

Dr. Antonios A. Giannopoulos

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International Hellenic University,
Sindos, Thessaloniki-Greece
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University Education

2014

Ph.D. in Marketing and Communication (Services/Tourism Marketing), Athens University of Economics and Business (AUEB)

Thesis title: "Balanced Market Orientation: Conceptualization, Empirical Validation and Impact on Organizational Performance in the Services Sector" | Sample: more than 2,200 respondents from 100+ city and resort hotels in Greece [research and data collection supported by the Greek Tourism Confederation-SETE]

2004

Master in Business Administration (MBA), Athens University of Economics and Business (AUEB)

Thesis title: "Tourism in Greece: Survey on Tourists' Satisfaction from Service Quality and Evolutions in the Tourism Sector" (**Distinction**)

2002

BSc. in Marketing and Management Science, Athens University of Economics and Business (AUEB)

Honors & Scholarships

2003

Scholarship from the Interdepartmental Master in Business Administration (MBA), AUEB, for exceptional performance during the postgraduate studies

2001-2002

Scholarship and honor from the "G. Chalkiopoulos Foundation" – scholar for outstanding performance during the undergraduate studies

1996-1998

Scholarship from the State Scholarships Foundation for the highest performance during the studies at the senior high school

1994-1998

Honors from the Ministry of Education for the "best-of-class" performance at high and senior high school

Languages

Greek: Native Language

English: Fluent - Certificate of Proficiency in English (Michigan)

French: Fluent - Sorbonne 2

Italian: Fluent - Certificato Superiore (votazione: Ottimo)

Chinese: HSK

**Papers in
Refereed
Journals**

- Assiouras, I., Mavragani, E., Giannopoulos, A. and Buhalis, D. (2023). "Travel inspiration while at home: the role of virtual reality", submitted to **International Journal of Information Management**.
- Assiouras, I., Skourtis, G., **Giannopoulos, A.**, Buhalis, D, and Karaosmanoglu, E. (2023). "Testing the relationship between value co-creation, perceived justice and guests' enjoyment". **Current Issues in Tourism**, 26(4), 587-602. (<https://doi.org/10.1080/13683500.2022.2030680>)
- Giannopoulos, A.**, Livas, C., Simeli I., and Achlada, C. (2022). "Is destination image instagrammable? Visit intentions and value co-creation through social media content". **International Journal of Technology Marketing**, 16(4), 349-369. (<https://doi.org/10.1504/IJTMKT.2022.10046872>)
- Mavragani E., Pantazi, A., **Giannopoulos, A.**, and Giakoumaki, C. (2022). "Online Travel Inspiration in the Covid-19 era: empirical research on the #GreeceFromHome initiative". **Journal of Tourism, Heritage & Services Marketing**, Under Review.
- Giannopoulos, A.**, Skourtis, G., and Piha, L. (2021). "Destination branding and co-creation: a service ecosystem perspective". **Journal of Product Brand & Management**, 30(1), 148-166. (<https://dx.doi.org/10.1108/JPBM-08-2019-2504>)
- Giannopoulos, A.**, Skourtis, G., Kalliga, A., Dontas, D., Paschalidis, D., (2020). "Co-creating high-value hospitality services in the tourism ecosystem: towards a paradigm shift?" **Journal of Tourism, Heritage & Services Marketing**, 6(2), 3-8. (<https://dx.doi.org/10.5281/zenodo.3822065>)
- Assiouras, I., Skourtis, G., **Giannopoulos, A.**, Buhalis, D, and Koniordos, M. (2019). "Value Co-Creation and Customer Citizenship Behavior". **Annals of Tourism Research**, 78, 102742. (<https://doi.org/10.1016/j.annals.2019.102742>)
- Assiouras, I., Skourtis, G., Koniordos, M., and **Giannopoulos, A.A.** (2015). "Segmenting East Asian tourists to Greece by travel motivation". **Asia Pacific Journal of Tourism Research**, 20(12), 1389-1410. (<https://doi.org/10.1080/10941665.2014.982140>)
- Kladou, S., **Giannopoulos, A.A.**, and Mavragani, E.P. (2015). "Destination brand equity research from 2001 to 2012". **Tourism Analysis**, 20(2), 189-200. (<https://doi.org/10.3727/108354215X14265319207399>)
- Kladou, S., **Giannopoulos, A.A.**, and Assiouras, I. (2014). "Matching tourism type and destination image perceptions in a country context". **Journal of Place Management and Development**, 7(2), 141-152. (<https://doi.org/10.1108/JPMD-11-2013-0024>)
- Avlonitis, G.J., and **Giannopoulos, A.A.** (2012). "Balanced Market Orientation: Qualitative Findings on a Fragile Equilibrium". **Managing Service Quality**, 22(6), 565-579. (<https://doi.org/10.1108/09604521211287543>)
- Giannopoulos, A. A.**, and Mavragani, E. P. (2011). "Traveling through the Web: A first step toward a comparative analysis of European National Tourism Websites". **Journal of Hospitality Marketing & Management**, 20(7), 718-739. (<https://doi.org/10.1080/19368623.2011.577706>)

**Book
Chapters**

- Kladou S., Psimouli M., Skourtis G., **Giannopoulos A.**, Eskitark N.H. (2021). "Shedding Light Upon the Shadows: Exploring the link between country destination image and dark tourism". In Goodfellow Publishers (eds) **"Tourism Dynamics: New Perspectives and Changing Directions"**. (<https://doi.org/10.23912/9781911635932-4939>)
- Salamoura M., **Giannopoulos A.**, and Moumouri F. (2020). "Tourists' Perceptions and Intended Behavior Thanks to Celebrity Endorsement: Antetokounmpo Invites You to Santorini with Aegean Airlines". In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) **"Strategic Innovative Marketing and Tourism"**. Springer Proceedings in Business and Economics. Springer, Cham. (https://doi.org/10.1007/978-3-030-36126-6_96)

**Articles in
Conference
Proceedings**

- 1) Giakoumaki, C., Mavragani, E., **Giannopoulos, A.**, and Pantazi, A., "Online travel inspiration under the influence of Covid-19 consumer perception of risk: investigating antecedents and consequences", **2023 AMA Winter Academic Conference**, Virtual 6/02/2023|Nashville 10-12/02/2023.
- 2) Skourtis, G, **Giannopoulos, A.**, Chatzigeorgiou, C., and Simeli, I., "Co-creating agritourism activities to support local development: an examination of their health-related consequences in the COVID-19 era", **ICOHEMA 2022: Current trends in Strategic Health Management, Leadership and Business Intelligence**, International Hellenic University, Greece, 18-20/03/2022.

