



**DEPARTMENT OF  
BUSINESS ADMINISTRATION**  
SCHOOL OF BUSINESS ADMINISTRATION

**PUBLICATIONS**

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## 2. Books/ Monographies

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- [2] Α. Γεωργίου, Γ. Τσιότρας, Α. Παπαδόπουλος & Α. Σαλονικίδου «Κατάρτιση προγραμμάτων εργασίας στην αποκομιδή οικιακών απορριμμάτων», 16ο Εθνικό Συνέδριο της Ελληνικής Εταιρείας Επιχειρησιακών Ερευνών, Λάρισα, 2003.

- [3] A. Γεωργίου, Α. Κυριακίδου, «Ανάλυση και Λήψη Αποφάσεων σε Τμήμα Επειγόντων Περιστατικών με τη Χρήση Προσομοίωσης Διακριτών Γεγονότων», 17<sup>ο</sup> Εθνικό Συνέδριο της Ελληνικής Εταιρείας Επιχειρησιακών Ερευνών, Πάτρα, 2005.
- [4] Ε. Τσαγκαλίδης και Α. Γεωργίου, «Ανάπτυξη και εφαρμογή μοντέλων προσομοίωσης προγράμματος χαλαζικής προστασίας με εναέρια μέσα», 18<sup>ο</sup> Εθνικό Συνέδριο της Ελληνικής Εταιρείας Επιχειρησιακών Ερευνών, Κοζάνη, 2006.
- [5] E. Michalopoulos, A. Georgiou and K. Paparrizos, “Risk assessment and quality management of European regional operational programs”, 18<sup>ο</sup> Εθνικό Συνέδριο της Ελληνικής Εταιρείας Επιχειρησιακών Ερευνών, Κοζάνη, 2006.

### **1.Γ Recent Participations in workshops, presentations courses etc.**

- o Problem structuring with “Strategy finder”, F. Ackermann and C. Eden, OR Society Special Interest Group Webinars, 14/1/2021.
- o Essentials of Designing Experiments, Phil Kay, SAS Institute Webinar Series, 22/1/21.
- o Analytics, OR and AI Summit 2021, OR Society and Royal Statistical Society, 10, February, online, UK
- o Key Ingredients for Three Star Open Source Operationalisation, R. Clifford, SAS Institute, 16/2/2021.
- o Accelerating Innovation using Design of Experiments, Phil Kay, SAS Institute, 18/2/2021.
- o Second Workshop in Decision Making Methods and Techniques, Creating awareness of the usefulness of multiple criteria decision making techniques, University of Portsmouth, 24/2/2021.
- o Geraint Palmer, Modelling Deadlock in Queueing Systems, 2021 Beale Lecture, the OR Society, 25/2/2021.
- o What is effective Cyber Security in 2021?, NWORG (OR Society) March Event, Karl Hargrave, 10/3/2021.
- o A short tour through Industrial Process Analytics, M.S. Reis, University of Coimbra, ENBIS on line seminars, 18/3/2021
- o 10th Simulation Workshop Online (SW21), The Operational Research Society, March, 22-26, 2021.
- o An Introduction to Soft OR, Martin Parr and Christina Philips, OR Society SIG, March, 29, 2021
- o 3rd Institute of Mathematics and its Applications and OR Society Conference on Mathematics of Operational Research, 20-23 April, 2021.
- o Reinforcement Learning with Knowledge Transfer for Residential Demand Response, Thijs Peirelinck, ENBIS Webinar Series, 4/5/2021.
- o MATLAB EXPO 2021, 4/5 – 6/5/2021, online exhibitions and lectures.
- o Statistically Speaking: Demystifying Machine Learning and Artificial Intelligence, SAS Institute seminars, 6/5/2021.

