

CURRICULUM VITAE

NAME	Irene Tilikidou
PROFESSION	Emeritus Professor of the Department of Organisation Management, Marketing and Tourism, School Economics and Management, International Hellenic University
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EDUCATION and QUALIFICATIONS

- 1976: Graduated from the Technological Educational Institution (TEI) of Thessaloniki, School of Business Administration and Economics, Department of Marketing. Duration of Studies: 2 years
- 1983: Graduated from the University of Macedonia, Department of Business Administration. Duration of Studies: 4 years
- 1989: Postgraduate Master Degree in Business Administration, Department of Economics, School of Law & Economics, Aristotle's University of Thessaloniki. Duration of Studies: 2 years.
- 2001: Ph.D. in Marketing Studies. Title: *"Ecologically Conscious Consumer Behaviour"*, Sunderland Business School, University of Sunderland, UK.

FOREIGN LANGUAGES

ENGLISH: 1982, Certificate of Proficiency, University of Michigan.

EMPLOYMENT EXPERIENCE

- 1976 - 1980: Marketing Manager at "I. VOUDOURIS - CH. VOUDOURIS O.E", Advertising Agency.
- 1980 – 31/12/14: Member of the academic staff of TEI of Thessaloniki.
1/9/94 - 31/8/97 Head of the Marketing Department.
- Professor of the Marketing Department of the ATEI of Thessaloniki until 2012.

- Professor of the Direction of Marketing in the Department of Business Administration of the ATEI of Thessaloniki.
- Retired on 31/12/2014
- Emeritus Professor of Marketing of the Department of Organisation Management, Marketing and Tourism of the International Hellenic University (former ATEI of Thessaloniki)

Lecturing on Marketing Research, Marketing Strategy, Marketing Management and Ecological Marketing.

TEXTBOOKS

1. *Computers in Marketing and the BASIC language*, TEI publications, Thessaloniki, 1988
2. *Applied Marketing Management*, TEI publications, 1989
3. *Industrial Marketing*, TEI publications, 1990
4. *Applied Marketing Research*, TEI publications, 1993
5. *Marketing Management*, TEI publications, 1995
6. *Marketing Research*, Global Books, Thessaloniki, 1996, 1999
7. *Postmodern Marketing: Re-view?* Universtiy Studio Press, 2003
8. *Marketing Research: Theoretical approach and applications*, Ellinika Grammata, Athens, 2004
9. *Marketing Research: Theoretical background – Planning – Implementation*, Sofia Publishing, Thessaloniki, 2011
10. *Ecological Marketing: A Research Approach*. Sofia Publishing. Thessaloniki, 2008
11. Avdimiotis, S. and Tilikidou, I. (2017). *Smart Tourism Development: The Case of Halkidiki*. Handbook of Research on Entrepreneurial Development and Innovation within Smart Cities. IGI Global: pp. 491-513.

PUBLICATIONS – Refereed journal articles

1. Tilikidou I. and Zotos, Y. (1999). Ecological Consumer Behaviour: Review and suggestions for future research. *MEDIT*, vol. 10, no. 1, pp. 14-21.
2. Sarmaniotis, C., Petridis, D. and Tilikidou, I. (1999). Determinants of Consumer Recycling Behaviour. *Journal of Administrative News*, September, pp. 104-112.
3. Sarmaniotis, C. and Tilikidou, I. (1999). Dimensions of the Ecological Consumer Behaviour: A research study in the area of Thessaloniki. *Applied Research Review*, vol. IV, no. 1, pp. 5-23.
4. Sarmaniotis, C. and Tilikidou, I. (2000). Consumer Attitudes towards Recycling: Construction of a Reliable and Valid Multi-item Measure. *MEDIT*, no. 2, pp. 48-51.
5. Tilikidou, I. (2001). Is Marketing Environmentally ‘Friendly’ or ‘Harmful’? Three decades of debate. *Economic Sciences Review*, vol.1, pp.157-175.