- 3) Skourtis, G., **Giannopoulos, A.**, Chatzigeorgiou, C., and Simeli, I., "Healthcare workers and resource integration: when healthcare professionals co-create/co-destroy value with patients", **ICOHEMA 2022: Current trends in Strategic Health Management, Leadership and Business Intelligence**, International Hellenic University, Greece, 18-20/03/2022.
- 4) **Giannopoulos, A.**, Giakoumaki, C., Pantazi, A., Assiouras, I., Mavragani, E., and Skourtis, G., "Online Travel Inspiration in an unstable world: Balancing Risks and Desires in the Covid-19 era", **TOURMAN 2021: 4th International Scientific Conference: Restarting tourism, travel and hospitality: The day after**, International Hellenic University, Thessaloniki, Greece, 21-23/05/2021.
- 5) **Giannopoulos, A.**, Livas, C., and Achlada C., "Is destination image instagrammable? Co-creating value through Social Media Content", **TOURMAN 2021: 4th International Scientific Conference: Restarting tourism, travel and hospitality: The day after**, International Hellenic University, Thessaloniki, Greece, 21-23/05/2021.
- 6) Kalliga, A., **Giannopoulos, A.**, and Skoultos, S., "The effect of value co-creation on virtual tourism experience and destination image in a cultural heritage context: the case of Rhodes – a work in progress", **TOURMAN 2019: Tourism, travel and hospitality at crossroads: The way ahead**, International Hellenic University, Thessaloniki, Greece, 24-27 October 2019.
- 7) Salamoura, M., **Giannopoulos, A.**, and Moumouri, F., "Tourists' perceptions and intended behavior thanks to celebrity endorsement: Antetokounmpo invites you to Santorini with Aegean Airlines", **ICSIMAT 2019, International Conference on Strategic Innovative Marketing and Tourism**, University of West Attica, Chios and Mytilene islands, Greece, 17-21 July 2019.
- 8) Andriopoulou, M., Skourtis, G., **Giannopoulos, A.**, Strapchuk, S., and Koniordos, M., "Understanding value co-destruction in tourism service ecosystem", **11th International Scientific Conference, Science and Higher Education in Function of Sustainable Development – SED**, College of Applied Sciences Užice, Drvengrad, Međavnik, Serbia, 24-25 May 2019.
- 9) Bounias, C., and **Giannopoulos, A.**, "The effects of residents' perceptions of tourism development and overall life satisfaction on value co-creation: a study in progress on the Hellinikon Project", **TTRA 2019 Europe Chapter Conference**, Bournemouth University, Bournemouth, United Kingdom, 8-10 April 2019.
- 10) Kalliga, A., and **Giannopoulos, A.**, and Skoultos, S., "Exploring the effect of value co-creation on virtual tourism experience in a cultural heritage context: the case of Rhodes - a work in progress", **TTRA 2019 Europe Chapter Conference**, Bournemouth University, Bournemouth, United Kingdom, 8-10 April 2019.
- 11) **Giannopoulos, A.**, and Skourtis, G., "En route to the travel service ecosystem: welcomers and travellers on the world map", **TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality**, Alexander Technological Educational Institute of Thessaloniki, Rhodes, Greece, 25-28 October 2018.
- 12) Andriopoulou, A., Skourtis, G., and **Giannopoulos, A.**, "An investigation of the effect of website performance on value co-creation! The mediating role of emotions", **TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality**, Alexander Technological Educational Institute of Thessaloniki, Rhodes, Greece, 25-28 October 2018.
- 13) Kalliga, A., Dontas, D., Paschalidis, D., **Giannopoulos, A.**, Skourtis, G. and Sarikas, K., "Welcome to Rhodes! An empirical study on high-value hospitality services based on the institutional theory", **TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality**, Alexander Technological Educational Institute of Thessaloniki, Rhodes, Greece, 25-28 October 2018.
- 14) Papadis, V., Andriopoulou, A., Skourtis, G., Assiouras, J., and **Giannopoulos, A.**, "From service failure in restaurants to post-recovery behavioural intentions: the role of psychological needs", **TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality**, Alexander Technological Educational Institute of Thessaloniki, Rhodes, Greece, 25-28 October 2018.
- 15) **Giannopoulos, A.**, Kapareliotis, I. and Psimouli, M., "Patriotism: an umbrella construct for city branding and sport events", **9th EMAC Regional Conference**, University of Economics, Prague, Czech Republic, 12-14 September 2018.
- 16) Andriopoulou, F., and **Giannopoulos, A.**, "Strategies for Crisis Preparedness of Tourism Destinations: the case of Kos earthquake", **6th International Conference on Contemporary Marketing Issues**, Alexander Technological Educational Institute of Thessaloniki, Manchester Metropolitan University supported by the Greek Marketing Academy, Athens, Greece, 27-29 June 2018.
- 17) Assiouras, I., Skourtis, G., **Giannopoulos, A.** and Koniordos, "The Effect of Value Co-Creation on Customer Citizenship Behaviour in the hospitality context", **47th EMAC Annual Conference**, Glasgow, United Kingdom, 29 May – 1 June 2018.
- 18) Bekyras, A.S., and **Giannopoulos, A.**, "One picture, a thousand words — an empirical investigation of

