

**Rodoula H. Tsiotsou (Ph.D.)**  
**Professor of Services Marketing**  
**Director of Marketing Laboratory **MARLAB****  
**University of Macedonia, Greece**

*C U R R I C U L U M V I T A E*

Department of Business  
Administration  
University of Macedonia  
156 Egnatia Street  
Thessaloniki 54636  
Greece  
Tel. +3(0)2310891576  
Mobile: 6945104655  
Email: [rtsiotsou@uom.edu.gr](mailto:rtsiotsou@uom.edu.gr)

## EDUCATION:

- Doctor of Philosophy (Ph.D.) (1996):** Florida State University, Tallahassee, Florida., USA.  
Doctoral Dissertation in Services Marketing
- Master of Science (1993):** Ohio University, Athens, Ohio, USA. Management
- Bachelor of Science (1990):** Aristotles University of Thessaloniki, Greece.

## AWARDS - SCHOLARSHIPS

- October 2025: ranked in the **Top 2% of Scientists in the World in 2024** based on the Science-wide Author Database developed by Elsevier and Stanford University. Ioannidis, John P.A. (2025), "August 2025 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V8, doi: 10.17632/btchxktzyw.8
- October 2024: ranked in the **Top 2% of Scientists in the World in 2023** based on the Science-wide Author Database developed by Elsevier and Stanford University. John P.A. (2024), "August 2024 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V7, doi: 10.17632/btchxktzyw.7
- December 2023: **Best Teaching Case Award** on the theme: Looking into the future: Conscious and Responsible Production and Consumption for the paper "*APIVITA: Socially Responsible Production and Consumption*", "XV International Congress on Teaching Cases Related on Public And Nonprofit Marketing" (December 15 2023) Lima, Peru.
- October 2023: ranked in the **Top 2% of Scientists in the World in 2022** based on the Science-wide Author Database developed by Elsevier and Stanford University. Ioannidis, John P.A. (2022). "October 2023 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V6, doi: 10.17632/btchxktzyw.6
- October 2022: ranked in the **Top 2% of Scientists in the World in 2021** based on the Science-wide Author Database developed by Elsevier and Stanford University.
- December 2022: **Research Award for Scientific Publications in 2021** by the Research Committee, University of Macedonia, Greece.
- November 2021: ranked in the **Top 2% of Scientists in the World in 2021** based on the Science-wide Author Database developed by Elsevier and Stanford University. Ioannidis, John P.A. (2022), "September 2022 data-update for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V4, doi: 10.17632/btchxktzyw.4
- November 2021: ranked in the **Top 2% of Scientists in the World in 2020** based on the Science-wide Author Database developed by Elsevier and Stanford University. Baas, Jeroen; Boyack, Kevin; Ioannidis, John P.A. (2021), "August 2021 data-update for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V3, doi: 10.17632/btchxktzyw.3

- December 2020: **Research Award for Scientific Publications in 2019** by the Research Committee, University of Macedonia, Greece.
- November 2020: ranked in the **Top 2% of Scientists in the World in 2019** based on the Science-wide Author Database developed by Elsevier and Stanford University. Baas, Jeroen; Boyack, Kevin; Ioannidis, John P.A. (2020), "Data for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V2, doi: 10.17632/btchxktzyw.2
- December 2018: **Research Award for Scientific Publications in 2017** by the Research Committee, University of Macedonia, Greece.
- December 2017: **Research Award for Scientific Publications in 2016** by the Research Committee, University of Macedonia, Greece.
- October 2015: **3<sup>rd</sup> Award of Excellence in Teaching** in elective courses of the academic year 2014-2015 of the Masters' Program in Business Administration (MBA), University of Macedonia, Greece.
- December 2014: **Research Award for Scientific Publications in 2013** by the Research Committee, University of Macedonia, Greece.
- December 2013: **Research Award for Scientific Publications in 2012** by the Research Committee, University of Macedonia, Greece.
- December 2012: **Research Award for Scientific Publications in 2011** by the Research Committee, University of Macedonia, Greece.
- December 2011: **Research Award for Scientific Publications in 2010** by the Research Committee, University of Macedonia, Greece.
- Tzoumaka, E., Tsiotsou, R. and Siomkos, G. (2011). The effect of sport celebrity characteristics on endorsement outcomes. 16<sup>th</sup> International Conference on Corporate Marketing Communications, (April 27-30), Athens, Greece. **Best Working Paper Award.**
- November 2006: **Scientist of the Year**, Hellenic Association of Sport Management, Greece.
- September 1994 - April 1996: **Florida State University Graduate Assistantship**, Florida, U.S.A.
- September 1993 - June 1996: **Scholarship for Doctoral Studies in the U.S.A. Onassis Foundation, Athens, Greece.**
- September 1992 - June 1993: **Ohio University Fellowship**, Athens, Ohio, U.S.A.
- Fall 1992 and Winter 1993: Award for Excellent Academic Performance, **Department of Residence Life, Ohio University**, Athens, Ohio. U.S.A

## RESEARCH INTERESTS:

Services Marketing, Transformative Service Research, Sustainability, Digital and Social Media Marketing, Non Profit Marketing.

## ACADEMIC EXPERIENCE:

December 2017 – present : Professor of Services Marketing, (FEK 1401/29-12-2017), Department of Business Administration, University of Macedonia, Greece, Website: <https://www.uom.gr/en/rtsiotsou>

March 2015- present: Director of the Marketing Laboratory, MarLab, Website: <https://marlab.ode.uom.gr/>

- **Teaching responsibilities (undergraduate program):**
  - Services Marketing
  - Brand Management
  - Sports Marketing
  - E-marketing (Digital Marketing)
- **Teaching responsibilities - Masters' Program in Business Administration: (October 2011 – present)**
  - Leadership, Communication and Public Relations
- **Teaching responsibilities – Master's in Tourism Management (September 2015 – 2019)**
  - Marketing Management of Tourism Services
  - Cross Cultural Management in Tourism
- **Teaching responsibilities – Master's in International Business (September 2015 – 2019)**
  - International Marketing

### **Department Administrative Duties:**

- - Manager of the department's Facebook page (February 2015 – present) Link: <https://www.facebook.com/uom.marketing>
- Coordinator of the Internal Evaluation Group (September 2021-September 2024)
- Student Internship Supervisor (November 2018 – September 2023)
- Member of the Department's Business Plan Committee (September 2020 – 2017)
- Member of the Internal Evaluation Group (May 2017 – September 2019)
- Deputy Director and Member of the Coordinating Committee of the Master's Program "Management of Tourism Enterprises and Organizations" (September 2015 – Present)
- Member of the Examinations Committee of the Department (October 2015 – Present)-Supervisor of the preparation of the exam invigilator program.
- Member of the Department Website Committee (2015 – 2028)
- Member of the Coordination Committee of the Master's Program "International Business Activities" (April 2014 – Present)

**University Administrative Duties:**

- Member of the Gender Equity Committee (May 2020 - September 2022)

**August 2013 – December 2017: Associate Professor of Services Marketing (FEK 813 - 1/8/2013),  
Department of Business Administration, University of Macedonia, Greece**

*Teaching responsibilities (undergraduate program):*

- Services Marketing
- Tourism Marketing
- Sports Marketing
- E-marketing (Digital Marketing)

**September 2009 – July 2013: Assistant Professor of Services Marketing (FEK 761 - 7/9/2009),  
Department of Marketing & Operations Management, University of Macedonia, Greece.**

*Teaching responsibilities (undergraduate program):*

- Introduction to Marketing
- Consumer Behavior
- Services Marketing
- Tourism Marketing
- Sports Marketing
- E-marketing (Digital Marketing)

➤ *Teaching responsibilities (Masters' Program in Business Administration):*

- Leadership, Communication and Public Relations

➤ *Supervision of Dissertations of Ph.D. Students*

- Xatzopoulou, Evaggelia (Retailing)

➤ *Supervision of Post-Doctoral Students*

- Polyxeni Palla. Investigating The Effectiveness of Interactive Websites as Communication and Distribution Channel (3506 IEIWDC, SH1 15661/3.12.10)

➤ *Member of Dissertation Committees*

- 2010 Polyxeni Palla. An Investigation of Interactive Advertising on the Web based on the Probability Articulation Model. Department of Economic Sciences, Aristoteles University of Thessaloniki, Greece.
- 2010 Ioulia-Eleonora Malama. Market Analysis Criteria and Target Market for Strategic Design of Marketing Systems in Electronic Education, Department of Applied Informatics, University of Macedonia, Greece.
- 2010 Alberto Azaria. Exporting Commerce and International Marketing via the Internet by Small Business Enterprises. Department of Business Administration, University of Macedonia.

➤ *Administrative Duties:*

- Member of the Doctoral Dissertation Committee
- Member of the Internal Evaluation Committee
- Member of the Selection and Hiring Faculty Committees in Marketing
- Member of the Selection and Hiring Tutors Committees in Marketing

- Member of the Program of Studies Committee
- Department representative on the “Employment Structure and Career” committee of the program “Lifelong Learning”

---

**March 2010 – June 2014: Visiting Professor, Athens University of Economics and Business, Department of Business Administration, Athens, Greece.**

---

**Master’s Program in Services Management**

*Teaching responsibilities:*

- Sports Marketing

*Supervision of Master’s Theses:*

2011

- Dimitris Melides, *The role of the European and country regulations on marketing soccer broadcasting rights*
- Rania Routsis, *Developing a sponsorship program for the National Volleyball Federation*

2010

- Vasilaki Eythalia, *The profile of tourists participating in extreme sports*
- Kaggelari Elisavet, *Brand management of soccer teams in Greece*
- Michael Alexandra, *The profile of the Greek sport tourist*
- Xouveroudi Mirsini, *Sponsorship in basketball*
- Tzoumaka Eugene, *The Role of Sport Endorsement*
- Xrysou Alexandra, *The effectiveness of advertising during broadcasting of a sport event*

**Master’s Program in Managing Media and Entertainment Business**

*Teaching responsibilities:*

- Media and Entertainment Business

---

**October 2009 – October 2010: Visiting Professor, International Hellenic University, Master of Business Administration (English speaking program).**

---

October 2009 – March 2010:

*Supervision of master’s dissertations.*

- Soulaki, Antonia (2010) “Can a financial crisis shaken Greek consumers’ brand loyalty?”

