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CURRICULUM VITAE

EDUCATION, PROFESSIONAL EXPERIENCE
COURSES TAUGHT, HONORS AND AWARDS
&
PUBLICATIONS

Thessaloniki 2019

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I. Personal Data

Name Leonidas
Surname Hatzithomas
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Citations According to scholar.google I have 321 citations.

II. Education

- 2011** Postdoctoral researcher (fellowship is awarded) in “Consumer Engagement through Social Media” at Aristotle University of Thessaloniki.
- 2010** Ph.D., Aristotle University of Thessaloniki, Greece. Major: Marketing & Advertising. Title: *“An integrated marketing communications approach: the role of humor on the synergy between print advertising and packaging”*. Grade: Excellent.
- 2005** M.Sc. in “Informatics and Management”, Aristotle University of Thessaloniki, Greece, Major: Management. Grade: Excellent (9.55). Ranked first among all graduate students of the department.
- 2003** B.A., Aristotle University of Thessaloniki, Greece, Major: Business Administration.

III. Participation in EU Funding Projects

- From September 2019** Academic advisor of the program entitled “Famous Greek destinations as a mechanism of export growth”. The program is co-financed by Greece and the European Union (European Social Fund) through the Operational Program “Human Resources Development, Education and Lifelong Learning” (Partnership Agreement 2014-2020).
- From April 2018-today** Academic advisor of the program entitled “Emotional appeals in Advertising: The role of gender and social desirability”. The program is co-financed by Greece and the European Union (European Social Fund) through the Operational Program “Human Resources Development, Education and Lifelong Learning” (Partnership Agreement 2014-2020).
- From August 2018-today** I participate as a researcher in the program entitled “Increasing tourism opportunities through the utilization of resources, I-TOUR”. The program is co-financed by national funds by the participating countries (Greece and FYROM) and the European Union (European Social Fund) (Interreg IPA CBC).
- From August 2018-today** I participate as a researcher in the program entitled “Action Plan for Social Entrepreneurship - Cross border Action Plan for the Development and Operation of an Executive Mechanism for the Support and Promotion of Social Entrepreneurship in the context of the Social Economy and Social

Innovation - Action Plan for Social Entrepreneurship - B2- pc" (European Social Fund) (Interreg GREECE - BULGARIA 2014-2020).

March 2014

I participated as tutor in two workshops organized by the Centre for Renewable Energy Sources and Saving (CRES). The project titled "Organization and coordination of two thematic workshops for the dissemination and promotion of SMEs' innovation in Central Macedonia Region" was within the framework of the project «" WIDER - green groWing of SMEs: Innovation and Development in the energy sector in Med Area » (MED Programme, EU funding 75%, national financing 25%).

January 2014

I participated as tutor in a series of workshops organized by the Regional Council of Central Macedonia for the European Program «"WIDER – green groWing of SMEs: Innovation and Development in the energy sector in mEd aRea», EU Funding Project. WIDER "Green growing of SMEs: Innovation and Development in the energy sector in mEd aRea", is a project co-financed by the MED Programme, carried out by ten partners from seven Mediterranean countries, among which Greece. The European population is growing older and it is important to find solutions in order to face this trend and guarantee better life standards to elderly people. WIDER aims at identifying and strengthening innovation capacities, knowledge management and networking of the Mediterranean SMEs to improve the position of new products for small and medium-sized companies throughout the whole delivery chain of eco smart houses for independent living of the elderly in seven regional industrial Mediterranean areas.

**From 1/7/2004
- 31/5/ 2009**

I worked as "Financial Manager" in the project titled "School of Film Studies" in the Aristotle University of Thessaloniki within the framework of the "Higher Education Expansion project 2004-2006 (it had a total budget of 1.134.563,24€) & 2006-2008 (it had a total budget of 1.235.651,36€)", which was co-financed by the European Social Fund (ESF) and the Greek State.

**From 28/7/2005 -
31/3/2006**

The research project titled "Free/ Open Source Software Methodologies" was implemented within the framework of the Operational Program "Archimedes II: Reinforcement of research groups in the Technological Educational Institute of Thessaloniki, MEASURE 2.2 EPEAEK II" and was co-financed by the European Social Fund (ESF) and the Greek State. I participated as researcher.

**From 1 /7/2004
- 31/8/ 2005**

I participated as "Financial Manager", in the Project "Entrepreneurship & Innovation" within the framework of the project "Operational Programme of Education and Lifelong Learning" in the Department of Business Administration, School of Economics, Aristotle University of Thessaloniki which was co-financed by the European Social Fund (ESF) and the Greek State.

June 2003

I participated as field researcher in the project "DREAM: Discrimination Racism Equality And Media) within the framework of the project "EQUAL" in the Department of Business Administration, School of Economics, Aristotle University of Thessaloniki, which was co-financed by the European Social Fund (ESF) and the Greek State. The main objective of this

project was the implementation of a coherent bundle of interventions for combating racism and xenophobia. The project, taking into account, the power of the media in setting public opinion and the need for improving employability of social groups suffering from racism, is aiming at combating against discrimination by the active participation of all key actors in the media.