- destination image from the perspective of tourists and other tourism stakeholders: the case of Monemvasia”, **International Conference on Business & Economics of the Hellenic Open University 2018**, Athens, Greece, 11-12 May 2018.
- 19) **Giannopoulos, A.A.**, Piha, L.P. and Pappa, E., “Destination Branding Effectiveness: the case of France and Greece”, **4th International Conference on Contemporary Marketing Issues**, Alexander Technological Educational Institute of Thessaloniki, Manchester Metropolitan University supported by the Greek Marketing Academy, Heraklion, Crete, Greece, 22-24 June 2016.
 - 20) **Giannopoulos, A.A.**, and Avlonitis, G.J., "In search of balanced market orientation: internal marketing, external marketing and the role of culture in the tourism sector", **2014 Global Marketing Conference 'Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice'**, Sands Expo and Convention Centre, Marina Bay Sands, Singapore, 15-18 July 2014.
 - 21) Kladou, S. **Giannopoulos, A.A.**, Assiouras, I., and “Matching country destination image with tourism types”, **International Conference: Sustainability Challenges and Issues in Tourism 2013**, Boğaziçi University, Istanbul, Turkey, 3–5 October 2013.
 - 22) **Giannopoulos, A.A.**, Assiouras, I., and Kladou, S. “Matching tourism type and destination image perceptions in a country context”, **42nd EMAC (European Marketing Academy) conference**, Istanbul Technical University, Istanbul, Turkey, 4-7 June 2013.
 - 23) Kladou, S., Assiouras, I., and **Giannopoulos, A.A.** “Tourism type and destination image perceptions in a country context: a match/mismatch framework”, **42nd Academy of Marketing Science Annual Conference**, Monterey Bay, California, USA, 15-19 May 2013.
 - 24) Papastathopoulou, P., Piha, L.P., Avlonitis, G.J., Andronikidis, A., and **Giannopoulos, A.A.** “Toward a Cause-Related Marketing Model: a case study approach”, **COBEREN conference (Consumer Behaviour Erasmus Network)**, Nicosia, Cyprus, 5-8 June 2012.
 - 25) Piha, L.P., **Giannopoulos, A.A.**, Avlonitis, G.J., Papastathopoulou, P., and Pappa, E., “Exploring the Destination Branding Effectiveness: some Preliminary Evidence”, **2nd Advances in Hospitality and Tourism Marketing & Management Conference**, Corfu, Greece, 31 May-3 June 2012.
 - 26) **Giannopoulos, A.A.**, Kladou, S., Mavragani, E., and Chytiri, A., “Measuring the Effectiveness of Destination Brands: a Critical Approach”, **2nd Advances in Hospitality and Tourism Marketing & Management Conference**, Corfu, Greece, 31 May-3 June 2012.
 - 27) Kladou, S., **Giannopoulos, A.A.**, Mavragani, E., and Chytiri, A., “Destination Branding and Relationship Marketing: Achieving a competitive advantage through capitalizing on culture”, **International Conference on Tourism (ICOT 2012)**, Cyprus University of Technology, Crete, Greece, 23-26 May 2012.
 - 28) **Giannopoulos, A.A.**, Kladou, S., Mavragani, E., and Chytiri, A., “Building a sustainable competitive advantage in times of crises: Capitalizing on culture, destination branding and relationship marketing”, **Destination Management and Branding in the Mediterranean Region: Sustainable Tourism in Times of Crises**, Antalya, Turkey, 19-21 April 2012.
 - 29) Chytiri, A., **Giannopoulos, A. A.**, Kladou, S., and Mavragani, E., “Destination Branding Effectiveness - Looking at the past and drawing the future”, **The 2012 Athens Tourism Symposium (ATS)**, Laboratory of Research and Tourism Satellite Accounts, Athens, Greece, 15-16 February 2012.
 - 30) **Giannopoulos, A. A.**, Piha, P. L., and Avlonitis, G. J., “‘Desti–Nation Branding ’’: what for? From the notions of tourism and nation branding to an integrated framework”, **The Berlin International Economics Congress 2011: An International Conference on the Future of Nation Branding, Tourism and International Investments in a Globalized World & Cultural Diplomacy in the Global Economy)**, Berlin, Germany, 09-15 March 2011.
 - 31) **Giannopoulos, A. A.**, and Avlonitis, G. J., “From Hotel Marketing Implementation to Balanced Market Orientation: Critical Insights from a Qualitative Research”, **2010 ICHRIE (International Council on Hotel, Restaurant & Institutional Education)**, San Juan, Puerto Rico, USA, 28-31 July 2010.
 - 32) **Giannopoulos, A. A.**, Piha P. L., and Avlonitis, G. J., “Toward a successful Destination Brand: Qualitative Findings from the Hotel Sector”, **2010 ICHRIE**, San Juan, Puerto Rico, USA, 28-31 July 2010.
 - 33) Piha P. L., **Giannopoulos, A. A.**, and Avlonitis, G. J., “Destination Branding: Qualitative Insights from the Hotel Industry”, **39th EMAC conference**, CBS, Copenhagen, Denmark, 1-4 June 2010.
 - 34) **Giannopoulos, A. A.**, Piha P. L., and Avlonitis, G. J., “How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research”, **Academy of Marketing SIG Colloquium on Brand, Corporate Identity and Reputation**, ESADE Business School, Barcelona, Spain, 9-11 April 2010.
 - 35) Avlonitis, G. J., **Giannopoulos, A. A.**, and Piha P.L., “‘Desti-nation Branding’: more than a term...”, **The 2010 ATS: Current Trends in Tourism Management and Tourism Policy**, Laboratory of Research & Tourism Satellite Accounts, Athens, Greece, 10-11 February 2010.

