

Chris A. Vassiliadis

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<https://orcid.org/0000-0001-8814-1518>.

Nationality: Greek

Age: 55

Gender: Male | Marital status: Married

Summary

Professor and member of Universities Teaching staff with more than 20 years of experience working with Greek and non-Greek Universities in Graduate and Post-graduate level. Specialities include Management, Marketing, Services Management & Marketing.

Currently based in Thessaloniki Greece.

Academic Work Experience

University of Macedonia | Thessaloniki, Greece

Jan 2001 - Present

Department of Business Administration

Full Professor

University of Macedonia is a Greek Public University founded in 1957 and its located in Northern Greece. Each student class has about min 120- max 300, students.

- Teaching Winter & Summer Semester Management and Marketing courses in Graduated and Post-Graduated level
- Preparing and writing lesson material
- Graduated level: 3 hours per / course & week. Teaching per academic year (WS & SS) min 4 courses with a capacity of 13 lessons
- Teaching English courses for Incoming Students
- Post-graduated (executive & non-executive) level: MBA & MSc Programs: 3 hours per course & a capacity of 13 lessons
- Supervisor and examiner of many Master (over 60) and PhD (over 10) Theses also in English
- Director of the Departmental Erasmus program
- Director of the Departmental PhD program
- Pre-director of Master Program
- Supervising and preparing of research studies
- Writing and publishing also in English academic articles, book chapters, books, papers

Open University of Cyprus | Latsia-Nicosia, Cyprus
(Open & Adult education)

Aug 2021 – Jan 2022
[*] 2023- today

Teaching staff of the Open University of Cyprus (OUC)

OUC is a new, dynamic, and flexible educational institution established to fill an important gap for open and distance education in the higher education system of the Republic of Cyprus. It is the country's second state university and the only institution of higher education offering

recognized academic programs at all levels (undergraduate, master's and doctorate) using the methodology of distance teaching

- 180 hours per academic semester that are distributed for different teaching, administration and research, actions, i.e., organising the Knowledge Topic, Supervising students, Evaluation of essays, Coordination of work groups and communication with students, Preparing and writing lesson material
- Preparation, coordination and organizing the exam material and the related web material
- Master's Program in "Business Administration" of the Open University of Cyprus (August 2021 – January 2022 and Academic Year: 2023-2024) 2023-2024 [*]: Member of the SEP section of the Master's Program in Business Administration. Course: Marketing - MDE61.
- 2021-2022 [*]: According to the Academy. Year, 2021-2022 HE: SEP and SYN module Master Program Cultural Policy and Development, Course: Cultural Tourism, Urban Revitalization and Promotion of Cities-PPA615
- 180 hours per academic semester distributed for different teaching, administration and research, actions, e.g. organization of the Knowledge Subject, Supervision of students, Assessment of essays, Coordination of working groups and communication with students, Preparation and writing of course material Preparation, coordination and organization of examination material and related online material.
- [*]: Supervision of 2 theses: 1 Thesis 2021-22 & 1 Thesis during 2022-2023

Hellenic Open University (ΕΑΠ) | Patra, Greece
(Open & Adult education)
Teaching staff of the Greek Open University

Oct 2001 – July 2017
Oct 2023-today

Hellenic Open University (HOU) is a public Higher Education Institution. It was founded in Patras, in 1992. HOU scope is to provide Undergraduate and Postgraduate Education and Training, using the Distance Learning and Teaching method in a recent survey it was included among the five (5) best Distance Learning Universities in the world

- A class of min 25- max 45 students
- A teaching knowledge topic with four courses per academic year with about 80 full teaching hours per month
- Supervising & evaluation of over 1.000 student essays and homework in the Open Greek University
- Preparing and writing lesson material
- Presenting and teaching the four courses
- Communication with students, motivation, preparation for final exam
- Final exam organization, evaluation of the final exam essays and communication/publication of the results
- Member of many administrative knowledge topic committees, i.e., preparing the academic year final exams, preparing and renewing with feedback the e-class website of the courses, literature proposal committee
- Hellenic Open University (HOL) (With face-to-face contact until 2017 and with Distance education after 2023 until today) (2001-2002 to 2016-2017, 2023-2024):

