

# IOANNA SIMELI

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## EDUCATION

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| 2020 | PhD - The influence of public sector corruption on sustainable tourism development, University of the Aegean   |
| 2015 | M.I.S.-Master in Information Systems Programme, University of Macedonia, Thessaloniki, Greece<br>Master Thesis: <i>E-education applications in informatics project management.</i>   |
| 2015 | School of Pedagogical and Technological Education, Thessaloniki, Greece.   |
| 2012 | M.B.A.- (Master in Business Administration).<br>Technological Educational Institute of Western Macedonia in cooperation with the National Economic University of Ternopil. Master thesis: <i>«Place branding of Thessaloniki. Development of an integrated plan of tourist policy of Thessaloniki»</i> |
| 2003 | BSc.- Farm Management Department Degree, School of Agricultural Technology, Technological Educational Institute of Thessaloniki, Greece.   |

## CURRENT POSITION

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**International Hellenic University – Department of Organisation Management, Marketing and Tourism**

Assistant Professor «Public Administration, Corruption, Information and Communication Technologies in Tourism».

## TEACHING EXPERIENCE

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### 2020 – Today

**Assistant Professor**, Department of Organisation Management, Marketing and Tourism, **International Hellenic University** [October 2022 – Today]

Courses: Information Systems and Computer Applications in Tourism and Hospitality Businesses, Sociology, Corruption and Transparency Issues in Public Administration, Management of Tourism & Hotel Businesses, EGovernment

**Adjunct Academic Staff**, Distance Learning Programme in Tourism Management, School of Social Sciences, Hellenic Open University [October 2021 – Today]

Courses: Information and Communication Technologies in Hospitality Businesses

**Adjunct Faculty Member**, Department of Tourism Economics and Management, University of the Aegean [October 2021 - September 2022]

Courses: Management Information Systems, Information Technology and Communications in Tourism, Typologies and characteristics of Tourist Destinations

**Adjunct Faculty Member**, Department of Business Administration, University of the Aegean [October 2020 - September 2021]

Courses: Tourism Economics, Administrative Economics, Administration of Public Enterprises

## CONFERENCE ORGANIZATION COMMITTEES

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- 4<sup>th</sup> International Scientific Conference TOURMAN 2021, “Restarting tourism, travel and hospitality.”, Online Conference, Thessaloniki, Greece, 21-23 May 2021
- 2<sup>nd</sup> International Scientific Conference ICOHEMA 2021, “Preparing for a new world in health management: opportunities and challenges.”, Online Conference, Thessaloniki, Greece, 19-21 March 2021
- 3<sup>rd</sup> International Scientific Conference ICOMEU 2020, “Preparing for new realities in education: opportunities and challenges.”, Online Conference, Thessaloniki, Greece, 18-20 December 2020
- 1<sup>st</sup> International Scientific Conference ICOHEMA 2019, Thessaloniki, Greece, 29<sup>th</sup> November -1<sup>st</sup> December 2019
- 2<sup>nd</sup> International Scientific Conference ICOMEU 2019, “Education – Civilization – Innovation at crossroads.”, Thessaloniki, Greece, 29<sup>th</sup> November -1<sup>st</sup> December 2019
- 1<sup>st</sup> International Scientific Conference ICOMEU 2018, “In search of excellence with equity for tomorrow’s education”, Thessaloniki, Greece, 6-9 December 2018
- 3<sup>rd</sup> International Scientific Conference TOURMAN 2019, “Tourism, travel and hospitality at crossroads: The way ahead.”, Thessaloniki, Greece, 24-27 October 2019
- 2<sup>nd</sup> International Scientific Conference TOURMAN 2018, “In search of excellence in tourism, travel and hospitality”, Rhodes island, Greece, 25-28 October 2018
- 2<sup>nd</sup> Advances in Hospitality and Tourism Marketing & Management Conference, Corfu island, Greece, 31<sup>st</sup> May – 3<sup>rd</sup> June 2012
- 4<sup>th</sup> International Scientific Conference “Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality”, Rhodes island, Greece, 3-5 April 2009.
- 24<sup>o</sup> Παγκόσμιο Συνέδριο EuroCHRIE «In Search of Excellence for Tomorrow’s tourism and hospitality», Θεσσαλονίκη 25-28/10/2006.

