

Curriculum Vitae

Dr. Tsekouropoulos Georgios



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PersonalInfo

Address: International Hellenic University, Department of Organization Management, Marketing & Tourism P.O. Box 141, 57400, Sindos, Thessaloniki

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Education

- *PhD. Aristotle University of Thessaloniki, Greece (Subject area: Consumer Behavior and new business promotional methods for food products - Marketing)*
- *MSc in Agricultural Economy, Aristotle University of Thessaloniki, Greece*
- *Bachelor in Business management and organization, University of Macedonia, Thessaloniki, Greece*
- *Bachelor in Accounting, Alexander Technological Educational Institute of Thessaloniki, Greece*

Foreign Languages

- *English*
- *French*

Teaching Experience

- *Assistant Professor, International Hellenic University, Department of Organization Management, Marketing & Tourism*
- *Associate Teaching Staff Member, Hellenic Open University, Department of Business Management and Organisation*

- *Research Fellow, Alexander Technological Educational Institute of Thessaloniki, Greece (Teaching topics: Marketing, Entrepreneurship, Business Management*
- *Research Fellow Committee Officer School of Military Aviation*
- *Examiner – Teacher*
 - *Speaker for the National Center for Public Administration Seminars*
 - *Associate Professor of Tourism Schools of the Ministry of Economy, Development and Tourism*
 - *Certified Adult Trainer*
 - *Certified expert, supervisor, evaluator of EOPPEP*

Professional Experience

- *Research Institute INANGROK, Operator ELGO DIMITRA*
- *Project assignment to European Research Programs "Entrepreneurship", "Business"*
- *Business Consultant*
- *National Bank of Greece S.A.*

Scientific Activity – Seminar Introductions

- *Guest Editor in Recognized International Journals*
- *Author in International Scientific Journals within the scientific fields of management and marketing*
- *Reviewer of scientific papers in International Scientific Journals and International Conferences*
- *Seminar speeches on marketing and entrepreneurship*
- *President and Member of Scientific and Organizing Committees in International Conferences*

Recent publications:

[The impact of family business brand trust and crisis management practices on customer purchase intention during Covid-19](#)

O Gkouna, G Tsekouropoulos, D Theocharis, G Hoxha, A Gounas, Journal of Family Business Management (2022)

[Introduction to the Special Issue on Innovation and Marketing: Contemporary Challenges](#)

G Tsekouropoulos, C Sarmaniotis, E Odonkor

International Journal of Innovation and Technology Management 19 (05), 2202001 (2022)

[Innovative Sustainable Tourism Development and Entrepreneurship through Sports Events](#)

G Tsekouropoulos, O Gkouna, D Theocharis, A Gounas

Sustainability 14 (8), 4379 (2022)

[Customer engagement model and consumer behaviour within omnichannel retailing](#)

D Theocharis, **G Tsekouropoulos**

International Journal of Technology Marketing 16 (1-2), 131-144 (2022)

[Pre-school education close to natural environment: Studying Parameters on Parental Choice and Dedication](#)

G Tsekouropoulos, P Kalouli, ZS Andreopoulou

Journal of Agricultural Informatics 12 (1) (2021)

[Consumer Behaviour and Factors Affecting the Selection of Green Private Label Products in Greek Retail Market](#)

G TSEKOUROPOULOS, D THEOCHARIS, C SARMANIOTIS

ICESBA2019: International Conference on Economic Sciences and Business (2019)

[Customer Engagement in Sports and its Impact on Brand Strength and Brand Equity through Social Media](#)

D Theocharis, **G Tsekouropoulos**, E Papaioannu

International Conference on Economic Sciences and Business Administration (2019)

[Viral advertising: message quality, trust and consumers intention to share the content in social media](#)

G Tsekouropoulos

International Journal of Technology Marketing 13 (2), 111-124 (2019)

[Advertising agency selection, customer retention and satisfaction factors: an exploratory research in the Greek advertising market](#)

N Katsonis, **G Tsekouropoulos**, D Theocharis, A Katavelos

International Journal of Technology Marketing 13 (2), 125-142 (2019)

[Green products: digital marketing and consumer behavior for sustainability](#)

G Tsekouropoulos, C Koliouka, D Theocharis, Z Andreopoulou

Agricultural Economics Review 19 (2), 12-27 (2018)

Special Issue on: Green Marketing Policies and Entrepreneurship: The Keys to International Sustainable Tourism Development Preface

G Tsekouropoulos

JOURNAL FOR INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP
DEVELOPMENT 11 (1), 1-3 (2018)

Application of modern administration and marketing functions in the dominant Greek companies in food and drink branch

T Georgios, D Theoharis

5 th International Conference on Contemporary Marketing Issues ICCMI
June 21 ...

GREEN MARKETING STRATEGIES AND ENTREPRENEURSHIP:
THE STRONG ENVIRONMENTAL VALUE FOR SUSTAINABLE
DEVELOPMENT IN TOURISM

G Tsekouropoulos

Tourism and new media, 37

Green Supply chain, wood production and market: pressures and practices

I Tzoulis, Z Andreopoulou, M Trigkas, **G Tsekouropoulos**

4 th International Conference on Contemporary Marketing Issues ICCMI
June 22 ...

Wood trade perspectives in Greece during economic crisis and new technologies challenge

ZS Andreopoulou, I k Tzoulis, M Trigkas, **G Tsekouropoulos**, E Voulgaridis

Journal of Agricultural Informatics 6 (3)

Green business, Integrated marketing communications and green marketing strategy for sustainability

G Tsekouropoulos, ZS Andreopoulou, R Misso

GOingREEN. A collaborative platform for the Excellences of Campania Region ...

The Use of Modern Tools of Business Management and Marketing In the Food and Beverage Field as a Prerequisite for Sustainable Development and Respect for the Environment.

G Tsekouropoulos, N Katsonis, V Tsekouropoulou, D Theoharis

HAICTA, 540-550

Wood Trade in Greece: The Impact Of Economic Crisis And The Use Of New Technologies.

I Tzoulis, ZS Andreopoulou, M Trigkas, **G Tsekouropoulos**, E Voulgaridis

HAICTA, 26-37

The aspects of internet-based management, marketing, consumer's purchasing behavior and social media towards food sustainability

T Georgios, V Stilianos-Eustratios, A Zacharoula, K Nikolaos, ...

The aspects of internet-based management, marketing, consumer's purchasing