*Member of the Master’s Dissertation Committee*

- Kotoula Angeliki, Marvaki Sofia. (2010) “Organic Food in Greece: Fashion or Trend?”

---

**September 2006 - present: Tutor, Hellenic Open University, Patra, Greece.**

---

Responsibilities:

\* *Undergraduate Program: **Business Administration***

- Teaching at the thematic Session: Marketing I (Introduction to Marketing, Consumer Behavior, Sales and Distribution, International Marketing, E-Marketing, and Business to Business Marketing)

\* *Graduate Program: **Tourism Business Administration***

- Supervision of Master’s Theses
-

---

**February 2009 – September 2009. Visiting Professor, Department of Marketing & Operations Management, University of Macedonia, Greece.**

---

Teaching responsibilities:

- Services Marketing
- Tourism Marketing
- Sports Marketing

---

**February 2008 – September 2009: Assistant Professor of Marketing Tourism Enterprises at the Department of Commerce & Advertising, Higher Technological Educational Institution of Crete, Greece.**

---

Teaching responsibilities:

- Introduction to Marketing
- Consumer Behavior
- International Marketing
- Marketing Management
- Tourism Marketing

---

**March 2007 – June 2007: Visiting Lecturer, Master of Science in International Business (in coordination with Coventry University), Department of Business Administration, Higher Technological Educational Institution of Larisa, Greece.**

---

*Teaching responsibilities:*

- Marketing Management (module taught in English)

Administrative responsibilities:

- Module Leader – coordinator

---

**March 2001 – September 2003: Visiting Lecturer, Department of Physical Education, National & Kapodistriako University of Athens, Athens, Greece.**

---

*Teaching Responsibilities:*

- Coordinating students' internship in Sport Management.
- Teaching courses: "Organization and Administration of Sport Facilities" and "Organizing Sport Events".

---

**February 1997 – September 1999: Visiting Professor, Department of Physical Education, Democritus University of Thrace, Komotini, Greece.**

---

*Teaching Responsibilities:*

- Sport Administration
- Managing Sport Facilities
- Sport Management
- Athletic Fundraising

---

**PUBLICATIONS IN INTERNATIONAL SCIENTIFIC JOURNALS (peer reviewed)\*:**

**Single Authored Publications: 22/54 (40.7%)**

**Total Citations In Google: 6867**

**2025 h-Index: 40, i-10 Index: 65**

1. Rodoula H. Tsiotsou, Vaggelis Saprikis, Yiannis Kyanides, Ioannis Samos (2025). "Perspectives and Practices of Photovoltaic (PV) Energy Producers in Greece: A Qualitative Study of Renewable Energy Communities", **International Journal of Development and Sustainability** Vol. 14 No. 9, pp. 685-708. <https://doi.org/10.63212/IJDS25041901>
2. Rodoula H. Tsiotsou, Yiannis Kyanides, Vaggelis Saprikis, Ioannis Samos (2025). Renewable Energy Sources: An Investigation of Service Firms Supporting Photovoltaic Parks. **GARI International Journal of Multidisciplinary Research - Renewable Energy**, 11(2), 5-16, <https://doi.org/10.63572/gari2503>
3. Tsiotsou, Rodoula and Seger-Guttman, Tali (2025). The Generosity Ecosystem Framework (GEF): A Comprehensive Approach to Giving. **International Review on Public and Nonprofit Marketing**, 22, 489-515 <https://doi.org/10.1007/s12208-025-00435-y>
4. Hussain, K., Abbasi, A.Z., Tsiotsou, R.H. and Ting, D.H. (2025), "Antecedences and consequences of customer satisfaction in mobile telecom services using PLS-SEM and NCA: the moderating role of involvement with ICTs", **Journal of Systems and Information Technology**, Vol. 27 No. 4 pp. 607-640, <https://doi.org/10.1108/JSIT-10-2024-0362>
5. Fayyaz, Muhammad; Abbasi, Amir; Ahmad, Rehan; Qummar, Muhammad; Tsiotsou, Rodoula; Mahmood, Saqib (2025). Gamers' gratifications and continuous intention to play eSports: The mediating role of gamers' satisfaction - A PLS-SEM and NCA study. **International Journal of Sports Marketing and Sponsorship**. 26 (3): 523-547. <https://doi.org/10.1108/IJSMS-03-2024-0068> **2023 Journal Impact Factor: 3**
6. Fisk, Raymond P., Kabadayi, Sertan, Sidaoui, Karim and Tsiotsou, Rodoula H. (2024), SDG commentary: collaboration services for sustainable development goal (SDG) partnerships, **Journal of Services Marketing**, Vol. 38 No. 2, pp. 238-246. <https://doi.org/10.1108/ISM-09-2023-0363> **2022 Journal Impact Factor: 3.9**
7. Mansouri, Hossein, Rasae Rad, Abdullah, Tsiotsou, Rodoula H., and Md Husin, Maizaitulaidawati (2024). Measuring the patronage intentions among football fans: The role of corporate social responsibility, brand credibility, and brand equity. **International Journal of Sports Marketing and Sponsorship**, Vol. 25 No. 3, pp. 600-619. <https://doi.org/10.1108/IJSMS-08-2023-0161> **2022 Journal Impact Factor: 2.2**

- 
8. Tsiotsou, Rodoula, H., Sertan Kabaday, Jennifer Leigh, Julia Bayuk, and Brent J. Horton (2024). To Do or Not To Do? A Typology of Ethical Dilemmas in Services (TEDS). **Journal of Service Management**, Vol. 35 No. 4, pp. 570-603. <https://doi.org/10.1108/JOSM-11-2023-0471> **2022 Journal Impact Factor:10.6**
  9. Raza, Ali, Tsiotsou, Rodoula, H., Sarfraz, Muhammad, and Ishaq, Muhammad I. (2023). Trust recovery tactics in financial services: The moderating role of service failure severity. **International Journal of Bank Services**. <https://doi.org/10.1108/IJBM-10-2022-0447> **2022 Journal Impact Factor: 5.3**
  10. Tsiotsou, Rodoula H., Hatzithomas, Leonidas, and Wetzels, Martin (2023). Display Advertising: The Role of Context and Advertising Appeals from a Resistance Perspective. **Journal of Research in Interactive Marketing**, <https://doi.org/10.1108/JRIM-09-2022-0302>. **2022 Journal Impact Factor: 8.2**
  11. Tseng-Lung Huang, Rodoula H. Tsiotsou and Ben S. Liu (2023). Delineating the role of mood maintenance in augmenting reality (AR) service experiences: An application in tourism. **Technological Forecasting & Social Change**. *Journal 2021 Impact Factor: 10.884*
  12. Amir Zaib Abbasi, Nasser Alqahtani, Rodoula H. Tsiotsou, Umair Rehman, and Ding Hooi Ting (2023). eSports as Playful Consumption Experiences: Examining the Antecedents and Consequences of Game Engagement. **Telematics & Informatics**, Vol. 77(February) <https://doi.org/10.1016/j.tele.2023.101937> *2021 Journal Impact Factor: 9.14*
  13. Amir Zaib Abbasi, Rodoula H. Tsiotsou, Khalil Hussain, Raouf Ahmad Rather, and Ding Hooi Ting (2023). Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach. **Journal of Retailing and Consumer Services** Vol. 71 (March), <https://doi.org/10.1016/j.jretconser.2022.103231>. *2021 Journal Impact Factor: 10.972*
  14. Tsiotsou, R.H., Koles, B., Paul, J. and Loureiro, S.M.C. (2022). Theory Generation from Literature Reviews: A Methodological Guidance. **International Journal of Consumer Studies**, Vol 46, No. 5, 1505-1516 <https://doi.org/10.1111/ijcs.12861> *2021 Journal Impact Factor: 7.096*
  15. Kabadayi, S. and Tsiotsou, R.H. (2022). The Triple-A Framework for Serving Humanity with Service Research, **Journal of Services Marketing**, Vol. 36 No. 7, pp. 865-872. <https://doi.org/10.1108/JSM-07-2022-0234> *2021 Journal Impact Factor: 5.246*
  16. Tsiotsou, R.H. and Diehl, S. (2022). Delineating Transformative Value Creation through Service Communications: An Integrative Framework. **Journal of Service Management**, Vol. 33 No. 4/5, pp. 531-551. <https://doi.org/10.1108/JOSM-11-2021-0420> *2020 Journal Impact Factor: 11.77*
  17. Tsiotsou, R.H. and Boukis, A. (2022). "In-Home Service Consumption: A Systematic Review, Integrative Framework and Future Research Agenda" **Journal of Business Research**, 145, pp. 49-64. <https://doi.org/10.1016/j.jbusres.2022.02.050> *2021 Journal Impact Factor: 10.969*
  18. Tsiotsou, R.H. and Klaus, P. (2022). The "nip and tuck" service framework: bright and dark side of beautification/modification services, **Journal of Services Marketing**, Vol. 36 No. 1, pp. 1-8 <https://doi.org/10.1108/JSM-11-2021-0406>, *2020 Journal Impact Factor: 5.246* *The article has been included in the World Health Organization (WHO) COVID-19 Research Database!*