IV. Courses taught

From October 2011 to Today	Modules: “Advertising”, “Brand Management”, “Strategic Marketing”, “Marketing Research”, “Relationship Marketing”, “International Marketing”, “Consumer Behavior”, “Public Relations” Department of Business Administration, University of Macedonia.
From October 2015 to Today	Modules: “Promotion & Advertising” and “Marketing” Master of Business Administration, University of Macedonia.
From October 2015 to Today	Module: “Marketing I” Department of Business Administration, Hellenic Open University
From January 2010 to Today	Modules: “Communication & Promotion”, “Consumer Behavior”, “Marketing Management” Master of Informatics and Management, Aristotle University of Thessaloniki.
From October 2014 to Today	Modules: “Marketing Management”, “International Marketing” Master of Business Administration, Aristotle University of Thessaloniki.
From October 2012 to 2015	Modules: “Arts & Crafts in Communication” Master of Communication & Journalism, Open University of Cyprus.
From January 2013 to May 2014	Modules: “Consumer Behavior”, “Current Issues in Advertising” Department of Communication & Internet Studies, Cyprus University of Technology.
From September 2011 to May 2013	Modules: “Marketing in Action”, “Marketing Communications & Branding”, “Principles & Practices of Public Relations”, “Markets, Customers & Marketing”, “Markets, Prices & Strategy”, “Change, Challenge & Strategic Leadership”, “Dissertation”, “Independent Study”. Master of Business Administration, BA (Hons) in Business Studies. Mediterranean College (exclusive franchise collaboration with the University of Derby).
From October 2010 to January 2013	Modules: “Creative Strategy in Advertising”, “Advertising Campaign Planning”, “Advertising Campaign Presentation”, “B2B Marketing” and “Services Marketing”. Department of Marketing, Alexandrian Technological Educational Institute of Thessaloniki, School of Management and Economy, Thessaloniki Campus.
From October 2006 to June 2010	Modules: “Customer Relationship Management” and “Production Management”. Department of Logistics, Alexandre Technological Educational Institute of Thessaloniki, Katerini Campus.

Spring Semester 2005-2006	Modules: “Corporate Communication” Master of Business Administration, Technological Educational Institute of Larissa in collaboration with the Staffordshire University.
Spring Semester 2005-2006	Modules: “Corporate Communication” Master of Science in Management, Technological Educational Institute of Larissa in collaboration with the Staffordshire University.
Winter Semester 2005-2006	Modules: Marketing. I.E.K. Sindou.

V. Professional Experience

From October 2014 to 2018	Academically responsible for the seminar «Adverting in Social Media & Search Engines”, University of Macedonia.
From July 2011 to July 2012	Mediterranean College’s Business School Leader: <ul style="list-style-type: none"> – Proven leadership skills involving managing, developing and motivating a team of 21 tutors to achieve their objectives. – Strong teamwork and collaboration skills: In collaboration with academicians from the University of Derby. – Communications skills: Ability to present comfortably to large or executive audiences. Responsible for the following programmes: BA(Hons) Business Studies (University of Derby), BA(Hons) Business Management (Teesside University), Master of Business Administration (University of Derby), Executive Diploma in Marketing, Executive Diploma in Management, Executive Diploma in HRM, Executive Diploma in Health Care Management, Executive Diploma in Journalism, Executive Diploma in Education Management, Executive Diploma in Finance and Banking, Executive Diploma in Accounting, Executive Diploma in SME Management (London Centre of Management).
From 17/6/2004 - 30/7/2009	Marketing Consultant (Economic Chamber of Greece).
2002	Trainee in Philip Morris Hellas S.A, Marketing Department.

VI. Research Monographs & Chapters in Books (Referred - Evaluated)

1. Voutsas, M., **Hatzithomas L.**, and Boutsouki C. (2018). *Superiority Theory and Disparagement Humor: The Role of Gelotophobia, Gelotophilia, and Katagelasticism*, *EAA Advances in Advertising Research*, Springer Gabler, Vol. IX.
2. Margariti, K. Boutsouki C., and **Hatzithomas L.** (2018). *Less is More or Less is A Bore?*, *EAA Advances in Advertising Research*, Springer Gabler, Vol. IX.
3. Zotos G., Zotou A., Kyrousi A., Boutsouki C., Palla P. and **Hatzithomas L.** (2018). *Διαφήμιση: Σχεδιασμός, Ανάπτυξη και Αποτελεσματικότητα*, University Studio Press, Thessaloniki.

