

## Curriculum Vitae

### George Stalidis, Ph.D., M.Sc., Dipl.Eng.

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### TITLES

**Dipl.** Electrical and Computer Engineer, Faculty of Technology, Aristotle University of Thessaloniki (AUTH), 1991.

**M.Sc.** in Control and Information Technology, University of Manchester (UMIST), UK, 1992.

**Ph.D.** in modeling and pattern recognition technologies, applied in computer aided diagnosis, Medical Department, Aristotle University of Thessaloniki, 1999.

### CURRENT POSITION AND ACTIVITIES

- Professor in Information Technology at the Department of Organisation Management, Marketing and Tourism of the International Hellenic University (former Business Administration of the Alexander Technological Educational Institute of Thessaloniki), with specialization in data analysis methods for knowledge extraction and modeling.
- Manager of the "Lab of Data Analysis and Business Intelligence – DABILab".
- Manager of the international Postgraduate course in "eBusiness and Digital Marketing" of the University Center of International Programmes of Studies, IHU.
- Deputy Manager of the postgraduate course in Business Administration of the Department of Organisation Management, Marketing and Tourism, IHU.
- Member of the internal quality assurance committee of the Department of Organisation Management, Marketing and Tourism, IHU.

### SCIENTIFIC FIELDS

- Knowledge extraction from data, knowledge engineering, data mining, neural networks, multidimensional models and machine learning.
- Data analysis, in particular with multi-dimensional statistical methods.
- Artificial Intelligence and Business Intelligence in tourism marketing and management.
- Web-based applications for e-business and knowledge sharing.
- Pattern recognition, image and signal processing in biomedical applications.

### PROFESSIONAL EXPERIENCE

**11/10/2007 – today** Member of permanent teaching staff of the Department of Organisation Management, Marketing and Tourism (former Business Administration), School of Economics and Management, International Hellenic University.

**1/7/2000-10/10/2007.** Research and Development Coordinator in POULIADIS GROUP of Informatics (for the companies Pouliadis Associates and PC Systems). Technical manager of EU research projects on informatics, mainly in the areas of web-based services, signal processing for tele-monitoring and e-business applications. Responsible for the architectural design of information systems, the development of specialized software technologies, the exploitation of research results and the financial management of the projects. Technical manager of the EU-funded research projects ECREM, C-ARCTIC, CHS, IREMMA, DIAKLINIKI, E-MED, YGEIAS PROTYPON, [BIO@GRO](mailto:BIO@GRO), EPOS, K-LAB, SENSATION.

**1/5/1998 – 30/6/2000.** Technical manager in BIOTRAST S.A., a company in the area of medical informatics. Responsible for the management and implementation of EU and national R&D projects in the areas of telemedicine and medical informatics. Technical manager of the projects DISCUS, INTRANET HEALTH CLINIC, E-DSRR, MERMAID, ATTRACT, TEN-CARE, FILERGOS.

**1/1/1998-31/12/1999** Development and maintenance of a web-based educational platform for the management of educational medical information on behalf of the Center for the Management of Medical Information (KEDIP) of the Aristotle University of Thessaloniki.

**7/4/93 – 31/12/94** Executive of the Technical-Commercial Support Office for SMEs of the Commercial Chamber of Kilkis and Hellenic Organization of Small and Medium Enterprises and Handicraft (Interreg Office of Kilkis). The responsibilities were to provide information and support for entrepreneurship in eastern European countries, the establishment of contacts with governmental and organization executives and the coordination of conferences, business missions and participations in exhibitions from and to the above countries. The activities also included technical support for the connection of SMEs with the information networks offered by the EU (Echo, Eurobases) and the provision of information on EU and national funding programmes.