- 
19. Tsiotsou, R.H. (2022). Identifying Value-Creating Aspects in Luxury Hotel Services via Third-Party Online Reviews: A Cross-Cultural Study. **International Journal of Retail and Distribution Management**. Vol. 50 No. 2, pp. 183-205. <https://doi.org/10.1108/IJRDM-04-2021-0207> *2020 Journal Impact Factor: 3.77*
  20. Tsiotsou, R.H. (2021). Introducing Relational Dialectics on Actor Engagement in the Social Media Ecosystem, **Journal of Services Marketing**, Vol. 35 No. 3, pp. 349-366. <https://doi.org/10.1108/ISM-01-2020-0027> *2020 Journal Impact Factor: 4.47*
  21. Tsiotsou, R.H. (2019). Rate my firm: cultural differences in service evaluations. **Journal of Services Marketing**, Vol. 33 Issue 7. *2019 Journal Impact Factor: 23.2*
  22. Tsiotsou, R. H. (2016) A Service Ecosystem Experience-Based Framework for Sport Marketing, **The Service Industries Journal**, Vol. 36 Issue 11-12, pp. 478 – 509, *2015 Journal Impact Factor: 0.78*
  23. Furrer, O., Sudharshan, D., Tsiotsou, R.H. and Liu, B. (2016). A Framework for Innovative Service Design. **The Service Industries Journal**, Vol. 36 Issue 9-10, pp. 452 - 471 *2015 Journal Impact Factor: 0.78*
  24. Tsiotsou, R. H. (2016). The Social Aspects of Consumption as Predictors of Consumer Loyalty: Online vs. Offline Services, **Journal of Service Management**. Vol. 27 Issue 2, pp. 91 – 116. *2015 Journal Impact Factor: 2.23.*
  25. Tzoumaka, E., Tsiotsou, R.H., and Siomkos, G. (2016). Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness. **Journal of Marketing Communications** 22(3), pp. 307-326. **ABS 2010=2. 10.1080/13527266.2014.894931**
  26. Tsiotsou, R. H. (2015). The Role of Social and Parasocial Relationships on Social Networking Sites Loyalty. **Computers in Human Behavior** Vol. 48, p. 401-414. *2014 Journal Impact Factor: 2.69*
  27. Tsiotsou, R.H, Alexandris, K. and Cornwell, B. (2014). Using evaluative conditioning to explain corporate co-branding in the context of sport sponsorship. **International Journal of Advertising**. Vol. 33 (2) pp. 295-327. *2012 Journal Impact Factor: 2.31.*
  28. Tsiotsou, R. H. (2013), Sport Team Loyalty: Integrating Relationship Marketing and a Hierarchy of Effects. **Journal of Services Marketing**, Vol. 27 (6), pp. 458-471. *2012 Journal Impact Factor: 0.66.*
  29. Tsiotsou, R. (2013). Investigating the role of enduring and situational involvement with the program context on advertising effectiveness. **Journal of Marketing Communications**, Vol. 19, No. 2, pp. 114-135. *ABS 2009=2.*
  30. Alexandris, K. and Tsiotsou, R. (2012). Segmenting Soccer Spectators by Attachment Levels: A Psychographic Profile Based on Team Self-Expression and Involvement. **European Sport Management Quarterly**, Vol. 12 (1), 65-81, 2010 Journal Impact Factor: 0.82.
  31. Alexandris, K., Tsiotsou, R.H. and James, J. (2012). Testing a Hierarchy of Effects Model of Sponsorship Effectiveness: The Role of Team Attachment and Sponsor Image. **Journal of Sport Management** (issue 26), *2010 Journal Impact Factor: 0.80.*
  32. Tsiotsou, R. (2012). Developing a Scale for Measuring the Personality of Sport Teams. **Journal of**

33. Tsiotsou, R. (2011). A Stakeholder Approach to International and National Sport Sponsorship. **Journal of Business & Industrial Marketing**, Emerald Vol. 26 (8), pp. 557 - 565, *2010 Journal Impact Factor: 0.75*.
34. Tsiotsou, R. and Vlachopoulou, M. (2011). Understanding the Effects of Market Orientation and E-Marketing on Service Performance. **Marketing Intelligence & Planning**, Emerald. 29 (2), 141-155, ABS\* 2009=1
35. Tsiotsou, R., Rigopoulou, I., and Kehagias, I. (2010). Tracing Customer Orientation and Marketing Capabilities through Retailers' Websites: A Strategic Approach to Internet Marketing. **Journal of Targeting, Measurement & Analysis for Marketing**, Vol. 18 (2), 79-94. Palgrave Macmillan. ABS\* 2009=1
36. Tsiotsou, R. and Ratten, V. (2010). Future Research Directions in Tourism Marketing. **Marketing Intelligence & Planning**, Vol. 28 (4), 533-544. Emerald. ABS\* 2009=1
37. Tsiotsou, R. (2010). Delineating the Role of Market Orientation on Service Performance: A Component-Wise Approach. **The Service Industries Journal**. Vol. 30 No 3, 375-403. Taylor & Francis, *2010 Journal Impact Factor: 1.07*.
38. Tsiotsou, R. and Alexandris, K. (2009). Delineating the Outcomes of Sponsorship: Sponsor Image, Word of Mouth, and Purchase Intentions. **International Journal of Retail & Distribution Management**. Vol. 37 (4), 358-369. Emerald. ABS\* 2009=1
39. Rigopoulou, I., Tsiotsou, R. and Kehagias, I. (2008). Shopping orientation-defined segments based on store-choice criteria and satisfaction: an empirical investigation. **Journal of Marketing Management**. Vol. 24 No 9-10, pp. 979-996. ABS\* 2008=3
40. Tsiotsou, R. (2008). An Integrated Taxonomy of Consumers of Financial Services: The Role of Perceived Risk, Effort and Involvement. **International Journal of Risk Assessment and Management**. Vol. 9 (1-2), pp. 135-147. Inderscience Publishers.
41. Tsiotsou, R. (2007). An empirically-based typology of intercollegiate athletic donors: High and low motivation scenarios. **Journal of Targeting, Measurement & Analysis for Marketing**, 15(2), 79-92. Palgrave Macmillan. ABS\* 2007=1
42. Tsiotsou, R. (2006). Investigating differences between female and male athletic donors: A comparative study. **International Journal of Nonprofit & Voluntary Sector Marketing**, 11(3), 209-223. Wiley InterScience. ABS\* 2006=1
43. Tsiotsou, R. and Vasioti, E. (2006). Satisfaction: A segmentation criterion for "short-term" visitors of mountainous destinations. **Journal of Travel & Tourism Marketing**. Vol. 20(1). 61-74, The Haworth Press, Inc. ABS\* 2007=1.
44. Tsiotsou, R. and Vasioti, E. (2006). Using demographics and leisure activities to predict satisfaction with tourism services in Greece. **Journal of Hospitality and Leisure Marketing**. Vol. 14 (2), 61-72. The Haworth Press, Inc.
45. Tsiotsou, R. (2006). Using visit frequency to segment ski resort customers. **Journal of Vacation Marketing**. Vol. 12 (1), 15-26. SAGE Publications. ABS 2006=1.
46. Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. **International Journal of Consumer Studies**. Vol. 30(2), 207-217. Blackwell Publishing.

47. Tsiotsou, R. (2005). Varying perceived quality levels and their relation to involvement, satisfaction, and purchase intentions. **Marketing Bulletin**, Vol. 16, research note 4. <http://marketing-bulletin.massey.ac.nz>.
48. Tsiotsou, R. (2005). The effect of European Union regulations on marketing practices: The case of European football. **Journal of Euro-marketing**, Vol. 15 (1), 75-93. International Business Press, The Haworth Press, Inc. ABS\* 2005=1
49. Tsiotsou, R. and Lalountas, D. (2005). Applying event study analysis to assess the impact of marketing communication strategies: The case of sponsorship. **Applied Financial Economics Letters**, Vol. 1 (4), 259-262. Taylor and Francis Publishers.
50. Tsiotsou, R. (2004). The role of involvement and income in predicting small and large donations to college athletics. **International Journal of Sports Marketing & Sponsorship**, Vol. 6 (2), 117-123. International Marketing Reports Ltd.
51. Tsiotsou, R. (2004). Cause related marketing: The role of values on donor behavior. **The Southeuropean Review of Business Finance and Accounting**. Vol. 2 (2), 101-112.
52. Tsiotsou, R. (1998). A survey of sport club programs. **Recreational Sports Journal** (National Intramural-Recreational Sports Association), Vol. 22(2), p. 38-41.
53. Tsiotsou, R. (1998). Motivations for donation to athletic programs, **The Cyber Journal of Sport Marketing**, Vol. 2(2), [www.ausport.gov.au/fulltext/1998/cjism/v2n2/tsiotsou22.htm](http://www.ausport.gov.au/fulltext/1998/cjism/v2n2/tsiotsou22.htm)
54. Tsiotsou, R. (1997). The effect of emotions on the memory of TV commercials, **The Cyber Journal of Sport Marketing**, Vol. 1 (4), [www.ausport.gov.au/fulltext/1997/cjism/v1n4/tsiotsou.htm](http://www.ausport.gov.au/fulltext/1997/cjism/v1n4/tsiotsou.htm).

---

## PUBLICATIONS IN CONFERENCE PROCEEDINGS (peer reviewed)\*:

1. Rodoula H. Tsiotsou (2025). Navigating Service Encounters with Disabled Consumers: A Dignity-Based Approach. EMAC Spring Conference 2025, May 27-30, 2025, Pozuelo, Spain.
2. Rodoula H. Tsiotsou (2025). Understanding the Individual and Social Dynamics of Sports Tribal Behavior". 2025 AMA Summer Academic Conference, August 22-24, 2025, Chicago, USA.
3. Rodoula H. Tsiotsou and Smaragda Samara (2024). Augmented Reality (AR) In Retailing and Services: A Systematic Review of the Literature. 2024 AMA Summer Academic Conference, August 15-18, Boston, USA.
4. Tseng-Lung Huang and Rodoula H. Tsiotsou (2024), Augmented Parasocial Interaction and Consumer Well-Being In Service Experiences. 2024 AMA Summer Academic Conference, August 15-18, Boston, USA.
5. Rodoula H. Tsiotsou, Sertan Kabadayi, Jennifer Leigh, Julia Bayuk, and Brent Horton (2024). Ethical Dilemmas in Services: A Practical Typology. Frontiers in Service, June 26-30, 2024, Amelia Island, Florida, US.
6. Mikèle Landry, Rodoula H. Tsiotsou, Chloé Baillod, Olivier Furrer, Jie Yu Kerguignas (2024). Negative customer-to-customer interactions (NCCI): "Bblind spots" in service failures. 12<sup>th</sup> SERVSIG Conference, June 5-8, 2024, Bordeaux, France.
7. Amir Zaib Abbasi, Raouf Ahmad Rather, Muhammad Shahzeb Fayyaz and Rodoula H. Tsiotsou (2024). Customer's eSports Satisfaction and Engagement. AMA SportSIG special session: The Potential of Sport: Societal focus and innovative methodological approaches in research on Sport and Sponsorship-Linked Marketing. 2024 AMA Winter Academic Conference, February 23-25, St. Pete Beach, FL
8. Amir Abbasi, Rodoula H. Tsiotsou, Mousa Albashrawi and Lin Li (2023). Antecedent and Consequences of Blockchain-as-a-Service for E-Voting: The Mediating Role of Perceived Trust. *NEAIS 2023 Proceedings*. 12. <https://aisel.aisnet.org/neais2023/12> 5<sup>th</sup> Annual New England region Association for Information Systems (NEAIS) Conference, October 28, 2023. Durham, NH.
9. Rodoula H. Tsiotsou, Tseng-Lung Huang, and Ben S. Liu (2023). The Role of Haptic/Visual Fidelity in Augmented Reality (AR) Service Experiences: An Application in Tourism. European Marketing Academy (EMAC) Regional Conference. Piraeus, Greece (September 27-29, 2023).
10. Rodoula H. Tsiotsou and Amir Abbasi (2023). Esports Experiences and The Role of Game Engagement. Special Session: SportSIG | Novel Fan Experiences of Interest to Sport and Sponsorship-Linked Marketers. AMA Summer Academic Conference, San Francisco, August 4-16, 2023.
11. Rodoula H. Tsiotsou, Yiannis Kyanides, Vaggelis Saprikis, and Yiannis Samos (2023). Green energy: an investigation of service firms supporting photovoltaic parks. 29<sup>th</sup> Recent Advances in Retailing and Consumer Sciences Conference (RARCS2023), July 24-27, 2023, Lyon, France.
12. Rodoula H. Tsiotsou, Raymond P. Fisk, Tim Breitbarth, Bo Enquist, Teresa Maria Gulotta, Maria Francesca Renzi, Samuel Petros Sebhatu, and Veronica Ungaro (2023). Sustainable Communities: The Role of Collaboration in Tackling the Energy Crisis in the European Union. 18<sup>th</sup> International Research Symposium on Service Excellence in Management (QUIS18), Hanoi, Vietnam, (June 20-23,