- 36) Avlonitis, G. J., Piha P. L., and **Giannopoulos, A. A.**, "'Desti-nation Branding': what does it stand for?", **2nd Biannual International Conference on Services Marketing (BIC)**, University of Macedonia, Aristotle University of Thessaloniki, Greek Marketing Academy and University of Glasgow, Thessaloniki, Greece, 4-6 November 2009.
- 37) **Giannopoulos, A. A.**, and Avlonitis, G. J., "Balanced Market Orientation: the Conceptualization, the Empirical Validation and its Impact on Organizational Performance in the Hotel Sector", **2nd BIC**, University of Macedonia, Aristotle University of Thessaloniki, Greek Marketing Academy and University of Glasgow, Thessaloniki, Greece, 4-6 November 2009.
- 38) **Giannopoulos, A. A.**, and Avlonitis, G. J., "The Conceptualization and Empirical Validation Of a Balanced Market Orientation and its Impact on Organizational Performance in the Hotel Industry", **EMAC 22nd Doctoral Colloquium**, Audencia Nantes School of Management, Nantes, France, 24-26 May 2009.
- 39) **Giannopoulos, A. A.**, and Avlonitis, G. J., "The Balanced Orientation in The Hospitality Industry: Exploring The Linkages Between Internal Market Orientation, External Market Orientation and Organizational Performance, in a Proposed Integrative Study", **26th EuroCHRIE (European Council on Hotel, Restaurant & Institutional Education) 2008 Congress**, The Emirates Academy of Hospitality Management, in academic association of Ecole Hôtelière de Lausanne, Dubai, United Arab Emirates, 11-14 October 2008.
- 40) **Giannopoulos, A. A.**, and Avlonitis, G. J., "Proposing the concept of balanced orientation in the hotel industry: an exploration of the linkages between internal market orientation, external market orientation and organizational performance", **TTRA (Travel and Tourism Research Association) Europe 2008 Conference**, Haaga-Helia University of Applied Sciences, Helsinki, Finland, 23-25 April 2008.
- 41) **Giannopoulos, A. A.**, and Mavragani, E. P., "Traveling through the web: a comparative analysis of European National Tourism Websites", **2nd International Scientific Conference of the E-business forum (Travel, Tourism and Hospitality)**, University of the Aegean, TEI of Thessaloniki and Greek Research Technology Network, Athens, Greece, 14 March 2008.
- 42) Avlonitis, G. J., and **Giannopoulos, A. A.**, "A triangular concept applied to the tourism industry: proposing an integrative exploration of the linkages between internal market orientation, external market orientation and organizational performance", **1st BIC: Strategic Development in Services Marketing**, University of Glasgow, University of the Aegean & Greek Marketing Academy, Chios Island, Greece, 27-29 September 2007, p. 38.
- 43) Avlonitis, G. J., and **Giannopoulos, A. A.**, "The triangular concept of internal market orientation, external market orientation and organizational performance: a proposed integrative study applied to the tourism industry", **10th Toulon-Verona Conference: Excellence in Services**, Aristotle University of Thessaloniki, Thessaloniki, Greece, pp.3-4 September 2007, pp. 566-572.

Professional Experience

2019 – Today

Assistant Professor, Department of Organisation Management, Marketing and Tourism, **International Hellenic University** [Since December 2021]

Coordinator & Adjunct Academic Staff, Distance Learning Programme in Tourism Management, School of Social Sciences, **Hellenic Open University** [March 2022 - Today]

Certified evaluator/expert in the register of **HFRI (Hellenic Foundation for Research and Innovation)** [December 2022 - Today]

Educator at Vocational Training and Lifelong Learning Center, **Hellenic Open University** [July 2022 - Today]

eLearning Lecturer, **Vocational Training and Lifelong Learning Center**, **Athens University of Economics and Business** [September 2020 - Today] | Tourism Management and Marketing
[\[https://diaviou.aueb.gr/programs/102-programs-elearning/1766-manatzment-marketingk-tourismoy-1000150\]](https://diaviou.aueb.gr/programs/102-programs-elearning/1766-manatzment-marketingk-tourismoy-1000150)

Educator at National Centre for Public Administration and Local Government | Trainers' Registry [December 2019 - Today]

- Educational fields: entrepreneurship and innovation, statistics, sustainable tourism and city branding

2015 – 2021

Adjunct Lecturer, Department of Organisation Management, Marketing and Tourism, **International Hellenic University** [April 2020 - September 2021]

- Courses: Destination Management and Marketing& Hospitality Services Management and Hotel Operations (MSc in Management of Tourism Organisations and Businesses - spring semester),Touris Management (MSc in Tourism& Hospitality Management– fall semester)

Faculty Member, College Year in Athens [September 2019 - May 2021]

- Course: Sustainable Futures - Cultural Heritage and Tourism Management

Assistant Professor in International Tourism and Hospitality Management, Department of Tourism, Hospitality and Sports, **Deree — The American College of Greece** [September 2019 - October 2021]

- Courses: Marketing in Tourism & Hospitality, Strategic Issues in Tourism & Hospitality, Public Relations & Crisis Management in Tourism & Hospitality, Destination Management & Marketing, Travel and Transport

Adjunct Faculty Member, Department of Tourism Economics and Management, **University of the Aegean** [October 2018 - September 2020]

- Tourism Marketing | Tourism & Sustainable Development | Typologies& Characteristics of Tourism Destinations | Introduction to Tourism (autumn semester)
- Tourism and the Greek Economy (spring semester)

Adjunct Academic Staff, MSc in Tourism Business Administration, **Hellenic Open University** [October 2017 - September 2020]

Academic Director of Hotel and Tourism Management Department at **Business College of Athens, Plymouth University** [April 2016 – June 2019]

Adjunct Faculty Member, Department of Marketing and Communication, **Athens University of Economics and Business**[September 2016 - September 2018]

- Services Marketing (autumn semester) | Tourism Marketing (spring semester)

Module Leader at **Business College of Athens, Plymouth University** [November 2015 – June 2019]

2013-2015

Marketing and Communication Manager at **Corallia** (the Hellenic Technology Clusters Initiative-Research Center Athena)

2013 (January – October)

Scientific associate at **Corallia** (the Hellenic Technology Clusters Initiative-Research Center Athena):

- contribution to the financial auditing process of the Corallia R&D project of mi-cluster (Nano/Microelectronics-based Systems and Applications Cluster) - cooperation with the project management team
- development of marketing plan for the services offered at the InnoHubs, operated and managed by Corallia, located in Athens and Patras

2010-2013

Member of the Group of Experts (2009-2013 Programme) at the **European Commission** – CORDIS (Research and Innovation)

Financial Auditor, registered expert for **Corallia - the Hellenic Technology Clusters Initiative-Research Center Athena** – co-funded by the European Regional Development Fund and National Funds, within the frame of the Operational Program "Competitiveness and Entrepreneurship 2007-2013" and Regional Operational Programs 2007-2013, National Strategic Reference Framework 2007–2013.

