Data Obfuscation as the Result of Book and Paper Conservation Interventions	254
Spiros Zervos, Alexandros Koulouris and Georgios Giannakopoulos	
Mass Deacidification: Preserving More than Written Information	258
Michael Ramin, Evelyn Eisenhauer and Markus Reist	
Information Literacy of Library Users: A Case Study of Mazandaran Public Library Users, Iran	260
Hussein Mahdizadeh and Hasan Siamian	
The Narratives of Paper in The Archives of the New Independent Greek State (Mid 19th c.)	264
Ourania Kanakari and Maria Giannikou	
From Macro to Micro and from Micro to Nano: The Evolution of the Information Content Preservation of Biological Wet Specimen Collections	268
Nikolaos Maniatis and Georgios Panagiaris	

Digital images: A valuable scholar's tool or misleading material?	272
Patricia Engel	
Attitudes of University Librarians and Information Scientists Towards the Draft Code of Library Ethics to Present a Model for Final Library Ethical Codes	277
Mahsoomeh Latifi, Fatemeh Zandianand and Hasan Siamian	
Investigation of the Degradation Mechanisms of Organic Materials: From Accelerated Ageing to Chemometric Studies	280
Ekaterini Malea, Effie Papageorgiou and Georgios Panagiaris	
SESSION ON DIVERGENCE AND CONVERGENCE: INFORMATION WORK IN DIGITAL CULTURAL MEMORY INSTITUTIONS	285
Dr. Susan Myburgh	
Extending Convergence and Divergence in Cultural Memory Institutions: The Old Slave Lodge in the New South Africa	287
Archie L Dick	
The Transfer of Knowledge from Large Organizations to Small: Experiences from a Research Project on Digitization in Wales	289
Clare Wood-Fisher, Richard Gough, Sarah Higgins, Menna Morgan, Amy Staniforth and Lucy Tedd	
The Usage of Reference Management Software (Rms) in an Academic Environment : A Survey at Tallinn University	293
Enrico Francese	
Varialog : How to Locate Words in a French Renaissance Virtual Library	297
Marie-Hélène Lay	
The Urge to Merge: A Theoretical Approach	301
Susan Myburgh	
SYMPOSIUM ON ADVANCES INFORMATION FOR STRATEGIC MANAGEMENT	304
Professor Nikolaos Konstantopoulos	
Empowerment in the Tax Office of Greece	306
Antonios E. Giokas and Nikolaos P. Antonakas	
Building Absorptive Capacity Through Internal Corporate Venturing	310
Ioannis M. Sotiriou and Alexandros I. Alexandrakis	

The Monitoring Information System (M.I.S.) - An information and Management System for Projects Co-financed Under the National Strategic Reference Framework (NSRF) and the Community support framework (CSF)	314
Catherina G. Siampou, Eleni G. Fassou and Athanassios P. Panagiotopoulos	
Corruption in Tax Administration: The Entrepreneurs View Point	318
Nikolaos P. Antonakas, Antonios E. Giokas and Nikolaos Konstantopoulos	
Conflicts between the IT Manager and the Software House after the Strategic Choice of Outsourcing of the Information Processes in Maritime Companies.	322
Anthi Z. Vaxevanou, Nikolaos Konstantopoulos, Damianos P. Sakas	
Contemporary Forms of Ordering Between the Supply Department and Ship Chandler Companies in the Shipping Industry	325
Anthi Z. Vaxevanou, Nikolaos Konstantopoulos, Damianos P. Sakas	
Strategies Implemented and Sources Used for the Acquisition of Information on Foreign Markets	329
Myropi Garri, Nikolaos Konstantopoulos and Michail G. Bekiaris	
The Effect of High Performance Working Systems on Informative Technology in Enterprises after Organisation Changes such as Mergers & Acquisitions	333
Nikolaos Konstantopoulos and Yiannis Triantafyllopoulos	
Personnel's Absorptive Capacity as a Guiding Concept for Effective Performance in Informative Technology	337
Nikolaos Konstantopoulos and Yiannis Triantafyllopoulos	
SESSION ON CONTEMPORARY ISSUES IN MANAGEMENT: ORGANISATIONAL BEHAVIOUR, INFORMATION TECHNOLOG, EDUCATION & HOSPITAL LEADERSHIP	341
Dr. Panagiotis Trivellas	
Investigating the Importance of Sustainable Development for Hotel SMES	343
Panagiotis Reklitis and Anestis Fotiadis	
Strategic Alignment of ERP, CRM and E-business: A Value Creation	347
Catherine C. Marinagi and Christos K. Akrivos	
The Impact of Occupational Stress on Performance in Health Care	351
Panagiotis Trivellas Panagiotis Reklitis and Charalambos Platis	

