

NIKOLAOS SKLAVOUNOS  
B.A., M.Sc., Ph.D.

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## **CURRICULUM VITAE**

2026

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## I. Personal Information

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Google Scholar	H Index 8 (225 citations to my scientific work)
Scopus	H Index 3 (69 citations to my scientific work)

## II. Education

- 2019** PhD in Business Administration, University of Macedonia, with a focus on International Business. Topic of the doctoral thesis:
- “Trust as a Success Factor in International Strategic Alliances: The Case of Greek Firms.”*
- Supervisor: Professor Yannis Hajidimitriou.
- 2005** Master's degree in Business Administration (MBA), University of Macedonia.
- 2003** Bachelor's degree in Business Administration, University of Macedonia.

## III Teaching Experience

### Member of the Faculty: Assistant Professor

From December 2024 I am a member of the Faculty of the Department of Business Administration at the University of Macedonia, as an Assistant Professor in the field of “International Business Activities with emphasis on the Internationalization of Small and Medium Enterprises”

### Undergraduate Programs (Higher Education Institutions)

<b>From the Winter Semester of Academic Year 2025-2026 to the Present:</b>	I teach the courses “International Business Activities”, “The Business in the International Environment”, “International Marketing”, and “International Business (in English)” at the Department of Business Administration, University of Macedonia.
<b>From the Winter Semester of Academic Year 2024-2025 to the Winter Semester of Academic Year 2025-2026:</b>	I taught the courses “International Business Activities”, “The Business in the International Environment”, and “International Business (in English)” at the Department of Business Administration, University of Macedonia.
<b>From the Winter Semester of Academic Year 2023-2024 to the Spring Semester of Academic Year 2023-2024:</b>	I taught the courses “Brand Management”, “Product Development for the Circular Economy”, “Visual Merchandising”, and “Supply Chain Management in Fashion” at the Department of Creative Design and Clothing, International Hellenic University.
<b>From the Winter Semester of Academic Year 2022-2023 to the Spring Semester of</b>	I taught the courses “Brand Management”, “Product Development for the Circular Economy”, “Visual Merchandising”, and “Supply Chain Management in Fashion” at the Department of Creative Design and Clothing, International Hellenic University.

<b>Academic Year 2022-2023:</b>	
<b>From the Winter Semester of Academic Year 2021-2022 to the Spring Semester of Academic Year 2021-2022:</b>	I taught the courses “Human Resource Management”, “Principles of Marketing”, and “Business Economics” at the Department of Accounting and Information Systems, International Hellenic University. Additionally, I taught the courses “Corporate Markets in Retail” and “Fashion Business Management” (during the winter semester) at the Department of Creative Design and Clothing, International Hellenic University.
<b>From the Winter Semester of Academic Year 2020-2021 to the Spring Semester of Academic Year 2020-2021:</b>	I taught the courses “Human Resource Management”, “Business Consulting and Practices”, and “Business Economics” at the Department of Accounting and Information Systems, International Hellenic University.
<b>Spring Semester of Academic Year 2020-2021:</b>	I taught the course “Entrepreneurship and Innovation” at the Department of Creative Design and Clothing, International Hellenic University.
<b>From the Winter Semester of Academic Year 2010-2011 to the Spring Semester of Academic Year 2018-2019:</b>	I assisted in the teaching of the courses “International Business Activities” and “The Business in the International Economic Environment” in the Department of Business Administration at the University of Macedonia (18 academic semesters).

**Post-Secondary Education (Vocational Training Institutes - Colleges - Lifelong Learning Centers)**

<p><b>From the Spring Semester of Academic Year 2007-2008 to the Winter Semester of Academic Year 2019-2020:</b></p>	<p>Trainer at the Public Vocational Training Institutes (IEK) of Epanomi, Triandria, and Thermi. I taught the courses “Principles of Business Administration”, “Companies”, “Business Communications”, “International Marketing”, “Inventory Management”, “Organization and Management of Hotel Enterprises”, “Special Topics in Logistics”, “Logistics Integration and Supply Chain Management”, “Communication, Leadership Skills, and Sales Techniques”, “Practical Application in Specialization”, “Business Administration II”, and “Principles of Economics” (13 academic semesters from 2008 to 2020).</p>
<p><b>From the Winter Semester of Academic Year 2014-2015 to the Spring Semester of Academic Year 2023-2024:</b></p>	<p>I taught the courses “International Business Management”, “Strategic Management”, and “Learning Methods” in the BSc (Hons) International Business program at Perrotis College of the American Farm School of Thessaloniki (in collaboration with Cardiff Metropolitan University). I was also responsible for supervising students' thesis projects. Additionally, I taught the courses “Organisations and Behaviour” and “Human Resource Management” as part of the HND Pearson training program, accredited by Cardiff Metropolitan University (20 academic semesters).</p>
<p><b>From the Winter Semester of Academic Year 2016-2017 to the Spring Semester of Academic Year 2023-2024:</b></p>	<p>I taught the courses “Transforming Personal Skills” and “Critical Perspectives in Strategic Management and Leadership” in the MBA Global program at Mediterranean College (in collaboration with the University of Derby) as an Accredited Lecturer. Additionally, I taught the course “Strategic Directions” in the MSc International Hospitality Management program (in collaboration with the University of Derby) as an Accredited Lecturer. I also taught the courses “Developing a Professional Mindset”, “Principles of Responsible Management”, “Applied Operations Management”, “Global Business and Strategy”, and “International Entrepreneurship” in the BA (Hons) Business Management program at Mediterranean College (in collaboration with the University of Derby) as an Accredited Lecturer (16 academic semesters).</p>
<p><b>From the Winter Semester of Academic Year 2016-2017 to the Winter Semester of Academic Year 2023-2024:</b></p>	<p>Trainer at the Mediterranean Professional Studies (MPS) Lifelong Learning Center of Mediterranean College in the field of Business Administration,</p>