4. Seitel, F.P. (2018). *The practice of Public Relations*. Broken Hill Publishers Ltd, General Editing by **Leonidas Hatzithomas**, Editing of some chapters by Andreas Andronikidis.
5. Margariti, K. Boutsouki C., **Hatzithomas L.**, and Zotos Y. (2017). *A Typology of Minimalism in Advertising*, *EAA Advances in Advertising Research*, Springer Gabler, Vol. VIII, pp. 1-15.
6. **Hatzithomas L.**, Boutsouki C., Pigadas V., Zotos Y. (2015), PEER: Looking into Consumer Engagement in e-WOM through Social Media, In *EAA Advances in Advertising Research*, Gabler, Germany.
7. **Hatzithomas L.** (2008). *Humor in TV Advertising: Types of Humor, Nature of Products, Advertising Effectiveness, Attitudes and Emotions, Integrated Marketing Communications*, Monograph, University Studio Press, Thessaloniki.
8. **Hatzithomas L.** (2008). *Integrated Marketing Communications*, chapter in the textbook: "Advertising: Planning, Development, Effectiveness", Yorgos Zotos, University Studio Press, Thessaloniki.
9. **Hatzithomas L.** (2008). *Humor as an Emotional Appeal in Advertising*, chapter in the textbook: "Advertising: Planning, Development, Effectiveness", Yorgos Zotos, University Studio Press, Thessaloniki.

VII. Publications – Refereed International Journal Articles

1. Margariti, K., Boutsouki, C., and **Hatzithomas, L.** (2019), The dilemma of luxury brand extensions, *Journal of Global Fashion Marketing*, Emerging Sources Citation Index, SCImago Q2.
2. Aramendia-Muneta, M.E., Olarte, C., and Hatzithomas, L. (2019), Gender stereotypes in original digital video advertising, *Journal of Gender Studies*, Impact Factor of 1.362, SCImago Q2.
3. Margariti K., Boutsouki C., **Hatzithomas L.** and Zotos Y. (2019), Visual Metaphors in Food Advertising: A cross-cultural study, *Food Research International*, 115, 338-351. (Impact Factor 3,579, SCImago (2017), Q1).
4. **Hatzithomas L.**, Misirlis N., Boutsouki C., and Vlachopoulou M. (2019). Understanding the Role of Personality Traits on Facebook Intensity, *International Journal of Internet Marketing & Advertising*. (1*ABS-2015, SCImago (2016), Q3).
5. **Hatzithomas L.**, Gkorezis P., Zotou, A, and Tsourvakas, G. (2018), The impact of Atmospherics on WOM about Short-Life-Cycle Products: The Case of Motion Pictures, *Journal of Product & Brand Management*. 27(5), 471-483. (Impact Factor 2.018, 1*ABS-2015, SCImago (2016), Q1).
6. Konstantoglou A., Folinas D., Fotiadis T., Rallis S., **Hatzithomas L.** and Gasteratos A. (2018), Development of a holistic framework for the key packaging elements of agri-food products, *Journal of Engineering Science and Technology Review*, (SCImago (2017), Q2).
7. Kotzaivazoglou D., **Hatzithomas L.** and Tsihla E. (2018), Gender Stereotypes in Advertisements for Male Politicians: Longitudinal Evidence from Greece, *International Review on Public and Nonprofit Marketing*, 15(3), 333-352. (1*ABS-2015, SCImago (2017), Q3).

8. Riskos K, **Hatzithomas L.**, Boutsouki C., and Zotos, Y. (2017). Corporate Facebook Posts in the UK and Greece: A Content Analysis, *International Journal of Internet Marketing & Advertising*, 11(3), 233-251. (1*ABS-2015, SCImago (2016), Q3).
9. **Hatzithomas L.**, Fotiadis, T. and Coudounaris, D. (2016). Standardization, Adaptation and Personalization of International Corporate Social Media Communications, *Psychology & Marketing*, 33(12), 1098-1105. (1,882 Impact Factor, Thomson Reuters Social Science Citation Index, 2015, 3*ABS-2009, 3*ABS-2010, 3*ABS-2015, SCImago (2016), Q1).
10. **Hatzithomas L.**, Boutsouki, C. and Ziamou, L. (2016). A Longitudinal Analysis of the Changing Roles of Gender in Advertising: A Content Analysis of Super Bowl Commercials, *International Journal of Advertising*, 35(5), 888-906. (2,234 Impact Factor, Thomson Reuters Social Science Citation Index, 2016, 2*ABS-2009, 2*ABS-2010, 2*ABS-2015, SCImago (2016), Q1).
11. **Hatzithomas L.**, Boutsouki, C., and Zotos, Y. (2016). The role of economic conditions on humour generation and attitude towards humorous TV commercials, *HUMOR: International Journal of Humor Research*, 29(4), 483-505. (0,558 Impact Factor, Thomson Reuters Social Science Citation Index, 2015, SCImago (2016), Q1).
12. **Hatzithomas L.**, Zotou, A., and Palla, P. (2016). Measuring the impact of Competitive Advertising Environment and Ad-Exposure Time on 3D Posters' Effectiveness, *Journal of Customer Behaviour*, 15(2), 153-172. (1*ABS-2009, 1*ABS-2010, 1*ABS-2015).
13. Tsihla, E., **Hatzithomas L.**, and Boutsouki, C. (2016). *Gender differences in the interpretation of a Museum's web atmosphere: A Selectivity Hypothesis Approach*, *Journal of Marketing Communications*, 22(2), 563-586. (2*ABS-2009, 2*ABS-2010, 1*ABS-2015, SCImago (2015), Q1).
14. Chatzithomas, N., Boutsouki, C., **Hatzithomas L.**, & Zotos, Y. (2014). Social Media Advertising Platforms: A Cross-cultural Study. *International Journal on Strategic Innovative Marketing*, 1(2), 74-90.
15. **Hatzithomas L.**, Zotos Y. and Boutsouki C. (2011). Humor and Cultural Values in Print Advertising: A Cross – Cultural Study, *International Marketing Review*, 28(1). (3,447 Impact Factor, Thomson Reuters Social Science Citation Index, 2015, 3*ABS-2009, 3*ABS-2010, 3*ABS-2015, SCImago (2016), Q1).
16. Gkorezis P., **Hatzithomas L.** and Petridou E. (2011). The impact of leader's humor on employees' psychological empowerment: the moderating role of tenure, *Journal of Managerial Issues*, 23(1). (SCImago (2015), Q4).
17. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2009). The effects of culture and product type on the use of humor in Greek TV advertising: An application of Speck's Humorous Message Taxonomy, *Journal of Current Issues & Research in Advertising*, 31(1): 43-61. (SCImago (2016), Q2).
18. **Hatzithomas L.**, Stamelos I., Fotiadis T. and Mylonakis J. (2007). Quality and effectiveness of ERP – CRM systems: Implications for Information Systems Marketing Strategies, *Journal of Applied Business Research*, 23(3):33-52. (SCImago (2016) Q3).
19. Soubeniotis D., Fotiadis T., Mylonakis J., **Hatzithomas L.** and Vassiliadis C., (2007). The Importance of Facilities in the Success of Integrated Marketing Communication of Hotel