- Member of the SEP of the EAP for the academic years: 2023-2024 (DEO33, HLE41-Electronic Department), 2016-17, 2015-16 (Larissa Department: L1), 2014-2015, 2013-2014, 2013-2012, 2012-2011, 2011-2010, 2010-2009, 2008-2009, 2007-2008, 2006-2007, 2005-2006, 2004-2005, 2003-2004 and 2002-2003, in the thematic section Marketing II, Thessaloniki departments 2001-2002, at thematic module Marketing I as a consultant professor in the departments of Xanthi (Ξ1) and Thessaloniki (Ξ1)

Athens University of Economics (MSM-OPA) | Athens, Greece
Master in Services Marketing (MSM)
Visiting Professor

Feb – Apr 2015

Athens University of Economics and Business [(AUEB) abbrev. ΟΠΑ, ΟΡΑ] was founded in 1920 in Athens, Greece and is the oldest university in Greece in the field of economics. The MSM ranks at the EDUNIVERSAL Best Masters ranking in the ten first places in Western Europe

- Eight 3-hour lessons per week as external visiting professor
- Preparing and writing lesson material

University of Thessaly | Volos, Greece
Department of Economics
Msc in Advanced Economics
Visiting Professor

Mar /Apr 2015- 2018

The University of Thessaly was founded in 1984. Volos – an East Central Greece town- was designated the central location of the University of Thessaly.

- Two 3-hour lectures per academic year as external visiting Professor

University of National Chiayi University, | Chiayi, Taiwan
International Master Program of Business Administration (IMBA)
External Visiting Teaching Staff
Position: Adjunct Professor

April 2013 & 2014

NCYU is one of the oldest and largest universities in southern Taiwan.

- Call for teaching from Tzung-Cheng Huan, Dean of the College of Management of National Chiayi University in Taiwan.
- Lectures held in April 2012 & 2013
- Guest in two Taiwanese Universities as a presenter of two speeches
- Preparing and writing lesson material in English

Aristotle University of Thessaloniki | Thessaloniki, Greece
POSTGRADUATE MSc IN CONSTRUCTION MANAGEMENT;
POLYTECHNIC FACULTY OF A.U.TH [(Α.Π.Θ.).
(Administration and Management of Technical
Work-Department of Civil Engineers of
Transport and Organization. Course: Administration

WS 2006

and Management of Work in the International Environment]]

Visiting Professor

The Aristotle University of Thessaloniki is the sixth oldest, and among the most highly ranked, tertiary education institution within Greece.

- Two 3-hour lectures as visiting Professor.

Education

Greek Ministry of Education and Religious Affairs – IKY - State Scholarships Foundation

Post-doctorate degree – 2001

Scholarship of [I].[K].[Y]. 2001, Sector of Science 14: Social Sciences, Subsector of Science 14.4.: Behavioural Sciences

University of Macedonia, Thessaloniki Greece

Department of Business Administration,

PhD in Business Administration- 1997 (22/1/1997)

Universität Hamburg, Germany

Diplomarbeit - 1992

Specialization: Marketing with accent in the Channels of Distribution; Fachbereich

Wirtschaftswissenschaften

University Macedonia for Social and Economic Sciences

Department of Business Administration,

Bachelor's degree - 1990

Research programs/proposals and related work

I have been designated as the scientific manager of the following programs (Data from the Research Committee – ELKE of the University Macedonia):

1. Master's Program in Management of Tourism Enterprises and Organizations for New Graduates 2016 (Project code: 80965) with a funding amount of 74,550 Euros. 15/12/2015-31/5/2020.
2. Master's Program in Management of Tourism Enterprises and Organizations for Executives 2016 (Project code: 81006) with a funding amount of 55,200 Euros. 1/6/2016-31/12/2020.
3. Master's Program in Management of Tourism Enterprises and Organizations for New Graduates 2017 (Project code: 81052) with a funding amount of 83,632 Euros. 7/11/2016-31/5/2021.
4. Master's Program in Management of Tourism Enterprises and Organizations for Executives 2017 (Project code: 81078) with a funding amount of 83,632 Euros. 7/11/2016-31/05/2021.
5. Master's Program in Management of Tourism Enterprises and Organizations for New Graduates 2018 (Project code: 81139) with a funding amount of 95,640 Euros. 21/11/2017-31/05/2021.
6. Master's Program in Management of Tourism Enterprises and Organizations for New Graduates (Project code: 81052) with a funding amount of 83,632 Euros. 1/11/2016-31/12/2026.