	specializing in the course “Strategic Management” (9 academic semesters - 20 hours per semester) and the course “Corporate Governance and Business Ethics” (2 academic semesters - 19 hours per semester).
<b>July 19, 2022 to September 23, 2022:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. I was responsible for implementing the training program “Training and Certification of Employees in All Sectors of the Private Sector on Administrative Support, Warehousing, and Transport of Goods” (OPS: 5035179) with the National Federation of Transportation Workers (POSEM) as the project beneficiary (86 hours).
<b>September 1, 2021 to September 15, 2021:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. I was responsible for implementing the training program “Training and Certification of Employees in All Sectors of the Private Sector on Marketing and Quality – Production Safety” (MIS 5035154) (EPAEK 2014-2020), with the Greek Wine Association (SEO) as the contracting authority (20 hours).
<b>June 29, 2020 to July 22, 2021:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. I was responsible for implementing the training program “Training and Certification of Knowledge and Skills in the Meat Processing Sector” for the Hellenic Meat Processing Industries Association (SEVEK) (29 hours).
<b>November 5, 2019 to January 22, 2020:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. I was responsible for implementing the training program “Logistics and Quality Customer Service” as part of the project “Training and Certification of Knowledge and Skills for Employees in the Book Sector” in two modules (16 hours and 36 hours).
<b>September 9, 2019 to November 18, 2019:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. I was responsible for implementing the training program “Development, Introduction, and Management of Business Plans for Internationalization” as part of the project “Training Actions for Consultants, Training and Certification for Beneficiaries, Personalized Counseling & Mentoring” (44 hours).
<b>May 30, 2019 to June 14, 2019:</b>	Trainer at the Vocational Training Center K.E.K. Technopolis Educational S.A. - SYNERGY K.E.K. S.A. I was responsible for implementing the training program “Administrative Support Employee” as part of the project “Personalized Counseling & Mentoring, Training and Certification, Promotion to Employment, and

	Career Guidance for Entrepreneurship Development” (24 hours and 12 hours).
<b>July 4, 2017 to July 28, 2017:</b>	Trainer at the Vocational Training Center K.E.K. Platon S.A. I was responsible for implementing the training programs “Warehouse Management” and “Retail Salesperson” (47 hours and 15 hours).

## Participation in EU-Funded Programs

<p><b>Research Program: Education and Lifelong Learning (E.P.E.D.B.M.) 2007-2013</b></p> <p><b>December 13, 2011 to September 30, 2012</b></p> <p>Project: "Innovation and Entrepreneurship Unit (IEU) of the University of Macedonia," which was carried out under the Operational Program "Education and Lifelong Learning" (E.P.E.D.B.M.) 2007-2013, Priority Axis 5: "Upgrading initial vocational training and vocational education systems and linking education to the labor market in the 3 Gradual Exit Regions." Co-financed by the European Social Fund (E.S.F.) and national resources through the Public Investment Program (P.I.P.) of the Ministry of Education, Lifelong Learning, and Religious Affairs.</p>	<p><b>Role in the project:</b> Researcher responsible for developing the research questionnaire, designing and conducting interviews with senior company executives, processing research data to produce educational material (case studies), evaluating the educational material, and organizing and conducting innovation and entrepreneurship seminars.</p>
<p><b>Research Program: Human Resources 2007-2013</b></p> <p><b>March 1, 2007 to July 30, 2007</b></p> <p>Project: "Mapping the Current Situation in the Sector of Undeclared Work and Developing a Study and Specialization of Actions to Limit It, under the New E.P. Human Resources 2007-2013," funded by the Ministry of Employment and Social Protection, Special Managing Service of the "Employment and Vocational Training" E.P.</p>	<p><b>Role in the project:</b> Researcher responsible for researching the extent of the phenomenon of undeclared work internationally and investigating international and European experiences regarding proposed policies and best practices for its reduction.</p>
<p><b>Research Program: Expansion and Enhancement of the University of Macedonia's Career Office Services</b></p> <p><b>June 5, 2006 to March 4, 2007</b></p> <p>Project: "Expansion and Enhancement of the University of Macedonia's Career Office Services," Measure 2.4, Action 2.4.2, Category of Operations (b), co-financed by the European Social Fund (E.S.F.) and national resources through the Public Investment Program (P.I.P.) of the Ministry of Education and Religious Affairs.</p>	<p><b>Role in the project:</b> Researcher responsible for user support (in areas such as postgraduate studies, scholarships, seminars), managing membership cards, supporting events, statistical data processing, organizing the library, and enriching the content of the Career Office's website.</p>
<p><b>Research Program: Reform of the</b></p>	<p><b>Role in the project:</b> Researcher responsible for</p>

<p><b>Undergraduate Programs of the University of Macedonia</b></p> <p><b>March 1, 2005 to January 31, 2006</b></p> <p>Project: "Reform of Undergraduate Programs" at the University of Macedonia, Category of Operations 2.2.2a, Action 2.2.2, Measure 2.2, Subproject 3: "Reform of the Undergraduate Program of the Department of Business Administration" co-financed by the European Social Fund (E.S.F.) and national resources through the Public Investment Program (P.I.P.) of the Ministry of Education and Religious Affairs. The research focused on Human Resource Management in top Greek companies.</p>	<p>developing the research questionnaire, designing and conducting interviews with business executives, and processing research data to produce educational materials (case studies).</p>
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## V. Professional Experience in Private Companies

<p><b>January 1, 2014 to December 31, 2014</b></p>	<p><b>International Sales Manager</b></p> <p><b>Adtraxion Systems B.V., Oud Gastel, The Netherlands</b></p> <p><b>Job description:</b> Sales management, building long-term business relationships worldwide, conducting business meetings with existing and potential business partners.</p>
<p><b>October 1, 2013 to December 31, 2013</b></p>	<p><b>International Key Account Manager</b></p> <p><b>Adtraxion Systems B.V., Oud Gastel, The Netherlands</b></p> <p><b>Job description:</b> Managing sales, building long-term relationships with international strategic clients, coordinating with other members of the International Sales Department, conducting business meetings with existing business partners.</p>
<p><b>January 1, 2013 to September 30, 2013</b></p>	<p><b>International Business Development Manager</b></p> <p><b>Adtraxion Systems B.V., Oud Gastel, The Netherlands</b></p> <p><b>Job description:</b> International market research, communication with potential partners, presenting the company's products to expand its international network of business partners.</p>