Enterprises, *European Journal of Scientific Research*, 17(1), 106-116. (0,74 Impact Factor, Thomson Reuters Social Science Citation Index, 2012, SCImago (2016) Q4).

20. Soubeniotis D., **Hatzithomas L.**, Fotiadis T. (2007). The Combination of Marketing and Knowledge Management Strategies in Travel Agencies, *The Cyprus Journal of Sciences*, 5 (Summer): 201-218.
21. Soubeniotis D., Mylonakis J., Fotiadis T., and **Chatzithomas L.**, Mertzimekis C. (2006). Evaluation of mergers & acquisitions in Greece. *International Research Journal of Finance and Economics*, 2006(4), 92-104. (SCImago του 2015 (Q4)).
22. Vassiliadis C., Fotiadis T., **Hatzithomas L.**, Vassiliadis S. (2006). A proposed information system for evaluating 3-D multimedia tourist destinations that shows a high level of realistic representation, *Global Education Journal*, 2006(2). (Cabells).

VIII. Refereed Proceedings

1. Vasilakou E., Theodorakioglou F., **Hatzithomas L.** and Boutsouki C. (2019), Self-construals and soft-/hard-sell appeals in purchase intention: The mediating effect of perceived threat to freedom, International Symposium in Consumer Personality in Contemporary Contexts (ISCP 2019), Thessaloniki, Greece.
2. Voutsas M., Boutsouki C., **Hatzithomas L.**, and Tsihla E. (2019), Elicited emotions by disparaging humorous ads: The moderating role of gelotophobia, gelotophilia, and katagelasticism, International Symposium in Consumer Personality in Contemporary Contexts (ISCP 2019), Thessaloniki, Greece.
3. Margariti K., Boutsouki C. and **Hatzithomas L.** (2019), The effectiveness of "white" space in print advertising: An examination across gender in the Indian market, International Symposium in Consumer Personality in Contemporary Contexts (ISCP 2019), Thessaloniki, Greece.
4. Timamopoulou A., **Hatzithomas L.**, Boutsouki C. and Voutsas M., (2019), Flashback in humorous advertising styles: a content analysis of Super Bowl advertising over the course of 45 years, 18th International Conference on Research in Advertising (ICORIA), Krems, Austria.
5. Tsihla E., Voutsas M., Margariti K. and **Hatzithomas L.**, (2019), Gender Responses to Emotional Appeals in Advertising: Comparing Self-Reported Measures and Facial Expressions, 18th International Conference on Research in Advertising (ICORIA), Krems, Austria.
6. Riskos K., Dekoulou P., **Hatzithomas L.** and Tsurvakas G. (2019), Media Consumption in News Sites: Exploring motives for consumer brand engagement, 10th EMMA Conference - Media Management and Actionable Knowledge, Limassol, Cyprus.
7. Voutsas M., Boutsouki C., **Hatzithomas L.** and Tsihla E., (2019), Gelotophobes, gelotophiles, katagelasticians and their media preferences: A new market's psychographic variable, 7th International Conference on Contemporary Marketing Issues, Iraklion, Greece.
8. **Hatzithomas L.**, Margariti K., Voutsas M., Tsihla E. (2019), Physiological versus Self-report Measures in Emotional Advertising: A Research Agenda, 7th International Conference on Contemporary Marketing Issues, Iraklion, Greece.