7. Feasibility study for expanding the activities of the University of Macedonia in Bulgaria. 1/4/2009-30/4/2009.
8. Employment and Career Structure of the University Macedonia (DASTA) α/α 01/MIS 327465. 1/1/2011-31/12/2012.
9. Quality assurance unit of the University of Macedonia (MO.DI.P) 01/MIS 299516. 1/10/2010-31/3/2011.
10. Internship at the Department of Organization and Business Administration of the University of Macedonia P.E 1.3-MIS 299959. 1/10/2010-31/12/2010.
11. Cross Border Vertical Axes of Entrepreneurship in Support of Youth and Woman, Egnatia VAE B1, 3.2. 1/2/2011-13/7/2013.
12. Innovation and Entrepreneurship Unit of the University of Macedonia α/α 01, MIS 304302. 1/7/2011-30/9/2012.
13. Open digital courses at the University of Macedonia, MIS 374664 subproject 1 "Development of digital courses institutional platform support and other actions". 1/3/2015-30/6/2015.
14. Employment and Career Structure of the University Macedonia (DASTA) α/α / 02/MIS 327465, "Education and lifelong learning". 1/1/2011-31/12/2012.
15. Research policy / Basic research / Major project 19/11/2018-18/12/2018.
16. PROMoting Social entrePreneuship in higher Education for a prosperous society, PROSPER, Project no 2020-1-PLO1-KA203-081895, Erasmus+ KA203, Strategic Partnerships for higher education. 20/1/2023-30/4/2023.

Academic Publications

You can find all and the latest publications in the website link <https://www.uom.gr/en/chris>

- Scientific Journals: about 70 research articles
- Conferences: over 80 papers
- Books: over 30 book related academic publications
- Google Scholar: References 2087 [From 2017: 1699], h-index: 24 [From 2017: 21], i10-index 41 [From 2017: 34]

Some selected Publications

Books

2022

Vassiliadis, C., & Stylos N. (2022). Data Mining In: D. Buhalis, Encyclopedia of Tourism Management and Marketing, Elgaronline, pp. 790-92. ISBN: 9781800377479. DOI: <https://doi.org/10.4337/9781800377486.data.mining>

View Publication

Gkarane, S., **Vassiliadis, C.A.** (2022). 'Seasonality, Small-Scale Sustainable Events, and Local Professionals' Perceptions: The Case of AlmiraMAN Triathlon Event'. In: Sigala, M., Yeark, A., Presbury, R., Fang, M., Smith, K.A. (eds) Case Based Research in Tourism, Travel, Hospitality and Events. Springer, Singapore, pp. 443-462.

View Publication

2020

Vassiliadis, C., Skoulas I., & Gkarane S. (2020) Small-Scale Sports Event Sponsorship In: Fotiadis A., & Vassiliadis C. (2020) Principles and practices of small-scale sport event management, USA; Hershey PA IGI Global. ISSN: 2327-3429; eISSN: 2327-3437, pp. 192-216.

Vassiliadis, C., & Fotiadis, A. (2020) Different Types of Sport Events In: Fotiadis A., & Vassiliadis C. (2020) Principles and practices of small-scale sport event management , USA; Hershey PA IGI Global. ISSN: 2327-3429; eISSN: 2327-3437, pp. 20-44. <https://www.igi-global.com/publish/call-for-papers/call-details/4289>

Fotiadis A., & **Vassiliadis C.** (2020). Principles and practices of small-scale sport event management , USA; Hershey PA IGI Global, 2020. ISSN: 2327-3429; eISSN: 2327-3437

2019

Belenioti Z.C., Tsourvakas G. & **Vassiliadis C. A.**, (2019). Do Social Media Affect Museums' Brand Equity? An Exploratory Qualitative Study, In Book Strategic Innovative Marketing and Tourism, Springer, pp.533-540.