The Impact of Emotional Intelligence on Job Outcomes and Turnover Intention in Health Care	356
Panagiotis Trivellas Vassilis Gerogiannis and Sofia Svarna	
SYMPOSIUM ON BUSINESS MANAGEMENT AND COMMUNICATION STRATEGIES SUPPORTING DECISION MAKING PROCESS IN TOURISM SECTOR	360
Dr. Panagiota Dionysopoulou	
The Human Factor as a Mediator to the Total Quality in the Tourism Companies. The impact of Employees' Motivation to Quality Improvements	362
Christos K. Akrivos and Panagiotis Reklitis	
Tourist Destination Marketing and Management Using Advanced ICTS Technologies	365
Anastasia Argyropoulou, Panagiota Dionyssopoulou, Georgios Miaoulis	
G.N.T.O. (Greek National Tourism Organization) Communication Strategy in Advertising Campaigns 1991-2006	370
George Stafylakis and Panagiota Dionyssopoulou	
GENERAL PAPERS	375
The role of Environmental Education within the Framework of the Environmental Policy of a Regional Municipality	376
Vassiliki Delitheou and Dimitra Thanasia	
Issues of Social Cohesion: A case study from the Greek Urban Scenery	380
Evgenia Tousi	
Merging Activity and Employee Performance: The Greek Banking System	384
Panagiotis Liargovas and Spyridon Repousis	
Sustainable Development and Corporate Social Responsibility in Higher Education: Some Evidence from Greece	387
Anastasios Sepetis and Fotios Rizos	
Exploring the Effects of Organizational Culture on Collaborative vs. Competitive Knowledge Sharing Behaviors	395
Hanan Abdulla Mohammed Al Mehairi and Norhayati Zakaria	

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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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].

Managing Scientific Journals: A Cultural Viewpoint

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Abstract: *The paper seeks to explore the role of Editors-in-chief (EiC) within the Library and Information Science, from a cultural view point. Specifically, the paper aims at identifying how the culture of EiC influences the course of a journal belonging to a publishing house. The research was conducted in the event industry. With 5 library events as a point of reference, the paper investigates the negotiation process between EiC of scientific journals and Library Event Organizers (LEO) so as to record the course and nature of negotiations among people with the same as well as different culture. Participant behavior is further tested through the websites of the libraries. Unexpectedly, low-context cultures have different reactions as an outcome of their working experience and their lasting interaction with researchers. Cultural differences can influence the outcome of the negotiation; however, they are dependent variables strongly associated with the work and professional experience of the counterparts involved.*

Keywords: *Library and Information Science, Library event, Culture*

I. INTRODUCTION

Many papers have focused on several issues within the Library and Information Studies (LIS) such as the “image problem” (Badovinac and Juznic, 2011), the “hierarchy of action” (Jones, 2011) and the “philosophy of science” to name a few. The present paper concentrates on the management of scientific journals, a rather demanding task in nature for Editors-in-chief (EiC) and a great part of LIS. This issue has been explored in Omekwu’s paper (2007) in which the challenges that EiC face during the production of journals are highlighted among others. However, the present research focuses on the cultural viewpoint (Triantafyllopoulos, Konstantopoulos 2010) of the journal management.