- o European Network for Business and Industrial Statistics (ENBIS), Spring Meeting 2021, 17-18 May, 2021.
- o Advancing a Culture of Data Analytics in the Process Industries through Statistics Education, ENBIS Spring post-Meeting JMP workshop, Phil Kay and Volker Kraft, 19/5/2021.
- o Applying Machine Learning Models with Decisions, Decisions.com webinars, Tim Stahl and Tyler Haynes, 20/5/2021
- o Data Envelopment Analysis with PIM-DEA software, Advanced Features, Ali Emrouznejad, Aston University, The OR Society Webinar Series, 26/5/2021.
- o Using resources better: how modelling can help you improve your efficiency and effectiveness, Pro Bono Operational Research Webinar, Jane Parkin, 10/6/2021.
- o Opportunities for Optimization in the Telecom Industry: Network Planning and Data Monetization, Guillermo González-Santander, Esther Fernández-Bravo and Julio Lema, Gurobi Optimization Webinars, 16/6/2021.
- o Interpretability for Industry 4.0, ENBIS Online Workshop, Department of Industrial Engineering, Federico II University Napoli, 12-13 July, 2021
- o Modern Statistical Modelling: A simpler, quicker way of extracting meaning from your data, Phil Kay, Data insight Webinar, SAS Institute Webinars, 29/7/2021
- o COVID-19 Hospital Capacity Management using mathematical models, Kimia Ghobadi, Johns Hopkins University, Gurobi Optimization Webinars, 29/7/2021
- o Soft OR and Problems Structuring Methods; Past, Present and Future, Frances O'Brien, Warwick Business School, PSM SIG, The Operational Research Society, 29/7/2021.
- o Simulating at Lightning Speed, Tom Stepheson, The Operations research Society Webinars, 25/8/2021.
- o European Network of Industrial Statistics Annual Conference, ENBIS-21 online conference, 13-15 September 2021.
- o Survival Analysis, Volker Kraft, ENBIS Post-Conference JMP Workshop, 16/9/2021.
- o Introduction to Structured Equation Modelling, ENBIS Webinar, Laura Castro-Schilo, JMP Division, SAS Institute, 7/10/2021.
- o Machine Learning and Optimisation, Commonalities and Differences, Juergen Branke, University of Warwick, OR Society Webinars, 27/10/2021.
- o Preparing Students for Data-Driven Problem Solving in the Chemical & BioPharma Industries, Andreas Trautmann, Volker Kraft and Paolo Chiappa, JMP Academic Webinar, SAS Institute, 9/11/2021.
- o A Systems View of National Security, Anthony Finkelstein, Blacket Lecture 2021, Operational Research Society, November 11, 2021.
- o Fault Detection and Diagnosis in High Dimensional Processes Using Model Driven Multivariate Control Charts, Jianfeng Ding and Jeremy Ash, ENBIS Webinars, 17/11/2021.
- o Validate AI Online Conference, December 2-3, 2021, The OR Society

- o Big Data Analytics for SMEs, Shirley Coleman and Pernille Ryden, ENBIS Webinars, 7/12/2021.
- o Frontiers of Big Data, AI and Analytics: An Expansive View of Experimentation, Sean Taylor, Rideshare Labs at Lyft, 19/01/2022.
- o Modern Power System Operation and Planning Under the Optimization Lens Confirmation, Alireza Soroudi, University College Dublin, Gurobi Optimization Webinars, 19/01/2022
- o Statistical Significance and p-values, Daniël Lakens, Bernard G Francq, Stephen Senn, Ron S Kenett, ENBIS Webinars, 3/2/2022
- o Valerie Belton, Multicriteria Matters, 2022 Beale Lecture, The OR Society, 17/2/2022.
- o Decision, Decision, Decision! Third workshop in Decision Making Methods and Techniques, co-organized by INFORMS, EURO, OR Society, INFORMS Decision Analysis Society and the International Society on MCDM, 23/2/2022.
- o Decision, Decision, Decision! 3rd Workshop in Decision Making Methods and Tehcniques, creating awareness of the usefulness of multicriteria decision making techniques, University of Portsmouth, Operations and Systems Management Group, 23/2/2022.
- o Time series forecasting using ensemble and hybrid methodologies, Paulo Canas Rodrigues, Federal University of Bahia, Salvador, Brazil, ENBIS Webinar, 10/5/2022
- o Reinforcement Learning Applications in the Healthcare and Pharma Industry, Elvan Gokalp, University of Bath, OR Society Webinars, 11/5/2022.
- o MATLAB EXPO 2022, 17/5 – 18/5/2022, online exhibitions and lectures.
- o Decision Making for leaders, an analytics network process approach, Elena Rokou, Creative Decisions Foundation, INFORMS Webinar series, 18/5/2022
- o Analytics, OR and AI Summit 2022, OR Society and Royal Statistical Society, 5th July, online, UK
- o Beyond Jupyter Notebooks, MLOps Environment Setup and First Deployment, Greg Loughnane, FourthBrain, 28/9/2022
- o Classmaps for Visualizing Classification Results, Jakob Raymaekers, Maastricht University, ENBIS Webinars, 29/9/2022
- o Gamifying Optimization Education with the Burrito Optimization Game, Gurobi Academic Webinars, 29/9/2022
- o Make better data-based decisions with statistical modelling techniques, 3-day Workshop, JMP/SAS Webinars-Chemistry World, 11-13 October, 2022.
- o Review of Machine Learning applications for chemical and process industries, Antonio Del Rio Chanona, Mattia Vallerio, Francisco Jose Navarro-Brull, JMP & ENBIS Webinar, 3rd November, 2022.
- o Effective Decision Making in Cash Logistics via Simulations with Mathematical Optimization, Mehmet Arikkan, CEO Arute Solutions, Gurobi Webinars, 23/11/2022.
- o Single Day Online Webinar on Network Data Envelopment Analysis, University of Bristol, 12/12/2022.