## VI. Administrative Work - Participation in Committees of the University of Macedonia

1. By the decision of the Vice-Rector for Financial Affairs and Infrastructure, with protocol number 3710/20.12.2024 (ADA: PΩAK469B7I-IKA), I have been appointed as a regular member with the duties of Chairperson on the committee responsible for conducting tenders, evaluating tender offers, and handling negotiation procedures, as well as providing opinions on any issues arising during the execution of tenders and negotiations, beyond the evaluation of offers, for the year 2025, in accordance with the provisions of Article 221 of Law 4412/2016.
2. By decision no. 5/12.12.2024 (Item 39) of the Assembly of the Department of Business Administration

at the University of Macedonia, I was appointed as a member of the committee responsible for the evaluation of Appointed Lecturers under paragraph 4 of Article 173 of Law 4957/2022 (Government Gazette A' 141), to address teaching needs in the first cycle of the Study Program. Specifically, this pertains to the independent teaching of the elective course "Export Techniques and Procedures" (8th semester) for three (3) weekly hours during the academic year 2024-2025 (Field of Expertise: International Business Activities).

3. By decision no.11/15.04.2025 of the Assembly of the Department of Business Administration at the University of Macedonia, I was appointed as a member of the Internal Evaluation Team (OM.E.A.) of the Department, with the appointment with an active role in the formulation of the Department of Business Administration's Strategic Plan for the 2026–2030 period.
4. By decision no.11/15.04.2025 of the Assembly of the Department of Business Administration at the University of Macedonia, I was appointed as a regular member of the Committee for the Evaluation of Supporting Documents submitted for the awarding of merit-based scholarships to undergraduate and postgraduate students of the Department ("potential scholarship recipients"). This role is part of the implementation of the objectives associated with a €300,000 donation made by Mr. Nikolaos Pappas, son of Philippos, alumnus of the former Higher Industrial School of Thessaloniki ("Donor"), to the University of Macedonia.
5. By decision no. 12/15.05.2025 (Item 6) of the Assembly of the Department of Business Administration of the University of Macedonia, I was appointed as a member of the Coordinating Committee of the Postgraduate Program in International Business Activities ("Master in International Business, MIB") for a two-year term.
6. By decision no. 14/19.06.2025 (Item 11) of the extraordinary meeting of the Assembly of the Department of Business Administration of the University of Macedonia, I was appointed as Supervisor of students undertaking internships from the Department of Business Administration of the School of Business Administration Sciences in Host Organizations for the academic year 2025–2026 with responsibility for providing guidance and support to students undertaking their internship throughout the entire duration of the Internship, maintaining communication with the Host Organizations to monitor the attainment of the intended learning outcomes, and reporting to the designated Supervisor and the competent Three-Member Committee.
7. By decision no. 14/19.06.2025 (Item 8) of the extraordinary meeting of the Assembly of the Department of Business Administration of the University of Macedonia, my appointment as re-examiner for the course "Principles of Economic Theory" was ratified, within the framework of the procedure for selecting university graduates as candidates for admission into the Department of Business Administration for the academic year 2025–2026, following their participation in written placement examinations.
8. By decision no. 14/19.06.2025 (Item 9) of the extraordinary meeting of the Assembly of the Department of Business Administration of the University of Macedonia, my appointment as re-examiner for the course "Principles of Economic Theory" was ratified, within the framework of the procedure for selecting graduates of the S.A.E.K. (former I.E.K.) and the Post-Secondary Year – Apprenticeship Class, holders of Diplomas of Vocational Specialization in Education and Training related to the indicative Undergraduate Curriculum, as candidates for admission into the Department of Business Administration for the academic year 2025–2026.
9. By decision no. 520/11-11-2025 of the extraordinary meeting of the Research Committee of the ELKE, I was appointed a regular member of the annual Appeals Committee for fixed-term private-law employment and project contracts under Article 245 of Law 4957/2022, with a term of office from 15/11/2025 to 14/11/2026.