Since EiC deal with the appropriate organization of resources and information so as to serve the needs of the target group, it remains unclear whether the cultural characteristics of managers foster or impede the behavior of end-users. The literature review reveals that there are two main categories of the cultural context: high-context cultures and low-context cultures. The difference between high- and low-context cultures

concentrates on the way information is disseminated across the interested parties (Adair, 2003). That is to say that, in low-context cultures, communication is direct and depends on the words spoken.

On the contrary, in high-context cultures communication is influenced by what lies behind the words spoken. Indirect communication is strongly affected by non-verbal expressions such as the tone of voice, gestures, body language and others. Gong (2009), among others, provides evidence of the adaptability of high-context cultures by concluding that they tend to be open and effective to e-services across nations. It goes without saying that high-context cultures can have greater chances of success, since they can handle situations with both high- and low-context cultures. Based on this, high-context cultures have the adaptability to communicate in a low-context orientated way so as to help the encounter to stay attuned, as opposed to low-context cultures.

After identifying the main characteristic that distinguishes one context culture from another, the paper focuses on two crucial features:

- a) What is the significance of the EiC cultural background when it comes to co-operations between scientific journals and library events?
- b) How does the cultural background of the EiC influence the decision making process of the end-users (event participants)?

It is assumed that the origin of the EiC influences the context of the journal, as his/her personal traits are incorporated in the vision of the journal. O’ Brien and Meadows (2003) contend the strong connection between CEOs and the vision as “the CEO put his mark on the process too, since it is he who decides whether it happens at all, how, when and where it happens, who should be involved and what methods, if any, should be adopted” (O’ Brien and Meadows, 2003, p. 494). Since the connection between CEOs and vision is a decisive factor in the development of an organization’s progress, it is assumed that the origin of EiC, which characterizes their way of thinking and acting, influences the context of the journal in which he/she belongs. Inevitably, the editorial board of the journal is influenced by the vision of the EiC, a vision that has been shaped by the cultural context of the EiC.

The research of the present paper was conducted during events that took place in public libraries. Therefore, the selected groups that submit or use the

articles of journals are not the only end-users. The Library event organizers (LEO) are also end-users since they interact with EiC of the supporting journals of libraries. The reason for conducting this type of research is based on the assumption that journal publications play an important role in the continual advancement of the career of academics (Falk, 2003). Therefore, it enables the authors of the present paper to measure and evaluate the way that the cultural background of EiC influences co-operations with library events as well as how the end users (participants) react to the difference in patterns.

II. METHODS

A. Material and Methods

The research was conducted during the negotiation phase of five public library events. 3 to 5 journals support the organization of each event, managing to ensure from 145 to 382 participants in each event and, approximately, an average of 3710 website visitor views for each one. Almost an average of 1650 unique views was received by each event. The average time that each visitor remained on each library website was 8 minutes and 9 seconds and the average percentage of the bounce rate was 29.87%.

The literature review has revealed that there is a clear demarcation in the countries that are included in high- or low-context cultures. Wurtz (2005), in her paper regarding the cross-cultural analysis of websites, categorizes Japan, China and Korea as high-context cultures whereas Germany, Switzerland and the Scandinavian countries as low-context cultures. The culture of the United States is identified as low-context (Gudykunst, 1983; Money et al., 1998; Adair et al., 2001) while France (Biswas et al., 1992) and Italy (Van Everdingen and Waats, 2003) are classified as high-context cultures; Spain is regarded as a high-context culture by Simintiras and Thomas (1998).

The analysis was mainly focused on the interaction among members of the LEO negotiation team and EiC of both high- and low-context cultures.