9. Margariti K., Boutsouki C., Zotos, Y. and **Hatzithomas L.** (2018), Cross Cultural Advertising: Is a Metaphorical, Visual Language Always The Answer?, 17th International Conference on Research in Advertising (ICORIA), Valentia, Spain.
10. Voutsas M., **Hatzithomas L.** and Boutsouki C. (2018), Is this a joke? Disparaging humorous advertising effectiveness through the advertising character's gender, 17th International Conference on Research in Advertising (ICORIA), Valentia, Spain.
11. **Hatzithomas L.**, Tsihla E., Boutsouki C. and Rizou C. (2018), The battle of the sexes: Investigating gender and type of sport in the efficacy of athlete endorsements, 47th European Marketing Academy Conference, At Glasgow, UK.
12. Armiriotti, M., Voutsas M., **Hatzithomas L.** and Boutsouki C. (2018), Sexual Humorous Appeals in Advertising: A Moderated Mediation Approach Conference Paper, 47th European Marketing Academy Conference, At Glasgow, UK.
13. Margariti K., Boutsouki C. and **Hatzithomas L.** (2018), White space: Balancing between something and nothing, 47th European Marketing Academy Conference, At Glasgow, UK.
14. Brofidou A., Kamariotou V., **Hatzithomas L.** and Boutsouki C. (2018), The effect of independence on online ad-avoidance: The mediating role of the perceived threat to freedom, 7th International Conference on Strategic Innovative Marketing and Tourism, Athens, Greece.
15. Voutsas M., **Hatzithomas L.** and Boutsouki C. (2017), *Superiority Theory and Disparagement Humor: The Role of Gelotophobia, Gelotophilia and Katagelasticism*, 16th International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
16. Margariti K., Boutsouki C. and **Hatzithomas L.** (2017), *Less is More or Less is Bore?*, 16th International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
17. Tsiotsou, R. and **Hatzithomas, L.** (2017), *Banner Advertising Effectiveness: An Experimental Study*, 5th International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
18. **Hatzithomas L.**, Misirlis, N., Boutsouki, C. and Vlachopoulou M. (2017), *Effects of Personality Traits on Facebook Use*, 5th International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
19. Kitsos M., **Hatzithomas L.** and Boutsouki C. (2017), *The Indirect Effect of Brand Involvement on Brand Loyalty: The Mediating Role of Consumer Engagement and Satisfaction*, 5th International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
20. Demetriou, P., Dekoulou, E. and **Hatzithomas L.** (2017), *The Impact of Storytelling on Consumer Responses: An Experimental Study*, 5th International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
21. Voutsas M., **Hatzithomas L.**, Boutsouki C., Zotos Y. (2016). *The Impact of Gelotophilia and Katagelasticism on the Effectiveness of Disparagement Humor*, 15th International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia.

22. Margariti K., Boutsouki C., **Hatzithomas L.** and Zotos Y. (2016). *A Typology of Minimalism in Advertising*, 15th International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia.
23. Mouratidis A., **Hatzithomas L.**, Boutsouki C. and Vlachopoulou M. (2016). *How to write Facebook posts for a global brand*, 4th International Conference on Contemporary Marketing Issues, Heraklion Crete, Greece.
24. Yfantidou I., **Hatzithomas L.**, and Tsourvakas G. (2016). *International green advertising practices: A longitudinal study of Clio award winning advertisements*, 4th International Conference on Contemporary Marketing Issues, Heraklion, Crete, Greece.
25. **Hatzithomas L.**, Manolopoulou A. and Boutsouki C. (2016). *Visual Metaphors in Online Advertising: The Role of Hard-Sell versus Soft-Sell Advertising Copy*, 45th European Marketing Academy Conference, At Oslo, Norway.
26. Tsihla, E., **Hatzithomas L.**, Boutsouki C. and Zotos K. (2016). *In Good Times and Bad Times... A Longitudinal Analysis of Greek Election Campaigns*, 45th European Marketing Academy Conference, At Oslo, Norway.
27. Boutsouki C., **Hatzithomas L.**, Ziamou P., and Gkatzampougiouki M. (2015), *A cross-cultural analysis of message content in corporate Facebook posts: Message strategies and consumer response*, EAA's 14th International Conference on Research in Advertising (ICORIA), London, UK.
28. **Hatzithomas L.**, Evagorou R., Boutsouki C., and Zotos Y. (2015), *Guilt appeals in social ads: experimenting with Google AdWords*, 44th Annual Conference of the European Marketing Academy, Leuven, Belgium.
29. Margariti K., Boutsouki C., **Hatzithomas L.** (2015). *Mass marketing strategies: do they affect consumers' perception towards luxury branding?*, 3th International Conference on Contemporary Marketing Issues, London, UK.
30. **Hatzithomas L.**, Pigadas V., Boutsouki C., and Zotos Y. (2014), *A Model for Consumer Engagement in eWOM via Social Media*, EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands.
31. **Hatzithomas L.**, Boutsouki C., and Zotos Y. (2014), *The Role of Economic Conditions on the Effectiveness of Greek Humorous TV Advertising*, EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands, (Among the five nominees for the best paper award).
32. Hatzithomas N., **Hatzithomas L.**, and Boutsouki C. (2012), *Social Media Advertising Platforms: A Cross-cultural Study*, World Media Economics and Management Conference, Thessaloniki, Greece.
33. Vlachopoulou E., Boutsouki C., **Hatzithomas L.** (2012), *Teenagers and Social Media: The effect of personality, brand loyalty and peer group pressure*, International Conference on Contemporary Marketing Issues (ICCM).
34. Tsihla E., **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2011), *The Mediating Effect of Brand Personality on the Relationship between Online Atmospheric and Attitudes toward the Site*, 40th Annual Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia.