Belenioti Z.C., Tsourvakas G. & **Vassiliadis C. A.**, (2019). Museums Brand Equity and Social Media: Looking into Current Research Insights and Future Research Propositions, In book Strategic Innovative Marketing and Tourism, DOI 10.1007/978-3-030-12453-3_139
View Publication

2018

Fotiadis, A., **Vassiliadis, C.A.**, & Spyridou , A. (2018) What Motivates People to be Involved in Sport Tourism Events? The Greek Case of Sfindami International Mountain Festival, In Seraphin H., & Korstanje, M. (Eds) International Event Management, Chapter 10., NOVA science publishers, ISBN: 978-1-53613-664-7.

2017

Vassiliadis C.A., & Tzung-Cheng (T.C.) Huan, (2017) The Challenge is to be Customer-Oriented! Resolving Customer Complaints in Hospitality Management In Arch G. Woodside (ed.) Trade Tales: Decoding Customers' Stories (Advances in Culture, Tourism and Hospitality Research, Volume 14) Emerald Publishing Limited, (Chapter 4) pp.21–26. Emerald Group Publishing Limited, UK.

Chris A. Vassiliadis , Tzung-Cheng (T. C.) Huan , (2017), The Challenge is to be Customer-Oriented! Resolving Customer Complaints in Hospitality Management, in Arch G. Woodside (ed.) Trade Tales: Decoding Customers' Stories (Advances in Culture, Tourism and Hospitality Research, Volume 14) Emerald Publishing Limited, pp.21 - 26

Fotiadis A., Sotiriadis M., & **Vassiliadis C.A.**, (2017) Chapter 20: Destination Image, Customer satisfaction & Behavioural Intentions: The State-of-the-Art and a New Research Agenda. In Routledge Handbook of Consumer Behaviour for Hospitality and Tourism, Editor: Saurabh Kumar Dixit, Ph.D., ISBN: 978-1138961678, Routledge.

Sotiriadis M., Fotiadis A., & **Vassiliadis C.A.**, (2017) Chapter 34: “Travel review websites and interactive travel forums”. In The Routledge Handbook of Consumer Behaviour for Hospitality and Tourism, Editor: Saurabh Kumar Dixit, Ph.D, ISBN: 978-1138961678, Routledge

2016

Vassiliadis, C. & Fotiadis, A. (2016). Managing Sport Tourism Experiences: Blueprinting Service Encounters, In: Marios Sotiriadis & Dogan Gursoy (eds.), The Handbook of Managing and Marketing Tourism Experiences, (Chapter 10; p. 195-216), Emerald Group Publishing Limited, UK: Bingley. [ISBN: 978-1-78635-290-3].

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Scientific Journals

2023

Stylos, N. & **Vassiliadis, C.A.** (2023) "Gamification design: toward developing image perception scales for generation Z consumers", *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-12-2022-1616>.

2022

Gkarane S., **Vassiliadis C.A.** and Gianni M. (2022) 'Exploring professionals' perceptions of tourism seasonality and sports events: A qualitative study of Kissavos Marathon Race'. *Enlightening Tourism. A Pathmaking Journal* 12, pp.24-51

2021

Vasilliadis C.A., Mombeuil C., and Fotiadis A.K. (2021) 'Identifying service product features associated with visitor satisfaction and revisit intention: A focus on sports events'. *Journal of Destination Marketing & Management* 19, (Manuscript ID: 100558. ISSN: 2212-571X)

Zisis Maditinos, **Chris Vassiliadis**, Yannis Tzavlopoulos & Serafeim A. Vassiliadis (2021) Sports events and the COVID-19 pandemic: assessing runners' intentions for future participation in running events – evidence from Greece, *Tourism Recreation Research*, 46:2, 276-287, DOI: 10.1080/02508281.2020.1847422