A total of sixteen negotiators were asked to participate in this research. All possible research connections between the two parties in question were tested and analyzed, during the negotiation process. The perceptions of LEO of high-context cultures (HCL) while negotiating with high- (HCE) and low-context (LCE) EiC were recorded. The same procedure was followed for low-context LEO (LCL) with HCE and LCE EiC. By using a five-point Likert scale, they were all asked to evaluate the outcome of negotiation process based on their interaction with the encounter. The rating scale one to five (very negative to extremely positive) was based on the overall perceptions of each interested party regarding the ease of communication and the effectiveness of the negotiation process. The outcomes depict the internal evaluation process of the participants in the negotiation that emerges from their interaction with counterparts of similar or different context cultures.

Along with the analysis of the internal evaluation of the interested parties, the participants' reaction to the involvement of supporting journals in the library events was further noted down. It was considered important to include this data since the participants are the end-users of the services offered by the library events. According to this assumption, their cultural context may have an influence on their decision-making process regarding which journal to select for publication.

With the use of strategic maps, the rate of participants' online visits from high- and low-context culture countries was noted down. The flow of visits was recorded after the announcement of the participation of scientific journals of both high- and low-context EiC, based on figures from both high- and low-context countries.

B. EiD and LEO Results

The average score of the interaction between HCLs and HCEs was five for both groups. High-context LEO and EiD have positive perceptions of the negotiation process without any impediments blocking their communication channels. A very high score is placed in HCLs' evaluations when negotiating with LCEs. In this case, LCEs also have high perceptions for their counterparts' negotiation style -a rather unexpected fact considering the difficulty in the ability of low-context cultures to adapt to the characteristics of high-context cultures.

The lowest scores were gathered when LEO were from low-context cultures. When LCLs negotiate with HCEs, the first group place very high scores, which was expected since high-context cultures may use direct communication so as to facilitate the communication process to low-context cultures. Only two out of five is the average score that HCEs place on LCLs, which indicates that the negotiation process is impeded by communication obstacles that have arisen. HCEs have very low levels of perceptions regarding their counterparts' negotiation style, a finding that indicates the LCLs' intention for the "fixed-pie" scenario. The most aggravating scenario of negotiation is found during the negotiation process of LCLs and LCEs. The small scores indicate that although there is a strong interaction among the negotiators, the communication is impeded by the negotiation tactic employed.

	HCE	LCE
HCL	5-5	4-4
LCM	4-2	2-1

Table 1. Average Interaction Score

E. Library Participants Results

After the negotiation phase, the journals that managed to lead to a mutual agreement were announced on the library website, under the webpage "Publications". The first phase of the announcement included journals whose EiC belong to high-context cultures. After the announcement, an e-mail marketing strategy was

employed so as to inform potential participants regarding the new co-operation. It is assumed that the number of online visits to the specific webpage is an indication of the participants' predisposition to publish their papers in these journals. It is considered therefore important to identify if participant reaction is influenced by journals of high or low cultural context. The statistics were collected with the use of Google analytics. Google analytics is a statistical program for the detailed record of crucial elements regarding the visitors' perceptions, reactions and trends. It is a useful statistical tool which allows the introduction of benchmarking against competitive websites.

Norway		
April 15, 2009 - April 30, 2009		25
March 30, 2009 - April 14, 2009		15
% Change		66.67%
France		
April 15, 2009 - April 30, 2009		23
March 30, 2009 - April 14, 2009		7
% Change		228.57%

Figure 1. Low- and high-context cultures after the announcement of a high-context supporting journal

The analysis includes figures which illustrate the level of visits from one high- and one low-context culture (Figure 1).

Norway belongs to low-context cultures whereas France to high-context ones. Based on Figure 1, Norway increased its visits after the announcement of the high-context journal on one library website by a percentage of 66.67%. After the announcement of the journal, France showed an increase almost fourfold in size. However, the overall number of visits is less than those of Norway. Although there is a tendency of high-context cultures to publish their papers in high-context journals, low-context cultures are also interested in publishing their papers in these journals.