---

2023).

13. Rodoula H. Tsiotsou, Sertan Kabadayi and Raymond Fisk (2023). Human Rights in Service Ecosystems: A Transformative Service Research (TSR) Perspective. QUIS18 (18th International Research Symposium on Service Excellence in Management), Hanoi, Vietnam, (June 20-23, 2023).
14. Rodoula H. Tsiotsou, Amir Abbasi, Lin Li, and Mousa Albashrawi (2023). Antecedents and Consequences of Blockchain-As-A-Service for E-Voting: The Mediating Role of Perceived Trust. QUIS18 (18th International Research Symposium on Service Excellence in Management), Hanoi, Vietnam, (June 20-23, 2023).
15. Amir Abbasi, Nasser Alqahtani, Rodoula H. Tsiotsou, Umair Rehman and Ding Hooi Ting (2023). Esports: Examining the Antecedents and Consequences of Game Engagement. QUIS18 (18th International Research Symposium on Service Excellence in Management), Hanoi, Vietnam, (June 20-23, 2023).
16. Raymond P. Fisk, Tim Breitbarth, Bo Enquist, Teresa Maria Gulotta, Maria Francesca Renzi, Samuel Petros Sebhatu, Rodoula H. Tsiotsou, and Veronica Ungaro (2023). Sustainable Communities During the Energy Crisis in the European Union: A Collaborative Advantage Approach. Frontiers in Services, Maastricht, The Netherlands, (June 15-18, m2023).
17. Rodoula H. Tsiotsou and Sertan Kabadayi (2023). Dignity and Human Rights as Catalysts for Sustainable Service Ecosystems. Frontiers in Services, Maastricht, The Netherlands, (June 15-18, m2023).
18. Rodoula H. Tsiotsou, Tseng-Lung Huang, Ben S. Liu (2023). Augmenting Reality Experiences in Tourism: The Role of Haptic/Visual Fidelity in Predicting Destination Visit Intentions. The 4th Conference on Managing Tourism Across Continents MTCON23, (March 15-18, 2023) Instabul, Turkey.
19. Rodoula Tsiotsou, Yiannis Kyanides, Vaggelis Saprikis, and Ioannis Samos (2023). Nanoroll: Developing an Innovative Product to Improve the Efficiency of Photovoltaic Panels. Research Innovations in Sustainable Marketing: A Global Virtual Symposium (RISM 2023). Virtual, March 14-16, 2023.
20. Tsiotsou, R.H. and Seger-Guttman, T. (2022). Generosity in the service settings: Systematic Review and Meta-Analyses, 28<sup>th</sup> Recent Advances in Retailing and Consumer Science, July 23-26, 2022, Baveno, Italy.
21. Tsiotsou, R.H. and Boukis, A. (2022). In-home service consumption: what do we know so far? International Conference on Contemporary Marketing Issues, July 8-10, 2022, Naxos, Greece.
22. Tsiotsou, R.H. and Boukis, A. (2022). Home as a Service Consumption Hub. Frontiers in Services, June 22-24, 2022, Boston, USA.
23. Tsiotsou, R.H. and Seger-Guttman, T. (2022). Generosity: A Systematic Review of the Literature and Future Research Directions. 12<sup>th</sup> SERVSIG Conference. June 16-18, 2022, Glasgow, Scotland.
24. Tsiotsou, R.H., Medler-Liraz, H., Seger-Guttman, T., Partouche-Sebban, J. and Wang, C-Y. (2022). Understanding social distance: A cross-cultural perspective. AMA Global Marketing SIG, May 31 – June 2, 2022, Chania, Greece.
25. Fisk, R., Tsiotsou, R.H., Sidaoui, K. and Kabadayi, S. (2022). Serving Humanity: ServCollab's Progress and Collaborative Brainstorming for Future Plans (Special Session). 17th International research symposium on service excellence in management (QUIS17), January, 12-15, 2022, Valencial, Spain.

- 
26. Tsiotsou, R. H. (2020). Online Evaluations of Luxury Services: A Cross-Cultural Perspective. (pp.1-37) AMA Global Marketing SIG Conference, May 18-21, Taormina, Italy.
  27. Tsiotsou, R.H. (2020). Examining Cultural Differences in Evaluating Luxury Hotels. International Conference on Contemporary Marketing Issues. September, (online), Greece.
  28. Tsiotsou, R.H. (2020). Social Media Fan Engagement: A Cross-Cultural Study. 2020 AMA Summer Academic Conference, August 21-23, San Francisco, USA.
  29. Tsiotsou, R, and Mavragani, E. (2019), Delineating User Generated Content to Profile Travelers: A Cross-National Approach. AMA Global Marketing SIG Conference, Buenos Aires, Argentina.
  30. Rodoula H. Tsiotsou (2018). Investigating Differences in Hotel Reviews Across European Regions. In Proceedings of the Global Conference on Business, Hospitality and Tourism Research (GLOSEARCH), October 2-5, 2018, Ho Chi Minh City, Vietnam.
  31. Rodoula H. Tsiotsou (2018). An Investigation of the Antecedents of Customer Co-creation and Co-production in Health Services. In Proceedings of the 10th AMA SERVSIG 2018 –International Service Research Conference, (p. 430-434) June 14-16, Paris, France.
  32. Rodoula H. Tsiotsou (2018). Cross Cultural Differences In Hotel Attribute Appraisals: A Supra-National Approach, In Proceedings of the 2018 AMA Global Marketing Sig Conference, May 21-23, 2018, Santorini, Greece.
  33. Rodoula H. Tsiotsou (2017). Predicting High and Low Customer Engagement in Health Services. In Proceedings of the 17th International RESER Conference. P. 527-529, (September 7-9, 2017), Bilbao, Spain.
  34. Tsiotsou, R.H. and Hatzithomas, L. (2017). Banner Advertising Effectiveness: An Experimental Study. 5th International Conference on Contemporary Marketing Issues (ICCM) (June 21-23, 2017), Thessaloniki, Greece.
  35. Rodoula H. Tsiotsou (2017). Predicting High and Low Customer Engagement in Health Services. In Proceedings of the 17th International RESER Conference. (September 7-9, 2017), Bilbao, Spain.
  36. Rodoula H. Tsiotsou (2017). “Black Friday”: Attitudes, Behavior and Intentions of Greek Consumers. Proceedings of Advances in National Brand and Private Label Marketing, Francisco J. Martinez-Lopez, Juan Carlos Gazquez-Abad, Kusum L. Ailawadi, and Maria Jesus Yague-Guillen (Eds), 4th International Conference on Research in National Brand and Private Label Marketing, Barcelona, Spain (June 28-30, 2017), (pp. 11-17), ISBN 978-3-319-59700-3.
  37. Rodoula H. Tsiotsou and Yannis A. Hajidimitriou (2017). Key Factors for Successful Export Performance of Small and Medium-Sized Greek Firms in the Turmoil. Proceedings of the AMA Global Marketing SIG "Global Marketing in an Era of Change" April 6-8, 2017, Havana, Cuba. (pp. 1-8) .
  38. Rodoula H. Tsiotsou (2016). Predicting high and low engagement in social networking sites. Proceedings of the 9th AMA SERVSIG 2016 –International Service Research Conference. Maastricht, June 17-19, 2016, The Netherlands.
  39. Rodoula H. Tsiotsou (2014). The social aspects of consumption as predictors of consumer loyalty: Online vs. offline services. Proceedings of the 8th AMA SERVSIG 2014 –International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.