## **RESEARCH EXPERIENCE**

### **2007 - today**

- Deputy scientific coordinator of the project Intelligent platform for digital multichannel marketing with dynamic path learning and knowledge engineering (TREELYTICS), funded by the European Regional Development Fund of the EU and Greek national funds through the program call RESEARCH-CREATE-INNOVATE. Duration: 2/2020 – 8/2022.
- Participation as researcher in the project "MEDITerranean QUadruple helix Approach to Digitalisation", ENI CBC Mediterranean Sea Basin Programme. Duration 4/8/2021 - 28/2/2023.
- Scientific coordinator of the European research project «European Fashion Retail Supply Chain Visibility Training Resource (SCVis)" (Erasmus+ Key Action 2). Duration 1/11/2017-31/10/2019.
- Participation as researcher in the project "Flexible Recommendation Systems for Big Data" ), funded by the European Regional Development Fund of the EU and Greek national funds through the program call RESEARCH-CREATE-INNOVATE. Duration 7/2018 – 4/2022.
- Scientific coordinator of the research project "Data Analysis and Knowledge Management Technologies for Planning Tourism Products" of the national funding programme Archimedes III. Duration 1/4/2012-30/11/2015.
- Participation as researcher in the research project "Development of a Semantic Concept Thesaurus Using Videogaming Software for Supporting Marketing Designers" of the national funding programme Archimedes III. Duration of participation 1/9/2013-31/1/2014.
- Participation as researcher in the project titled "Processes of Social and Labor Integration of Youth in a period of economic crisis – In4Youth" of the funded program ARISTEIA, in collaboration with the University of the Aegean, contributing in the quantitative analysis of research data. Duration of participation 1/8/2013-17/8/2014.
- Participation as researcher in the project titled "Inequalities and mental stress – InMed" of the funded program ARISTEIA, in collaboration with the University of the Aegean, with contribution in the data analysis of survey data and the dissemination activities. Duration of participation 15/2/2015-25/9/2015.
- Participation as researcher in the project "Development of an integrated research program on island life and development", contributing in the development of thematic databases for

the collection and processing of secondary data on small communities in the Aegean. Duration of participation 1/3/2013-31/12/2014.

- Participation in the EU research project "Patient Safety through Intelligent Procedures in Medication" (ICT-1-5.2) as researcher in collaboration with the Medical Department of Aristotle University of Thessaloniki. Duration of participation 11/2008 – 9/2009.

### **1991 - 2007**

Extensive research activity since 1991 until today in the areas of pattern recognition, modeling and quantitative analysis, by developing techniques on neural networks, artificial intelligence and signal processing. The application of this research has been in medical informatics and business. Research experience has also been gained in the architecture of web-based services and business information systems.

General coordination of the European projects: "EPOS – eProcurement Optimized System for the Healthcare Marketplace" (eTEN-517390), 6/2005-11/2006, on electronic procurement infrastructure for the supplies in the health sector and "KLAB – Knowledge and Learning Among Businesses" (eTEN-C517470), 10/2005-6/2007, on knowledge sharing among businesses using a web-based platform.

Participation as basic researcher in 16 EU projects on Information Technologies (from 4thFP until 7thFP). Main author of more than 30 technical deliverables of research projects and contributor to more than 70 other technical documents.

### **TEACHING EXPERIENCE**

**10/2015 – today** Teaching subjects on information systems, business intelligence and statistics in multiple postgraduate courses of IHU (Business Administration, Management of Educational Units, Management of Tourism, Management of Health Organisations, Information Management in Digital Environment).

**10/2007 – today** Member of the permanent teaching staff of IHU (former ATEI of Thessaloniki), responsible for courses on databases and information management, data analysis, business intelligence, decision making and statistics.

**10/1997-10/2007** Teaching as temporary teaching staff in ATEI of Thessaloniki, in the Department of Marketing, Department of Informatics and Department of Automation, subjects on computer programming, networks, programming methodologies and databases.

**9/1999 – 6/2002** Teaching at the postgraduate course of the Medical Department, Aristotle University of Thessaloniki, subjects on medical information processing technologies.

**10/1997 – 2/1998** Contribution to the undergraduate courses on medical informatics at the Medical Department, AUTH (Introduction to computers, computer networks, programming).

### **LANGUAGES**

Greek (Native), English (Excellent), French (Good), German (Good)

### **AWARDS**

- Fellowship for the preparation of the Ph.D. thesis from the Greek funding program ΥΠΕΡ (General Secretariat of Research and Technology – ID 266).
- Award by the Greek Technical Chamber as first in grade among the new members.

### **OTHER SCIENTIFIC ACTIVITIES**

- Contribution to the translation in Greek of the book "Java Programming", Joyce Farrell, KRITIKI publications, 2018.

- Guest editor in International Journal of Retail and Distribution Management for the Special Issue "Marketing Intelligence in Retail and Distribution Management".

