CURRICULUM VITAE

PERSONAL DATA

NAME	Antonia Delistavrou
DATE OF BIRTH	24.9.1971
PLACE OF BIRTH	Thessaloniki
WORK ADDRESS	International Hellenic University / Department of Organisation Management, Marketing and Tourism P.O. BOX 141, 57400 Thessaloniki, Hellas
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EDUCATION

1993 Graduated from the Technological Educational Institution (TEI) of Thessaloniki, School of Economics and Business Administration, Department of Marketing. Duration of Studies: 3 years

1999 Postgraduate Master Degree in Marketing from the Department of Marketing, University of Stirling. Duration of Studies: 1 year

2017 PhD in Marketing. Title: "Market Segmentation in Greece on the basis of Ethical Consumption". Department of Marketing and Strategic Planning, University of National and World Economy, Sofia, Bulgaria. Duration of Studies: 3 years

FOREIGN LANGUAGES

ENGLISH: First Cambridge Certificate (Lower). Masters' Degree of the University of Stirling, UK.

EMPLOYMENT EXPERIENCE

11/93 – 6/94	Marketing Assistant at 'K. Georgiadou & Co. – EUROFORUM'.
10/97 – 2/98	Participated in the research programme "Modernization of the Central Library of TEI of Thessaloniki" First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework.
3/98 – 6/98 & 10/99 – 12/99	Participated in the research programme "Reformation of the Curriculum of Automation Department", First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework.

1999	Participated in the research programme "Reformation of the Curriculum of the Marketing Departments of TEI of Athens and TEI of Thessaloniki", First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework.
4/01 – 8/01	Participated in the research program "The Broadening of Tertiary Education", First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework.
12/99–3/03	Self-employed as a Marketing Consultant.
9/94 – 12/03	Part-time lecturer at the Department of Marketing, School of Business Administration and Economics, TEI of Thessaloniki.
1/06–9/08 & 10/10–9/12	Participation in the research program "Students' Placement of the TEI Thessaloniki" – Stage C, Subproject 7 "Students Placement of the Marketing Department".
4/12-9/13	Participation in the research program "*Investigating aspects of the negative ethical consumerism: Emphasis on the determination of factors influencing the choice of "ethical or green" hotels by their potential customers"*, funded by the Research Committee of the A.T.E.I. of Thessaloniki, Research Support Programme 2010. Project number 80099.
10/12–10/15	Participation in the research program "Students' Placement of the TEI Thessaloniki" – Stage C, Subproject 7 "Students Placement of the Marketing Department".
12/03 –today	Assistant Professor (Lecturer up to 10/2018) at the Direction of Marketing, Department of Organisation Management, Marketing and Tourism, School of Economics and Administration, International Hellenic University (former TEI of Thessaloniki). Teaching of the following Marketing courses: 1. Marketing Research 2. Marketing Strategy 3. Ecological Marketing 4. Research Methodologies (Post-graduate course of Tourism Management)
10/2020 – 4/2024	Scientific co-ordinator of the 5.3 Task (WP5), programme SunCoChem under the Horizon 2020 programme funded by the European Commission

RESEARCH DURING STUDIES

1. During my dissertation, I participated in the 1st Intensive Seminar, which took place in the T.E.I. of Thessaloniki under ERASMUS as the head of the students' research team with the supervision of Mrs I. Tilikidou and Dr. C. Sarmaniotis. Two research projects were conducted on the subjects:
   - Sports activities and consumer habits of the TEI of Thessaloniki students.
   - Marketing Strategies of the businesses that produce or/and procure the Greek market with sportswear.

2. Delistavrou, A. (1999). *Consumers' Recycling Behaviour in Thessaloniki, Greece*. Unpublished MSc Marketing dissertation, University of Stirling, Scotland.
3. Delistavrou, A. (2017). *Market Segmentation in Greece on the Basis of Ethical Consumption*. Unpublished PhD thesis, Department of Marketing and Strategic Planning, Sofia, Bulgaria.