6. Sarmaniotis, C., Tilikidou, I. and Samathrakakis, V. (2001). Socially Responsible Consumer Behaviour: Measurement Problems. *Journal of Administrative News*, vol. 21, pp.53-65.
7. Tilikidou, I. and Delistavrou, A. (2001). Utilization of Selected Demographics and Psychographics in Recycling Behaviour Understanding: A Focus on Materialism. *Greener Management International*, Issue 34, summer, pp. 75-93.
8. Moreleli–Kakouri, M., Korobili–Xantinidou, S., Sarmaniotis, C. and Tilikidou, I. (2002). Strategic Planning as a Development Tool of the Thessaloniki TEI Library. *Applied Research Review*, vol.7, no.1, pp. 17-36.
9. Tilikidou, I., Adamson, I. and Sarmaniotis, C. (2002). The Measurement Instrument of Ecologically Conscious Consumer Behaviour. *MEDIT*, vol.1, no. 4, pp. 46-53.
10. Tilikidou, I., Petridis, D. and Belidis, A. (2003). Economic and Social Impact on the Life of a Small Town due to the Establishment of a Higher Educational Institute. *Economic Sciences Review*, vol. 4, pp. 83-102.
11. Korobili-Xantinidou, S., Moreleli-Cacouris, M., and Tilikidou, I. (2003). Concepts, Reality and Suggestions about Greek Library Management Education. *New Library World*, vol. 104, no. 1189, pp. 203-217.
12. Tilikidou – Stoyannis, I. (2004). Post-modern or Eternal Market? The case of Greece. *Social Science Tribune*, vol. IA, no. 41, pp. 5-24.
13. Delistavrou, A. Tilikidou, I. and Sarmaniotis, C. (2005). The Role of Motivation in the Consumers' Recycling Behaviour. *Economic Sciences Review*, vol 8, pp. 245-261.
14. Korobili, S. and Tilikidou, I. (2005). The Necessity of the Information Literacy Education in a Marketing Department. *New Library World*, vol. 106, no. 1218/1219, pp. 519-531.
15. Tilikidou, I. and Delistavrou, A. (2005). Ecologically Conscious Consumer Behaviour in the Greek Market. *The Cyprus Journal of Science and Technology*, Vol. 4, no 3, pp. 20-38.
16. Korobili, S., Tilikidou, I. and Delistavrou, A. (2006). Factors that Influence the Use of Library Resources by Faculty Members. *Library Review* vol.55, no.2, pp.91-105.
17. Tilikidou, I. (2007).The Effects of Knowledge and Attitudes upon Greeks' Pro-environmental Purchasing Behaviour. *Corporate Social Responsibility and Environmental Management*, vol. 14, no. 3, pp. 121-134.
18. Tilikidou, I. and Delistavrou, A. (2007). Greece Needs and Wants to Welcome Fair Trade. *The Cyprus Journal of Science and Technology*, Vol. 5, no 3, pp. 70-80.
19. Tilikidou, I. and Delistavrou, A. (2008). Types and Influential Factors of the Consumers' Non-purchasing Ecological Behaviours. *Business Strategy and the Environment*, vol. 17, no. 1, pp.61-76.
20. Fragkos, K. C., Frangos, C. C. Sotiropoulos, I., Giovanis, A. N. Tilikidou, I. and Manolopoulos, I. (2011). Prevalence and Risk Factors of Eating Disorders in Greek Undergraduate Students. *European Psychiatry*, Abstracts of the 19th European Congress of Psychiatry, Vol. 26, no. 1, p. 717.