Financial Auditor, registered expert for **EFEPAE** (external evaluator for subsidies in the Private Sector from E.U./state funds) – Operational Program "Competitiveness and Entrepreneurship 2007-2013", National Strategic Reference Framework 2007–2013.

Academic partner and Lecturer at the Annual **Tourism Summer School** (Institute of Euromed Affairs/strategic cooperation with **Dokuz Eylül University**) Izmir-Turkey 2011, Olympia-Greece 2012.

Foreign Reporter/ad hoc business & tourism analyst, Turkish Travel& Tourism Publications “**Turizm Aktüel**”

2007-2010

Financial Auditor (84 projects undertaken/ field- and desk-studies), **Information Society S.A.**, subsidies in the Private Sector from E.U./state funds – 3rd Community Support Framework.

2002-2012

Teaching and Research Assistant at the Department of Marketing & Communication, Athens University of Economics and Business:

- Member of the team supporting the **promotion of the M.Sc. in Marketing and Communication with New Technologies** at the conference: Philip Kotler, “Winning Marketing Strategies: How to compete and win in the global marketplace”, Athens, Greece (parallel in-hall exhibition)
- **Networking Coordinator at the «Induction day» project** organized for the full-time and part-time students of the M.Sc. in Marketing and Communication with New Technologies
- **Networking Facilitator and Coaching** for the simulation game «**The Marketing Game**» (series of lectures/coaching for undergraduate students, Department of Marketing and Communication, AUEB)
- **Teaching Experience in the operation of the CATI** (Computer-Aided Telephone Interviewing)

2002 – 2004

French Language Instructor at a private school

**Consulting
Projects &
Market
Research
Studies for
Companies/
Organizations**

2002-2018

- **Erasmus+ “Skills on board – soft skills for professional skippers in a changing tourism industry”**: member of the BCA team coordinating institutions from Greece, Bulgaria, Spain, Croatia
- **Municipality of Argos & Mycenae**: Scientific Partner in the project of tourism development and promotion
- **Municipality of Markopoulo**: Scientific Partner of the project for tourism development and promotion
- **Team member of tourism generis**
- **Consumer Behaviour Erasmus Network (COBEREN)**: Member of the AUEB Research Team, involved in the Market Research Workpackages, National Representative (AUEB and University of Macedonia) at the 3rd COBEREN Meeting, 2-4 March 2011, Venice, Italy and the COBEREN conference and meeting, 5-8 June 2012, Nicosia, Cyprus (total duration: 3 years)
- **European Marketing Academy (EMAC)**: International Survey on EMAC members’ satisfaction - Athens Laboratory of Research in Marketing (A.L.A.R.M.) - George Avlonitis (co-authors: Antonios Giannopoulos, Constantinos Lionakis & Lamprini Piha), “Assessing the views & perceptions of EMAC members”, **The EMAC Chronicle**, No.3, May 2008, pp. 4-7
- **Department of Marketing & Communication, AUEB**: Participation in the survey/data collection studying the alumni’s academic prospects and career evolution
- **BETANET S.A.**: Market research for the industry of prefabricated concrete elements and customer satisfaction - (A.L.A.R.M.)
- **EKO S.A.I.C.**: Study of the customer purchasing behaviour and satisfaction from the services provided at gas stations - (A.L.A.R.M.)
- **Ministry of Tourism Development – Information Society S.A., Greece**: Tourism Consultant in the project: “Consulting services for the creation of the National Tourism Satellite Account and the National Observatory of Tourism” (duration: 27 months)
- **IPSEN L.T.D.**: Marketing analysis of the pharmaceutical industry and investigation of doctors’ perceptions
- **MORAX Publications**: Investigation of Greek managers’ source of information on managerial issues and marketing strategy implications (**presentation of the research outcomes at the Marketing Expo 2006 South East Europe – Advertising Week 2006, 25-27/05/06**) – (A.L.A.R.M.)

- **Metaxas Diagnostics S.A.:** Market analysis of medical equipment sector
- **APIVITA S.A.:** Market research for a range of products in cosmetics
- **YAMAHA Motors Hellas (Motodynamics S.A.):** Market research implementation for marketing strategy development
- **EVAL S.A.I.C.:** Marketing research for the marine accessories market (24th Athens International Maritime Salon, Former East Airport of Athens)

European Academic Activities | Research & Education Policy

- **Invited Speaker** at the event organised by the **European Commission: "Digitalisation for the sustainable growth of tourism"** in the frame of **Athens International Tourism Expo 2018** - Giannopoulos, A. "Human-based workforce in a digital era - the new age tourism ambassadors: what, how and why?", Metropolitan Expo, Athens, Greece, 07/12/2018.
- **Greek/National representative** (Hellenic Association of Doctoral Researchers – Hel. As. D.R.) in the conference: **"ERAMOBILITY - Researchers in Europe without Barriers"** - Czech Presidency of the EU, Prague, Czech Republic, 28-29 April 2009.
- **Greek/National representative** (Hel.As.D.R.) in the **"Young Researchers in Europe" conference ("Jeunes Chercheurs en Europe")** – French Presidency of the EU, Rennes, France, 19-21 November 2008.
- Personal interview on the **Athens International Radio** (official radio station of the Municipality of Athens – international/foreign programme "Good Morning Athens") concerning the conditions of **Doctoral Studies in Greece and the European perspective**, 27 March 2009.
- Participation in the **Greek stakeholders' interviewing process** regarding Doctoral conditions at a national level – interview conducted by the European Commission referring to the **European Charter for Researchers and a Code of Conduct for the Recruitment of Researchers** (personal interview, July 2007).
- Official cooperation with the European Council of Doctoral Candidates and Junior Researchers (EURODOC) for the **European-wide research on the Situation of Doctoral Studies in Europe** (national contact point – Hel.As.D.R.), November 2008 – May 2009.
- **Greek/National representative** (Hel.As.D.R.) in **The European Council of Doctoral Candidates and Junior Researchers** (EURODOC) in the years 2006-2009.