RESEARCH PROGRAMMES AND REPORTS

- Tilikidou, I., Sarmaniotis, C. Delistavrou, A. and Monastiridis, P. (1998). 'Research upon the information needs among teachers and students an exploratory research study under the task of «Modernization of the Central Library of Tei of Thessaloniki»΄ First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
- Sarmaniotis, C., Tilikidou, I. And Delistavrou, A. (1998). 'Research for the Curriculum of the Automation Department of the Thessaloniki TEI'. A research study under the task of 'Reformation of the Curriculum of Automation Department', First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
- Tilikidou, I., Petridis, D. and Delistavrou, A. (2001). A Collaboration project between the Department of Aquaculture and Relevant Industries. A research study under the task 'The Broadening of Tertiary Education', First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
- Tilikidou, I., Delistavrou, A., Gounas, A. and Stogiannis, I. (2013). Investigation of the aspects of negative ethical consumerism. Emphasis on the determination of the factors influencing the choice of 'ethical or green' hotels by their potential customers. ATEI Thessaloniki, Research Committee. TEI Publications, Thessaloniki.

PUBLICATIONS – Refereed journal articles

1. Tilikidou, I. and Delistavrou, A. (2001). Utilization of Selected Demographics and Psychographics in Recycling Behavior Understanding: A Focus on Materialism. *Greener Management International,* Vol. 34, No. 1 June, Summer, pp. 75-93.
2. Delistavrou, A., Tilikidou, I., and Sarmaniotis, C. (2005). The Role of Motivation in Consumers' Recycling Behaviour. *Review of Economic Sciences,* Vol. 8, pp. 245-261.
3. Tilikidou, I. and Delistavrou, A. (2005). Ecologically Conscious Consumer Behaviour in the Greek Market. *The Cyprus Journal of Science and Technology*, Vol. 4, No 3, pp. 20-38.
4. Korobili, S., Tilikidou, I. and Delistavrou, A. (2006). Factors that Influence the Use of Library Resources by Faculty Members. *Library Review,* Vol.55, No. 2, pp.91-105.
5. Tilikidou, I. and Delistavrou, A. (2007). Greece Needs and Wants to Welcome Fair Trade. *The Cyprus Journal of Science and Technology*, Vol. 5, No 3, pp. 70-80.

6. Tilikidou, I. and Delistavrou, A. (2008). Types and Influential Factors of the Consumers' Non-purchasing Ecological Behaviours. *Business Strategy and the Environment,* Vol. 17, No. 1, pp. 61-76.
7. Delistavrou, A. and Tilikidou, I. (2012). Exploring the Ethical Behaviour Adopted by Greek Consumers. *Journal of Marketing Vistas,* Vol. 1, No. 2, Jenuary-June 2012, pp. 22-35.
8. Tilikidou, I., Delistavrou, A. and Sarmaniotis, C. (2013). Intentions to Boycott 'Unethical' Hotels: A Conjoint Analysis. *TOURISMOS*, Vol. 8, No. 3, Special Issue: Tourism Destination Marketing & Management, pp. 21-38.
9. Tilikidou, I. and Delistavrou, A. (2014). Pro-Environmental Purchasing Behaviour during the Years of Economic Crisis. *Marketing Intelligence and Planning,* Vol. 32, No. 2, pp. 160-73.
10. Tilikidou, I. and Delistavrou, A. (2014). Do Beliefs Affect Customers' Intentions to Choose Green Hotels? *International Journal on Strategic Innovative Marketing*, Vol. 1, pp. 1-11.
11. Delistavrou, A. and Tilikidou, I. (2014). Are Greeks' Unconcerned about Ethical Market Choices? *Journal of Economic Development, Environment and People,* Vol. 3, No. 4, pp. 47-58.
12. Tilikidou, I. and Delistavrou, A. (2015). Preferring Green and Rejecting "Unethical" Hotels. *EuroMed Journal of Business,* Vol. 10, No. 3, pp. 285 – 296.
13. Delistavrou, A. Katrandjiev, H. and Tilikidou, I. (2017). Understanding Ethical Consumption: Types and Antecedents. *Economic Alternatives,* Vol. 4, pp. 612-633.
14. Delistavrou, A., Katrandjiev, H. and Tilikidou, I. (2017). Ethical Consumers in Greece: Who are they? *Annals of Spiru Haret University*, Issue 3/2017, pp. 47-65.
15. Tilikidou, I., and Delistavrou, A. (2018). Fumbling the Greek Ethical Consumers' Profile. *Journal of Research for Consumers*, Vol. 32, pp. 32-70.
16. Delistavrou, A., Katrandjiev, H., Sadeh, H. and Tilikidou, I. (2019). Exploring Ethical Consumption in Different Geographical Places. *Euromed Journal of Business*, Vol. 14, No 3, pp. 221-238.
17. Delistavrou, A. and Tilikidou, I. (2019). Important Referents and Post-Materialist Values Guide Intentions to Boycott. *Yearbook of UNWE*, pp. 69-98.
18. Delistavrou A., Krystallis, A. and Tilikidou, I. (2020). Consumers' Decision to Boycott "Unethical" Products: The Role of Materialism/PostMaterialism. *International Journal of Retail and Distribution Management,* Vol. 48, No. 10, pp. 1121-1138.
19. Delistavrou, A. (2021). Water and energy conservation in Greece: the impact of values and attitudes. *International Journal of Sustainable Energy*, Vol. 40, No. 6, pp. 602-615.
20. Delistavrou A., Tilikidou, I. and Krystallis, A. (2021). Nested Relationships in Pro-Environmental Purchasing: A moderated mediation model. *Journal of Consumer Behaviour,* Vol. 20, No.6, pp. 1648-1663.
21. Delistavrou, A. (2022). Theory of Planned Behaviour and Boycotting: The moderating role of socio-political control and demographics. *EuroMed Journal of Business*, Vol. 17 No. 2, pp. 270-287. https://doi.org/10.1108/EMJB-02-2021-0020