2020

Fotiadis A., Nikolaos Stylos N. & **Vassiliadis C. A.** (2020) 'Travelling to compete: antecedents of individuals' involvement in small scale sports events', *Tourism Recreation Research*, (ISSN: 0250-8281)

Fotiadis AK, **Vasilliadis C. A.** and Huan T-C (2020) Editorial: Investigating the Impact of Current Issues on Leisure, Tourism, and Hospitality in Psychological Science. *Frontiers in Psychology* 11, Manuscript ID: 596868. (ISSN: 1664-1078), Cite Score: 3.2, SJR 2020 IF 2.39, doi: 10.3389/fpsyg.2020.596868. <https://www.frontiersin.org/articles/10.3389/fpsyg.2020.596868/full>

2019

Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & **Vassiliadis, C.** (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576-587.

2018

Priporas, V-C., **Vassiliadis, C.A.**, Stylos, N., Fotiadis, A. K., (2018). The Effect of Sport Tourists' Travel Style, Destination and Event Choices, ad Motivation on Their Involvement in Small-Scale Sport Events, *Event Management*, 22(X), pp. 745-765, ISSN 1525-9951 (Print); E-ISSN: 1943-4308, DOI: <https://doi.org/10.3727/152599518X15299559637707>. Scopus, RG Journal Impact 2015: 1.11, SJR 2017: 0.38, (Q2: Business and International Management), ABDC 2016:

2017

Vassiliadis C. A. & Belenioti Z-C., (2017). Museums & Cultural Heritage via Social Media: An Integrated Literature Review, *Tourismos: An International Multidisciplinary Journal of Tourism*, (special issue, edr. Androniki Kavoura) Volume 12, Number 3, pp. 97-132, ISSN: 1790-8418, Online ISSN: 1792-6521.

Alexiadou, Chrysi; Stylos, Nikolaos; Andronikidis, Andreas; Bellou, Victoria; & **Vassiliadis, Chris A.** (2017). Quality in bank service encounters: Assessing the equivalence of customers and front-line employees' perceptions, *International Journal of Quality & Reliability Management* (0265-671X) Vol. 34 Issue: 9, pp.1431-1450, Scopus (Cite Score: 1,40), JQL, ABS 2015: 2, ABDC 2013: B. <http://www.emeraldinsight.com/doi/full/10.1108/IJQRM-04-2016-0049>

Anestis Fotiadis & **Vassiliadis C.A.** (2017). "Being customer-centric through CRM metrics in the B2B market: the case of maritime shipping", *Journal of Business & Industrial Marketing*, Vol. 32 Iss: 3, pp. - (ISSN SSN: 0885-8624, ABDC 2013: A, (ABS 2, ISI με IF 2015=0.973 (Thomson Reuters Journal Citation Reports), Scopus indexed και JQL (Journal Quality List; Harzings).

Stylos N., Bellou, V., Andronikidis, A. & **Vassiliadis C.A.** (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60 (June 2017), pp.15-29.

2016

Gkarane S. & **Vassiliadis, C.**, (2016). Blueprinting an Event & Customer Oriented Marketing Mix: The Case of the Sfendami Mountain Festival Small Scale Event, *International Journal of Strategic Innovative Marketing*. Vol.3, DOI: 10.15556/IJSIM.03.01.002 (ISSN:2241-8407; DOAJ)

Fotiadis AK, **Vassiliadis C.A.** & Sotiriadis M. D. (2016). The preferences of participants in small-scale sport events: A conjoint analysis case study from Taiwan, *Tourism: An International Interdisciplinary Journal*, Vol. 64, No. 2 pp. 175 187. (ISSN: 1332-7461; SJR 2015: 0,275, SCImago Journal and Country rank H index 11, Q3)

Fotiadis AK & **Vassiliadis C.A.** (2016): Service Quality at Theme Parks, *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), p.178-190. DOI: 10.1080/1528008X.2015.1115247. (SCOPUS - ABDC).

Fotiadis A., **Vassiliadis, C.**, & Shang-Pao Y. (2016) Participants preferences for small-scale sporting events: a comparative analysis of a Greek and a Taiwanese cycling event, *EuroMed Journal of Business*, Vol.11(2). pp.- ISSN:1450-2194, ABDC: C.