35. **Hatzithomas L.**, Outra E., Zotos Y. and Boutsouki C. (2011), *Is Humor a Countercyclical Advertising Strategy?* International Corporate and Marketing Communications Conference (CMC), Athens, Greece.
36. Tsihla E., **Hatzithomas L.**, and Boutsouki C. (2011), *Gender differences in the interpretation of a Museum's web atmosphere: A selectivity hypothesis approach*, International Corporate and Marketing Communications Conference (CMC), Athens, Greece.
37. **Hatzithomas L.**, Outra E. and Zotos Y. (2010), *Postmodern Advertising: A Longitudinal Study of Super Bowl Commercials*, 39th Annual Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark.
38. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2009), *Cognitive Processing and Retrieval of Humorous Advertising Cues: Synergy between Print Advertising and Packaging*, 38th Annual Conference of the European Marketing Academy (EMAC), Nantes, France.
39. Palla P. and **Hatzithomas L.** (2009), *Is Website Interactivity Always an Advantageous Construct?*, 2nd Biennial International Conference on Services Marketing, Thessaloniki, Greece.
40. **Hatzithomas L.**, Stamelos I., Antoniadis I. and Fotiadis T. (2009), *On the Success of ERP systems: A Comparative study between Open Source and Commercial Systems*, 4th Balkan Conference in Informatics (BCI 2009), Thessaloniki, Greece.
41. Gkorezis P., **Hatzithomas L.** and Petridou E. (2009), *Humor as a Moderator of the Relationship between Leader-Member Exchange and Employee's Psychological Empowerment*, Conference of International Academy of Management and Business (IAMB), Constantinople, Turkey.
42. **Hatzithomas L.** (2008), *Humor as an Advertising Retrieval Cue: A Research Agenda*, International Conference of Research in Advertising, Antwerp, Belgium.
43. Palla K.P., **Hatzithomas L.** and Zotou Y.A., (2008). *Competitive Interference and Effectiveness of 3D Billboards: An Experimental Approach*, International Conference of Research in Advertising, Antwerp, Belgium.
44. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2008), *Humorous Message Taxonomy: exploring the role of the various humor types on advertising*, 37th Annual Conference of the European Marketing Academy (EMAC), Brighton, UK.
45. Zotou Y. A., **Hatzithomas L.**, and Palla K. P. (2008). *The Effects of 3D Billboards on Consumers' Attention and Awareness*, International Corporate and Marketing Communications Conference (CMC), Ljubljana, Slovenia.
46. **Hatzithomas L.**, Zotou A., Tsourvakas G., Koutsia N. (2007). *Motion Picture as a "Total-Product": The Effect of Movie Theater Atmospherics on the Word of Mouth for Motion Pictures*, International Conference on Marketing and Development, Proceedings, Competitive paper, Washington, USA. (The abstract was published in the Journal of Macromarketing, 27(4), 426-427).
47. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2007). *A Cross-Cultural Analysis of Humorous Print Advertising in the UK and Greece*, International Conference on Marketing and

- Development, Proceedings, Washington, USA. (The abstract was published in the Journal of Macromarketing, 27(4), 432).
48. **Hatzithomas, L.**, & Fotiadis, T. (2007). *The success of ERP systems: A comparative study between open source and commercial systems*. 8th HERCMA 2007 Conference, Athens, Greece, 2008.
 49. **Hatzithomas L.** and Stamelos I. (2006). *Enterprise Resource Planning” and “Customer Relationship Management” systems Success: An application of Delone and McLean’s model*, 10th International Conference of the Economic Society of Thessaloniki, Thessaloniki, Greece.
 50. **Hatzithomas L.**, and Boutsouki C., (2006). *Types of humour in advertising*, Annual Conference of the European Marketing Academy (**EMAC**), Athens.
 51. **Hatzithomas L.**, and Tsourvakas G. (2006). *Stimulus – schema incongruity and humorous advertising effectiveness. The role of Integrated Marketing Communications*, Annual Conference of the European Marketing Academy (**EMAC**), Athens.
 52. Soubeniotis D., **Hatzithomas L.**, Fotiadis T. and Vasiliadis C. (2005). *The importance of facilities in the success of integrated marketing communication of hotel enterprises*, 9th International Conference on Marketing and Development, Proceedings, Competitive paper, Thessaloniki, Greece. (The abstract was published in the Journal of Macromarketing, 25(2), 264).
 53. Fotiadis T., Vassiliadis C., **Hatzithomas L.** and Gkatzamanis E. (2005). *An IT approach against brand positioning confusion on hospitality enterprises: The case of Greek Hotels*, Information and Communication Technologies in Tourism 2005, ENTER 11, Competitive paper, Innsbruck, Austria, 371-382.
 54. Vassiliadis C., Fotiadis T., **Hatzithomas L.**, Vassiliadis S. (2005). *A proposed information system for evaluating 3-D multimedia tourist destinations that shows a high level of realistic representation*, Information and Communication Technologies in Tourism 2005, ENTER 11, Work in Progress, Innsbruck, Austria.
 55. Fotiadis T, Haramis G., Vassiliadis C., **Hatzithomas L.** and Gkatzamanis E. (2004). *A Case Studies’ approach on Marketing High Technology products; Application of an innovative decision making procedure about new high tech products and their introduction into the highly uncertain, turbulent environment of the market, through a strategic-systemic approach of operational intradepartmental coexistence and cooperation*, 8th International Workshop on Teamworking, EIASM, proceedings, Work in Progress, Trier, Germany.