- Reviewer for journals and reviewer/member of scientific committee for conferences:

- Journal of Information Science.
- Marketing Intelligence and Planning.
- International Journal of Electronic Marketing and Retailing.
- International Conference on Computational Science and Its Applications (ICCSA 2016), Data Science for Intelligent Decision Support.
- International Conference on Information and Communication Technologies and Applications ICTA 2011.
- 3rd International Multi-Conference on Complexity, Informatics and Cybernetics, 2012.
- IEEE Transactions on Information Technology in Biomedicine.
- IEEE Engineering in Medicine and Biology Society.
- Computer Methods and Programs in Biomedicine.
- Bio- and Medical Informatics and Cybernetics.
- Chapter for the book «Techno-Social Systems for Modern Economical and Governmental Infrastructures», IGI Global, 2018.
- Workshop titled "Data Science for Intelligent Decision Support" within the conference "The IEEE International Conference on Future Internet of Things and Cloud (DS4IDS@FiCloud)", since 2017.
- International Conference on Contemporary Marketing Issues.
- International Conference on Management of Educational Units.
- International Federation of Classification Societies.
- International Computer Programming Education Conference.
- 3rd International Conference on Strategic Innovative Marketing, Madrid, 2014. Organiser of the Workshop titled "Data analytics, intelligence and knowledge-based systems"
- 3rd Intl Conf on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, 2013

Research Evaluator:

- Evaluation of Research proposals for the General Secretariat for Research and Technology.
- Verification of research projects funded by the Operational Program Competitiveness, Entrepreneurship and Innovation.
- Evaluation of research proposal for the Cyprus Foundation for the Promotion of Research.
- Peer review of more than 15 deliverables for IST and eTen projects in the area of health informatics and web-based e-business services.

## **PUBLICATIONS**

### **Scientific Journals**

- J.32. Towers, N., Momtazian, L., Stalidis, G., Copland, S. and Nitsos, I. (2024). Job role clarity: A missing component of supply chain visibility. *Supply Chain Management: an International Journal* (to appear)
- J.33. Avdimiotis, S., Konstantinidis, I., Stalidis, G., & Stamovlasis, D. (2024). Coping with Examination Stress: An Emotion Analysis. *Sensors*, 24(13), 4297.
- J.30. Stalidis G., Karaveli I., Diamantaras K., Delianidi M., Christantonis K., Tektonidis D., Katsalis A., Salampasis M. (2023). Recommendation Systems for e-Shopping: Review of Techniques for Retail and Sustainable Marketing. *Sustainability* 2023, 15, 16151. <https://doi.org/10.3390/su152316151>
- J.29. Metsai, A. I., Tabakis, I. M., Karamitsios, K., Kotrotsios, K., Chatzimisios, P., Stalidis, G., & Goulianas, K. (2022). Customer Journey: Applications of AI and Machine Learning in E-Commerce. In *Interactive Mobile Communication, Technologies and Learning* (pp. 123-132). Springer, Cham.