International Academic Activities

- Member of the scientific committee, **3rd Conference NOEK 2023: Greece-Europe 2030 – Research, Innovation, New Technologies, Institutions and Sustainable Development**, Hellenic Scientific Institute: Economics of Education & Life Long Learning, of Research & Innovation (I.EC.ED.LLL.R.IN.), Crete, Greece, 7-10/09/2023.
 - Session chair/ moderator, **ICOMEU 2023: Future pathways for educational ecosystems: Disruptions and Continuities**, International Hellenic University, Greece, 20-22/01/2023.
 - Member of the scientific committee & session chair/ moderator, **ICOHEMA 2022: Current trends in Strategic Health Management, Leadership and Business Intelligence**, International Hellenic University, Greece, 18-20/03/2022.
 - Session chair/ moderator, **ICOMEU 2022: Emerging trends in education: A fusion of Pedagogy, Management, Robotics and STEAM**, International Hellenic University, Greece, 21-23/01/2022.
 - Reviewer for the journals **Journal of Product & Brand Management (JPBM)** & **Journal of Tourism, Heritage & Services Marketing**.
 - Member of the Scientific and the Organising Committee, **TOURMAN 2021: 4th International Scientific Conference: Restarting tourism, travel and hospitality: The day after**, International Hellenic University, Greece, 21-23/05/2021.
 - Session chair/ moderator, **TOURMAN 2019: 3rd International Scientific Conference: Tourism, travel and hospitality at crossroads: The way ahead**, International Hellenic University, Greece, 24-27/10/2019.
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- Collaborating lecturer, Registry of Instructors/Coordinators of educational programmes at **INSETE** (Greek Tourism Confederation).
- Academic Director of the educational seminar **Tourism Perspectives & Tour Guiding Services, Caritas Hellas in cooperation with the International Organisation for Migration**, Athens, Greece, 09/07-02/08/2019 [<https://caritas.gr/en/activities-en/educational-seminar-concerning-tourism-at-the-social-spot/&https://caritas.gr/en/activities-en/the-educational-program-tourism-perspectives-and-development-of/>].
- **Coaching youth entrepreneurs (mentor)**, 48hr Marathon of entrepreneurial ideas and innovation focused on the blue growth, **1st Chios Blue Hackathon, University of the Aegean**, Chios island, Greece, 15-16/05/2019.
- **Coaching youth entrepreneurs (mentor)**, 48hr Marathon of entrepreneurial ideas and innovation focused on the blue growth, **Blue Hackathon 2018, University of the Aegean** in cooperation with FORTHcrs, Evgenidion Foundation, Athens, Greece, 22-23/12/2018.
- Session chair/moderator, **TOURMAN 2018: 2nd International Scientific Conference: In search of excellence in tourism, travel and hospitality**, ATEI of Thessaloniki, Rhodes, Greece, 25-28/10/2018.
- Invited Speaker at the workshop organized by **Shiraz University** (in collaboration with Business College of Athens) for the **Tourism Destination Development of Fars Province**, Shiraz University, Shiraz, Iran, 27/11-01/12/2017.
- Ad hoc/occasional reviewer for the journals: **International Journal of Hospitality Management**, **International Journal of Tourism Policy & International Journal of Consumer Studies**, **International Journal of Tourism Anthropology**.
- Ad hoc reviewer for the annual **ICHRIE congress**, USA.
- Academic Coordinator at the **3rd Tourism Summer School** (Institute of Euromed Affairs/partnership with Dokuz Eylül University) & **Olympian Summer School 2012** (in cooperation with University of Piraeus), Olympia, Greece, 27/07-02/08/12.
- Member of the International Scientific Committee of the Conference **2nd Advances in Hospitality and Tourism Marketing** (ATEI Thessaloniki, Democritus University of Thrace, Washington State University, Research Institute for Tourism of the Hellenic Chamber of Hoteliers), Corfu, Greece, 31 May – 3 June 2012.
- Member of the International Scientific Committee of the Conference **Destination Management & Branding in the Mediterranean Region** (Akdeniz University), Antalya, Turkey, 19-21 April 2012.
- Academic Coordinator at the **2nd Tourism Summer School** (Institute of Euromed Affairs/partnership with Dokuz Eylül University) Izmir, Turkey, 11-16 September 2011.
- Session chair/moderator, **4th International Scientific Conference: Planning for the future, Learning from the past: Contemporary Developments in Tourism, Travel & Hospitality**, University of the Aegean, Rhodes Island, Greece, 3-5 April 2009.
- Session chair/moderator, **2nd International Scientific Conference of the E-business forum: E-business in Travel, Tourism and Hospitality**, University of the Aegean, TEI of Thessaloniki and Greek Research Technology Network, Athens, Greece, 14 March 2008.