22. Delistavrou, A. and Tilikidou, I. (2022). Environmental unconcern and recycled paper products purchasing: the moderated role of environmental knowledge. *International Journal of Innovation and Technology Management,* Vol. 19, No. 5, article 2241002**.**

23. Delistavrou, A. and Tilikidou, I. (2022). Greeks' intention to visit a green hotel are influenced by perceived control and past experience. *Enlighting Tourism: A Pathmaking Journal***,** Vol.12 -Special Issue, pp. 79-104

24. Delistavrou, A., Papaioannou, E. and Asimakopoulos, K. (2022). Consumers' decision to purchase online ecological personal care products: an expanded TPB model. *International Journal of Business Science and Applied Management***,** Vol. 17, No. 2, pp. 34-47.

25. Delistavrou, A. and Tilikidou, I. (2022). Consumers' Intentions to Buy Cosmetics and Detergents with Ingredients Made from Recycled CO_2. *Sustainability*, Vol 14, No 23, e-paper 16069. (Impact factor 3.889)

26. Delistavrou, A. and Tilikidou, I. (2022). Did COVID-19 Force Greek Chemical Industries toward Green Practices? *East-West Journal of Economics and Business,* Vol. XXV, No. 2, pp. 13-33.

27. Delistavrou, A., Tilikidou, I. and Papaioannou, E. (2022). Executives' insights about by-products made by recycled CO2: the case of CPGs industry. *European Accounting and Management Review, Vol. 8, No 2, pp. 1-20.*

28. Delistavrou, A., Tilikidou, I. and Papaioannou, E. (2023). Climate Change Risk Perception and Intentions to Buy Consumer Packaged Goods with Chemicals Containing Recycled CO_2. *Journal of Cleaner Production,* Vol. 382, e-paper 135215. (Impact factor: 11.072)

29. Tilikidou, I., and Delistavrou, A. (2023). Cosmetics and Detergents with Recycled CO2: A Cross-Country Study with a Modified by Risk Perception Values–Beliefs–Norms Model. *Behavioral Sciences*, Vol. 13, No. 6, e-paper 518.

30. Delistavrou, A., and Tilikidou, I. (2025). Recycled CO2 in Consumer Packaged Goods: Combining Values and Attitudes to Examine Europeans' Consumption Intentions. *Sustainability*, Vol 17, No 8, e-paper 3515. (Impact factor 3.3)

31. Partsali, I., Delistavrou, A., and Tilikidou, I. (2026). Are values the roots of pro-environmental and/or pro-labour intentions regarding the preference or avoidance of a hotel? *Sustainability*. Vol 18, No 3, e-paper 1455. (Impact factor 3.3)

32. Sadeh, H., and Delistavrou, A. (2026). Sustainability as contextualized meaning and marketing narrative: a qualitative comparative study of olive oil SMEs in Palestine and Greece. *Sohar University Journal of Sustainable Business*, Vol.2, No. 2, pp. 118-136.