## VII. Publications in International Peer-Reviewed Scientific Journals

1. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2024). "The Impact of Foreign Partner's Senior Management Prior Experience and Commitment on Trust and Knowledge Transfer in International Strategic Alliances", *WSEAS Transactions on Business and Economics*, Vol. 21, pp. 2486-2501, <https://wseas.com/journals/articles.php?id=9953> (Q4 - Scimago Journal & Country Rank, Scopus Indexed).
2. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2024). "Trust and ISA performance in emerging markets in South East Europe". *Transnational Corporations Review*, Vol. 16, No. 1, pp. 72-88, <https://doi.org/10.1080/19186444.2022.2086402> (Journal Impact Factor 1.6, Q2 – Scimago Journal & Country Rank, Scopus Indexed, ABS Ranking 1).
3. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2022). "IJV partner relations in emerging markets: the importance of Greek partner's prior IJV experience", *Journal of Strategy and Management*, Vol. 15 No. 4, pp. 555-570. <https://doi.org/10.1108/JSMA-04-2021-0100> (Journal Impact Factor 3.8, Q1 – Scimago Journal & Country Rank, Scopus Indexed, ABS Ranking 1).
4. Papapanagiotou, K., Rotsios, K. and **Sklavounos, N.** (2021). "Innovating in Emerging Markets by Building Meaningful IT Alliances". *Studies in Business and Economics*, Vol. 16, No. 3, pp. 160-172, <https://doi.org/10.2478/sbe-2021-0052> (Journal Impact Factor 0.7, Q3 – Scimago Journal & Country Rank).
5. **Sklavounos, N.** (2021). "The Central Role of Trust in International Business Research Over the 2017-2021 Period". *Archives of Economic History*, Vol. 33 No. 2, pp. 101-112, [https://archivesofeconomichistory.com/webdata/magaz/Volume%20XXXIII\\_No2\\_2021.pdf](https://archivesofeconomichistory.com/webdata/magaz/Volume%20XXXIII_No2_2021.pdf).
6. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2021). "Successful Knowledge Transfer in IJVs: The Role of Trust, Partner Compatibility and Expected Benefits". *European Journal of International Management*, Vol. 15, No. 4, pp. 595-614, <https://www.inderscience.com/info/inarticle.php?artid=114625> (Journal Impact Factor 1.8, Q2 – Scimago Journal & Country Rank, Scopus Indexed, ABS Ranking 2).
7. Milijevic, S., **Sklavounos, N.** and Rotsios, K. (2020). "Consumers' Purchase Intentions Towards Novel Dairy Products: Evidence from Greece and Serbia". *Studies in Business and Economics*, Vol. 15, Issue 3, pp. 152-167, <https://doi.org/10.2478/sbe-2020-0051> (Journal Impact Factor 0.7, Q3 – Scimago Journal & Country Rank, Scopus Indexed).
8. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2020). "Managers' perceptions on trust and knowledge transfer: evidence from Greek ISAs in South East Europe". *Eastern Journal of European Studies*, Vol. 11, Issue 1, pp. 164-185, [http://ejes.uaic.ro/articles/EJES2020\\_1101\\_SKL.pdf](http://ejes.uaic.ro/articles/EJES2020_1101_SKL.pdf) (Q2 – Scimago Journal & Country Rank, Scopus Indexed).
9. Couturier, J. and **Sklavounos, N.** (2019). "Performance Dialogue: A framework to enhance the effectiveness of performance measurement systems". *International Journal of Productivity and Performance Management*, Vol. 68, Issue 4, pp. 699-720, <https://www.emeraldinsight.com/doi/full/10.1108/IJPPM-09-2017-0238> (Journal Impact Factor 8.1, Q1 – Scimago Journal & Country Rank, Scopus Indexed, ABS Ranking 1).
10. Kichukova, T., **Sklavounos, N.** and Rotsios, K. (2017). "Food and Beverage Products Containing Aloe Vera: Evidence from the Greek Market". *Journal of Business Paradigms*, Vol. 2, No. 2, Year 2017, pp. 62-87, <https://doaj.org/article/06e6b8803c1f44c18dacee4bf1e07d8c>.
11. **Sklavounos, N.** and Hajidimitriou, Y. (2014). "Revisiting Trust at the Later Stages of International Joint Ventures: The Role of Longevity, Interdependence and Risk of Opportunism". *East West*

*Journal of Economics and Business*, Vol. 17, Issue 2, ISSN: 1108-2992, pp. 119-132, <https://www.u-picardie.fr/eastwest/index.php>.

12. Hajidimitriou, Y., **Sklavounos, N.** and Rotsios, K. (2012). "The Impact of Trust on Knowledge Transfer in International Business Systems". *Scientific Bulletin Economic Sciences International journal* (University of Pitesti, Romania, Vol. 11, Issue 2, Year 2012, ISSN: 1583-1809, pp. 39-49, [http://economic.upit.ro/repec/pdf/2012\\_2\\_4.pdf](http://economic.upit.ro/repec/pdf/2012_2_4.pdf)).
13. **Sklavounos, N.** and Hajidimitriou, Y. (2011). "The Contextual Factors that Affect the Development of Trust at the Initial Stages of International Joint Ventures". *MTOL MIBES TRANSACTIONS International journal*, Vol. 5, Issue 2, Year 2011, ISSN: 1790-9899, pp. 125-135, [http://mtol.teilar.gr/vol5\\_issue2\\_2011/Sklavounos-Hajidimitriou.pdf](http://mtol.teilar.gr/vol5_issue2_2011/Sklavounos-Hajidimitriou.pdf).