- 
40. D. Sudharshan, Rodoula H. Tsiotsou, Ben S. Liu, and Olivier Furrer (2014). Designing to serve: Integrating design and marketing in service science. Proceedings of the 8th AMA SERVSIG 2014 – International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.
  41. Polyxeni (Jenny) Palla, Rodoula H. Tsiotsou and Yorgos Zotos (2014). Gaining satisfaction and trust in a brand website. Proceedings of the 8th AMA SERVSIG 2014 –International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.
  42. Polyxeni (Jenny) Palla, Rodoula H. Tsiotsou and Yorgos Zotos (2014). Truly Interactive Websites; An Eye Tracking Approach. 13th International Conferences on Research in Advertising (ICORIA), in Advances in Advertising Research, Banks, I. and Okazaki, S., eds. June 26 - 28, 2014, Amsterdam, The Netherlands.
  43. Tsiotsou, R.H. (2013). The Role of Social and Parasocial Relationships on Social Networking Sites. Proceedings of the XXIII International RESER Conference, European Association for Research on Services (RESER), pp. 1-15. September 19-21, 2013, Aix en Provence, France.
  44. Tsiotsou, R.H. (2013). Parasocial Relationships and Tribal Behavior: Delineating their Link. Proceedings of the 16th AMS World Marketing Congress, pp. 633-636. 17-20 July, 2013, Melbourne, Australia.
  45. Palla, P., Tsiotsou, R.H. and Zotos, Y. (2013). Effective Interactive Websites: Examining the Moderating Role of Involvement. Proceedings of the 16th AMS World Marketing Congress, pp. 354-357. 17-20 July, 2013, Melbourne, Australia.
  46. Tsiotsou, R.H. (2013). The Role of Brand Relationships and Tribal Behavior on Brand Loyalty. Proceedings of the AMA Winter Marketing Educators' Conference 2013: Challenging the Bounds of Marketing Thought, Burroughs, J. (ed.) Vol. 24, pp. 366-373. February 15-17 2013, Las Vegas, U.S.A. ISBN: 9781627488877.
  47. Palla, P., Tsiotsou, R.H. and Zotos, Y. (2012). Is website interactivity beneficial for low involvement products? 10th World Media Economics and Management Conference, May 23-27, Thessaloniki, Greece.
  48. Tsiotsou, R. (2011). Developing brand loyalty in services: A hierarchy of effects model. 2011 Summer Marketing Educators' Conference, American Marketing Association, San Francisco p. 1-20 (August 5-7, 2011), U.S.A.
  49. Tsiotsou, R. and Goldsmith, R. (2011). Exploring the Formation Process of Brand Love: A Comparison between Goods and Services. 2011 Academy of Marketing Science World Marketing Congress p. 1-20 (July 19-23, 2011). Reims, France.
  50. Tsiotsou, R. (2011). Predicting sport team loyalty: High and low scenarios. 2011 Academy of Marketing Science World Marketing Congress p. 1-20 (July 19-23, 2011). Reims, France.
  51. Mavragani E. and Tsiotsou, R. (2011). Marketing Mix Evaluation of the New Acropolis Museum Based on Social Media. 10th International Congress of the International Association on Public and Non Profit Marketing, p. 1-7. (June 16-17, 2011), Porto, Portugal.
  52. Tsiotsou, R. and Veloutsou, C. (2011). The Role of Brand Personality on Brand Relationships and Tribal Behavior: An Integrative Model. 40th European Marketing Academy Conference p. 1-8 (May 24-27, 2011), Slovenia.

- 
53. Veloutsou, C. and Tsiotsou, R. (2011). Examining the Link between Brand Relationships and Tribal Behaviour: A Structural Model. 7th Thought Leaders International Conference in Brand Management, (March 10-12, 2011), p. 1-17. Lugano, Switzerland.
  54. Goldsmith, R. and Tsiotsou, R. (2011). Brand engagement in self concept and engagement with a specific brand. 2nd International Colloquium on Consumer/Brand Relationships. (March 17-19, 2011). Winter Park, Florida, U.S.A.
  55. Tsiotsou, R. (2010). Building Brand Love in Services: An Exploratory Investigation. American Marketing Association SERVSIG International Service Research Conference, (17-19 June, 2010), Porto, Portugal.
  56. Tsiotsou, R. (2010). Exploring the Role of Brand Love on Perceived Corporate Social Responsibility. 9th International Congress of the International Association on Public and Non Profit Marketing, (June 10-11, 2010), p. 1-9, Bucharest, Romania.
  57. Tsiotsou, R. (2010). Creativity in Social Advertising: Developing a Conceptual Framework. 9th International Congress of the International Association on Public and Non Profit Marketing, (June 10-11, 2010), p. 1-9, Bucharest, Romania (with Alexandros Triantos and Emmanouella Plakoyiannaki).
  58. Tsiotsou, R. (2010). Predicting the Adoption of Mobile Transactions: An exploratory Investigation in Greece 9th International Conference on Mobile Business and the 9th Global Mobility Roundtable (ICMB/GMR 2010) (with Theodora Zarpou, Vaggelis Zaprikis and Maro Vlachopoulou), (June 13-15, 2010) p. 1-7, Athens, Greece.
  59. Tsiotsou, R. (2010). Brand Loyalty through Brand Attachment and Brand Trust: A Relational Perspective. 6th Thought Leaders International Conference in Brand Management, (April 18-20, 2010), p. 1-14. Lugano, Switzerland.
  60. Tsiotsou, R. and Alexandris, K. (2010). Building Customer Based Brand Equity via Corporate Co-branding: The Case of Sponsorship. 6th Thought Leaders International Conference in Brand Management, (April 18-20, 2010), p. 1-13. Lugano, Switzerland.
  61. Tsiotsou, R. and Vlachopoulou, M. (2009). E-Marketing Orientation: Conceptualization and Scale Development. Proceedings of the 2ndth Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
  62. Tsiotsou, R. Moschidis, O. and Papathanasiou, I. (2009). Examining Customer Orientation in Hotels' Websites: A Comparative Study. Proceedings of the 2ndth Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
  63. Alexandris, K. and Tsiotsou, R. (2009). Predicting Sport Team Attachment: High and Low Scenarios. Proceedings of the 2ndth Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
  64. Tsiotsou, R., Papathanasiou, J., Moschidis, O. (2009). Tracing Customer Orientation through Hotels' Websites. Proceedings of the 2009 International Conference on Tourism Development and Management (September 11-14, 2009), p. 1-5. Kos, Greece.
  65. Kouthouris, C., Alexandris, K., Tsiotsou, R., and Priba, H. (2009). Predicting Behavioral Intentions from Motivation: A Case Study among Visitors of a Theme Park in Greece, Proceedings of the 2009 International Conference on Tourism Development and Management (September 11-14, 2009), p. 1-6. Kos, Greece.

- 
66. Tsiotsou, R. (2009). An Empirical Analysis of the Brand Personality Effect on Brand Involvement. Proceedings of the 8th International Conference of the International Association on Public and Non Profit Marketing (June 18-19, 2009), p. 1-9 (CD) Valencia, Spain.
  67. Tsiotsou, R. (2008). Marketing Capabilities Advantages of Market-Driven Services. Proceedings of the 2008 Academy of Marketing Conference (7-10 July, 2008), p. 1-9, Aberdeen, Scotland.
  68. Kehagias, I., Tsiotsou, R., Rigopoulou, E. and Katsikea, E. (2008). Store-choice criteria and satisfaction on the development of shopping orientation segments. Proceedings of the 2008 Academy of Marketing Conference (7-10 July, 2008), p. 1-9, Aberdeen, Scotland.
  69. Tsiotsou, R. and Gouri, N. (2008). The Effect of the Olympic Games on the Tourism Industry of the Host Country. Proceedings of the International Conference on Management and Marketing Sciences (24-25 May, 2008), p. 1-4. Athens, Greece.
  70. Tsiotsou, R. (2007). Measuring marketing orientation in services firms across countries: An exploratory study of travel agencies. Proceedings of the 1st Biannual Conference on Services Marketing "Strategic Developments in Services Marketing" (September 27-29, 2007), p. 1-8 (CD) ISBN is 978-960-7475-41-1, Chios, Greece.
  71. Tsiotsou, R. and Alexandris, K. (2007). A model of fan attachment: Antecedents and sponsorship outcomes. Proceedings of the 1st Biannual Conference on Services Marketing "Strategic Developments in Services Marketing" (September 27-29, 2007), p. 1-8 (CD) ISBN is 978-960-7475-41-1, Chios, Greece.
  72. Tsiotsou, R. (2006). Current trends and practices of Greek travel agencies: Human resource management, marketing and use of new technologies. Proceedings of International Tourism Conference. European Tourism Association (June 15-17, 2006), p. 1-12 (website), Heraklio, Greece.
  73. Tsiotsou, R. (2006). Segmenting Donors of Athletic Programs Based on their Motivation: An Exploratory Study of University Donors. Proceedings of the 35th EMAC Conference. European Marketing Academy Conference (May 23-26, 2006), Athens, Greece.
  74. Tsiotsou, R. (2005). The effects of values, involvement, perceived product quality and overall satisfaction on purchase intentions. Proceedings of the 9th International Conference on Marketing and Development, International Society for Marketing and Development (June 8 - 11, 2005, Thessaloniki, Greece) p. 1-11.
  75. Tsiotsou, R. (2003). Managing Broadcasting Rights of Sport Events. Proceedings of the 4th Conference in Sport Management. Greek Sport Management Association pp. 99 - 101. Pireas, Greece.

## BOOKS

1. Tsiotsou, Rodoula H. (2020) Sport Marketing, Broken Hill Publishers ISBN: 9789925575633 (in Greek)
2. Avlonitis, G., Gounaris, S., Tsiotsou, R. (2016). Services Marketing: Management, Strategies and New Technologies. Broken Hill Publishers ISBN: 9789963258567 (in Greek)

## INTERNATIONAL BOOK EDITOR

1. Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (2012). *Strategic Marketing in Tourism Services*, Emerald. ISBN 9781780520704.