## CHAPTERS IN BOOKS AND EDITED VOLUMES

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Xiang Z., Sheldon P.J., Benckendorff P.J., Πληροφοριακά Συστήματα στον Τουρισμό (2022), Εκδόσεις Broken Hill, ISBN: 9789925350391

Graycar A., Διαφθορά Ηθική & Ακεραιότητα στη Δημόσια Διοίκηση (2022), Εκδόσεις Broken Hill, ISBN: 9789925351008

Χατζηγεωργίου, X., **Συμέλη, I.**, (2021). Τουρισμός Υγείας και Ευεξίας. Κεφάλαιο στο συλλογικό τόμο Τουρισμός Ειδικού Ενδιαφέροντος, Εκδόσεις Broken Hill, ISBN 978992558826

## PAPERS IN REFEREED JOURNALS

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- A1. Gianopoulos, A., Livas, C., **Simeli, I.** (2022). "Is destination image instagrammable? Visit intentions and value co-creation through social media content", *International Journal of Technology Marketing*, Vol. 16 (4): 349-369
- A2. **Simeli, I.** (2021). "The impact of public corruption on sustainable tourism development: Exploring critical relations at a mature destination context", *Enlightening Tourism. A Pathmaking Journal Special issue Contemporary Hospitality Issues*, accepted
- A3. Chatzigeorgiou, C., Christou, E., **Simeli, I.** (2019). "Confidence and loyalty for agrotourism brands: The Lesvos paradigm", *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol. 14 (1): 151-166
- A4. Tsagaris, A., Chatzikyrkou, M., **Simeli, I.**, (2019). "Educational robotics. The pleasure of participation" *Journal of Contemporary Education, Theory & Research*, Vol. 3 (1): 31-36
- A5. Tsagaris, A., Chatzikyrkou, M., **Simeli, I.**, (2018). "Train the robotic trainers methodology" *Journal of Contemporary Education, Theory & Research*, Vol. 2 (1): 38-42
- A6. Chatzigeorgiou, C., **Simeli, I.** (2017). "Perception of service quality in agrotourism accommodations: impact on guest loyalty and revisit intentions", *Journal of Tourism, Heritage and Services Marketing*, Vol. 3 (1): 33-41
- A7. **Simeli, I.**, Tsagkaris, A., Manitsaris A., (2016). "Refugee routes and common resource pools in tourism areas: The case of Lesvos island, Greece", *TOURISMOS: An international multidisciplinary journal of tourism*, 11(5): 128-136

## ARTICLES IN CONFERENCE PROCEEDINGS

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- P1. Skourtis, G., Giannopoulos, A., Chatzigeorgiou, C., **Simeli, I.**, "Healthcare workers and resource integration: when healthcare professionals co-create/co-destroy value with patients" 3rd International Conference on Health *Management ICOHEMA*, Thessaloniki, Greece, 18 March -20 March 2022
- P2. Skourtis, G., Giannopoulos, A., Chatzigeorgiou, C., **Simeli, I.**, "Co-creating agritourism activities to support local development: an examination of their health-related consequences in the COVID-19 era" 3rd International Conference on Health *Management ICOHEMA*, Thessaloniki, Greece, 18 March -20 March 2022

- P3. **Simeli, I.,** Konstantopoulos,N., (2021). "Corruption. In Public sector and its Influence on Sustainable tourism Development" Tourman 2021, Thessaloniki, Greece, 21st – 23rd May 2021
- P4. Gouna, R., **Simeli,I.,** Gounas, A., "Tourism Behavior, Typology and Travel Motivation in Covid-19 Era" Tourman 2021, Thessaloniki, Greece, 21st – 23rd May 2021
- P5. Tanis, T., Stalika, E., **Simeli, I.,** Chatzigeorgiou, C., (2021). "Defining the needs of digital transformation in health services: the perceptions of health professionals for the usefulness and ease of use of its applications" 2nd International Conference on Health *Management ICOHEMA*, Thessaloniki, Greece, 19<sup>th</sup> March -21<sup>st</sup> March 2021
- P6. Papageorgiou,P., **Simeli, I.,** (2021). "Remote e-work and distance learning for academic medicine in pandemic era: coalition for quality of the educational procedure" *2nd International Conference on Health Management ICOHEMA*, Thessaloniki, Greece, 19<sup>th</sup> March -21<sup>st</sup> March 2021
- P7. Papagianni, E., **Simeli, I.,** (2021). "The role and functions of the social service in the modern operation management of the health and welfare units." *2nd International Conference on Health Management ICOHEMA*, Thessaloniki, Greece, 19<sup>th</sup> March -21<sup>st</sup> March 2021
- P8. **Simeli, I.** (2020). "The contribution of new technologies in hotel training: Team building and soft skills development in covit – 19 era." *3rd International Conference ICOMEU*, Thessaloniki, Greece, 18<sup>th</sup> December -20<sup>th</sup> December 2020, ISBN: 978-618-84798-7-6
- P9. Alihanidou, M., **Simeli, I.** (2019). "Air transport performance requirements in an innovative competitive environment: A case study of the Hellenic Air transport area." *3rd International Scientific Conference TOURMAN 2019*, Thessaloniki, Greece, 24<sup>th</sup> October -27<sup>th</sup> October 2019, ISBN: 978-618-80440-6-7
- P10. Tsagaris, A., **Simeli, I.** (2019). "Mechatronic systems and tourism." *3rd International Scientific Conference TOURMAN 2019*, Thessaloniki, Greece, 24<sup>th</sup> October -27<sup>th</sup> October 2019, ISBN: 978-618-80440-6-7
- P11. **Simeli, I.,** Chatzigeorgiou, C., Christou, E., Konstantopoulos, N. (2019). "Greek public sector corruption and tourism." *3rd International Scientific Conference TOURMAN 2019*, Thessaloniki, Greece, 24<sup>th</sup> October -27<sup>th</sup> October 2019, ISBN: 978-618-80440-6-7
- P12. Christou, E., Chatzigeorgiou, C., **Simeli, I.**(2019). "Investigating Hotel brand confusion social media." *3rd International Scientific Conference TOURMAN 2019*, Thessaloniki, Greece, 24<sup>th</sup> October -27<sup>th</sup> October 2019, ISBN: 978-618-80440-6-7
- P13. Kokkinidis, K., Mastoras, T., Balta, K., Stergiaki, A., Kritopoulou, P., Patronas, G., **Simeli, I.,** Kotini, I., Yannoukakou, A., Katsantonis, M., Fouliras, P., Mavridis, I., (2019): "Learning Byzantine Music in a sensory – motor based environment" Published in The 2019 WEI International Academic Conference Proceedings, Rome Italy 19 – 21 November 2019, Rome Italy: pp. 20-26, ISSN 2167 - 3179
- P14. Christou, E., Chatzigeorgiou, C., **Simeli, I.,** (2018): *Destination branding and visitor loyalty: The case of agrotourism*. Published in: TOURMAN 2018 Conference Proceedings, Rhodes: Greece (28 October 2018): pp. 237-245.