## VIII. Publications in Peer-Reviewed Selective Scientific Edited Volumes – Books

1. **Sklavounos, N.**, Kartsiotis, G., Rotsios, K. and Daskalaki, D. (2025). "Green Marketing Applications on Dairy Food Products of the American Farm School of Thessaloniki". In Bitzenis, A. et al. (Eds.), *International Conference on International Business (ICIB) - 2023–2024 Proceedings*, Vol. 1, No. 1, pp. 29-47, <https://doi.org/10.12681/icib.8184>.
2. Gourgouri, S., Mitka, D., Kartsiotis, G. and **Sklavounos, N.** (2025). "Influencer Marketing: A Parallel Analysis of Beauty and Fashion Industries and Their Impact on Greek Consumers". In Tarnanidis, T., Papachristou, E., Karypidis, M. and Manda, V.K. (Eds.), *Sustainable Practices in the Fashion and Retail Industry*, IGI Global Publishing, DOI: 10.4018/979-8-3693-9959-0, Chapter 13, pp. 295-330, <https://www.igi-global.com/gateway/chapter/372021>.
3. **Sklavounos, N.**, Kartsiotis, G. and Tzovani, E.A. (2024). "The Organic Food Market in the Post Covid-19 Era: Evidence from Northern Greece". In Mavri, M., Mazza, P.I., Karasavvoglou, A and Polychronidou, P. (Eds.), *Economic Growth, Prosperity and Sustainability in the Economies of the Balkans and Eastern European Countries*, Springer Proceedings in Business and Economics, Chapter 14, pp. 267-285, Springer Cham, ISBN: 978-3-031-58436-7, DOI: [https://doi.org/10.1007/978-3-031-58437-4\\_14](https://doi.org/10.1007/978-3-031-58437-4_14).
4. **Sklavounos, N.**, Kartsiotis, G. and Rebholz, K. (2023). "Greek Consumers' Perceptions on Sponsored Food Advertisement Through Social Media and Its Effects on Their Purchasing Behavior". In Tarnanidis, T., Vlachopoulou, M. and Papathanasiou, J. (Eds.), *Influences of Social Media on Consumer Decision-Making Processes in the Food and Grocery Industry*, IGI Global Publishing, ISBN13: 9781668488683, DOI: 10.4018/978-1-6684-8868-3, Chapter 3, pp. 56-85, [https://www.igi-global.com/book/\\_/316170](https://www.igi-global.com/book/_/316170).
5. **Sklavounos, N.** and Papadopoulou, A., (2023). "The Use of Social Media in the Fashion Industry During the Post-COVID-19 Period: Evidence from Central Greece". In Tarnanidis, T., Papachristou, E., Karypidis, M. and Ismyrlis, V. (Eds.), *Social Media and Online Consumer Decision Making in the Fashion Industry*, IGI Global Publishing, ISBN13: 9781668487532, DOI: 10.4018/978-1-6684-8753-2, Chapter 16, pp. 300-323, <https://www.igi-global.com/book/social-media-online-consumer-decision/315594>.
6. Vila, H., **Sklavounos, N.**, Vergos, E., Rotsios, K. and Shabanaj, H., (2020). "The Impact of Corporate Social Responsibility Initiatives on Rural Community Development: The Case of TITAN - Sharrcem in Kosovo". *Knowledge-E Social Sciences*, Vol. 4, No. 1, pp. 367-384, <https://doi.org/10.18502/kss.v4i1.6000>.
7. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y., (2019). "The Impact of Communication Quality, Partner Complementarity and Foreign Partner's Cultural Sensitivity on Inter-Partner Trust in ISAs". In Sykianakis, N., Polychronidou, P. and Karasavvoglou A. (Eds.), *Economic and Financial*

*Challenges for Eastern Europe*, Springer International Publishing, ISBN 978-3-030-12169-3, pp. 287-296, [https://doi.org/10.1007/978-3-030-12169-3\\_18](https://doi.org/10.1007/978-3-030-12169-3_18).

8. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y., (2018). "Key Antecedents of Foreign Partner's Trust in International Strategic Alliances and the Impact of Trust on ISA Performance". In Das, T. K. (Ed.), *Managing Trust in Strategic Alliances*, Charlotte, NC: Information Age Publishing, pp. 199-226, <https://www.infoagepub.com/products/Managing-Trust-in-Strategic-Alliances>.
9. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y., (2018). "Knowledge Transfer and Trust among Partners: The Case of Greek IJVs". In Karasavoglou A., Goi?, S., Polychronidou, P. and Delias, P. (Eds.), *Economy, Finance and Business in Southeastern and Central Europe*, Springer International Publishing, ISBN: 978-3-319-70376-3, pp. 637-653, [https://link.springer.com/chapter/10.1007%2F978-3-319-70377-0\\_44](https://link.springer.com/chapter/10.1007%2F978-3-319-70377-0_44).
10. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y., (2015b). "Trust in ISAs: The Role of Foreign Partners' Knowledge Transfer, Senior Management Commitment, Goal Congruity and Control". *Elsevier Procedia Economics and Finance*, Vol. 33, Year 2015, pp. 331-339, [https://doi.org/10.1016/S2212-5671\(15\)01717-7](https://doi.org/10.1016/S2212-5671(15)01717-7).
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12. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y., (2014). "Trust, Knowledge Transfer and Control in IJVs: The Case of Four Greek Firms". *Elsevier Procedia Economics and Finance*, Vol. 9, Year 2014, pp. 231-241, [http://dx.doi.org/10.1016/S2212-5671\(14\)00024-0](http://dx.doi.org/10.1016/S2212-5671(14)00024-0).
13. Hajidimitriou, Y. and **Sklavounos, N.**, (2008). "The Trust Dimension in International Business Systems". *MIBES E-Book*, Vol. 1, Year 2008, ISBN: 978-960-98411-2-2, pp. 43-57, <http://mibes.teilar.gr/ebook/ebooks/Hajidimitriou-Sklavounos%2043-57.pdf>.

## IX. Presentations in International Conferences with Referees and Proceedings

1. Rotsios, K., **Sklavounos, N.** and Kartsiotis, G. (2025). "Adoption of Information Technology Tools and Artificial Intelligence in Firms: Insights from Five Greek Food Exporters". The paper was presented at the European International Business Academy (EIBA) 51st Annual Conference» (EIBA 2025, Athens, Greece, 11-13 December 2025), <https://eiba2025.eiba.org/wp-content/uploads/2025/12/Conference-Analytical-Agenda-10-12-25.pdf>.
2. Kampouri, K., **Sklavounos, N.**, Simoglou, E., Hajidimitriou, Y. and Kamvysi, K. (2025). "Family Firms and International Non-Equity Modes: A Systematic Literature Review and Suggestions for Future Research". The paper was presented at the European International Business Academy (EIBA) 51st Annual Conference» (EIBA 2025, Athens, Greece, 11-13 December 2025), <https://eiba2025.eiba.org/wp-content/uploads/2025/12/Conference-Analytical-Agenda-10-12-25.pdf>.
3. Mouratidou, E., **Sklavounos, N.** and Hajidimitriou, Y. (2025). "The Adoption of Digital Marketing by Exporting Firms: A Theoretical Perspective". The paper was presented at the European International Business Academy (EIBA) 51st Annual Conference» (EIBA 2025, Athens, Greece, 11-13 December 2025), <https://eiba2025.eiba.org/wp-content/uploads/2025/12/Conference-Analytical-Agenda-10-12-25.pdf>.
4. **Sklavounos, N.** and Rotsios, K. (2025). "The effect of cultural distance, cultural similarity and shared vision on trust in international strategic alliances". *Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 17th Annual Conference (EBEEC 2025, Tirana, Albania, 16-17 May 2025)*, <https://drive.google.com/file/d/1vVoZejBcZ7Jxik7y7Nt25dIupIXMn5ng/view>.
5. Georgiadis, K., **Sklavounos, N.**, Kartsiotis, G. and Rotsios, K. (2024). "Purchasing behavior of red