## CHAPTERS IN BOOKS\*:

1. Tsiotsou, R.H., Kabadayi, S., and Fisk, R. P. (2024). Advocating Human Rights and Sustainable Development Goals: A Transformative Service Research (TSR) Approach, in **A Research Agenda for Service Marketing**, Olivier Furrer, Chloé Baillod, Jie Yu Kerguignas, Mikèle Landry (eds), Edward Elgar.
2. Tsiotsou, R.H. (2024). From Customer-to Digital-to Civic-to Transformative Engagement: A Conceptual Framework and Future Research Directions in **A Research Agenda for Service Marketing**, Olivier Furrer, Chloé Baillod, Jie Yu Kerguignas, Mikèle Landry (eds). Edward Elgar.
3. Rodoula H. Tsiotsou and Ronald. Goldsmith (2023). Engagement in Tourism throughout the Customer Journey: A Service Ecosystem Perspective, In **Handbook of Trends and Issues in Global Tourism** Alastair Morrison & Dimitrios Buhalis (eds),. Routledge.
4. Olivier Furrer, Mikèle Landry, Chloé Baillod, Rodoula H. Tsiotsou, and Ben S. Liu (2023). User/consumer-based innovation in services. In **Elgar Encyclopedia of Service Studies**, by Faïz Gallouj, Marie-Christine Monnoyer, Luis Rubalcaba, Markus Scheuer, Patrik Ström(Eds)
5. Tsiotsou, Rodoula H. (2022). Customer Service. In **Encyclopedia of Tourism Management And Marketing**, by Dimitrios Buhalis (ed.), Edward Elgar Publishing Limited
6. Tsiotsou, R.H. (2021). Value creation in tourism through active tourist engagement: A framework for online reviews. In **Women’s Voices in Tourism Research – Contributions to Knowledge and Letters to the Next Generation”** by Antonia Correia and Sara Dolnicar (eds), The University of Queensland, ISBN: 978-1-74272-357-0 <https://uq.pressbooks.pub/tourismknowledge/chapter/value-creation-in-tourism-through-active-tourist-engagement-a-framework-for-online-reviews-contributions-by-rodoula-h-tsiotsou/>
7. Rodoula H. Tsiotsou (2020). Social Media and Customer Engagement. In **The Routledge Handbook of Service Research Insights and Ideas** by Eileen Bridges and Kentra Fowler (eds), Routledge, Bisbaine.
8. Rodoula H. Tsiotsou and Jochen Wirtz (2015), “The Three-Stage Model of Service Consumption,” in: *The Handbook of Service Business: Management, Marketing, Innovation and Internationalisation*, by Bryson, J R and Daniels, P W (eds.) Cheltenham: Edward Elgar Publishing Ltd, UK. p. 105-128.
9. Tsiotsou, R.H. and Goldsmith, R.E. (2013). You’re nothing without me: What consumers contribute to brands. In *Psychology of Branding*, Douglas W. Evans (ed.). pp. 55-74. NOVA. ISBN: 978-1-62618-817-4.
10. Palla Polyxeni, Tsiotsou H. Rodoula, Zotos Yorgos (2013). “Is website interactivity always beneficial? An elaboration likelihood model approach”, In *EAA Advances in Advertising Research, “The Changing Roles of Advertising”* (Vol. IV, pp. 131-145), GABLER, Germany. ISBN 978-3-658-02364-5.
11. Tsiotsou, R. H. and Mavragani, E. (2013). *Marketing Strategy of Museums: The Case of the New Acropolis Museum in Athens*. In *Best Practices in Marketing and their Impact in Quality of Life*, Helena Alves and Jose Luis Vazquez (Eds). Book series on Applying Quality of Life Research: Best Practices. pp. 45-62 Springer Publications. ISBN 978 94 007 5877 3.

12. Tsiotsou, R., and Wirtz, J. (August 2012). *Consumer behavior in a service context*. In Handbook of New Developments in Consumer Behavior by Victoria Wells and Gordon Foxall (Editors), Edward Elgar Publishing Ltd, UK. ISBN: 9781849802444
13. Tsiotsou, R. H. (2012). *Introduction to Strategic Marketing in Tourism*. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
14. Tsiotsou, R. H. and Goldsmith, R.E. (2012). *Target Marketing and its Application to Tourism*. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
15. Tsiotsou, R.H., Mild, A. and D. Sudharshan (2012). *Social Interactions as Basis for Segmenting the Tourism Market*. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
16. Goldsmith, R.E. and Tsiotsou, R.H. (2012). *Implementing Relationship Marketing In Hospitality and Tourism Management*. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
17. Goldsmith, R.E. and Tsiotsou, R.H. (2012). *Introduction to Experiential Marketing* In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
18. Tsiotsou, R. (2011). *Entrepreneurship in Sports Broadcasting*. In Sports Entrepreneurship: Theory and Practice Editors: Simon Chadwick and Dorene Ciletti. Fitness Information Technology, U.S.A. (Chapter 8, p. 97-120).
19. Tsiotsou, R. (2011). *Branding*, In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823.
20. Tsiotsou, R. (2011). *The Marketing Concept*. In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds, and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823
21. Tsiotsou, R. (2011), *Broadcasting Rights*. In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823

## GUEST EDITORIALS

1. Chen, T., Harrigan, P., Tsiotsou, R.H. and Brennan, S. (2025). Serving (with) the "invisibles" in the age of Artificial Intelligence. **Journal of Business Research (forthcoming)**.
2. Kabadayi, S. and Tsiotsou, R.H. (2022). "Broadening and Reinvigorating the Service Discipline to Reduce Human Suffering and Improve Well-Being". **Journal of Services Marketing** Vol. 36 No. 7, pp. 865-872. <https://doi.org/10.1108/JSM-07-2022-0234>
3. Tsiotsou, R.H. Paul, J., and Loureiro, S.M.C. (2022). "Systematic Literature Reviews in Consumer Studies" **International Journal of Consumer Studies**, Vol 46, No. 5, 1505-1516 <https://doi.org/10.1111/ijcs.12861>

4. Tsiotsou, R. and Klaus, P. (2021). "Mirror, Mirror on The Wall! Examining The Bright And Dark Side Of Face And Body Beautification/Modification Services" **Journal of Services Marketing**, Vol. 36 No. 1, pp. 1-8 <https://doi.org/10.1108/ISM-11-2021-0406>,
5. Tsiotsou, R.H. (2016). Special Issue "Developing a Service Research Agenda in Sports" **The Service Industries Journal**, Vol. 36 Issue 11-12, pp. 473-477.
6. Rodoula H Tsiotsou and Mark Scott Rosenbaum (2016) "AMA SERVSIG 2014: "Services Marketing in the New Economic and Social Landscape", **Journal of Service Management**, Vol. 27 Iss: 2, pp. 1-2.
7. Rodoula H. Tsiotsou and Jochen Wirtz (2016) Service research in the new economic and social landscape, **Journal of Service Theory and Practice**, Vol. 26 Iss: 2, p.1-3.
8. Tsiotsou, R.H. (2016). Special Issue "Developing a Service Research Agenda in Sports" **The Service Industries Journal**, Vol. 36 Issue 11-12, pp. 473-477.
9. Tsiotsou, R. and Ratten, V. (2010). Special Issue "Marketing Tourism Services: Responding to Current Challenges". **Marketing Intelligence & Planning**. Vol. 28 (4), 533-544.
10. Ratten, V. and Tsiotsou, R. (2010). Guest Editorial for the Special Issue "Global Sports Marketing: Current Trends and Future Developments in the Asia Pacific". **Asia Pacific Journal of Marketing & Logistics**, Vol. 22 (1), pp. 1-8.

## MEMBER OF EDITORIAL BOARDS IN SCIENTIFIC JOURNALS

### ASSOCIATE EDITOR

2023- present: *Journal of Sustainable Marketing*

2018- present: *Journal of Services Marketing*

2021 – December 2023: *International Journal of Consumer Studies*

### EDITORIAL ADVISORY COMMITTEE

2022 – present: *Services Marketing Quarterly*

### MEMBER OF THE EDITORIAL BOARD

2020 - present: *Journal of Innovations in Digital Marketing*

2016 – 2019: *Journal of Global Tourism and Hospitality Research*

2013 – present: *Central European Business Review*

2011 – present: *The Service Industries Journal*

2010 - present: *International Review on Public and Nonprofit Marketing*

## REVIEWER OF SCIENTIFIC JOURNALS AND CONFERENCES:

### SCIENTIFIC JOURNALS

1. September 2019 – present Reviewer for the **Services Marketing Quarterly**
2. November 2015- present: Reviewer for the **Sport Management Review**
3. September 2013 – present: Reviewer for the **Journal of Business Research.**
4. September 2013 –present Reviewer for the **Journal of Marketing Communications.**
5. March 2012 – present: **Reviewer for the European Sport Management Journal**
6. July 2011 – present: Reviewer for the **Service Industries Journal**
7. October 2010 – present: Reviewer for the **International Business Review**
8. May 2010 – present: Reviewer for the **Journal of Strategic Marketing**
9. May 2010 – present: Reviewer for the **European Journal of Marketing**
10. October 2009 – present: Reviewer for the journal **Computers in Human Behavior**
11. August 2009 – present: Reviewer for the **Journal of Brand Management**
12. June 2009 – present: Reviewer for the **Journal of the Academy of Marketing Science.**
13. June 2009 – present: Reviewer for the **Journal of Business and Industrial Marketing**
14. October 2008 – present: Reviewer for the **International Journal of Services Technology and Management.**
15. August 2008 – present: Reviewer for the scientific journal **Marketing Intelligence & Planning.**
16. January 2008 – present: Reviewer for the **International Journal of Nonprofit and Voluntary Sector Marketing.**
17. December 2006 – present: Reviewer for the **International Journal of Tourism Policy.**
18. March 2006 – present: Reviewer for the **Applied Economics**, Taylor and Francis Publishers.
19. June 2005 – present: Reviewer for the **International Journal of Consumer Studies.**
20. April 2002 – Present: Member of the Editorial Board of the journal **Woman and Sport**, Greece.

## MEMBER OF SCIENTIFIC AND ORGANIZING CONFERENCE COMMITTEES:

1. September 2025 to present: Track Co-Chair, Social Impact of Services, **14th SERVSIG Conference**, June 10–12, 2026, Braga, Portugal.
2. May 2024 to present: Co-Chair of the **Research Innovations in Sustainable Marketing Conference**, May 27, 2025, Madrid, Spain.
3. September 2023: Track Co-Chair: Services, Retailing and Sales. 2024 American Marketing Association (AMA) Summer Academic Conference, (August 16-18, 2024), Boston, USA.
4. **September 2023**: Session Chair: Tourism Marketing. European Marketing Academy (EMAC) Regional Conference. Piraeus, Greece (September 27-29, 2023).
5. **March 2023**: Session Co-Chair. Sustainable Marketing Strategy. Research Innovations in

Sustainable Marketing: A Global Virtual Symposium (RISM 2023). 14-16 March, 2023.

