

# CURRICULUM VITAE

**Eugenia G. Papaioannou**



December, 2022

## PERSONAL DATA

Surname: Papaioannou  
Name: Eugenia  
Date of Birth: 22.4.1974  
Place of Birth: Thessaloniki  
Work address: International Hellenic University /  
Department of Organisation  
Management, Marketing and  
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Thessaloniki, Greece  
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## EDUCATION

- 2014** PhD in in e-commerce and service quality issues from the University of Macedonia—Department of Applied Informatics in Greece\_
- 2005** M.Sc. in Computing at University of Macedonia
- 1998** Diploma in Marketing from Newcastle University of UK
- 1997** Certificate of Attendance of the Foreign Trade Programme, Kymenlaakso Polytechnic, Business Department, Kouvola, Finland - ERASMUS
- 1997** Graduated from the Technological Educational Institution (TEI) of Serres, School of Business Administration and Economics, Department of Business Administration

## FOREIGN LANGUAGES

- English:** Diploma in Marketing from Newcastle University of UK (Y.A. E5/2014/ 16.10.98, ΦΕΚ 1152/Τ.Β' / 3.11.1998)
- Finnish** Certificate of Attendance, Kymenlaakso Polytechnic, Business Department, Kouvola, Finland

## EMPLOYMENT EXPERIENCE

- 1/06 - 5/18** Information Systems Manager at IASON vocational training center
- 3/01 - 10/04** Senior manager of marketing information system at

## MASTER S.A

- 7/98 - 8/99** Director at the European Business Innovation Center, EU B.I.C in the field of Marketing and Public Relations
- 6/98 - 8/98** Administrator of educational websites for the program "NETWORKS" HORIZONTAL ACTION GUNET (A' E.P.E.AEK), T.E.I SERRON
- 8/99 - 11/99** Administrator of educational websites for the program "NETWORKS" HORIZONTAL ACTION GUNET (A' E.P.E.AEK), T.E.I SERRON
- 8/99 - 12/99** Scientific partner, in the telematics research project "Possibilities-Prospects of cross-border networks using telematics for interconnection and cooperation of Serres media - services with key development points of Bulgaria", for the vocational training center of Prefectural self-government

## TEACHING EXPERIENCE

- 2018-** Assistant Professor, Department of Organisation Management, Marketing and Tourism, School of Economics and Administration, International Hellenic University (former TEI of Thessaloniki).
- 2018 - 2022** Undergraduate:
- ✓ Customer Relationship Management (e-CRM)
  - ✓ Digital Marketing
  - ✓ E-Business
  - ✓ International Marketing
  - ✓ International Management
- Postgraduate:
- ✓ Change-Innovation Entrepreneurship
  - ✓ International Marketing
  - ✓ Innovation in Education (2018-2019)
  - ✓ Security Information Systems and GDPR (2021)
  - ✓ Services Marketing
  - ✓ Management
  - ✓ Digital Services
- 2000 – 2018** Part-time lecturer at the Department of Marketing, School of Business Administration and Economics, TEI of Thessaloniki
- ✓ Customer Relationship Management (e-CRM)
  - ✓ E-Business
  - ✓ International Marketing
  - ✓ Management- Business Administration
  - ✓ Marketing Strategy

**1998-2000**

Part-time lecturer at the Department of Business Administration of TEI Serron:

- ✓ Business **communications**
- ✓ Telematics applications

## **PARTICIPATION IN THE RESEARCH PROGRAMS**

1. Participation in the program "**NETWORKS**" HORIZONTAL ACTION **GUNET** (A' EPEAEK), SERRES TECHNOLOGICAL EDUCATION INSTITUTE
2. Organizational and Administrative Support for the part concerning Serres Technological Education Institute and the "**METHODIOS**" program of Kozani Technological Education Institute, (EPEAEK B CSF), with the scientific manager of Professor Dimitris Zisopoulos..
3. Participation as a scientific partner in the **TELEMATICS** research project "Possibilities-Prospects of cross-border networks using telematics for interconnection and cooperation of Serres media - services with key development points of Bulgaria" implemented by the K.E.K of the Serres Prefecture– Serres Technological Education Institute.
4. Participation in the "**ENTREPRENEURSHIP**" program of ATEITH, as a scientific partner, with professor Mr. Athanasios Belidis in charge.
5. Sarmanioti, C., Asimakopoulou K. and Papaioannou, E. (2010). A research study to determine the success factors of a customer relationship management system (**CRM**) in the hotels of Northern Greece, participation as a scientific collaborator of the above research, ATEITH Research Committee, 1/5/2010-31/8/2011.
6. Participation in the 5.3 Task (WP5) research program, **SunCoChem** under the **Horizon** 2020 program funded by the European Commission.
7. Participation in the program **S.V.o.V.e, Erasmus +**
8. Participation in the Intervention Support project for the Social Care of Students of the I.H.U. (Alexandria Campus).