IX. Publications – Refereed Greek Journal Articles

1. Tsourvakas G., Veglis A., Emmanouilides C. and **Hatzithomas L.** (2007), Exploring Word of Mouth Communication for Movies, *Hellenic Academy of Business Administration Review*, 5(1), 24-38.
2. **Hatzithomas L.**, Koutsia N., Fotiadis T. and Tsourvakas G. (2006), The Impact of Cinema Theater Atmospherics on Viewer’s Psychology: An Integrated Marketing Communications Approach, *Hellenic Academy of Business Administration Review*, 4(1), 18-30.

3. **Hatzithomas L.**, Koutsia N., Subeniotis D., και Fotiadis T. (2005), Environmental Consciousness of Consumers and its Effects on their Purchase Behavior. *Hellenic Academy of Business Administration Review*, 3(1), 42-53.
4. Vassiliades C., Fotiadis T. and **Hatzithomas L.** (2004), The Use of Internal Marketing and Technology in the Achievement of Integrated Marketing Communication, *Hellenic Academy of Business Administration Review*, 2(2/3), 33-43.

X. Greek Refereed Proceedings

1. Katsiadakis N., Bibi M., **Hatzithomas L.** (2006). *Employees' Attitudes towards Knowledge Management in Greece*. 18th Conference of Hellenic Society for Business Studies.
2. Katsiadakis N., Bibi M., **Hatzithomas L.** (2006). *Knowledge Management in Greece*, 3rd Student Conference on Business Administration and Technology.
3. Subeniotis D., **Hatzithomas L.**, Fotiadis T. (2005). *The role of Explicit Knowledge on Database Marketing*, Conference of Hellenic Society for Systemic Studies, 86.
4. Katsiadakis N., Bibi M., **Hatzithomas L.** (2005). *Knowledge Management in Greek Enterprises*, Conference of Hellenic Society for Systemic Studies, 107.

XI. Papers Presented at Scholarly Meetings

1. **Hatzithomas L.** (2009), *Postmodernism and Contemporary Advertising*, Seminar, Department of Logistics, Alexandrian Technological Educational Institute of Thessaloniki, Katerini.
2. **Hatzithomas L.** (2009), *Contemporary Advertising*, Two-day meeting for Education in a Foreign Language, Palso, Thessaloniki.
3. **Hatzithomas L.** (2009), *School for Psychological Operations*, Dalipi Camp, Thessaloniki.
4. **Hatzithomas L.** (2008), *Advertising and Contemporary Marketing*, Seminar, Department of Logistics, Alexandrian Technological Educational Institute of Thessaloniki, Katerini.
5. **Hatzithomas L.** (2007), *The Role of Humor in the Advertising of a New Product*, Seminar, Department of Marketing and Operations Management, University of Macedonia, Edessa.
6. **Hatzithomas L.** (2006), *Cheated from Advertisements*, Seminar in Health Education, Program: Addicted to Life, Thessaloniki.
7. **Hatzithomas L.** and Vassilopoulos T. (2002), *The Role of Market Research on E-business*, Money Show, Thessaloniki.

XII. Newspaper Articles

1. **Hatzithomas L.**, Fotiadis T., Stamelos, I. (2006) *ERP Systems Implementation*, Newspaper Express.

XIII. Citations

According to scholar.google I have 321 citations.