- P15. **Simeli, I.** (2018). "Drones and Marketing of Tourism Destinations." *6th International Conference on Contemporary Marketing Issues*, Athens, Greece, 27<sup>th</sup> June -29<sup>th</sup> June 2018, ISBN: 978-960-287-158-4
- P16. Chatzigeorgiou, C., Christou, E., **Simeli, I.** (2017). "Delegate satisfaction from conference service quality and its impact on future behavioural intentions." *5th International Conference on Contemporary Marketing Issues 2017*, Thessaloniki, Greece, 21<sup>st</sup> June -23<sup>rd</sup> June 2017, ISBN: 978-960-287-156-0
- P17. **Simelli, I.**, Tsagkaris, A., (2015). "The Use of Unmanned Aerial Systems (UAS) in Agriculture", *7<sup>th</sup> International Conference on Information and Communication Technologies in Agriculture, Food and Environment*, Kavala, Greece, 17<sup>th</sup> September – 20<sup>th</sup> September 2015, ISSN: 1613-00373, CEUR-WS.org, online CEUR-WS.org/Vol-1498/HAICTA\_2015\_paper83.pdf
- P18. Chatzigeorgiou, Ch., **Simelli, I.**, Tsagkaris, A., (2015). "Bird Watching and Ecotourism: An Innovative Monitoring System to Project the Species of Lesvos Island to Potential Ecotourists", *7<sup>th</sup> International Conference on Information and Communication Technologies in Agriculture, Food and Environment*, Kavala, Greece, 17<sup>th</sup> September – 20<sup>th</sup> September 2015, ISSN: 1613-00373, CEUR-WS.org, online CEUR-WS.org/Vol-1498/HAICTA\_2015\_paper54.pdf
- P19. Yannas, P., **Simelli, I.**, (2012). "The Destination Image of Thessaloniki", *International Conference on Contemporary Marketing Issues*, Thessaloniki, Greece, 13 - 15 June 2012, 672-677, ISBN: 978-960-287-140-9.
- P20. Efkolidis, N., Kyratsis, P., Tsagaris, A., Kaleas, G., Mexi, E., **Simelli, I.**, (2012). "Packaging and labeling design for touristic promotion of Greek products", *2<sup>nd</sup> Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu island, Greece, 31<sup>st</sup> May – 3<sup>rd</sup> June 2012, ISBN: 978-960-287-139-3

## CITATIONS

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Citations to my published work: 231 (as 2/12/2022)

h-index: 7

i10-index: 5.

Google Scholar: <https://scholar.google.com/citations?user=TJB8kHIAAAAJ&hl=en>

## COMPUTER SKILLS

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- C, C++, Java, Mac, Windows Server 2000, Windows, Office (pc and Mac), Corel, Dreamweaver, Front page, Photoshop, Adobe Premiere, PHP, SQL, Joomla, Wordpress

## LANGUAGES

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English (Test of Interactive English, Certificate of Proficiency in English)

Greek Native Language