Stylos N., **Vassiliadis C.A.**, Victoria B. & Andronikidis A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination, *Tourism Management*, Vol.53 (April 2016), p.40-60.

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Conferences

2023

Stylos, N., Gkarane, S., **Vassiliadis, C.**, & Paschalaki, S. (2023). Harnessing Small-Scale Events for Sustainable Tourism Development and Regional-level Destination Resilience, 7th World Research Summit for Hospitality and Tourism, Session 6 (6.2). Rosen College of Hospitality Management, 8-11 December 2023, Orlando, Florida.

Kyprianou, K. & **Vassiliadis, C.** (2023). Exploring the Hospitality of Mount Athos Monks: Insights from Visitors Impressions. 10th ANNIVERSARY ICSIMAT 22-26 September 2023, Zakynthos, Ionian Islands, Open Access, Springer Proceedings.

2022

Gkarane, S. & **Vassiliadis, C.**, (2021) Exploring professionals' perceptions on seasonality and sport events: a qualitative study of Kissavos Mountain Race, 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after" (TOURMAN), 21-23/05, @ virtual

Gkarane S., Goulas A. & **Vassiliadis, C.**, (2021) Local stakeholders' attitude toward the sustainability of small-scale events; the case of Ioakeim Lioulas running race, 21st Sport Management and Recreation Conference, Hellenic Scientific Association for Sport Management & Recreation – HSASMR, 12-14/11, Thessaloniki, Greece.

Gkarane S. & Vassiliadis C., (2022) Tourism Seasonality and Road Races: The perceptions of tourism professionals of Katerini area, 3rd Conference on Sports Tourism, Dance and Leisure (ATOHA) Innovation in Culture and Tourism as a Growth Lever, 11-12/02/22, Komotini, Greece

2019

Gkarane K. S., & **Vassiliadis, C.**, (2019) Setting the ground for successful film tourism practices in Greece: a SWOT analysis, INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM (ICSIMAT) 2019, Chios, Mytilene Islands _ Northern Aegean, Greece.

Gkarane S., & **Vassiliadis C. A.** (2019) Recording the active service processes of a small-scale event: application on a triathlon sporting event, 3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead", TOURMAN 2019, Porto Palace Hotel, Thessaloniki-Greece, 24-27 October 2019. Conference Proceedings

Gkarane S., & **Vassiliadis C. A.** (2019) Selective Key Studies in Seasonality Tourism: A Literature Review, 8th International Conference on Strategic Innovative Marketing and Tourism 2019; ICSIMAT 2019, Chios Chandris Hotel, 17-21 July 2019. Chios, Mytilene Islands - Northern Aegean, Greece.. Book of Proceedings

2018

Belenioti, Z.C., & **Vassiliadis, C.A.** (2018) Social Media impact on NPO Brand Equity: conceptualizing the trends and prospects, 11th Annual EuroMed Academy of Business (EMAB) Conference, EuroMed Research Business Institute, Session 5, September 12-14, 2018, Track 21: Tourism, Brand Equity and Satisfaction (Meeting Room 1), Valletta, Malta. Book of Proceedings: ISSN 2547-8516. <http://euromed-2018.com/>.

Gkarane S., Efstratios-Marinou L., **Vassiliadis C.** & Vassiliadis Y. (2018), Combining Traditional and Digital Tools in Developing an International Guerilla Marketing Strategy: The Case of a SME Greek Company, International Conference on Strategic Innovative Marketing and Tourism; ICSIMAT 2018. Amarilia Hotel Conference Hall, Vouliagmeni, Athens, 17-22 October 2018 <http://icsimat.com> Springer Publication Proceedings <https://www.springer.com/gp/book/978331...>, ISBN 978-3-030-12453-3, p.397-404.

Belenioti Z.C., Tsourvakas G. & **Vassiliadis C. A.**, (2018). Museums Brand Equity and Social Media: Looking into Current Research Insights and Future Research Propositions, International Conference on Strategic Innovative Marketing and Tourism; ICSIMAT 2018. Amarilia Hotel Conference Hall, Vouliagmeni, Athens, 17-22 October 2018 <http://icsimat.com> Springer Publication Proceedings, ISBN 978-3-030-12453-3, p.1215-1222.