XIV. Reviewer

1. International Journal of Advertising (2.234 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (26 papers)
2. Journal of Advertising (3,518 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (1 paper)
3. European Journal of Marketing (1.716 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (2 paper)
4. Journal of Service Theory & Practice (2.363 *Impact Factor, Thomson Reuters Social Science Citation Index, 2014*). (2 papers)
5. Online Information Review (1.928 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (3 papers)
6. Journal of Consumer Behaviour (1.58 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (2 papers)
7. Psychological Reports (1,023 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (2 papers)
8. Journal of Brand Management (2*ABS) 1,829 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). (2 papers)
9. Journal of Marketing Communications (1*ABS). (1 paper)
10. Journal of Product and Brand Management (1*ABS) 2,018 *Impact Factor, Thomson Reuters Social Science Citation Index, 2018*). Έχω αξιολογήσει 2 papers.
11. International Journal of Internet Marketing and Advertising (1*ABS). (1 paper)
12. International Journal of Electronic Marketing and Retailing. (1 paper)
13. European Marketing Academy Conference 2014, 2015 & 2016. (6 papers)
14. International Conference on Corporate and Marketing Communications 2011. (2 papers)
15. International Conference on Research in Advertising. (2 papers)

XVI. Conference Organization

2006	Contribution to the “Crash Fest Contest” organization. Department of Film Studies, School of Fine Arts, Aristotle University of Thessaloniki.
8-13 June 2005	Contribution to the “9th International Conference on Marketing and Development (ICMD)” organization. Department of Business Administration, School of Economics, Aristotle University of Thessaloniki.
7 November 2002	Contribution to the Seminar “Emotional Intelligence”. HRM Institute, Hellenic Management Association.

XVII. Honors and awards

- 2019** Best Reviewer of the International Journal of Advertising, 2019 (Impact Factor 2.234, SJR Q1)
- 2018** Distinguished Teaching Award (2nd), Master of Business Administration, University of Macedonia.
- 2017** Guest Editor on International Journal of Technology Marketing, Special issue on "Marketing Communications Technology Revisited: Its Future and Applications".
- 2015** Chairman on the Session:
Advertising, Promotion and Marketing Communications: Smile and Cry and the World Smiles and Cries with you: The Impact of Emotions on Evaluations, Behavior and Preferences, 44th EMAC, Leuven, Belgium.
- 2011** Scholarship for Scholar Excellence from Research Committee of Aristotle University of Thessaloniki (Post Doc).
- 2010** Chairman on the Session:
Advertising, Promotion and Marketing Communications: Effectiveness and Creativity, 39th EMAC, Copenhagen, Denmark.
- 2007** Scholarship for Scholar Excellence from Research Committee of Aristotle University of Thessaloniki (Doctoral Studies).
- 2005** M.Sc. in "Informatics and Management", Aristotle University of Thessaloniki, Greece, Major: Management. Grade: Excellent (9.55). Ranked first among all graduate students of the department.
- May 2003**
October 2002-
January 2003 I was awarded the 3rd award in "Philip Morris Marketing Awards Contest". Spokesman of HRM Institute (Hellenic Management Association) in Aristotle University of Thessaloniki.
- June 2002** I was awarded from Aristotle University's Dean (Ioannis Antonopoulos) for "Philip Morris Marketing Awards".
- May 2002** I was awarded the 2nd award in "Philip Morris Marketing Awards Contest".

XVIII. Conference Attendance

- June 2019** EAA's 18th International Conference on Research in Advertising (ICORIA), Krems, Austria.
- May 2018** 47th European Marketing Academy Conference, At Glasgow, UK
- May 2017** 46th European Marketing Academy Conference, At Oslo, UK
- June 2016** 5th International Conference on Contemporary Marketing Issues, At

Thessaloniki, Greece.

June 2015	EAA's 14th International Conference on Research in Advertising (ICORIA), London, UK.
May 2015	44 th Annual Conference of the European Marketing Academy (EMAC). Leuven, Belgium.
June 2014	EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands.
May 2012	World Media Economics and Management Conference, Thessaloniki, Greece. Thessaloniki, Greece.
May 2011	International Corporate and Marketing Communications Conference (CMC), Athens, Greece.
June 2010	39 th Annual Conference of the European Marketing Academy (EMAC). Copenhagen, Denmark.
November 2009	2 nd Biennial International Conference on Services Marketing, Thessaloniki, Greece.
October 2009	2 nd Conference of International Academy of Management and Business (IAMB), Constantinople, Turkey.
May 2009	38 th Annual Conference of the European Marketing Academy (EMAC). Nantes, France.
June 2008	8 th International Conference of Research in Advertising (ICORIA). Antwerp, Belgium.
May 2008	37 th Annual Conference of the European Marketing Academy (EMAC). Brighton, UK.
June 2007	10 th International Conference on Marketing and Development, Washington, USA.
9-11 November 2006	10 th International Conference of the Economic Society of Thessaloniki.
23-26 May 2006	35 th Annual Conference of the European Marketing Academy (EMAC). Athens.
8-11 June 2005	9 th International Conference on Marketing and Development, Thessaloniki.
12-14 May 2005	Conference of Hellenic Society for Systemic Studies, Tripoli.

XIX. Member of International & Greek Associations

From 2010 Member of Greek Marketing Academy

From 2010	Member of Institute of Communication
From 2008	Member of European Advertising Academy
From 2006	Member of European Marketing Academy
From 2004	Member of Economic Chamber of Greece
From 2002	Member of HRM Institute.

XX. Foreign Languages

- English (Proficiency)
- First Certificate in English.
- Toefl

XXI. Information Technology

- SPSS, Ms Windows, Ms Office, Internet Explorer, Microsoft Business Solutions, MS SQL SERVER, UML, FrontPage and Microsoft Project.