- J.28. Eleni-Maria Mousouraki, Dimitrios Kardaras, George Stalidis, Eleutherios Papathanasiou (2019), "Investigating the Social Media Potential to Attract Customers in the Banking Services Industry Using Fuzzy Delphi and Analytic Hierarchy Process", In book: *Strategic Innovative Marketing and Tourism*, pp.575-582, DOI: 10.1007/978-3-030-12453-3\_66
- J.27. Stalidis G. (2018), "A knowledge engineering framework for intelligent targeting of online video advertisements", *International Journal of Technology Marketing*, 13(2):1, DOI: 10.1504/IJTMKT.2019.10021177.
- J.26. Zissi A. and Stalidis G. (2017), "Social class and mental distress in Greek urban communities during the period of economic recession", *International Journal of Social Psychiatry*, 63(5):459-567.
- J.25. Zissi A., Stalidis G. and Benos A. (2017), "Social class and mental health: A comparative community study", *Archives of Hellenic Medicine* 2017, 34(1):75-85.
- J.24. Stalidis G., Karapistolis D. and Vafeiadis A. (2015), "Marketing decision support using Artificial Intelligence and Knowledge Modeling: application to tourist destination management", *Procedia - Social and Behavioral Sciences* 175 (2015) 106-113, DOI: 10.1016/j.sbspro.2015.01.1180
- J.23. Frangos C.C., Karapistolis D., Stalidis G., Fragkos Con., Sotiropoulos I. and Manolopoulos I. (2015), "Tourist Loyalty is All About Prices, Culture and the Sun: A Multinomial Logistic Regression of Tourists Visiting Athens", *Procedia - Social and Behavioral Sciences* 175 (2015) 32-38, DOI: 10.1016/j.sbspro.2015.01.1171
- J.22. Stalidis G. and Karapistolis D. (2014), "Knowledge discovery and computerized reasoning to assist tourist destination marketing", *International Journal on Strategic Innovative Marketing*, Vol.01, pp 103-119, DOI: 10.15556/IJSIM.01.02.004
- J.21. Frangos C.C., Fragkos Con, Stalidis G., Karapistolis D., Sotiropoulou Virg. I. and Manolopoulos I. (2014), "Exploring the Effects of Annual Income, History of Area and Natural Beauty on Loyalty to a Tourist Destination: The Case of Thessaloniki, Greece", *International Journal on Strategic Innovative Marketing*, Vol.01, pp 186-197, DOI: 10.15556/IJSIM.01.04.001
- J.20. Stalidis G. and Karapistolis D. (2014), "Tourist Destination Marketing Supported by Electronic Capitalization of Knowledge", *Procedia - Social and Behavioral Sciences* (2014) pp. 110-118, doi: 10.1016/j.sbspro.2014.07.024
- J.19. Chtouris Sotiris, Zissi Anastasia, Stalidis George and Rontos Kostas (2014). *Understanding Xenophobia in Greece: A Correspondence Analysis*. *European Journal of Sociology*, 55, pp 107-133 doi:10.1017/S0003975614000058
- J.18. Stalidis G. (2013), "Discovering marketing rules for the tourist sector in visitor service quality surveys", *Journal of Marketing Vistas*, Vol 3, No 2, pp 24-37.
- J.17. Vlachakis Sotirios, Stalidis Georgios, Kokkinis Georgios (2013), "The impact of pedestrianisation of Hagia Sophia street (Thessaloniki) in retail trade area", *PRactical Issues in Management & Economics (PRIME)* ISSN 1791-5767, vol 6, 157-170.
- J.16. Zissi A., Chtouris S., Stalidis G, Rontos K. (2013), "The empirical study of xenophobia in Greece today: Socio-demographic and socio-psychological determinant factors", *Psychology Journal (in Greek)* 2013, 20 (2), 176-193
- J.15. Stalidis G., Papadimitrakopoulos C. and Tsakiris T. (2012), "Web-based collaborative learning and knowledge sharing in informal business networks", *International Journal on Integrated Information Management*, vol.01, pp79-94, DOI: 10.15556/IJIIM.01.02.002.
- J.14. Stalidis G., Karapistolis D. (2012), "Data Analysis to support business planning: application to a novel internet radio business", *Data Analysis Bulletin*, issue 13/12, pp. 59-72.
- J.13. Koutkias Vassilis, Kilintzis Vassilis, Stalidis George, Lazou Katerina, Niès Julie, Durand-Texte Ludovic, McNair Peter, Beuscart Régis and Maglaveras Nicos (2012), "Knowledge Engineering for Adverse Drug Event Prevention: On the Design and Development of a Uniform, Contextualized and Sustainable Knowledge-based Framework", *Journal of Biomedical Informatics* 45 (2012) 495-506 (doi:10.1016/j.jbi.2012.01.007).