21. Delistavrou, A. and Tilikidou, I. (2012). Exploring the Ethical Behaviour Adopted by Greek Consumers. *Journal of Marketing Vistas*, Vol. 1, no. 2, Jenuary-June 2012, pp. 22-35
22. Tilikidou, I. (2013). Evolutions in the Ecologically Conscious Consumer Behaviour in Greece. *Euromed Journal of Business*. Vol. 8, no. 1, pp. 17-35.
23. Tilikidou, I., Delistavrou, A. and Sapountzis, N., (2013). Customers' Ethical Behaviour towards Hotels. 5th International Conference "The Economies of Balkan and Eastern Europe Countries in the changed world" - EBEEC 2013, Istanbul, Turkey May 9-12, 2013, *Procedia Economics and Finance*, Vol. 9, pp. 425 – 432.
24. Tilikidou, I., Delistavrou, A. and Sarmaniotis, C. (2013). Intentions to Boycott 'Unethical' Hotels: A Conjoint Analysis. *TOURISMOS*, Vol. 8, no. 3, Special Issue: Tourism Destination Marketing & Management, pp. 21 -38.
25. Tilikidou, I. and Delistavrou, A. (2014). Pro-Environmental Purchasing Behaviour during the Years of Economic Crisis. *Marketing Intelligence and Planning*, Vol.32, no. 2, pp. 160-73.
26. Tilikidou, I. and Delistavrou, A. (2014). Do Beliefs Affect Customers' Intentions to Choose Green Hotels? *International Journal on Strategic Innovative Marketing*, Vol. 1, pp. 1-11.
27. Delistavrou, A. and Tilikidou, I. (2014). Are Greeks' Unconcerned about Ethical Market Choices? *Journal of Economic Development, Environment and People* Vol. 3, No. 4, pp. 47-58.
28. Tilikidou, I. and Delistavrou, A. (2015). Preferring Green and Rejecting "Unethical" Hotels. *EuroMed Journal of Business*, Vol. 10, No 3, pp. 285 – 296.
29. Delistavrou, A., Katrandjiev, H. and Tilikidou, I. (2017). Ethical Consumers in Greece: Who are they? *Annals of Spiru Haret University*, Issue 3/2017, pp. 47-65.
30. Delistavrou, A. Katrandjiev, H. and Tilikidou, I. (2017). Understanding Ethical Consumption: Types and Antecedents. *Economic Alternatives*, Vol. 4, pp. 612-633.
31. Tilikidou, I., and Delistavrou, A. (2018). Fumbling the Greek Ethical Consumers' Profile. *Journal of Research for Consumers*, Vol. 32, pp. 32-70.
32. Delistavrou, A., Katrandjiev, H., Sadeh, H. and Tilikidou, I. (2019). Exploring Ethical Consumption in Different Geographical Places. *Euromed Journal of Business*, Vol. 14, No 3, pp. 221-238.
33. Delistavrou, A. and Tilikidou, I. (2019). Important Referents and Post-Materialist Values Guide Intentions to Boycott. *Yearbook of UNWE*, pp. 69-98.
34. Delistavrou A., Krystallis, A. and Tilikidou, I. (2020). Consumers' Decision to Boycott "Unethical" Products: The Role of Materialism/PostMaterialism. *International Journal of Retail and Distribution Management*, Vol. 48, No. 10, pp. 1121-1138.
35. Delistavrou A., Tilikidou, I. and Krystallis, A. (2021). Nested Relationships in Pro-Environmental Purchasing: A moderated mediation model. **Accepted for publication in the *Journal of Consumer Behaviour*.**

36. Delistavrou, A. and Tilikidou, I. (---). Environmental unconcern and recycled paper products purchasing: the moderated role of environmental knowledge **Under review**.
37. Delistavrou, A. and Tilikidou, I. (---). Greeks intentions to visit a green hotel: the role of perceived means and past experience. **Under review**.