## **PUBLICATIONS - Refereed journal articles**

J16	Delistavrou, A., Tilikidou, I. and <b>Papaioannou, E.</b> (2023). Climate Change Risk Perception and Intentions to Buy Consumer Packaged Goods with Chemicals Containing Recycled CO <sub>2</sub> , . <i>Journal of Cleaner Production</i> , 382. <a href="https://doi.org/10.1016/j.jclepro.2022.135215">doi.org/10.1016/j.jclepro.2022.135215</a>
J15	Delistavrou, A., Tilikidou, I., <b>Papaioannou, E.</b> (2022). Executives' insights about by-products made by recycled CO <sub>2</sub> : the case of CPGs industry.

	Accepted for publication in the European Journal of Accounting and Management, Accepted to be published.
J14	Delistavrou, A., <b>Papaioannou, E.</b> & Assimakopoulos, C. (2022), Consumers' decision to purchase online ecological personal care products: a moderated TPB model, <i>International Journal of Business Science and Applied Management</i> , Vol. 17, No. 2, pp. 34-47.
J13	Kilipiri, E., Markomichelakis, D. & <b>Papaioannou, E.</b> (2022), The use and effectiveness of social media marketing on firm's performance and value creation on stakeholders: evidence from Greek B2B exporting firms, <i>International Journal of Technology Marketing</i> , Vol. 16, No 1-2, pp.111-130.
J12	Theocharis, D. and <b>Papaioannou, E.</b> (2020). Consumers' responses on the emergence of influencer marketing in Greek market place, <i>International Journal of Technology Marketing</i> , Vol.14, No.3, pp. 283 – 304.
J11	Nanos, I. , <b>Papaioannou, E.</b> , Androutsou, E. and Manthou, V., (2019), "Cloud Computing and Citizens Relationship Management in E-Government", in <i>International Journal of Internet Marketing and Advertising</i> , Vol. 13, No.2, pp.120-136.
J10	Assimakopoulos, C., <b>Papaioannou, E.</b> , Sarmaniotis, C. (2018). Service quality of online transactions: The PayPal case, <i>International Journal of Electronic Marketing and Retailing</i> , Vol. 9, No.4, pp. 378-397.
J9	<b>Papaioannou, E.</b> , Georgiadis, C. K., Moshidis, O., and Manitsaris, A. (2015). Factors Affecting Customers' Perceptions and Firms' Decisions Concerning Online Fast Food Ordering. <i>International Journal of Agricultural and Environmental Information Systems (IJAEIS)</i> , Vol. 6, No.1, pp.48-78.
J8	Assimakopoulos, C., <b>Papaioannou, E.</b> , Sarmaniotis, C. and Georgiadis, C., (2015) Online reviews as a feedback mechanism for hotel CRM systems, <i>Anatolia: An International Journal of Tourism and Hospitality Research</i> , Vol.6, No. 1, pp.5-20. DOI:10.1080/13032917.2014.933707.
J7	Georgios, T., Stilianos-Eustratios, V., Zacharoula, A., Nikolaos, K., & <b>Papaioannou, E.</b> (2014). The aspects of internet-based management, marketing, consumer's purchasing behavior and social media towards food sustainability. <i>RIVISTA DI STUDI SULLA SOSTENIBILITA'</i> .
J6	<b>Papaioannou E.</b> , Assimakopoulos C., Sarmaniotis C. and Georgiadis C.K, (2014), "Investigating websites' e-CRM features in building customer relationships: evidence from Greece, <i>International Journal of Internet Marketing and Advertising</i> ", Vol.8, No.4, pp. 320-338. Impact Factor: 3.2178.
J5	<b>Papaioannou E.</b> , Georgiadis C.K., Assimakopoulos C., and Manitsaris (2014) "A., Maximization of Users Experience in Websites Estimating the Optimum Size of the Multimedia Content", <i>Electronic Commerce Research</i> , Springer, Vol.14, No.1, pp.87-109. Impact factor:1.773.
J4	Sarmaniotis, C., Assimakopoulos, C., <b>Papaioannou, E.</b> , (2013) "Successful implementation of CRM in luxury hotels: Determinants and measurements", <i>EuroMed Journal of Business</i> , Vol 8, No.2, pp. 134-153. DOI 10.1108/EMJB-06-2013-0031.
J3	Assimakopoulos, C., <b>Papaioannou, E.</b> , Sarmaniotis, C., Fidanyan M. and Georgiadis, C., (2013)"Factors affecting attitudes towards smart phones: Users Profile and Proposed Research Model, <i>International Journal of Technology Marketing</i> , Vol.8, No.3, pp.238-253, DOI: 10.1504/IJTMKT.2013.055344.