Gkarane S., & **Vassiliadis C.** (2018), Small Scale Event Product Analysis Based on Conjoint Analysis Results: The Case of Yedi Kule Conquest Monuments Run. International Conference on Strategic Innovative Marketing and Tourism; ICSIMAT 2018. Amarilia Hotel Conference Hall, Vouliagmeni, Athens, 17-22 October 2018 <http://icsimat.com> Springer Publication Proceedings <https://www.springer.com/gp/book/978331...> , p.139-146.

Belenioti Z.C., Tsourvakas G. & **Vassiliadis C. A.**, (2018). Do Social Media Affect Museums' Brand Equity? An Exploratory Qualitative Study, International Conference on Strategic Innovative Marketing and Tourism; ICSIMAT 2018. Amarilia Hotel Conference Hall, Vouliagmeni, Athens, 17-22 October 2018, <http://icsimat.com> Springer Publication Proceedings <https://www.springer.com/gp/book/978331...> , ISBN 978-3-030-12453-3, p.533-540.

2017

Global Marketing Conference, 2016 Anestis Fotiadis, Nikolaos Stylos, **Chris A. Vassiliadis**, Tzung-Cheng TC Huan (2016). AVOCATION TRAVEL: CHOICE OF EVENTS AMONGST AMATEUR (NON-PROFESSIONAL) PARTICIPANTS INVOLVED IN SMALL-SCALE SPORTING EVENTS, Global Marketing Conference at Hong Kong, pp.1516-1530

International Conference on Business and Economics, Athens of the Hellenic Open University (ICBE - HOU) 2017, Garane, S. & **Chris, A. Vassiliadis** (2017). Impact of Film Tourism on a Destination: The Case of Greece, Hotel Titania, April 21 - 22, 2017.

7th Global Innovation and Knowledge Academy (GIKA 2017)- Lisbon Conference, 28-30 June 2017. Anestis Fotiadis, Nikolaos Stylos, **Chris A. Vassiliadis**, Tzung-Cheng TC Huan (2017). The link among Travel Motives, E-Wom and Membership: An fsQCA Analysis

10th Annual Conference of the EuroMed Academy of Business (EMAB), Rome, Italy, September 13th-15th, 2017. Belenioti Z.C., & **Vassiliadis C.**, (2017). SOCIAL MEDIA IMPACT ON NPO BRAND EQUITY: CONCEPTUALIZING THE TRENDS AND PROSPECTS

5th ICCMI 2017, Grand Hotel palace, Thessaloniki, Greece, 24-25 June. Anestis Fotiadis, Tzung-Cheng TC Huan & **Vassiliadis C.**, (2017). Customer perceptions on wedding companies marketing strategies: An fsQCA Analysis.

5th ICCMI 2017, Grand Hotel palace, Thessaloniki, Greece, 24-25 June. Belenioti Z. C., Gkarane S., & **Vassiliadis C.**, (2017). The contribution of social media to small scale events: Boosting the city branding & tourism demand through Thessaloniki Food Festival

10th Annual Conference of the EuroMed Academy of Business, Global and national business theories and practice: bridging the past with the future. Rome: Italy, 13-15 September 2017. Belenioti Z.C., & **Vassiliadis, Chris A.** (2017). SOCIAL MEDIA IMPACT ON NPO BRAND EQUITY: CONCEPTUALIZING THE TRENDS AND PROSPECTS, In Vrontis, D., Weber, Y., & Tsoukatos, E. (Eds.). Book of Conference Proceedings, EuroMed Press, ISBN: 978-9963-711-56-7, ISSN: 2547-8516, pp.150-160.

Certifications

Open University of Cyprus | Latsia-Nicosia, Cyprus
(Open & Adult education)

Aug 2021 – Jan 2022

Open distance learning certified teaching staff

- A program for teaching staff training (45 hours for 14 weeks)

Other Information

- Languages: Greek (native), English, German
- Driving License: EU DL Available
- References available upon request

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