**Invited
Speeches,
Educational
Experience &
Other
Articles**

- **Founder and Editor in chief of the voyager voice [thevoyagervoice.com]** [since December 2015]
- Giannopoulos A., invited lecture & organisation: «VisitEcoGreece: Marketing and Ecotourism», event organised by **HFRI (Hellenic Foundation for Research and Innovation) & International Hellenic University**, Thessaloniki campus, Thessaloniki, Greece, 20 February 2023. [<https://tinyurl.com/2s3apnrb>]
- Giannopoulos A., invited lecture: «Over-Tourism: Control+Alt+Delete – Interactivity and Sustainability in a (new) ecosystem», event organised by **HFRI (Hellenic Foundation for Research and Innovation): “Application of Marketing in ecotourism firms”**, National University of Athens-Aristotle University of Thessaloniki, Museum of History, Plaka-Athens, Greece, 12 January 2023. [<https://hub.uoa.gr/the->

[application-of-marketing-in-ecotourism-businesses-review/?fbclid=IwAR36FpgGbGHYVQFEioXh0fGManuDVMT9-8m5InvmJtLuaBM9s_rKyyBHC\]](#)

- Giannopoulos A., guest lecture: "The voyager voice: interaction and co-creation on the world tourism map - the role of blogs in the travel and tourism ecosystem", **Neapolis University Pafos**, Pafos, Cyprus, 22 November 2021.
- Invited to the panel of Virtual Lecture Series: "Culture as a Driver for Growth" with the participation of N. Yatromanolakis (**Deputy Minister of Culture and Sports**) and Elaine Papoulas (**Executive Director of Center for European Studies at Harvard University**), **College Year in Athens**, live streaming, 21 April 2021. [<https://www.youtube.com/watch?v=2AsUVieSc58>]
- Giannopoulos A., educational seminar: "Co-creation in Learning and Teaching", **Center for Teaching and Learning – The American College of Greece**, online seminar, 18 March 2021.
- Giannopoulos A., educational seminar: "Tourism & Culture: towards a (new?) ecosystem", **Hellenic Institute of Cultural Diplomacy**, online lecture, 30 January 2021.
- Giannopoulos A., interview on the **news broadcast TV100** (Thessaloniki, municipal news broadcast), 11 June 2020 [<https://www.facebook.com/tv100thessaloniki/videos/256145585641404>, 35:30']
- Giannopoulos A., webcast participation: "Culture & Sustainability as pillars of the Tourism Ecosystem", **Hellenic Institute of Cultural Diplomacy**, live streaming, 22 May 2020.
- Giannopoulos A., guest lecture: "Sustainable Tourism Development", **International Hellenic University**, Thessaloniki, Greece, 14 May 2020.
- Giannopoulos A., article: "Tourism & COVID-19: a view to the future", **Kathimerini**, Wednesday 29 April 2020 [<https://www.kathimerini.gr/1076022/article/epikairothta/ellada/toyrismos--covid-19-me-to-vlemma-sto-mellon>].
- Giannopoulos A., "How the workplace stress can be faced", **Case study in Edited book: Vakola M., Nikolaou I. "Organisational Psychology and Behaviour"**, 2nd Edition, Rosili, Athens, 2019, p.267.
- Giannopoulos A., interview: "Athens' new trend of boutique hotels", **Kathimerini – «K»**, Sunday 23 June 2019, p. 12 (feature article: Boutique Hotels) [<https://www.kathimerini.gr/1030151/gallery/periodiko-k/reportaz/h-a8hna-ston-asterismo-twn-boutique-hotels>].
- Giannopoulos A., invitation to a panel discussion: "Boutique Hotels: a world trend & a new approach in hospitality", **The Architect Show 2019**, Helexpo, Maroussi, Athens, Greece, 5 May 2019 [https://vimeo.com/335576781?fbclid=IwAR2q1PXrF7ziwYwY_wBKfgUb8m9hzw_xlCxoEitjGPp2jxMI7CteqBF6tY].
- Giannopoulos A., invited lecture: "Moments of truth in hospitality and tourism: from complaints to priceless experiences save as...", **School of Tourism on Tour**, Lemnos island, Greece, 20-21 April 2019. [<https://www.youtube.com/watch?v=7NzliobMGe0>, 6:13:30'].
- Giannopoulos A., invited lecture: "Moments of truth in hospitality and tourism: from complaints to priceless experiences save as...", **School of Tourism on Tour**, Chios island, Greece, 27-28 March 2019.
- Giannopoulos A., interview: "The «keys» for the future - The Passport of Knowledge", **Kathimerini - Taxisia**, Sunday 16 September 2018, pp. 36-37 (Featuring Tourism Education).
- Giannopoulos A., interview: "Studies at BCA introduce 95% of the students to the job market", **Touristiki Agora**, Volume 277, May - June - July 2018, p. 51 (Featuring Tourism Schools).
- Giannopoulos A., invitation to a panel discussion: "The Economy of Hospitality: transforming the needs to opportunities", **Academy by Aldemar, Aldemar Resorts**, Aldemar Olympian Village, Greece, 19 May 2018
- Giannopoulos A., invited lecture: "Hospitality is everywhere: let's reacquire with ourselves", **7th School of Tourism**, Kalamata, Greece, 20-22 November 2017
- **SKAITV** invited speaker on the Greek SKAI show "Simera" to discuss about studies in hospitality, tourism and present the Hotel and Tourism Management Department of BCA, 28 September 2017 [<https://www.youtube.com/watch?v=qL5jSpVMnM>, 40:22']
- **The Place Brand Observer**, literature review article: "Brands and Branding: Definition, Concepts, Theory - featuring [Simon Anholt](#) [Robert Govers](#) [Roger Pride](#) [Philip Kotler](#) [Antoniou Giannopoulos](#) [Jeremy Hildreth](#)", <http://placebrandobserver.com/theory/brands-and-branding/> [published and accessed 2nd August 2017]
- Giannopoulos A., invited lecture: "Destination branding: #OMG from Storytelling to Storydoing", **2nd School of Tourism**, Nafplio, Greece, 20 March 2017
- Giannopoulos A., invited lecture: "Brand Storytelling: a new era for Hospitality and Tourism", **International Hellenic University**, Thessaloniki, Greece, 23 January 2017
- Invited speaker on radio **FM100** (official radio station of the Municipality of Thessaloniki – programme Check-In) about "**Rebranding Destinations**", 19 November 2016