CONFERENCE PAPERS AND PRESENTATIONS

1. Tilikidou, I., Petridis, D. and Belidis, A. (2001). The relationship between the Function of a Higher Educational Institute and the Development of a Small Town. In: Proceedings of the 1st International Conference of the TEI of Epirus “*The Development Potentials of the less developed regions of Europe*”, Preveza, Greece, 24-25 May 2001, pp. 302-317.
2. Sarmaniotis, C., Tilikidou, I. and Kokkinis, G. (2002). Customer Satisfaction and the Study of his Complaining Behaviour as Determinants of Company Competitiveness. In: *Proceedings of the 8th International Conference of the Economic Society of Thessaloniki, “Economic Growth and Competitiveness in Europe: Trends and Prospects”*, Eds.: Michalopoulos, G. and Tsoulfidis L., University of Macedonia, Thessaloniki, Greece, 3-5 October 2002, pp. 241-255.
3. Tilikidou, I. Sarmaniotis, C. and Delistavrou, A. (2003). Segmentation of the Greek Market on the basis of the Ecologically Conscious Consumer Behaviour. In: *Proceedings of the 1st International Conference “Quantitative Methods in Industry and Commerce”*, TEI of Athens, Athens, Greece, 26-27 May 2003, pp. 559-573.
4. Tilikidou, I. and Delistavrou, A. (2004). The Influence of the Materialistic Values on Consumers’ Pro-Environmental Post-Purchase Behavior. In: Cron, W.L. and Low, G.S. (Eds.) “*Marketing Theory and Applications*”, Proceedings of the 2004 American Marketing Association Winter Educators’ Conference, vol. 15, Chicago IL., A.M.A., pp. 42-49.
5. Tilikidou, I. and Delistavrou, A. (2005). The Non-purchasing Ecological Behaviors. Proceedings of the 1st Conference “*New Technology and Marketing*”, TEI of Crete, Ierapetra, Greece, 20 May 2005, pp 17-23.
6. Tilikidou, I. and Delistavrou, A. (2005). Recycled Paper Products: Are There Any Consumers to Buy them? *Proceedings of the 4th International Conference on “New Horizons in Industry and Business – NHIBE 2005”*, Corfu, Greece, 25-26 August 2005, pp. 592-600.
7. Tilikidou, I. and Delistavrou, A. (2005). Pro-environmental Purchasing Behavior: the Inhibiting Influence of the Materialistic Values. In: Ziamou, P. and Zotos, Y. (Eds.) *Marketing Contributions to Prosperity and Peace, Proceedings of the 9th International Conference on Marketing and Development (ICMD)*, Thessaloniki GR, International Society of Marketing and Development (CD).
8. Papadourakis, G., Soulis, S., Antoniou, S., Tilikidou, I and Kehagias, D. (2005). Assesment and future outlook of the horizontal action of the career offices of the Hellenic TEIs. *Proceedings of the 4th International Conference on “New Horizons*

in Industry and Business – NHIBE 2005”, Corfu, Greece, 25-26 August 2005, pp. 116-121.