- wine consumers in Northern Greece". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 16th Annual Conference (EBEEC 2024, Vilnius, Lithuania, 17-19 May 2024), [https://ebeec.af.duth.gr/images/EBEEC2024\\_abstracts.pdf](https://ebeec.af.duth.gr/images/EBEEC2024_abstracts.pdf).
6. **Sklavounos, N.**, Rotsios, K., Kartsiotis, G., Spyropoulos, T.S. and Polychronidou, P. (2023). "Exploring foreign partner perceptions in international strategic alliances of Greek SMEs in South East Europe". European International Business Academy (EIBA) 49th Annual Conference" (EIBA 2023, Lisbon, Portugal, 15-18 December 2023), [https://eiba2023.eiba.org/wp-content/uploads/2024/07/Proceedings\\_EIBA2023\\_Lisbon.pdf](https://eiba2023.eiba.org/wp-content/uploads/2024/07/Proceedings_EIBA2023_Lisbon.pdf).
  7. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2023). "The relationship among partner complementarity, similarity and compatibility and their impact on trust development in international strategic alliances". European International Business Academy (EIBA) 49th Annual Conference" (EIBA 2023, Lisbon, Portugal, 15-18 December 2023), [https://eiba2023.eiba.org/wp-content/uploads/2024/07/Proceedings\\_EIBA2023\\_Lisbon.pdf](https://eiba2023.eiba.org/wp-content/uploads/2024/07/Proceedings_EIBA2023_Lisbon.pdf).
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  9. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2023). "The Effects of Prior Experience and Senior Management Commitment on Trust and Knowledge Acquisition in Greek International Strategic Alliances Operating in South East Europe". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 15th Annual Conference (EBEEC 2023, Chios, Greece, 12-14 May 2023), [https://ebeec.af.duth.gr/images/EBEEC2023\\_abstracts.pdf](https://ebeec.af.duth.gr/images/EBEEC2023_abstracts.pdf).
  10. Tzovanis, E.A., **Sklavounos, N.**, and Kartsiotis, G. (2023). "The Organic Food Market in the Post Covid-19 Era: Evidence from Northern Greece". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 15th Annual Conference (EBEEC 2023, Chios, Greece, 12-14 May 2023), [https://ebeec.af.duth.gr/images/EBEEC2023\\_abstracts.pdf](https://ebeec.af.duth.gr/images/EBEEC2023_abstracts.pdf).
  11. Kichukova, T., **Sklavounos, N.** and Rotsios, K. (2022). "Greek consumers' purchase intentions towards food and beverage products containing aloe vera: The key role of food neophilia and product knowledge". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 14th Annual Conference (EBEEC 2022, Florence, Italy, 20-22 May 2022), [http://ebeec.af.duth.gr/documents/oldConferences/EBEEC2022\\_abstracts.pdf](http://ebeec.af.duth.gr/documents/oldConferences/EBEEC2022_abstracts.pdf).
  12. Papapanagiotou, K., Rotsios, K. and **Sklavounos, N.** (2021). "Innovating in Emerging Markets by Building Meaningful IT Alliances". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 13th Annual Conference (EBEEC 2021, Pafos, Cyprus, May 14-16, 2021), [https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2021\\_abstracts.pdf](https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2021_abstracts.pdf).
  13. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2020). "Antecedents of Trust Development and its Effect on Alliance Performance in Emerging Markets". European International Business Academy (EIBA) 46th Annual Conference" (EIBA 2020, Online, 10-12 December 2020), <https://www.eiba.org/UserFiles/EIBA2020OnlineAbstractProceedingsV2.pdf>.
  14. Milijevic, S., **Sklavounos, N.** and Rotsios, K. (2020). "International comparison of consumers' purchase intentions towards novel dairy products: Evidence from Greece and Serbia". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 12th Annual Conference (EBEEC 2020, Opatija, Croatia, May 29-31, 2020), [http://ebeec.af.duth.gr/documents/oldConferences/conference\\_program\\_2020.pdf](http://ebeec.af.duth.gr/documents/oldConferences/conference_program_2020.pdf).
  15. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2019). "Prior IJV Experience and its Impact on Partner Compatibility, Knowledge Transfer and Trust: Evidence from Emerging Markets". European International Business Academy (EIBA) 45th Annual Conference" (EIBA 2019, Leeds,

16. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2019). "The Crucial Role of Trust and Knowledge Acquisition for the Establishment of Greek ISAs in South East Europe". International Conference on Contemporary Marketing Issues (ICCM) 7th Annual Conference (ICCM 2019, Heraklion, Greece, 10-12 July 2019), <http://iccm2019.org/file/ICCM-2019-Conference-Proceedings.pdf>.
17. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2019). "Effects of Partner Reputation, Communication Quality and Perceived Risk of Opportunism on Trust and Alliance Performance: Evidence from Greek ISAs". AIB 2019 Annual Meeting (AIB 2019, Copenhagen, Denmark, 24-27 June 2019), [https://documents.aib.msu.edu/events/2019/AIB2019\\_Program.pdf](https://documents.aib.msu.edu/events/2019/AIB2019_Program.pdf).
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19. Vila, H., **Sklavounos, N.**, Vergos, E., Rotsios, K. and Shabanaj, H. (2019). "The Impact of Corporate Social Responsibility Initiatives on Rural Community Development: The Case of TITAN - Sharrcem in Kosovo". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 11th Annual Conference (EBEEC 2019, Bucharest, Romania, 10-12 May 2019), [https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2019\\_abstracts.pdf](https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2019_abstracts.pdf).
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22. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2017). "Antecedent Factors of Trust Development and the Impact of Foreign Partner's Trust on ISA Performance: A Theoretical Perspective". European International Business Academy (EIBA) 43rd Annual Conference" (EIBA 2017, Milan, Italy, 14-16 December 2017), [https://www.eiba.org/UserFiles/EIBA%202017%20Milan%20-%20Proceedings%20\(ISBN%20978%2088%206493%20042%208\).pdf](https://www.eiba.org/UserFiles/EIBA%202017%20Milan%20-%20Proceedings%20(ISBN%20978%2088%206493%20042%208).pdf).
23. Spyropoulos, T., **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2017). "Case Study: Intelen Inc.". International Conference for Entrepreneurship, Innovation and Regional Development (ICEIRD) 10th Annual Conference (ICEIRD 2017, Thessaloniki, Greece, 31 August-1 September 2017).
24. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2017). "The Impact of Communication Quality, Partner Complementarity and Foreign Partner's Cultural Sensitivity on Inter-Partner Trust in ISAs". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 9th Annual Conference (EBEEC 2017, Athens, Greece, 28-30 April 2017), [https://ebeec.af.duth.gr/documents/oldConferences/Conference\\_Program\\_2017.pdf](https://ebeec.af.duth.gr/documents/oldConferences/Conference_Program_2017.pdf).
25. Kichukova, T., **Sklavounos, N.** and Rotsios, K. (2017). "Food and Beverage Products Containing Aloe Vera: Evidence from the Greek Market". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 9th Annual Conference (EBEEC 2017, Athens, Greece, 28-30 April 2017),

[https://ebeec.af.duth.gr/documents/oldConferences/Conference\\_Program\\_2017.pdf](https://ebeec.af.duth.gr/documents/oldConferences/Conference_Program_2017.pdf).

26. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2016). "Internationalization and Knowledge Transfer: The Role of Partners Prior Collaboration, Expected Benefits and Shared Vision in IJVs". European International Business Academy (EIBA) 42nd Annual Conference" (EIBA 2016, Vienna, Austria, 2-4 December 2016), [http://eiba2016.eiba.org/eiba.wien/wp-content/uploads/2016/11/20170321\\_EIBA\\_2016\\_Proceedings\\_v2.pdf](http://eiba2016.eiba.org/eiba.wien/wp-content/uploads/2016/11/20170321_EIBA_2016_Proceedings_v2.pdf).
27. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2016). "Knowledge Transfer and Trust among Partners: The Case of Greek IJVs". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 8th Annual Conference (EBEEC 2016, Split, Croatia, 6-8 May 2016), [https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2016\\_abstracts.pdf](https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2016_abstracts.pdf).
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29. Rotsios, K., **Sklavounos, N.** and Hajidimitriou, Y. (2014). "Determining the Relationship among Knowledge Transfer, Trust, Partner Compatibility and Prior Experience in South Eastern European IJVs". European International Business Academy (EIBA) 40th Annual Conference" (EIBA 2014, Uppsala, Sweden, 11-13 December 2014), <http://eiba2014.eiba.org/wp-content/uploads/2012/07/EIBA-webb.pdf>.
30. **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (2014). "The Impact of Age, Interdependence and Perceived Risk of Opportunism on Inter-Partner Trust in International Strategic Alliances". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 6th Annual Conference (EBEEC 2014, Nis, Serbia, 9-10 May 2014), [https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2014\\_abstracts.pdf](https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2014_abstracts.pdf).
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33. **Sklavounos, N.** and Hajidimitriou, Y. (2012). "The Contextual Factors that Affect the Expansion of Trust at the Later Stages of International Joint Ventures". International Conference on International Business (ICIB) 3rd Annual Conference (ICIB 2012, Thessaloniki, Greece, 17-19 May 2012), [https://www.icib.eu/wp-content/uploads/icib\\_2012-proceeding\\_ebook.new\\_.pdf](https://www.icib.eu/wp-content/uploads/icib_2012-proceeding_ebook.new_.pdf).
34. Hajidimitriou, Y., **Sklavounos, N.** and Rotsios, K. (2012). "The Impact of Trust on Knowledge Transfer in International Business Systems". Economies of the Balkan and the Eastern European Countries in the changing world (EBEEC) 4th Annual Conference (EBEEC 2012, Sofia, Bulgaria, 11-13 May 2012), [https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2012\\_abstracts.pdf](https://ebeec.af.duth.gr/documents/oldConferences/EBEEC2012_abstracts.pdf).
35. **Sklavounos, N.** and Hajidimitriou, Y. (2011). "The Contextual Factors that Affect the Development of Trust at the Initial Stages of International Joint Ventures". Management of Innovative Business, Education & Support systems (MIBES) 6th Annual Conference (MIBES 2011, Serres, Greece, 16-18 September 2011), <http://mibes.teithessaly.gr/proceedings/2011/oral/11.pdf>.

36. Hajidimitriou, Y. and **Sklavounos, N.** (2008). "The Trust Dimension in International Business Systems". Management of Innovative Business, Education & Support systems (MIBES) 3rd Annual Conference (MIBES 2008, Larissa, Greece, 4-5 July 2008).
37. Hajidimitriou, Y. and **Sklavounos, N.** (2007). "The Creation of Trust in International Strategic Alliances". Management of Innovative Business, Education & Support systems (MIBES) 2nd Annual Conference (MIBES 2007, Larissa, Greece, 29-30 September 2007), <http://mibes.teithessaly.gr/proceedings/2007/poster/Hajidimitriou-Sklavounos.pdf>.
38. Hajidimitriou, Y. and **Sklavounos, N.** (2006). "The Importance of Trust for the Success of International Strategic Alliances". Management of Innovative Business, Education & Support systems (MIBES) 1st Annual Conference (MIBES 2006, Larissa, Greece, 4-5 November 2006), <http://mibes.teithessaly.gr/proceedings/2006/poster/Hajidimitriou-Sklavounos.pdf>.