- J.12. Karapistolis D. and Stalidis G. (2011). "Factor Data Analysis and econophysics: application in market segmentation", *Journal of Engineering Science and Technology Review* 4 (3) 256 – 260.
- J.11. Ketikidis P.H., Kontogeorgis A., Stalidis G. and Kaggelidis K. (2010). "Applying e-procurement in the healthcare: the EPOS paradigm", *The International Journal of Systems Science (IJSS)* Vol. 41 No 3, pp 281-299.
- J.10. Koutkias Vassilis, Stalidis George, Chouvarda Ioanna, Lazou Katerina, Kilintzis Vassilis, Maglaveras Nicos (2009). "A Knowledge Engineering Framework towards Clinical Support for Adverse Drug Event Prevention: The PSIP Approach", *Studies in Health Technology and Informatics*, IOS Press. 2009;148: 131-41.
- J.9. Stalidis G., Prentza A., Maglavera S., Kolovou L., Chassomeris C. (2005). "Information and e-learning services for the efficient management of allergy and asthma, employing an integrated environment monitoring network", *The Journal of Telecommunications and Information Technology*, pp73-83, 4/2005.
- J.8. Prentza A., Maglavera S., Stalidis G., Sakka E., Lekka I., Angelidis P., Leondaridis L., Maglaveras N. and Koutsouris D. (2005). "Cost-Effective Health Services for Interactive lifestyle management: The PANACEIA-iTV and the e-Vital concepts", *The Journal of Telecommunications and Information Technology*, pp 49-58, 4/2005.
- J.7. Kolovou L., Chassomeris C., Stalidis G., Lymberopoulos D. (2005). "A New Web, Multi-service Tool for Regional Management of Allergies, Asthma and Rhinitis", *European Journal of Biomedical Informatics*. ISSN 1801-5603.
- J.6. Stalidis G., Maglaveras N., Efstratiadis S., Dimitriadis A. and Pappas C. (2002). "Model-Based Processing Scheme for Quantitative 4-D Cardiac MRI Analysis", *IEEE Transactions on Information Technology in Biomedicine*; 6(1):59-72.
- J.5. Stalidis G., Prentza A., Vlachos I., Maglavera S., Koutsouris D. (2001). "Medical Support System for Continuation of Care Based on XML Web Technology", *International Journal of Medical Informatics*, Vol 64/2-3, pp 385-400.
- J.4. Stalidis G., Prentza A., Vlachos I., Anogianakis G., Maglavera S., Koutsouris D. (2000). "Intranet Health Clinic: Web-based Medical Support Services Employing XML", *Stud Health Technol Inform*. 2000; 77:1112-1116, IOS Press. PMID: 11187494
- J.3. Maglaveras N., Stamkopoulos T., Stalidis G., Pappas C., Strintzis M. (1994). "Neural Networks based algorithms for ischemia detection from electrocardiogram (ECGs)", *Physics in Medicine and Biology*, suppl (Abstract) p. 393.
- J.2. Strintzis M., Maglaveras N., Stalidis G., Magnisalis X. (1993). "Use of Neural Networks for Electrocardiogram Feature Extraction, Recognition and Classification", *Computer Methods and Programs in Biomedicine, Elsevier, Special MIE 93 issue*, pp. 50-54.
- J.1. Strintzis M., Stalidis G., Magnisalis X., Maglaveras N. (1992). "Use of Neural Networks for Electrocardiogram Feature Extraction, Recognition and Classification", *Neural Network World Journal*, vol 3-4:313-327.

### Books

- B2. Stalidis George (2024). *Information Systems and New Technologies in Education* (in Greek)[ebook] Athens:Hellenic Academic Libraries Link. Available Online at: <https://dx.doi.org/10.57713/kallipos-978>
- B1. Stalidis George and Kardaras Dimitrios (2016). "DATA MANAGEMENT AND BUSINESS INTELLIGENCE: THEORY AND APPLICATIONS FOR BUSINESS EXECUTIVES" (in Greek) [ebook] Athens:Hellenic Academic Libraries Link. Available Online at: <http://hdl.handle.net/11419/1161> , ISBN: 978-960-603-398-8

### Chapters in collective volumes

1. Stalidis, G., Siomos T., Kaplanoglou, P., Katsalis, A., Karaveli, I., Delianidi, M. and Diamantaras K. (2021). Multidimensional Factor and Cluster analysis vs embedding-based learning for personalized supermarket offer recommendations. In T. Chadjipadelis

et al. (eds.), *Data Analysis and Rationality in a Complex World, Studies in Classification, Data Analysis, and Knowledge Organization*, pp 273-281, [https://doi.org/10.1007/978-3-030-60104-1\\_30](https://doi.org/10.1007/978-3-030-60104-1_30)

2. Stalidis G. and Rentari M. (2017). Finding patterns of social profiles and processes of job integration in the period of crisis using Correspondence Analysis, 295-306. In "The Youth in Greece today. Social status, employment and social networks", ed Chtouris S., Epikentro publications.
3. Boga-Karteri K., Stalidis G. and Papanicolas C. (2011). Organizational Communication and its Effect on Enterprise Performance, pp 440-451. In 'The Economies of the Balkan and Eastern Europe Countries in the Changed World', Editor: Anastasios G. Karasavoglou, Cambridge Scholars Publishing.