33. Partsali, I., Delistavrou, A., and Tilikidou, I. (2026). Moral versus practical criteria in hotel choice: Consumer responses to environmental and labour issues. *Journal of Tourism, Heritage & Services Marketing,* Vol. 12, No. 1, pp. 19-39.

34. Sadeh, H., Delistavrou, A., Katrandjiev, H., and Tilikidou, I. (2026). The genesis of brand hate and consumer avoidance behavior: A cross-cultural qualitative analysis in Palestine, Greece, and Bulgaria. *Marketing*, vol. 57, iss. 3, pp. 175-190.

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1. Tilikidou, I. Sarmaniotis, C. and Delistavrou, A. (2003). Segmentation of the Greek Market on the basis of the Ecologically Conscious Consumer Behaviour. In: Proceedings of the 1st International Conference "*Quantitative Methods in Industry and Commerce"*, TEI of Athens, Athens, 26-27 May 2003, pp. 559-573.
2. Tilikidou, I. and Delistavrou, A. (2004). The Influence of the Materialistic Values on Consumers' Pro-Environmental Post-Purchase Behavior. In: Cron, W.L. and Low, G.S. (Eds.) *"Marketing Theory and Applications",* Proceedings of the 2004 American Marketing Association Winter Educators' Conference*,* vol. 15*,* Chicago IL., A.M.A., pp. 42-49.
3. Tilikidou, I. and Delistavrou, A. (2005). Pro-environmental Purchasing Behavior: the Inhibiting Influence of the Materialistic Values. In: Ziamou, P. and Zotos, Y. (Eds.) *Marketing Contributions to Prosperity and Peace, Proceedings of the 9th International Conference on Marketing and Development (ICMD)*, Thessaloniki GR, International Society of Marketing and Development (CD).
4. Tilikidou, I., and Delistavrou, A. (2005). Recycled Paper Products: Are there any consumers to buy them? *Proceedings of the 4th International Conference on* "*New Horizons in Industry and Business – NHIBE 2005"*, Corfu, Greece, 25-26 August 2005, pp. 592-600.
5. Tilikidou, I. and Delistavrou, A. (2006). Consumers' Ecological Activities and their Correlates. *In the IFSAM VIII World Conference 2006,* Berlin, Germany, 28-30 September 2006. Proceedings available on line at http//www.ctw-congress.de/ifsam/download/track_9/ pap00169.pdf. Accessed on April 2007.
6. Tilikidou, I., and Delistavrou, A. (2007). The Ecological Consumer Behaviours in Greece: Ten Years of Research. *Proceedings of the 5th International Conference on* "*New Horizons in Industry and Business – NHIBE 2007"*, Rhodes, Greece, 30-31 August 2007, pp. 476-486.
7. Tilikidou, I., and Delistavrou, A. (2009). Are Greeks Knowledgeable Enough about Environmental Issues? *Proceedings of the 10th International Conference of the Economic Society of Thessaloniki "The Challenges of a Wider European Union"*. Thessaloniki, Greece, 09-11 November 2006, pp. 256-263.
8. Delistavrou, A. and Tilikidou, I (2009). Are Greeks Ready to Enhance the Fair Trade Market? *Proceedings of the 4th International Conference on Services Management "Managing Services across Continents",* Oxford Brookes University, Oxford, UK, 8-9 May 2009, pp. 203-224 (in electronic form).
9. Delistavrou, A., Tilikidou, I. and Gounas, A. (2009). Fair Trade Supporting Group: What They Know, Feel and Prefer. *Proceedings of the 2nd International Conference "Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences" (QQMEAS),* TEI of Athens, Athens, Greece, 25-27 May 2009, pp. 75-82.
10. Delistavrou, A., Tilikidou, I. and Gounas, A. (2009). Fair Trade in Greece and a New Fair Marmalade. *Proceedings of the 6th International Conference on* "*New Horizons in Industry, Business and Education –NHIBE 2009"*, Santorini, Greece, 27-28 August 2009, pp. 582-588.
11. Delistavou, A. and Stogiannis, I. (2010). Green Development: Realities and Myths. *Proceedings of the 2nd International Conference «The Economies of Balkan and Eastern*

Europe Countries in the changed world» - EBEEC 2010. Kavala Institute of Technology, Department of Accountancy, Kavala, Greece, 7-9 May 2010, pp. 5-11.