## **X. Scientific Articles in Progress**

- **Sklavounos, N.**, Rotsios, K. and Hajidimitriou, Y. (forthcoming). "Differences and similarities of partner complementarity, similarity and compatibility and their impact on trust development in international strategic alliances". The article has been submitted to an international peer-reviewed scientific journal and is currently under review.
- **Sklavounos, N.**, Rotsios, K., Kartsiotis, G., Spyropoulos, T.S. and Polychronidou, P. (forthcoming). "Partnering for success: Exploring non-linear relationships in SME international strategic alliances with the use of Mutual Information". The article has been submitted to an international peer-reviewed scientific journal and is currently under review.
- Dimou, V., Kartsiotis, G., **Sklavounos, N.**, Tsagkalidou, E. and Vassiliadis, C.A. (forthcoming), "Exploring synergies between religious and sports tourism in Greece: The role of digital technologies and visitor preferences". The article has been submitted to an international peer-reviewed scientific journal and is currently under review.

## **XI. Supervision of Doctoral Dissertations**

### **University of Macedonia – School of Business Administration – Department of Business Administration**

1. Simoglou E. "Internationalization of Family Small and Medium-Sized Enterprises (SMEs)" (2025 - in progress)

### **International Hellenic University – School of Design Sciences – Department of Creative Design and Clothing**

1. By decision no. 3/4-2-2025 of the Assembly of the Department of Creative Design and Clothing in Kilkis, of the School of Design Sciences at the International Hellenic University (DI.PA.E.), I was appointed as a member of the three-member Advisory Committee for the doctoral studies of PhD candidate Mr. Panagiotis Papageorgiou, with the dissertation topic: "The Application of Lean Management Principles (Lean6σ) in the Textile Production and Service Supply Chain under the Perspective of Extended Producer Responsibility (EPR) as a Lever for Sustainable Development Design" (2025 - in progress)

## **XII. Supervision of Undergraduate – Master's Theses**

### **University of Macedonia – School of Business Administration – Department of Business Administration – Master's Program in Human Resource Management**

1. Galiti A. "The Strategic Role of Human Resource Management in Facilitating the Psychological Adjustment of Expatriate Employees in Multinational Corporations: Challenges and Best Practice

Approaches” (2025 – in progress)

**International Hellenic University – School of Economics and Business Administration – Department of Accounting and Information Systems**

2. Mavridopoulos S. “The Evolution of Development Laws in Greece Over Time - A Case Study of a Hotel Unit” (2022) (in Greek)

**International Hellenic University – School of Design Sciences – Department of Creative Design and Clothing**

1. Papadopoulou A. “The Use of Social Media in the Post-Covid-19 Era for the Promotion of Clothing Businesses: Case Studies of Best Practices” (2023) (in Greek)
2. Paschalia–Brenda A. “Exploring Greek Consumers' Preferences Regarding New Trends in Retail Strategy Through the Creation of Cafes and Restaurants by International Luxury Fashion Brands” (2024) (in Greek)
3. Tsogia N. and Koutsiouki A. “Internationalization of National Products and Commercialization in Mediterranean Countries” (2024) (in Greek)
4. Zoidou A.M. “Exploring the Role of Social Media Influencers in Promoting Fashion Exports” (2024) (in Greek)
5. Marangou E. “The Impact of the Russia-Ukraine War on the International Business Activities of Greek Clothing Companies” (2024) (in Greek)

**Perrotis College – Mediterranean College**

I have supervised over 100 undergraduate and postgraduate theses (in English) at Perrotis College of the American Farm School of Thessaloniki (in collaboration with Cardiff Metropolitan University) and at Mediterranean College (in collaboration with the University of Derby).

**XIII. Scientific Citations**

- According to scholar.google.com, my scientific work has received 225 citations, with an h-index of 8 and an i-10 index of 7.
- According to Scopus, my scientific work has received 69 citations, with an h-index of 3.

**XIV. Participation in Organizing Committees of International Scientific Conferences**

Member of the Organizing Committee (Task Force) of the 51st Annual European International Business Academy Conference (EIBA 2025, Athens, Greece, 11–13 December 2025). During the conference, I served as Track Chair, Session Chair for two different interactive sessions, and Reviewer, completing a total of 32 reviews.

**XIV. Reviewer for International Scientific Journals – Publishing Houses**

1. Transnational Corporations Review
2. Knowledge-E Social Sciences
3. IGI Global Publishing
4. WSEAS Transactions on Business and Economics

**XV. Reviewer for International Scientific Associations**

1. Academy of International Business (AIB)
2. European International Business Academy (EIBA)
3. British Academy of Management (BAM).

## **XVI. Foreign Languages**

- ❑ Excellent knowledge of English (Certificate of Proficiency in English – University of Cambridge)
- ❑ Good knowledge of Italian (Diploma di Lingua Italiana – Istituto Italiano di Cultura Salonicco)

## **XVII. Computer Skills**

- ❑ Excellent knowledge of MS Windows, MS Office, SPSS, Internet and Social Media.

## **XVIII. General Characteristics**

- ❑ Military Obligations Fulfilled
- ❑ Registered in the Register of Evaluators – Supervisors – Auditors – Inspectors – Experts of the Hellenic Organization for the Certification of Qualifications and Vocational Guidance (E.O.P.P.E.P.)
- ❑ Registered in the Register of Adult Educators with certified teaching competence from the E.O.P.P.E.P. (Code EB 29804)
- ❑ Registered in the Register of College Instructors of the Ministry of Culture, Education, and Religious Affairs (Registry Number 119/2015)
- ❑ Registered in the Register of Instructors of OAED - LAEK (Code 60552)
- ❑ Registered in the Register of Educators of the K.E.D.I.V.I.M. of the Hellenic Open University (E.A.P.)
- ❑ Member of the Editorial Advisory Board for scientific volumes of the publishing house IGI Global Publishing.