J2	<b>Papaioannou, E.</b> , Assimakopoulos, C., Sarmaniots, C., Georgiadis C.K., (2013), "Investigating customer satisfaction dimensions with service quality of online auctions': An empirical investigation of e-Bay", Information Systems and e-Business Management, Vol. 11, No. 2, pp. 313-330, Impact factor: 0.348.
J1	Assimakopoulos, C., <b>Papaioannou, E.</b> and Sarmaniotis, C., (2011) "The Contribution of CRM Marketing Variables Towards Improving Company's Performance: A Case of Thessaloniki Area Hotels", Arabian Journal of Business and Management Review, Vol. 1, No. 1; pp. 17-30.

## **PUBLICATIONS - CONFERENCE PAPERS**

C36	Prassa, M-A., Kilipiri, E., <b>Papaioannou,E.</b> , Hatzithomas, L., Kakkos, N.(2022). Analysis of B2B social media content: A qualitative approach based on firm resources and capabilities in ICCMI2022, 10th International Scientific Conference on Contemporary Marketing Issues, 8-10 July, Naxos, Greece, 2022, pp.256-264.
C35	Vouzdouka, A., <b>Papaioannou E.</b> , Nanos, I. (2022). Gig workers' motivation and job satisfaction: the "Wolt" riders' case study, in ICCMI2022, 10th International Scientific Conference on Contemporary Marketing Issues, 8-10 July, Naxos, Greece, 2022, pp.217-224.
C34	Astrini, N., Kotzaivazoglou, I., <b>Papaioannou E.</b> , Assimakopoulos, C., Nanos, I. (2022). Hellenic Banks' CSR in Culture and its evaluation by the public, in ICCMI2022, 10th International Scientific Conference on Contemporary Marketing Issues, 8-10 July, Naxos, Greece, 2022, pp.209-216.
C33	Delistavrou, A., Papadopoulos, N., Nanos, I., <b>Papaioannou E.</b> , Assimakopoulos, C. (2021). Young Consumers Intentions to Buy Online Ecological Cosmetics, in ICCMI2021, 9th International Scientific Conference on Contemporary Marketing Issues, 3-5 September, 2021, Virtual Conference, pp.172-177.
C32	Sevaslidou, J. and <b>Papaioannou, E.</b> (2021). A novel approach for hybrid recommendation systems, in ICCMI2021, 9 <sup>th</sup> International Scientific Conference on Contemporary Marketing Issues, 3-5 September, 2021, Virtual Conference, pp.190-196.
C31	Kilipiri, E. and <b>Papaioannou,E.</b> (2021). Role of Social Media and Influencer Marketing in the attractiveness of Tourism Destinations using Location Based Social Media Data, in TOURMAN 2021, International Scientific Conference. Restarting tourism, travel and hospitality: The day after, 21-23 May, webinar, pp.267-270.
C29	Kassara, T.A. and <b>Papaioannou, E.</b> (2021). Consumer behaviour during COVID-19 in the pharmaceutical sector, 2 <sup>nd</sup> International Congress on Management of Healthcare (ICOHEMA 2021), 19 -21 March, webinar, pp. 139-142.
C28	Nikolaidou, S., <b>Papaioannou, E.</b> , Assimakopoulos, C. (2020). "Social media adoption & advertising in B2B context: a case study of a mining industry on facebook and Instagram" in ICCMI2020, 8 <sup>th</sup> International Scientific Conference on Contemporary Marketing Issues,11-13

