



ISSN 1791-5767

Τόμος 6  
Τεύχος 1  
Ετος 2013

Volume 6  
Issue 1  
Year 2013

**Εκδοση**

Τμήμα Διοίκησης  
Επιχειρήσεων  
Σχολή Διοίκησης και  
Οικονομίας  
ΤΕΙ Λάρισσας  
Ελλάδα  
Επιστημονικός Εκδότης:  
Δρ Γεώργιος Μπλάνας,  
Καθηγητής

**Published By**

Department of  
Business Administration  
School of  
Business & Economics  
T.E.I. of Larissa,  
GREECE

**Editor:**

Dr George Blanas,  
Professor

Πρακτικά Θέματα  
Διοίκησης και Οικονομίας  
Διεθνές Περιοδικό

PRactical Issues  
in Management & Economics  
(PRIME)

*International Journal*

*In Greek Language - English Abstracts*

Contents

The Economics of Happiness: An Introductory Overview <i>Kollias Ch.</i>	1
Occupational Commitment and Occupational stress among Greek bank employees <i>Belias D., Koutiva M., Koustelios A. &amp; Zournatzi E.</i>	12
Study on the Effectiveness of Interactive Advertising <i>Mourtzou A.M. &amp; Blanas G.</i>	33
Agroforestry Consulting Company: An alternative professional perspective for students of Agronomy (Greece - Spain) <i>Nasiakou S., Blanas G., Vrahnakis M. &amp; Kleftoyanni Vassiliki</i>	50
Resolution of credit institutions: Recent developments in the restructuring of the Greek banking system <i>Pagoni S.D.</i>	67
Corporate Governance & Corporate Social Responsibility of Listed Companies in Athens Stock Exchange <i>Palaiologos A.</i>	87
The Interaction of Foreign Exchange and Interest Rate Changes in Bank Financial Statements <i>Papadeas P.V.</i>	105
Legal Determinants of Business Performance after Mergers: the Case of Greece <i>Pazarskis M., Pantelidis P., Alexandrakis A. &amp; Papadopoulos K.</i>	121
The developmental process of small towns in Greece <i>Polyzos S., Anastasiou A. &amp; Geraki M.</i>	138
The impact of pedestrianisation of Hagia Sophia Street (Thessaloniki) in retail trade area <i>Vlahakis S., Stalidis G. &amp; Kokkinis G.</i>	157


**Editor**

Dr George Blanas, Professor

**Publisher**

Department of Business Administration  
School of Business & Economics  
T.E.I. of Larissa, GREECE

**Reproduction in Print:** ΔΟΥΝΙΑΣ ΧΑΡ. & ΣΙΑ Ο.Ε.

**ISSN 1791-5767**