6. **June 2022:** Session Co-Chair. ServCollab Special Session. 12<sup>th</sup> SERVSIG Conference. June 16-18, 2022, Glasgow, Scotland.
7. **November 2020:** Session Co-Chair. Tourism Management and Brand Management. 2<sup>nd</sup> Nordic International Business & Export Marketing Conference, Tallinn, Esthonia, November 7-8, 2020.
8. **September 2020:** Member of the Scientific Committee 8<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM), Virtual, Thessaloniki, September 11-13, 2020.
9. **July 2019:** Session Chair for the Frontiers in Service Conference, (July 18-21, 2019), Singapore.
10. **Οκτώβριος 2016- Μάρτιος 2017:** Member of the Scientific Committee of the Information and Communication Technologies in Organizations and Society 2017 (ICTO2017), 16-17/3/2017, Paris, France.
11. **Οκτώβριος 2016 - Ιούνιος 2017.** Member of the Scientific Committee 5<sup>th</sup> International Conference on Contemporary Marketing Issues (5<sup>th</sup> ICCMI 2017), Thessaloniki, Greece on 21, 22 and 23 June 2017.
12. **January 2013 – June 2014.** Conference Chair of the AMA SERVSIG 2014 – International Service Research Conference Committee. June 13-15, 2014, Thessaloniki, Greece.
13. **September 2013:** Chair of the Session Innovation and SDL: Innovation and Social Media XXIII International RESER Conference, European Association for Research on Services (RESER), pp. 1-15. September 19-21, 2013, Aix en Provence, France.
14. **May 2013:** Moderator of the Panel “Services Marketing Research” with theme “Sustainable Value Creation in Services: Procedures and Outcomes”. International Conference on Service Science and Innovation, May 29-31, Kaohsiung, Taiwan.
15. **August 2012:** Chair of the session “Marketing Communication and Sport Marketing”, 2012 Summer Marketing Educators’ Conference, American Marketing Association, August 17-19, 2012, Chicago, USA.
16. **June 2011 – May 2012:** Member of the Scientific Committee. 10<sup>th</sup> World Media Economics and Management Conference, (23 – 27 May 2012), Thessaloniki, Greece.
17. **June 2011 – May 2012:** Member of the Scientific Committee. 2<sup>nd</sup> Advances in Hospitality & Tourism Marketing and Management Conference (AHTMM 2012) (May, 24-27, 2012), Corfu, Greece.
18. **June 2011 – May 2012:** Member of the Scientific Committee. 2<sup>nd</sup> International Conference on Tourism (ICOT 2012) "Setting the Agenda for Special Interest Tourism: Past, Present and Future", (May 23-26, 2012), Crete, Greece.
19. **September 2010- April 2011:** Member of the Organizing Committee. 2011 Corporate Marketing Communication Conference, (April 27-30, 2011), Athens, Greece.

Chair for the session “Corporate Communications 2” (Thursday, April 28, 2011)

20. **February –June 2011:** Member of the scientific committee for the 10<sup>th</sup> International Congress of

the International Association on Public and Non Profit Marketing, (June 16-17, 2011), Porto, Portugal.

21. **June 2010:** Co-chair for the session “The Path to Corporate Social Responsibility (CSR)” 9th International Congress of the International Association on Public and Nonprofit Marketing (IAPNM 2010), (10-11 June 2010) Bucharest, Romania.
22. **April 2010:** Chair for the session “Business to Business Branding and Brand Stakeholders” of the 6th Thought Leaders International Conference in Brand Management, (April 17 – 19, 2010), Lugano, Switzerland.
23. **December 2009 – June 2010:** Member of the scientific committee for the 9th International Congress of the International Association on Public and Nonprofit Marketing (IAPNM 2010), (10-11 June 2010) Bucharest, Romania.
24. **June 2009:** Chair of the session “Social Marketing Applied to Young People”. 8th International Conference of the International Association on Public and Non Profit Marketing (June 18-19, 2009), Valencia, Spain.
25. **May – November 2009:** Track co-Chair of the session “Sport/Event Marketing”. 2nd Biannual International Conference on Services Marketing, Thessaloniki, Greece (4-6 November, 2009).
26. **January – September 2009.** Track Chair of the session “Marketing Tourism Services: Responding to Current Challenges” 2009 International Conference on Tourism Development and Management, 11<sup>th</sup> – 14<sup>th</sup> September 2009, Kos Island, Greece.
27. **January – September 2009.** Track co-Chair of the session “Sport Tourism: Current Trends and Future Developments” 2009 International Conference on Tourism Development and Management, 11<sup>th</sup> – 14<sup>th</sup> September 2009, Kos Island, Greece.
28. **January 2009 – November 2009:** Member of the Scientific Committee of the 2nd Biannual International Conference on Services Marketing, Thessaloniki, Greece (4-6 November, 2009).
29. **October 2008 – September 2009:** Member of the Scientific Committee of the International Conference on Tourism Development and Management, Kos island, Greece (11-14 September, 2009).
30. **April 2008:** Member of the Scientific Committee of the Management of International Business and Economics Systems 2008 conference, Larissa, Greece.
31. **May 2007:** Member of the Scientific Committee of the Management of International Business and Economics Systems 2007 conference, Larissa, Greece

#### **MEMBER OF EVALUATION COMMITTEES:**

1. December 2020 – Present: **American Marketing Association Case Judge.**  
2020/21 – PODS International Case Competition  
2021/22 – Amazon International Case Competition
2. **April 2019 – to present:** member of the Organizing and Scientific Committee of the Panellenic Competition of Open Technologies in Education.
3. **May – July 2012:** Member of the scientific evaluation committee of the best “Customer Service Front Line”, **National Awards of Customer Service**, Greek Institute of Customer Service, Athens,

Greece. Evaluated 10 business proposals.

4. **July – October 2011:** Member of the scientific evaluation committee of companies for the **Marketing Excellence Awards** of the Greek Marketing Institute, Athens, Greece. Evaluated 10 business proposals
5. **May – July 2011:** Member of the scientific evaluation committee of the best “Customer Service Department – Call Center”, **National Awards of Customer Service**, Greek Institute of Customer Service, Athens, Greece. Evaluated 14 business proposals
6. **May – July 2010:** Member of the scientific evaluation committee of the best “Customer Service Front Line”, **National Awards of Customer Service**, Greek Institute of Customer Service, Athens, Greece. Evaluated 12 business proposals
7. **September 2006 – present:** Expert Evaluator of the Cordis database for research proposals of **the Sixth Framework Programme** and since December 2006 of the **Seventh Framework Programme (2007-2013)**. **European Commission**, Brussels, Belgium.
  - August 2011: Evaluation of research proposals under the call Programme for Research, Technological Development and Innovation (2009 - 2010), New Products and Services, Research Promotion Foundation (RPF) of Cyprus.
  - January 2010: Evaluation of research proposals under the call Programme for Research, Technological Development and Innovation (2009 - 2010), Social and Economic Sustainability Action of the Sustainable Development Programme, Research Promotion Foundation (RPF) of Cyprus.
  - May – June 2007: Evaluation of 13 research proposals under the call Research, Technological Development, and Demonstration Activities (Consumer Science) (FP7-KBBE-2007-1 Activity 2.2 'Fork to farm: Food (including seafood), health and well being'), Brussels, Belgium.
8. **June 2002 – present:** Member of the Evaluators' Database of the Ministry of Labor and Social Security in the fields of Economics and Management, Culture, Sports, Media, and Communication. Athens, Greece.
  - February 2007: Evaluated 10 Proposals of Centers of Vocational Training in the field of Economics and Management.
  - May – June 2007: Evaluated 27 Proposals of Centers of Vocational Education in the fields of Economics and Management and Culture, Sports and Media.

## PUBLICATIONS USED AS CLASS MATERIAL AT INTERNATIONAL UNIVERSITIES:

1. **Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. International Journal of Consumer Studies. Vol. 30(2), 207-217.**
  - Required reading for the course “IMT 584 Marketing Foundations for Information Professionals”, University of Washington, USA. <http://courses.washington.edu/imt584/win09/schedule.shtml>
2. **Tsiotsou, R. and Lalountas, D. (2005). Applying event study analysis to assess the impact of marketing communication strategies: The case of sponsorship. Applied Financial Economics Letters, Vol. 1 (4), 259-262.**
  - Required reading for the course «Маркетинговые Коммуникации» (*Marketing Communications*), Graduate School of Management, **Saint Petersburg State University, Russia.** [www.gsom.spbpu.ru/files/upload/bachelor/courses/marketing/Mark Com.doc](http://www.gsom.spbpu.ru/files/upload/bachelor/courses/marketing/Mark Com.doc)

3. **Tsiotsou, R. (1998). Motivations for donation to athletic programs, The Cyber Journal of Sport Marketing, Vol. 2(2).**
  - *Required reading for module “Marketing of Sport and Recreation” (KNR 466) taught by Professor Chad D. McEvoy στο Illinois State University [www.cast.ilstu.edu/mcevoy/466index.html](http://www.cast.ilstu.edu/mcevoy/466index.html)*
  - *Recommended reading for module «MGT 260: The Management of Sport» taught by Professor Bonnie Tiell, Tiffin University, Tiffin, Ohio. <http://bruno.tiffin.edu/btiell>*
  
4. **Tsiotsou, R. (1998). A survey of sport club programs. Journal of the National Intramural-Recreational Sports Association, Vol. 22(2), p. 38-41.**
  - *Required Reading for module: Recr342 «Recreational Sports Programs and Administration» taught by Paul M. Fokken, Department of Health, PE, and Recreation, South Dakota State University, U.S.A)  
<http://www.sdstate.org/ClassLibrary/Page/Information/DataInstances/16711/Files/40268/recr342syllabusf06wct.doc>*
  - *Required reading for module “Recreational Sports Programming” (HPER R/P324) taught by Professor Graig R. Ross, Indiana University, U.S.A.). <http://www.indiana.edu/~r324/syllabus.htm>  
<http://www.indiana.edu/~r324/examstudy2.htm>*
  - *Reference at course material of module “Sports Marketing” (Section 5. The International Comparative Study on Recreational Sports Participation Model of University Students σελ. 39) του Department of Sport and Leisure Management, National Taiwan Normal University, [www.ntnu.edu.tw/aa/aa2/english%20course/Sport%20Marketing%20.doc](http://www.ntnu.edu.tw/aa/aa2/english%20course/Sport%20Marketing%20.doc)*
  
5. **Tsiotsou, R. (1997). The effect of emotions on the memory of TV commercials, The Cyber Journal of Sport Marketing, Vol. 1 (4), p. 1-8.**
  - *Recommended reading for module “Psychology 315: Introduction to Social Psychology” στη Σχολή Τεχνών και Επιστημών (Arts & Science College) του Washington University in St. Louis. [http://artsci.wustl.edu/~jshanson/Links\\_315\\_SP02.html](http://artsci.wustl.edu/~jshanson/Links_315_SP02.html)*

## INDUSTRY WORKING EXPERIENCE:

**April 1998 to August 2005: Marketing Director, Daily Sports Newspaper “Champion” (Protathlitis), Athens, Greece.**

---

### *Responsibilities:*

- Developing and implementing annual marketing plan
- Planning and implementing marketing strategies to increase sales.
- Developing the advertising price catalogue and selling advertising.
- Planning and organizing marketing communication strategies such as promotional activities and special events.
- Implementing public relations programs.
- Conducting marketing research.