- Giannopoulos A., invited speech (panel): “Desti-nation Branding: What For?”, **Philoxenia Expo & Conference**, Thessaloniki, Greece, 18 November 2016
- Giannopoulos A., invited speech: “From Act In Space to Marketing Space: How To’s for Kickstarter Marketing Action”, **si-Cluster Accelerator**, Athens, Greece, 8 November 2016
- **The Place Brand Observer**, interview: “Antonios Giannopoulos on Destination Branding, Tourism and Innovation”, <http://placebrandobserver.com/interview-antonios-giannopoulos/> [published and accessed 3rd November 2016]
- **Crikos**, interview: “**Dr. Antonios Giannopoulos**: A great professor, a true guide and a beautiful person!”, <http://crikos.com/dr-antonios-giannopoulos-a-great-professor-a-true-guide-and-a-beautiful-person> [published and accessed 15th July 2016]
- Giannopoulos A., “How to manage stress in the workplace”, **HR Case Study Series**, MSc in Human Resources Management, Athens University of Economics and Business, vol.2, May 2016, <https://www.aueb.gr/en/content/hr-case-study-series> [published and accessed 1st June 2016]
- Giannopoulos A., Phoca J., “Corallia: entrepreneurship through the gaming industry”, **GrekaMag**, <https://greka.lifo.gr/features/reportage/corallia-epichirimatikotita-mesa-apo-gaming/> [published and accessed 2nd January 2015]
- Giannopoulos A., presentation and co-organisation of the **Start-Up Safari Athens 2014**
- Giannopoulos A., “Innovation and Entrepreneurship: the future in the hands of the Start-ups”, **Capital & Vision 2014: Innovation and Entrepreneurship: The Next Step**, Athens, Greece, 1 November 2014
- Giannopoulos A., “The role of education in the cultivation of entrepreneurial spirit”, **eduardvisor.gr**, May 2014 <http://www.eduadviser.gr/index.php/sinentefxeis-more/10117-antonis-giannopoylos-o-rolos-tis-ekpaideysis-einai-kathoristikos-gia-ti-diamorfosi-enos-klimatos-poy-enisxuei-tin-epixeirimatikotita> [published and accessed 12th May 2014]
- Personal interview on the **Athens International Radio** (official radio station of the Municipality of Athens – programme “One Day in Athens”) about the innovation designed in Greece, as well as the use of the clustering tool for economic development, 27 April 2014
- **Visiting Lectures** at the Department of Marketing and Communication, Athens University of Economics and Business (Lecture: Cultural – Religious Tourism, Course: Marketing for Non-profit Organizations, Professor: Dr. Paulina Papastathopoulou, 3 May 2012)
- Giannopoulos A., Articles & Photos, Turkish Tourism Magazine **Memleket**, July-September & October-December 2011 (in cooperation with the **Greek Consulate, Istanbul**)
- Giannopoulos A., “Pas de Touristes ici: Burgundy goes toward a no tourists destination brand”, **Travel Mole** <http://www.travelmole.com/stories/1148673.php> [published and accessed 26th July 2011]
- Giannopoulos A., “ITB 2011: In Tourism & Beyond”, **Turizm Aktüel**, 14(87), May 2011, p. 18
- Presentation “**Transforming Travel into Science: Following the path of a PhD Research on the Greek Hotel Map**”, Classical Hotels, mini MBA training programme for Hotel Managers, Athens, Greece, 17-18 March 2010
- Giannopoulos A. and Piha L., “Living the EDEN Experience - EDEN Doctoral Seminar on Research Methods in Marketing, Brussels, June 15-19, 2009”, **The EMAC (European Marketing Academy) Chronicle**, No.6, October 2009, pp. 29-30
- Presentation “**A new era in Hospitality Marketing: Cases & Experiences from a Ph.D. Research**”, Grace Hotels Group 2nd Annual Seminar, Athens-Greece, 13 November 2009
- Presentation (co-presenter: Piha L.): “**Following another career path after Graduation**”, Department of Marketing & Communication, AUEB, Athens, Greece, 4 June 2009
- Presentation (co-presenter: Piha L.): “**Doctoral Studies: Greece and European Research Area**” at Dr. F. Asderaki’s Greek book presentation (Europe and Education: European Higher Education Area), Amphitheater of the National Bank of Greece, Athens, Greece, 31 March 2009
- George Avlonitis (co-authors: **Antonios Giannopoulos**, Constantinos Lionakis and Lamprini Piha), “Assessing the views and perceptions of EMAC members”, **The EMAC (European Marketing Academy) Chronicle**, No.3, May 2008, pp. 4-7
- Presentation (co-presenter Dr. P.Papastathopoulou): “**Special Forms of Tourism: the case of Cultural & Spiritual-Religious Tourism – trends and best practices**”, Prefecture of Dodecanese – Project: INTERREG III ARCHIMED “Mediterranean Cultural Network of cities - stations of the Apostle Paul missionary path”, Rhodes Island, Greece, 3 March 2008

**Membership
in Scientific
Institutes/
Professional
Bodies/
International
Networks**

- **Research, Technology & Innovation Network** (The American College of Greece): Inaugural Group of RTIN Members 2021
 - **Center of Excellence for Sustainability** (The American College of Greece): Member of the Academic Advisory Board 2020-2021
 - **International Tourism and Hospitality Management Society** (The American College of Greece): Academic Advisor (cooperating with the Governing Body) 2020-2021
 - **International Federation for Information Technologies and Travel & Tourism** (IFITT): Elected Member of the Board of Directors as Academic Coordinator at the Greek Chapter (IFITT Greece) 2018-2019
 - Member of the International Network of Tourism Research and Academic Community: **Tourism Research Information Network** (TRINET)
 - Registered in the **Centre International de Recherches et d'Etudes Touristiques** (CIRET)
 - Member of the **European Marketing Academy**
 - Member of the **Greek Marketing Academy**
 - Member of the **French Marketing Association network** (AFMnet)
 - Member and Contributor (Organizing Committee) to the to the **“OpenTourism”** network (Greek tourism community)
 - **Hellenic Association of Doctoral Researchers** (Hel.As.D.R.): Elected President 2007-2009, Elected Secretary 2005-2007
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