	September, 2020, Virtual Conference, pp. 257-265..
C27	<b>Papaioannou, E.</b> , Nanos, I., Assimakopoulos, C. (2020) "The Use Of Social Networking In Higher Education, -The Case Of Greek Universities" in ICCMI2020, 8 <sup>th</sup> International Scientific Conference on Contemporary Marketing Issues, 11-13 September, 2020, Virtual Conference, pp.251-256.
C26	Theocharis, D. & Tsekouropoulos, G. & <b>Papaioannou, E.</b> (2019). "Customer engagement in sports brand strength and brand equity through social media" in International Conference on Economic Sciences and Business Administration (ICESBA 2019), Procedia of Economics and Business Administration, 15-16 November, Bucharest, Romania, pp 187-196.
C25	Assimakopoulos, C. <b>Papaioannou, E.</b> Sarmaniotis, C. Pavlidou, P. Harizani M. and Tzelepi, (2019) A. "Service quality parameters of Greek dynamic pricing platforms in International Conference on Economic Sciences and Business Administration (ICESBA 2019), Procedia of Economics and Business Administration, 15-16 November, Bucharest, Romania, pp 17-22.
C24	Sarmaniotis, C., Xariopolitou, A. <b>Papaioannou, E.</b> and Tsekouropoulos, G. (2019). "Patients' satisfaction with public healthcare services: the case of three Municipal Health Clinics in Thessaloniki area" in International Conference on Contemporary Marketing Issues (7 <sup>th</sup> ICCMI 2019), 10-12 July 2019, Heraklion, Crete, Greece, pp.189.
C23	Tsekouropoulos, G., Theocharis, D., <b>Papaioannou, E.</b> (2019). "Travel website characteristics and their impact on consumers' intention to make purchases" in International Conference on Contemporary Marketing Issues (7 <sup>th</sup> ICCMI 2019), 10-12 July 2019, Heraklion, Crete, Greece, pp.192
C22	Assimakopoulos, C. Sarmaniotis, C., <b>Papaioannou, E.</b> , Antoniadis I. and Kotzaivazoglou. I. (2019). "The effect of customer – centric orientation and international strategy effectiveness on hotels" in TOURMAN 2019, 3 <sup>rd</sup> International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead", 24-27 October, Thessaloniki, Greece, pp.289-293.
C21	Sarmaniotis, C., Assimakopoulos, C., Kostoglou, I. <b>Papaioannou, E.</b> (2018). "Factors moderating guest's satisfaction over Mediterranean countries", in International Conference on Contemporary Marketing Issues (6 <sup>th</sup> ICCMI 2018), 27-29 June 2018, Athens, Greece, pp. 590-596
C20	<b>Papaioannou, E.</b> Sarmaniotis, C.& Assimakopoulos, C. (2018). "Social media marketing in the hotel industry: a case study of a hotel chain in Brussels", in TOURMAN 2018, 2nd International Scientific Conference In search of excellence in tourism, travel & hospitality management, 25-28 October 2018, Rhodes, Greece, pp. 105
C19	Assimakopoulos, C. Pavlidou, M. Kostoglou, I. Sarmaniotis, C., <b>Papaioannou, E.</b> (2018) "How the trip type and Hotel's facilities are related", in TOURMAN 2018, 2nd International Scientific Conference In search of excellence in tourism, travel & hospitality management, 25-28 October 2018, Rhodes, Greece, pp. 136-141.
C18	Kilipiris E., Lamperis G., Kargidis P., <b>Papaioannou E.</b> (2017) "Social CRM applications in the aviation industry: the case of a Greek airline carrier" 5 <sup>th</sup>