12. Delistavrou, A. (2010). Do Greeks Boycott Unethical Business Practices? *Proceedings of the 3rd Euromed Annual Conference: Business Developments across Countries and Cultures*, University of Nicosia, Nicosia, Cyprus, 4-5 November 2010, pp.313-318.
13. Kokkinis, G., Tilikidou, I. and Delistavrou, A. (2011). Green Development in the Greek Reality: The Case of Energy. *Proceedings of the 11th International Conference of the Economic Society of Thessaloniki, «Global Crisis & Economic Policy»*, Thessaloniki, Greece, 25-27 November 2010, pp. 301-311.
14. Tilikidou, I. and Delistavrou, A. (2011). Which Unethical Hotel Practices Cause Consumers' Boycotts? *International Conference Special Interest Tourism & Destination Management*, Kathmandu, Nepal, 27-30 April 2011, pp. 271-278.
15. Tilikidou, and Delistavrou, A. (2012). The Components of Pro-Environmental Purchasing Behaviour. *Proceedings of the International Conference on Contemporary Marketing Issues, (ICCMI),* Thessaloniki, Greece, 13-15 June 2012, pp. 549-555.
16. Delistavrou, A., Tilikidou, I., Sarmantiotis, C. and Gounas, A. (2012). Promoting Ethical Actions against Unethical Hotels. *Proceedings of the International Conference on Contemporary Marketing Issues, (ICCMI 2012),* Thessaloniki, Greece, 13-15 June 2012, pp. 497-502.
17. Tilikidou, I., Delistavrou, A. and Sapountzis, N., (2013). Customers' Ethical Behaviour towards Hotels. 5th International Conference "The Economies of Balkan and Eastern Europe Countries in the changed world" - EBEEC 2013, Istanbul, Turkey, 9-12 May 2013, *Procedia Economics and Finance,* Vol. 9, pp. 425-432.
18. Tilikidou, I. and Delistavrou, A. (2014). Ethical Consumer Behaviour Regarding Hotels: Types and Influential Factors. *Proceedings of the 2nd International Conference on Contemporary Marketing Issues, (ICCMI 2014),* Athens, Greece, 18-20 June 2014, pp. 467-472.
19. Delistavrou, A. and Tilikidou, I. (2014). Preferences towards Green Hotels: The Explanatory Power of TPB. *Proceedings of the 2nd International Conference on Contemporary Marketing Issues, (ICCMI 2014),* Athens, Greece, 18-20 June 2014, pp. 599-606.
20. Delistavrou, A. and Tilikidou, I. (2014). Ethical Unconcern Scale: Construction and Validation. International Conference on Economic Science and Business Administration. Spiru Haret University, Bucharest, Romania, 24-25 October 2014. *Procedia of Economics and Business Administration*, pp. 104-113.
21. Tilikidou, I. and Delistavrou, A. (2015). Fumbling Demographics and Psychographics of the Greek Ethical Consumers. *Proceedings of the 3rd International Conference on Contemporary Marketing Issues, (ICCMI 2015),* Kingston, UK, 30 June - 2 July 2015, pp. 537-542.
22. Delistavrou, A. and Tilikidou, I. (2015). Boycotting "Unethical" S/M Products in Greece: An Application of the Theory of Planned Behaviour. *Proceedings of the 3rd International Conference on Contemporary Marketing Issues, (ICCMI 2015),* Kingston, UK, 30 June - 2 July 2015, pp. 157-165.