9. Tilikidou, I. And Delistavrou, A. (2006). Consumers’ Ecological Activities and their Correlates. *In the IFSAM VIII World Conference 2006, Berlin Germany 28-30/09/2006*. Proceedings available on line at: http://www.ctw-congress.de/ifsam/download/track_9/pap00169.pdf. Accessed on April 2007.
10. Sarmaniotis, C., Stiakakis, E., Folinas, D., and Tilikidou, E. (2006). Customers’ Significance and Strategies within a CRM Context. *In the 3rd International Conference on Enterprise Systems and Accounting (ICESAcc '06)*, Santorini Greece 26-27 June 2006. Proceedings available on line.
11. Tilikidou, I., and Delistavrou, A. (2007). The Ecological Consumer Behaviours In Greece: Ten Years Of Research. *Proceedings of the 5th International Conference on “New Horizons in Industry and Business – NHIBE 2007”*, Rhodes, Greece, 30-31 August 2007, pp. 476-486.
12. Tilikidou, I., and Delistavrou, A. (2009). Are Greeks Knowledgeable Enough about Environmental Issues? *Proceedings of the 10th International Conference of the Economic Society of Thessaloniki “The Challenges of a Wider European Union”*. Thessaloniki, Greece, 09-11 November 2006, pp. 256-263.
13. Delistavrou, A. and Tilikidou, I (2009). Are Greeks Ready to Enhance the Fair Trade Market? *Proceedings of the 4th International Conference on Services Management “Managing Services across Continents”*, Oxford Brookes University, Oxford, UK, 8-9 May 2009, pp. 203-224 (in electronic form).
1. Delistavrou, A., Tilikidou, I. and Gounas, A. (2009). Fair Trade Supporting Group: What They Know, Feel and Prefer. *Proceedings of the 2nd International Conference “Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences” (QQMEAS)*, TEI of Athens, Athens, Greece, 25-27 May 2009, pp. 75-82.
14. Delistavrou, A., Tilikidou, I. and Gounas, A. (2009). Fair Trade in Greece and a New Fair Marmalade. *Proceedings of the 6th International Conference on “New Horizons in Industry, Business and Education –NHIBE 2009”*, Santorini, Greece, 27-28 August 2009, pp. 582-588.
15. Tilikidou, I. (2010). Greek Ethical Consumers: Who are they?. *Proceedings of the 3rd Euromed Annual Conference Business Developments Across Countries and Cultures*, University of Nicosia, Nicosia Cyprus, 4-5 November 2010, pp. 1092 – 1100.
16. Kokkinis, G., Tilikidou, I. and Delistavrou, A. (2010). Green Development in the Greek Reality: The Case of Energy. *Proceedings of the 11th International Conference of the Economic Society of Thessaloniki. Theme: World Crisis & Financial Policies*, Thessaloniki, Greece, 25-27 November 2010, pp. 301-311.
17. Sarmaniotis, C., Assimakopoulos, C., Papaioannou, E. and Tilikidou, I. (2011). Construction of a Measure of Hotel Management Attitudes towards Customer-Centric Orientation. *International Conference Special Interest Tourism & Destination Management*, Kathmandu, Nepal, 27-30 April, pp.220-225.