### **Conferences**

- C.65. Matta E. and Stalidis G (2024), "Classification of supermarket customers for targeted promotions using Multiple Correspondence Analysis", 12th Panhellenic Conference of Data Analysis with International Participation, 3-6 September 2024, Thessaloniki.
- C.64. Stalidis G., Dimitriadou K. (2024), "Mitigating the reactance to personalized email marketing in e-tourism using predictive modeling", 12th International Conference on Contemporary Marketing Issues, Heraklion, 10-12 July.
- C.63. Eleftheria M., Stalidis G. and Pasiata M. (2024), "Data-driven exploration of Shopping Behaviour in e-Grocery: Comparing Online and Offline Customers", 22nd International Conference on Research in Advertising (ICORIA), Thessaloniki, 27-29 June 2024.
- C.62. Matta E and Stalidis G. (2023), "Profiling online and physical supermarket customers using Factor and Clustering Methods", The 2023 International Conference on Marketing and Technologies (ICMarkTech), 30 November-2 December 2023, Prague.
- C.61. Stalidis G. & Kyriazidou S. (2023), Job Role Description and Skill Matching in a Rapidly Changing Labor Market using Knowledge Engineering. 10th International Conference on Strategic Innovative Marketing and Tourism, 22-26 September 2023, Zakynthos.
- C.60. Stalidis G. (2022), "Factor analysis of the stance of consumers against digital loyalty programs", 11<sup>th</sup> Panhellenic Conference on Data Analysis with International Participation, 29 September-2 October 2022, Grevena.
- C.59. Metsai A., Tabakis I.-M., Karamitsios K., Kotrotsios K., Chatzimisios P., Stalidis G., Goulianas K. (2022), "Reinforcement Learning for Neural Collaborative Filtering", IEEE 4th International Conference on Artificial Intelligence in Information and Communication (ICAIIIC), 21-24 February 2022, Shilla Stay Jeju, Korea, pp. 280-283, doi: 10.1109/ICAIIIC54071.2022.9722673
- C.58. Metsai A., Tabakis I.-M., Karamitsios K., Kotrotsios K., Chatzimisios P., Stalidis G., Goulianas K. (2022), "Evolution of Neural Collaborative Filtering for Recommender Systems, 14th International Conference on Knowledge and Smart Technology (KST), 26-29 January 2022, Chonburi, Thailand (pp. 86-90).
- C.57. Metsai A. I., Tabakis, I.M., Karamitsios K., Kotrotsios, K., Chatzimisios, P., Stalidis G., Goulianas, K. (2021), "Customer Journey: Applications of AI & Machine Learning on E-Commerce", 14th International Conference on Interactive Mobile and Communication Technologies and Learning, Thessaloniki (pp. 123-132).
- C.56. Stalidis G. (2021), "The stances of retail e-shop customers on the effectiveness of personalised recommendation systems", 9th International Conference on Contemporary Marketing Issues, Virtual, 3-5 September (pp. 231-232).
- C.55. Stalidis G., Delianidi M., Christantonis K., Kaplanoglou P. I., Karaveli I., Katsalis A., Siomos T., Salampassis M. and Diamantaras K. (2020), "Personalised offer recommendations in retail combining factor and cluster analysis, neural networks and graph databases", 8th International Conference on Contemporary Marketing Issues, Virtual, 11-13 September (pp. 269-271).