The second phase of the announcement involved the participation of journals whose EiC belong to low-context cultures. E-mail marketing communication was once more employed, highlighting the involvement of a low-context culture journal in one library event. Based on Figure 7.2, the United States, which is a low-context culture, had low levels of online visits before the announcement; the darker the shade of grey is, the more visits a state has.

In Figure 2, the map overlay demonstrates only a few states which are grey in color. Only one country appears to have a satisfactory level of visits.

After the announcement of the new co-operation, the levels of visits multiplied (Figure 7.3); the statistics of the country's online visits increased by 440%. In Figure 7.3, the grey parts correspond to visits made by the users of the website.

The differences that appear in the layouts of Figures 7.2 and 7.3 are evident and encouraging enough, considering the relatively short period that the new co-operation is online.



Figure 2. The level of online visits after the announcement of low-context journals



Figure 3. The level of online visits before the announcement of low-context journals.

Italy, which belongs to high-context cultures, had a similar reaction; however the increase was much smaller. Figure 7.4 illustrates online visits before the announcement of the co-operation of supporting journals on one library website.

Figure 7.4 indicates that online visits were relatively few before the announcement of the co-operation of supporting journals and the release of the e-mail marketing communication strategy. As in the case of the

United States, Italy increased its online visits after the announcement (Figure 7.5).

Figure 7.5 indicates that the level of online visits has risen after the announcement of the new co-operation. However, even though there is an increase of 43.33% in the region, it is lower than the level of increase in online visits in the United States.



Figure 4. The level of online visits before the announcement of low-context journals

Overall, participants' online visits increased in both situations, irrespective of the level of increase. Based on the figures, there is a positive growth rate in online visits, a fact that provides support to the importance of participants in the involvement of supporting journals in library events.



Figure 5. The level of online visits after the announcement of low-context

III. CONCLUSIONS

The evidence of the present research reveals that the negotiation process strongly depends on the cultural context of counterparts since communication is distributed in different ways. High- and low-context cultures do affect the way that the end-users in library

events react based on the EiC's cultural background. The importance of the intra- and inter-cultural nature of negotiations in the establishment of trust between the interested parties, as stated by Elahee and Brooks (2004), influences the negotiation outcome, in a different way though, in each cultural group.

High-context cultures invest on trust when negotiating with cultures of the same context, since they aim at approaching win-win negotiation outcomes. However, the same is not solicited by low-context cultures when negotiating with other low-context ones. When performing business with the same cultural context, low-context cultures do not invest on mutual trust and gain, but seek approaches that ensure them the best possible advantages.

The present study shed light on the adaptability of high-context cultures when involved with cultures of low-context. The possible win-win outcomes between HCLs and LCEs provide support to this statement. However, the research reveals that there are occasions in which low-context cultures can perform satisfactory negotiation outcomes when involved in the negotiation process with high-context cultures. These occasions may occur when the level of working experience and interaction with members of different cultural background is high. Even in the case of HCEs and LCLs, the perceptions of the first group were very low, thus encouraging the finding regarding how working experience influences LCLs behavior.

The research further reveals that participants are influenced by the same cultural background of EiC. However, this influence is not the motivating factor for publishing papers. The preference in journals is not restricted by the EiC cultural background but by the purpose that the journals serve. Academics have the experience to address to journals of different a cultural context than their own, since they have high levels of interaction. This interaction has cultivated the field for publishing in any cultural context journals, although a slight tendency towards high-context journals is noted by both cultures.

The importance that needs to be placed on cultural similarities and dissimilarities is of the essence when conducting library events. The cultural background of the interested parties does play an important role and configures the negotiation style employed. Underestimating the background of encounters may lead to negotiation failure. However, within the event industry, the constant interaction among researchers and the experience obtained throughout the years also influence the negotiation style, process and outcome.

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