18. Tilikidou, I. and Delistavrou, A. (2011). Which Unethical Hotel Practices Cause Consumers' Boycotts? *International Conference Special Interest Tourism & Destination Management*, Kathmandu, Nepal, 27-30 April 2011, pp.271-278.
19. Tilikidou, I. and Delistavrou, A. (2012). The Components of Pro-Environmental Purchasing Behaviour. *Proceedings of the International Conference on Contemporary Marketing Issues, (ICCM I)*, Thessaloniki, Greece, 13-15 June 2012, pp. 549-555.
20. Delistavrou, A., Tilikidou, I., Sarmantiotis, C. and Gounas, A. (2012). Promoting Ethical Actions against Unethical Hotels. *Proceedings of the International Conference on Contemporary Marketing Issues, (ICCM I 2012)*, Thessaloniki, Greece, 13-15 June 2012, pp. 497-502.
21. Tilikidou, I. (2012). Correlates of the Ecologically Conscious Consumer Behaviour in Greece. *Proceedings of the 5th Euromed Annual Conference of the EuroMed Academy of Business, "Building New Business Models For Success Through Competitiveness and Responsibility"*, Glion-Montreux, Switzerland, 4-5 October 2012, pp. 1564-1574.
22. Tilikidou, I., Delistavrou, A. and Sapountzis, N., (2013). Customers' Ethical Behaviour towards Hotels. 5th International Conference "The Economies of Balkan and Eastern Europe Countries in the changed world" - EBEEC 2013, Istanbul, Turkey, 9-12 May 2013, *Procedia Economics and Finance*, Vol. 9, pp. 425-432.
23. Tilikidou, I. and Delistavrou, A. (2014). Ethical Consumer Behaviour Regarding Hotels: Types and Influential Factors. *Proceedings of the 2nd International Conference on Contemporary Marketing Issues, (ICCM I 2014)*, Athens, Greece, 18-20 June 2014, pp. 467-472.
24. Delistavrou, A. and Tilikidou, I. (2014). Preferences towards Green Hotels: The Explanatory Power of TPB. *Proceedings of the 2nd International Conference on Contemporary Marketing Issues, (ICCM I 2014)*, Athens, Greece, 18-20 June 2014, pp. 599-606.
25. Delistavrou, A. and Tilikidou, I. (2014). Ethical Unconcern Scale: Construction and Validation. International Conference on Economic Science and Business Administration. Spiru Haret University, Bucharest, Romania, 24-25 October 2014. *Procedia of Economics and Business Administration*, pp. 104-113.
26. Tilikidou, I. and Delistavrou, A. (2015). Fumbling Demographics and Psychographics of the Greek Ethical Consumers. *Proceedings of the 3rd International Conference on Contemporary Marketing Issues, (ICCM I 2015)*, Kingston, UK, 30 June - 2 July 2015, pp. 537-542.
27. Delistavrou, A. and Tilikidou, I. (2015). Boycotting "Unethical" S/M Products in Greece: An Application of the Theory of Planned Behaviour. *Proceedings of the 3rd International Conference on Contemporary Marketing Issues, (ICCM I 2015)*, Kingston, UK, 30 June - 2 July 2015, pp. 157-165.
28. Delistavrou, A. and Tilikidou, I. (2017). Ethical Purchasing in Greece: Forms and Antecedents. *Proceedings of the 5th International Conference on Contemporary Marketing Issues, (ICCM I 2017)*, Thessaloniki, Greece, 21-23 June 2017, pp. 599-604.
29. Delistavrou, A., Tilikidou, I. and Katrandjiev, H. (2018). Consumers' Decision to Boycott 'Unethical' Products. *Proceedings of the 6th International Conference on Contemporary Marketing Issues (ICCM I 2018)*, Athens, Greece, 26-29 June 2018,

pp. 75-82. **Best Paper Award of the 6th International Conference on Contemporary Marketing Issues (ICCMi 2018).**

30. Tilikidou, I., Delistavrou and A. Katrandjiev, H. and Sadeh, H. (2018). Ethical consumption: similarities and differences across different geographical places. *Proceedings of the 6th International Conference on Contemporary Marketing Issues (ICCMi 2018)*, Athens, Greece, 26-29 June 2018, pp. 83-92.
31. Tilikidou, I., Krystallis, A. and Delistavrou A. (2019). Ignorance and Unconcern Restrain Pro-environmental Purchase. *Proceedings of the 7th International Conference on Contemporary Marketing Issues, (ICCMi 2019)*, Heraklion, Crete, Greece, 10- 12 July, 2019, pp. 96- 105.
32. Delistavrou A., Krystallis, A. and Tilikidou, I. (2019). Buy green? No, thanks! *Proceedings of the 7th International Conference on Contemporary Marketing Issues, (ICCMi 2019)*, Heraklion, Crete, Greece, 10- 12 July, 2019, pp. 135- 144.
33. Delistavrou, A., Katarachia, A. and Tilikidou, I. (2020). Environmental unconcern and recycled paper products purchasing: the moderated role of environmental knowledge. *Proceedings of the 8th International Conference on Contemporary Marketing Issues, (ICCMi 2020)*, Virtual Conference, 11- 13 September, 2020, pp. 150-153.
34. Delistavrou, A. and Tilikidou, I. (2020). Water and energy conservation in Greece: the impact of values and attitudes. *Proceedings of the 8th International Conference on Contemporary Marketing Issues, (ICCMi 2020)*, Virtual Conference, 11- 13 September, 2020, pp. 145-149.
35. Tilikidou, I. and Delistavrou, A. (2021). Really sorry Professor Kotler: no pro-environmental impact of the pandemic in Greece. *Proceedings of the 9th International Conference on Contemporary Marketing Issues, (ICCMi 2021)*, Virtual Conference, 3- 5 September, 2021.
36. Delistavrou, A. and Tilikidou, I. (2021). Greek Travellers' Decision to Prefer Green Hotels is a planned, structural behaviour. *TOURMAN 2021 BOOK OF ABSTRACTS: Restarting tourism, travel and hospitality: The day after*. Virtual Conference, 21-23 May, 2021, pp. 433-434.