- C.54. Stalidis G., Kaplanoglou P., Diamantaras K. (2019), "Multidimensional data analysis of shopping records towards knowledge-based recommendation techniques", 16th Conf of the International Federation of Classification Societies, 26-29 Aug 2019, Thessaloniki.
- C.53. Stalidis G., Diamantaras K. (2019), "Offers just for you: intelligent recommendation of personalised offers employing multidimensional statistical models", 7th International Conference on Contemporary Marketing Issues, 10-12 July, Heraklion (pp. 328-330).
- C.52. Nitsos I., Stalidis G., Towers N. (2019), "An interactive e-learning tool for the fashion industry to enhance the knowledge sufficiency of professionals in supply chain visibility", 7th International Conference on Contemporary Marketing Issues, 10-12 July, Heraklion (pp. 308-310).
- C.51. Avdimiotis S., Stalidis G., Karakitsios A. (2018), "The measurement and control of destinations' carrying capacity as a key for their competitiveness", 3rd International Scientific Conference on the productive reconstruction of Greece: Alternative strategies, 7-8 December 2018, Kozani, Greece.
- C.50. Mousouraki E.M., Kardaras D., Stalidis G., Barbounaki S. Papathanasiou E. (2018), "Investigating the Social Media potential to attract customers in the banking services industry using Fuzzy Delphi and Analytic Hierarchy Process", International Conference on Strategic Innovative Marketing, 17-20 October, Athens.
- C.49. Stalidis G., Kardaras D., Barbounaki S. (2018), "Data-driven marketing and loyalty programs: The stance of super market customers", Intl Conf on Contemporary Marketing Issues, 27-29 June, Athens.
- C.48. Stalidis G. (2017), «Finding high effectiveness patterns in the designing of advertising video for optimizing digital marketing», 9<sup>th</sup> Hellenic conference in Data Analysis with international participation, 28-30 September 2017, Thessaloniki (pp. 24-25).
- C.47. Koutra G., Barbounaki S., Kardaras D. and Stalidis G. (2017), "A Multicriteria model for Personnel selection in Maritime Industry in Greece", 19th IEEE Conference on Business Informatics, 24-26 July 2017, Thessaloniki.
- C.46. Stalidis G. (2017), "A Knowledge-based design tool to improve the effectiveness of advertisement videos", Intl Conf on Contemporary Marketing Issues, 21-23 June, Thessaloniki.
- C.45. Stalidis George (2016), "A Data Analysis and Knowledge Engineering Framework for Tourism Marketing Decision Support", Workshop on Big Data & Business Intelligence in the Travel & Tourism Domain, 11-12 April 2016, Östersund, Sweden.
- C.44. Chtouris Sotirios, Balourdos Dionyssis, Miller DeMond, Stalidis George, Rentari Malama (2016), "Labor Integration and Job Embeddedness and the Role of Social Factors on the Transitional Phases of Greek Youth in the Time of Economic Crisis", 3rd ISA Forum of Sociology, 10-14 July 2016, Vienna.
- C.43. Stalidis George, Stalidis Panagiotis, Diamantaras Costas, Karapistolis Dimitrios (2015), «Knowledge extraction from tourist website comments and factor analysis of the customer sentiment for their hotel", 80 Panhellenic Conference on Data Analysis, 10-12 September 2015, Alexandroupolis (in Greek)
- C.42. Zissi Anastasia, Poulimas Michalis, Stalidis George (2015), "Mental distress and economic crisis in Greece: An empirical community study", 12<sup>th</sup> Conference of the European Sociological Association, 25-28 Aug 2015, Prague.
- C.41. Chtouris, Sotirios, Stalidis George, Rentari Malama, Miller DeMond (2015), "Labor integration processes and Job embeddedness of young people and the role of social factors in the current Greek economic crisis", 12<sup>th</sup> Conference of the European Sociological Association, 25-28 Aug 2015, Prague.
- C.40. Chtouris Sotirios, Stalidis George, Miller DeMond, Rentari Malama (2015), "Transition from education to employment of Greek Young People. Social and Cultural Capital as main factors for the social and economic integration of young people. Results from In4Youth survey 2012-2014", 36<sup>th</sup> Annual Conference of the International Working Party on Labour Market Segmentation (IWPLMS), 22-24 June 2015, Athens.



- C.39. Zissi Anastasia, Stalidis George, Poulimas Michael (2015), "Life conditions, access to resources and mental health", 15th Panhellenic Conference on Psychological Research, 27-31 May 2015, Nicosia.
- C.38. Stalidis George, Rentari Malama (2014), "Social profile patterns and labor integration processes using Multiple Correspondence Analysis", Conference on Social and Labor Market Integration Processes of Youth People during Continuous Economic and Financial Crisis", 28 November 2014, Thessaloniki (in Greek).
- C.37. Stalidis G., Karapistolis D. and Vafeiadis A. (2014), "Marketing decision support using Artificial Intelligence and Knowledge Modeling: application to tourist destination management", 3<sup>rd</sup> Intl Conference on Strategic Innovative Marketing, Madrid 1-4 September.
- C.36. Frangos C.Ca, Karapistolis D., Stalidis G., Fragkos Constantinos, Sotiropoulos I. and Manolopoulos,I (2014), "Tourist Loyalty is All About Prices, Culture and the Sun: A Multinomial Logistic Regression of Tourists Visiting Athens", 3<sup>rd</sup> Intl Conference on Strategic Innovative Marketing, Madrid 1-4 September.
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