---

**October 1996 to January 1998: Marketing Manager, Hellenic Professional Basketball League (ESAKE), Athens, Greece.**

---

### *Responsibilities:*

- Conducting and implementing the annual marketing plan of the League.
- Organizing promotional activities and special events such as All Star Game, Champion Draw, Annual Basketball Celebration.

- 
- Developing sponsorship proposals and overseeing sponsorships.
  - Conducting marketing research.
  - Responsible for international public relations.
  - Overseeing television broadcasting rights and League's web site.

## PARTICIPATION IN GREEK AND EUROPEAN FUNDED RESEARCH PROJECTS:

1. October 2019 – October 2023: Scientific Manager and researcher of the program **"Large-scale nanostructured functional surfaces made with a combination of laser lithography and the continuous nanoprinting lithographic method"**, Acronym: **NanoRoll**, Project code: T6YBP-00254, OPS code: 5048498, NSRF 2014 – 2020, "Special Actions "Aquacultures" - "Industrial Materials" - "Open Innovation in Culture" and the NanoRoll project (MIS-5048498 and Project Code T6YBP-00254), Thessaloniki, Greece
2. July 2019- December 2019. Scientific Supervisor of the project: **"Designing Innovative Logistics Services Via Customer Research"**, Acronym **DesINNOLOSERV**,» FOR THE 4helix+/3MED17\_1.1\_M2\_003 Innovation Voucher, Interreg Mediterranean Programme. Seville, Spain.
3. November 2017- present: Scientific Coordinator of the project **"The contribution of local Governement in the sustainable development through the reinforcement of Culture and TOURISM with innovative digital services and marketing strategies (CU-TOURISM)"**. Grant under the call Competitiveness, Entrepreneurship and Innovation (2014-2020).
4. September 2011 – September 2014: Scientific Supervisor of the post-doctoral dissertation of Polyxeni Palla. **Investigating the Effectiveness of Interactive Websites as Communication and Distribution Channel** (3506 IEIWDCD, SH1 15661/3.12.10).
5. April 2006: Representative of Greece to the study visit program **«Training in the food industry – fundamental for tourist development»** The European Center for the Development of Vocational Training (CEDEFOP), Canarian Islands, Spain.
6. July 2005 – October 2006: Co-author of the proposal and Scientific Expert of the Leonardo Da Vinci project **«Valorisation of Leonardo Da Vinci Tourism Products in new contexts and countries (VALETourism), Sport Tourism»**, Department of Business Administration, University of Patras, Greece. Grant under the call DG EAC/92/04 from European Commission, Directorate-General for Education and Culture.
7. October 2004: Representative of Greece to the study visit program **"Education through sport and the vocational training of the sportsperson"** The European Center for the Development of Vocational Training (CEDEFOP), Belgium.
8. December 2003 – July 2004: Scientific Representative of the Secretariat General of Sport, Ministry of Sport, to the European Project VOCASPORT **"Improving Employment in Sports in Europe through Vocational Training"** EZUS-Lyon, The European Observatory of Sport Employment (EOSE), France. Grant by the European Commission (DG Education and Culture, Contract no. 2003-4463/001-001.) from 2000 – 2006.

9. August 2003 – April 2005: Scientific advisor to the Greek Football Federation for the project **“Developing a National System for Identifying Football Talents”**. European Project “Competitiveness”, Secretariat General of Research and Technology, Ministry for Development, Greece.
  10. December 2002 – September 2004: Coordinator of work package A1 and representative of the Secretariat General of Sport to the European Project EQUAL «**Entrepreneurship in Sport**», Ministry of Labor and Social Security, Greece. Program funded by the European Commission,
- 

### SCIENTIFIC PRESENTATIONS IN CONFERENCES (peer reviewed):

1. Rodoula H. Tsiotsou and Smaragda Samara (2024). The effect of gender stereotypes on children’s participation in sports activities: A comparative study. The Global Women and Hellenism Conference, 2-6 September, 2024, Ioannina.
2. Fisk, R. Tsiotsou, R.H., Sidaoui, K. and Kabadayi, S. (2022). Serving Humanity: ServCollab’s Progress and Collaborative Brainstorming for Future Plans. 17th International research symposium on service excellence in management (QUIS17) January 12-15, 2022, Valencia, Spain.
3. Tsiotsou, R.H. (2020). Examining cultural differences in evaluating luxury hotels. 8th International Conference on Contemporary Marketing Issues (ICCM), Virtual, September 11-13, 2020.
4. Tsiotsou, R. H. (2019). How to transform patients into advocates. 28th Annual Frontiers in Service Conference, Singapore (July 18-21, 2019).
5. Tsiotsou, R. H. (2019). Social Media as a Cornerstone of Value Co-creating Experiences. QUIS16, Advancing Service Research and Practice, June 10-13, 2019 in Karlstad, Sweden.
6. Tsiotsou, R.H. (2016). A Framework for Innovative Service Design. 25th Annual Frontiers in Service Conference June 23-26, 2016, Bergen, Norway, (with D. Sudharshan, Olivier Durrer, and Ben Liu).
7. Tsiotsou, R.H. (2015). Predicting Parasocial Interactions in Social Networking Sites by Consumers’ Attachment Styles. 24th Annual Frontiers in Service Conference, (July 9-12, 2015), San Jose, California, USA.
8. Rodoula H. Tsiotsou and Steve Vargo (2015). The application of Service-Dominant Logic in sport services. The 2015 Naples Forum on Service, Naples, Italy, June 9-12, 2015 .
9. D. Sudharshan, Tsiotsou, R.H., Olivier Furrer, Ben S. Liu (2013). Affective Computing and New Product Development. 35th INFORMS Society for Marketing Science (ISMS) Conference 2013, (July 11-13), Istanbul, Turkey.
10. D. Sudharshan, Tsiotsou, R.H., Olivier Furrer, Ben S. Liu (2013). Integrating Affective Computing in New Service Design. 26th European Conference on Operational Research, “All roads lead to OR”(July 1-4), Rome, Italy.
11. Tsiotsou, R.H. and Veloutsou, C. (2012). TRIBE: Measuring tribal behavior in services brands. AMA SERVSIG 2012 International Service Research Conference, (June 7-9, 2012), Helsinki,

Finland.

12. Amanatides, S. and Tsiotsou, R. (2011). Barriers and Benefits from Implementing Quality Standards in the Hotel Industry. International Conference on International Business, (May 19-21), Thessaloniki, Greece.
13. Tzoumaka, E., Tsiotsou, R. and Siomkos, G. (2011). The effect of sport celebrity characteristics on endorsement outcomes. 16<sup>th</sup> International Conference on Corporate Marketing Communications, (April 27-30), Athens, Greece. *Best Working Paper Award*.
14. Chatzopoulou, E., Tsiotsou, R. and Sirakoulis, K. (2011). Examining the effect of gender on motivational factors for visiting shopping malls. 2011 Corporate Marketing Communication Conference, (April 27-30), Athens, Greece.
15. Tsiotsou, R. and Gouri, N. (2008). Olympic Sponsorship and Its Effectiveness: A Synthesis of Contemporary Research. 2008 American Marketing Association SERVSIK International Research Conference (5-7 June, 2008), Liverpool, U.K.
16. Tsiotsou, R. (2006). Sport Tourism in Greece: An Exploratory Marketing Approach. Leisure Studies Association Conference «Making Space: Leisure, Tourism, Renewal» (July 11-13, 2006), University of West England, Bristol, United Kingdom.
17. Tsiotsou, R. (2006). Current Trends and Practices of Greek Travel Agencies: Human Resource Management, Marketing and Use of New Technologies. International Tourism Conference “Developing Tourism: Impacts, Policies, Management and Trends”, European Tourism Association (June 15-17, 2006), Heraklio, Greece.
18. Tsiotsou, R. (2006). Segmenting Donors of Athletic Programs Based on their Motivation: An Exploratory Study of University Donors. 35<sup>th</sup> European Marketing Academy Conference (May 23-26, 2006), Athens, Greece.
19. Tsiotsou, R. (2005). The effect of preferred physical activities on satisfaction with travel and tourism services. International Conference on Tourism, Athens Institute for Education and Research (July 7-9, 2005) Athens, Greece.
20. Tsiotsou, R. (2005). Segmenting customers of financial services based on their involvement, perceived risk and effort. 17<sup>th</sup> Conference of the Greek Association of Operational Research, Patra, Greece.
21. Tsiotsou, R. (2005). The effect of values, involvement, perceived product quality and overall satisfaction on purchase intentions. 9<sup>th</sup> International Conference on Marketing and Development, International Society for Marketing and Development (June 8 – 11, 2005, Thessaloniki, Greece).
22. October 2004: Actions taken to achieve gender equity in sport (Key Note Speaker), Women and Sport: Meeting the Challenge, Maltese Olympic Committee, Malta.
23. October 2004: Adapting measures of gender equity in sport: The example of Malta, Women and Sport: Meeting the Challenge, Maltese Olympic Committee, Malta.
24. Tsiotsou, R. (2003). Evaluating action and strategies in accomplishing gender equality in sports. VIIth IOC Olympic World Congress on Sport Sciences, Athens.
25. Tsiotsou, R. (1996). A survey of Sport Clubs Programs at various US Universities, National Intramural and Recreation of Sport Associations, Region II Student Lead-On Conference,

University of Florida, Gainesville, Florida.

## **MEMBERSHIPS:**

- American Marketing Association, AMA (SportSIG, ServSIG)
- Association for Consumer Research, ACR
- European Marketing Academy, EMAC
- Academy of Marketing, AM
- American Marketing Association Service Interest Group
- International Association on Public and Nonprofit Marketing (IAPNM), Country representative to the association.
- International Society for Marketing and Development, ICMD
- European Institute for Advanced Studies in Management, EIASM
- Hellenic Marketing Academy
- Hellenic Marketing Institute.
- Hellenic Association in Business Administration.