	International Conference on Contemporary Marketing Issues (ICCM2017), 21-23 June, Thessaloniki, Greece, p214-222.
C17	Assimakopoulos C., <b>Papaioannou E.</b> , Sarmaniotis C.(2017). "Customer Centric Orientation of Companies Management and Its Effectiveness on International B2B Strategy" 5 <sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM2017), 21-23 June, Thessaloniki, Greece, p207-213.
C16	Assimakopoulos C., <b>Papaioannou E.</b> , Sarmaniotis C., Gounas A., (2016), "Examining the Service Quality Dimensions of a Greek Price Comparison Platform: The Skrutz.gr case," 4 <sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM2016), 22-24 June, Heraklion, Greece, p178-184.
C15	Sarmaniotis, C., <b>Papaioannou, E.</b> and Assimakopoulos, C. (2015) "CRM from the user perspective: Proposed Research Model", 3rd International Conference on Contemporary Marketing Issues (ICCM2015), 30 June - 2 July, London, p488-494.
C14	Kaplanoglou, P.I., Stoupas, G., <b>Papaioannou, E.</b> and Siakas, K.V. (2015) "Social Media Unified Process, 3rd International Conference on Contemporary Marketing Issues (ICCM2015), 30 June - 2 July, London, 30 June - 2 July, London, p.322-331.
C13	Assimakopoulos, C., Sarmaniotis, C. and <b>Papaioannou, E.</b> (2015) "Moderating factors of hotel's room price originating from online reviews", 3rd International Conference on Contemporary Marketing Issues (ICCM2015), 30 June - 2 July, London, p34-39.
C12	<b>Papaioannou E.</b> , Sarmaniotis C., Assimakopoulos C., Sarakintzis P., (2014) "Dimensions of e-Commerce and e-CRM in International Business and Marketing Processes", 2nd International Conference on Contemporary Marketing Issues (ICCM2014), 18-20 June 2014, Athens, Greece, pp. 773-778.
C11	<b>Papaioannou, E.</b> , Assimakopoulos, C., Sarmaniots, C., Georgiadis, C.K., (2012) "The Impact of E-CRM Features in Websites on Marketing Communication: Evidence from the 500 Largest Greek Companies" στο International Conference on Contemporary Marketing Issues (ICCM2012), Thessaloniki, Greece, 13-15 June.
C10	Gkiouzepas, L., Sarmaniotis, C., <b>Papaioannou, E.</b> , Assimakopoulos, C., "Happy is Up: How Deep-Rooted Metaphors Influence the Effectiveness of Tourism-Related Print Ads?", International Conference on Contemporary Marketing Issues (ICCM2012), 13-15 June 2012, Thessaloniki, Greece, pp. 156-162.
C9	<b>Papaioannou, E.</b> , Sarmaniotis, C., Georgiadis, C., and Assimakopoulos, C., "Strategic integration of feedback (reputation) mechanism with Customer Relationship Management (CRM) system in the hotel sector", <i>2nd Advances In Hospitality And Tourism Marketing And Management</i> , 2012, 31 May-3 June 2012, Corfu, Greece.
C8	<b>Papaioannou E.</b> , Georgiadis K. C., Assimakopoulos C., Manitsaris A., (2011), "Optimizing The Quality Of Multimedia Information Experience In E-Commerce: An Empirical Examination", στο 1st International Symposium & 10th Balkan Conference on Operational Research, September 22 - 25, 2011, Thessaloniki, Greece, pp. 146-153.