IN PROGRESS

1. Delistavrou A. and Tilikidou, I. The impact of COVID 19 on chemical business' pro-environmental strategies
2. Deistavrou, A. and Tilikdou, I. CPGs industry experts' perception of green chemicals produced by recycled CO₂, sun and water (SunCoChem technology)

MONOGRAPHS

1. Tilikidou, I. (2002). *Postmodernism and Marketing*. TEI Publications, Thessaloniki.
2. Tilikidou, I. (2003). *Post-modern Marketing: Re-view?* University Studio Press.

CITATIONS

Google Scholar 756 citations, h-index:13, i10-index: 16

(<https://scholar.google.com/citations?hl=en&user=zIJzXRgAAAAJ>).

Scopus 178 citations, h-index: 7

(https://www.scopus.com/cto2/main.uri?origin=AuthorProfile&stateKey=CTOF_1185335653&hIndex=7&docCount=11&hType=author&groupedAuthor=false).

BOOK PRESENTATION

Tilikidou, I. (1996) *Marketing Research*, Global books, Thessaloniki, book review in: *The Consumer*, (1998), vol. 12, no. 87, February, p. 43.

OTHER RESEARCH ACTIVITIES

1. As from 2017 Associate Editor of the Journal of Economic and Administrative Sciences
http://emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=jeas
2. As from 2016 member of the Editorial Board of the journal Annals of Spiru Harret University
<http://anale-economie.spiruharet.ro/editor.html>
3. Guest Editor of the Special Issue «e-Marketing and Social Media Marketing», *International Journal of Technology Marketing*, Vol.8, No 3, 2013.
4. Head of the Scientific Committee of the 1st International Conference on Contemporary Marketing Issues (ICCM 2012), Thessaloniki, 13-15 June 2012.
5. Member of the Advisory Scientific Board of the 2nd International Conference on Contemporary Marketing Issues (ICCM 2014), Athens, 18-20 June 2014.
6. Reviewer in a considerable number of journals (see among others: Journal of Global Marketing, Journal of Economic and Administrative Sciences, Marketing Intelligence and Planning, Euromed Journal of Business, Environment and Behaviour, Corporate Social Responsibility and Environmental Management Ecological Economics, ASHUES, Habitat International, International Journal of Environment and Waste Management, Journal of Cleaner Production, International Journal of Hospitality and Tourism Administration, Journal of Business and Industrial Marketing, International Journal of Economic Sciences and Applied Research, Anatolia Journal, Tourisimos Journal etc).
7. Member of the International Organising Committee of the 4th International Conference “New Horizons in Industry, Business and Education” (NHIBE 2005), August 25-26 2005, Corfu, Greece
8. Member of the Scientific Committee of the 1st Conference: “New Technology & Marketing” organised by: the Polytechnic School of the Aristotele’s University of Thessaloniki, Department of Applied Informatics and Multi-media Department of Marketing, TEI Crete, Ierapetra, May, 19 – 20 2005 Ierapetra Crete, Greece.

9. Member of the scientific committee of the task “Horizontal Action of the Carrier Offices of TEIs” under the First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework (2000-2005).
10. Member of the scientific committee of the task “Reformation of the curriculum for the Marketing Departments of Athens TEI and Thessaloniki TEI” under the First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework (1997-1999).

Thessaloniki, October 2021