23. Delistavrou, A. and Tilidiou, I. (2017). Ethical Purchasing in Greece: Forms and Antecedents. *Proceedings of the 5th International Conference on Contemporary Marketing Issues, (ICCMI 2017),* Thessaloniki, Greece, 21-23 June 2017, pp. 599- 604.
24. Delistavrou, A. (2017). Boycotters due to Ethical Causes: An Attempt to Profile Them. *Proceedings of the 5th International Conference on Contemporary Marketing Issues, (ICCMI 2017),* Thessaloniki, Greece, 21-23 June 2017, pp. 572-579.
25. Delistavrou, A., Tilikidou, I. and Katrandjiev, H. (2018). Consumers' Decision to Boycott 'Unethical' Products. *Proceedings of the 6th International Conference on Contemporary Marketing Issues (ICCMI 2018),* Athens, Greece, 26-29 June 2018, pp. 75-82 **Best Paper Award of the 6th International Conference on Contemporary Marketing Issues (ICCMI 2018)**
26. Tilikidou, I., Delistavrou and A. Katrandjiev, H. and Sadeh, H. (2018). Ethical consumption: similarities and differences across different geographical places. *Proceedings of the 6th International Conference on Contemporary Marketing Issues (ICCMI 2018),* Athens, Greece, 26-29 June 2018, pp. 83-92.
27. Tilikidou, I., Krystallis, A. and Delistavrou A. (2019). Ignorance and Unconcern Restrain Pro-environmental Purchase. *Proceedings of the 7th International Conference on Contemporary Marketing Issues, (ICCMI 2019),* Heraklion, Crete, Greece, 10- 12 July, 2019, pp. 96- 105.
28. Delistavrou A., Krystallis, A. and Tilikidou, I. (2019). Buy green? No, thanks! *Proceedings of the 7th International Conference on Contemporary Marketing Issues, (ICCMI 2019),* Heraklion, Crete, Greece, 10- 12 July, 2019, pp. 135- 144.
29. Delistavrou, A., Katarachia, A. and Tilikidou, I. (2020). Environmental unconcern and recycled paper products purchasing: the moderated role of environmental knowledge. *Proceedings of the 8th International Conference on Contemporary Marketing Issues, (ICCMI 2020),* Virtual Conference, 11- 13 Sepember, 2020, pp. 150-153.
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31. Tilikidou, I. and Delistavrou, A. (2021). Really sorry Professor Kotler: no pro-environmental impact of the pandemic in Greece. *Proceedings of the 9th International Conference on Contemporary Marketing Issues, (ICCMI 2021),* Virtual Conference, 3- 5 September, 2021.
32. Delistavrou, A., Papadopoulos, N., Nanos, I, Papaioannou, E. and Asimakopoulos, C. (2021). Young Consumers Intentions to Buy Online Ecological Cosmetics. *Proceedings of the 9th International Conference on Contemporary Marketing Issues, (ICCMI 2021),* Virtual Conference, 3- 5 September, 2021.
33. Delistavrou, A. and Tilikidou, I. (2021). Greek Travellers' Decision to Prefer Green Hotels is a planned, structural behaviour. *TOURMAN 2021 BOOK OF ABSTRACTS: Restarting tourism, travel and hospitality: The day after*. Virtual Conference, 21-23 May, 2021, pp. 433-434.
34. Delistavrou, A., Tilikidou, I. and Papaioannou, E. (2022). Green chemical ingredients in personal and home care products. *Proceedings of the 10th International Conference on*

Contemporary Marketing Issues, (ICCMI 2022), Naxos Island, Greece, 8-10 July, 2022, pp. 378-383.

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36. Kargidis, P., Prassa, M.-A., Papaioannou, E. and Delistavrou, A. (2023). Digital customer segmentation. A case study of a Greek fashion e-shop. *Proceedings of the 11th International Conference on Contemporary Marketing Issues*, *(ICCMI 2023),* Corfu Island, Greece, 12-14 July, 2023, pp. 160-167.
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IN PROGRESS

1. Delistavrou, A., Papaioannou, E. Asimakopoulos, K. Papadopoulos, N. and Nanos, I. E-buying of Ecological Cosmetics: An integration of TPB and TAM models.
2. Delistavrou, A., Papaioannou, E. Asimakopoulos, K. Papadopoulos, N. and Nanos, I. Co-creation of Smart Hotels Services: The role of Enjoyment and Consumer Innovativeness

CITATIONS

Google Scholar: 1079 citations, h-index: 17, i10-index: 24
(https://scholar.google.com/citations?user=OpDptRIAAAAJ).
Scopus: 341 citations, h-index: 10
(https://www.scopus.com/authid/detail.uri?authorId=6504202806).

Thessaloniki, September 2026