C7	<b>Papaioannou E.</b> , Sarmaniotis C., Assimakopoulos C., Georgiadis K. C., (2011), "A successful deployment of an ERP system: A case study of a small Greek company", στο <i>8<sup>th</sup> International Conference on Enterprise Systems, Accounting and Logistics (8<sup>th</sup> ICESAL 2011) 11-12 July 2011</i> , Thassos Island, Greece.
C6	<b>Papaioannou E.</b> , Georgiadis K. C., Kourouthanassis E. P., Giaglis M. G., (2011), "Profiling the Mobile Phone Users and their Relationship to the Internet Services and Portals", <i>10<sup>th</sup> International Conference on Mobile Business, (IEEE)</i> , 20-21 June, Como, Italy.
C5	<b>Papaioannou E.</b> , Sarmaniotis C., Assimakopoulos C., Sotiriadis M., (2011), "CRM Systems Employed in the Hotel Sector: A Case of a Greek 5-star Hotel", <i>Advances In Hospitality And Tourism Marketing And Management 2011</i> , 19-24 June, Istanbul, Turkey.
C4	Sarmaniotis C., Assimakopoulos C., <b>Papaioannou E.</b> , Tilikidou I., (2011), "Construction of a Measure of Hotel Management Attitude Towards Customer-Centric Orientation", <i>International Conference, Special Interest Tourism &amp; Destination Management</i> , 27-30 April 2011, Kathmandu, Nepal.
C3	Sarmaniotis C., <b>Papaioannou E.</b> , Assimakopoulos C., "Aspects of CRM Systems Employed by Export Companies in Thessaloniki Area", <i>1st International Conference on Supply Chain</i> , 01 - 02 October 2010, Katerini, Greece.
C2	Assimakopoulos C., <b>Papaioannou E.</b> , Sarmaniotis C., (2010), "The Contribution of CRM Marketing Variables Towards Improving Company's Performance: A Case of Thessaloniki Area Hotels", <i>11th International Conference on Global Crisis and Economic Policies</i> , 25-27 October 2010, Thessaloniki, Greece.
C1	Sarmaniotis C., <b>Papaioannou E.</b> , Assimakopoulos C., (2010), "Characteristics and Dimensions of CRM Systems Employed in Northern Greece Hotels" <i>International Conference on Sustainable Tourism: Issues, Debates &amp; Challenges</i> , 22 – 25 April, 2010, Crete, Greece, pp.1031-1041.

## CHAPTER BOOK

1. **Papaioannou, E.** and Shen, S. (2018), "Risk Management in Tourism Ventures", Sotiriadis, M. (Ed.) **The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality**, Emerald Publishing Limited, Bingley, pp. 223-240. <https://doi.org/10.1108/978-1-78743-529-220181017>.

## CITATIONS

Based on Google Scholar: 220 αναφορές.

<https://scholar.google.gr/citations?user=wSlkRcYAAAAJ&hl=el>

<https://orcid.org/0000-0001-6546-3776>

[Scopus Author ID: 54179782600](https://scopus.com/authid/detail.url?authorID=54179782600)

## SCIENTIFIC ACTIVITIES

## Guest Editor International Journals

- (2016) **Special Issue on:** "Export Marketing Management and International Marketing Issues" International Journal of Export Marketing  
( <http://www.inderscience.com/info/ingeneral/cfp.php?id=3194>)

*GuestEditors:*

**Dr. Eugenia Papaioannou** and Prof. Christos Sarmaniotis, Alexander Technological Educational Institute of Thessaloniki, Greece  
Prof. Gillian H. Wright, Manchester Metropolitan University, UK  
Dr. Dafnis N. Coudounaris, University of Vaasa, Finland

- (2017-18) **Special Issue on:** "Effective Use of Technology in Companies' Marketing Dynamics" International Journal of Technology Marketing  
(<http://www.inderscience.com/info/ingeneral/cfp.php?id=4116>)

*GuestEditors:*

**Dr. Eugenia Papaioannou**, Alexander Technological Educational Institute of Thessaloniki, Greece  
Dr. Alison Pyatt, Harper Adams University, UK

## Member of the Organizing and Scientific Committee

2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, International Conference on Contemporary Marketing Issues (ICCMi) 2016-2022

<http://www.mkt.teithe.gr/iccmi2014>,  
<http://www.iccmi2015.org.uk>,  
<http://www.mkt.teithe.gr/iccmi2016/>,  
<http://www.mkt.teithe.gr/iccmi2017/>,  
<http://www.mkt.teithe.gr/iccmi2018/index.html>,  
<http://iccmi2019.org>  
<http://iccmi2020.org>  
<http://iccmi2021.org>  
<https://iccmi2022.org/>

## Member of the Organizing Committee

"International Conference on Contemporary Marketing Issues (ICCMi) 2012, Thessaloniki, Greece (<http://www.mkt.teithe.gr/iccmi2012/>)

International Conference in Global Security, Safety and Sustainability / International Conference on e-Democracy, 2011, Thessaloniki, Greece  
(<http://afroditi.uom.gr/icgs3-2011/committees.html>)

1st International Symposium & 10th Balkan Conference (BALCOR 2011) on Operational Research, Thessaloniki, Greece, 2011  
(<http://balcor.uom.gr/>)

## Reviewer of International Journals

Information Systems and e-Business Management, International Journal of Internet Marketing and Advertising, International Journal of Technology Marketing, Journal of Marketing Vistas