- o Using Trained Machine Learning Predictors in Gurobi, Gurobi Academic Webinars, 2/2/2023
- o Robert Dyson, Operational research through Seven Decades, 2023 Beale Lecture, The OR Society, 16/2/2023.
- o Improving Mental Healthcare Services with Data Science and Analytics, University of Westminster, OR Society HSS SIG, one day event, 16/2/2023
- o Digital Twins: Hype or Hope? M.A. Girolami, The Alan Turing Institute, ENBIS Webinars, 15/3/2023

## **2.A International Conferences Presentations with abstracts**

- [1] P-C.G. Vassiliou and A.C. Georgiou, "Asymptotically Attainable Structures in Non-Homogeneous Markov Systems", presented at the 17th European Meeting of Statisticians, Satellite Conference on Stochastic Systems, Thessaloniki, 1987.
- [2] L. Angelis, Georgiou A.C. and Papadopoulou A., "A cash budget stochastic simulation in the Greek public sector", presented at the Joint conferences, INFORMS XXXIV - EURO XV, Barcelona, 1997.
- [3] A.C. Georgiou and N. Tsantas, "Cost Models in Manpower Systems, an Inventory Approach", presented at the Joint conferences, INFORMS XXXIV - EURO XV, Barcelona, 1997.
- [4] M. Litsardakis, I. Ntampizas, G. Tsimpoukas, C. Tsissios, A.C. Georgiou and N. Metaxas, «An Investigation of Capacity Oriented Production Planning; The Case of a Tile Company in Northern Greece», presented at the 4th Balkan conference on Operational Research, Thessaloniki, 1997.
- [5] Y.A. Hajidimitriou and A.C. Georgiou, «International Site Selection for Greek Firms», presented at the 4th International Symposium on Quantitative Methods, University of the Aegean, Chios, 1998.
- [6] Y.A. Hajidimitriou and A.C. Georgiou, «A Q2quantitative Approach for Partner Selection in International Joint Ventures», presented at the 5th International Congress of the Economic Society of Thessaloniki, Dimokritian University of Thrace, Komotini, 1998.
- [7] A. I. Economides, C. Karagiannidis and A C. Georgiou, «Acceptability Evaluation of Web Based Courses», presented at the 19th World Conference on Open Learning and Distance Education, Vienna, 1999.
- [8] A.C. Georgiou, Y.A. Hajidimitriou and D.E Porgianos, «A Quantitative Approach in Selecting a Foreign Market Entry Strategy», EURO XVII, presented at the 17th European Conference on Operational Research, Budapest, 2000.
- [9] N. Tsantas and A.C. Georgiou, "Sequences of n-step interval maintainable sets of a population model in a stochastic environment", presented at the EURO2001, Rotterdam, 2001.
- [10] A.Karagiannidis, A.Papadopoulos, A.C. Georgiou, G. Tsiotras "Optimizing the collection and transport of urban solid wastes in a metropolitan municipality in Greece", presented at the Joint International Meeting of EURO/INFORMS, Constantinople, 2003.



- [11] A.C. Georgiou, Y.A. Hajidimitriou, «A Goal Programming model for Business Expansion Decisions», EURO XX, presented at the 20th European Conference on Operational Research, Rhodes, 2004.
- [12] E. Michalopoulos, A.C. Georgiou and K. Paparrizos, «A Unified Risk-Cost-Benefit Approach for Quality Management of European Union Regional Programs», EURO XXI, presented at the 21st European Conference on Operational Research, Iceland, 2006.
- [13] A.C. Georgiou, G. Livadarou, K. Gotzamani and A. Andronikidis, “Combining AHP and SERVQUAL in measuring financial services quality”, EURO XXII, presented at the 22nd European Conference on Operational Research, Prague, 2007.
- [14] E. Michalopoulos, A.C. Georgiou and K. Paparrizos, «The use of Analytical Hierarchy Process in the Risk Management of European regional Operational programs», EURO XXII, presented at the 22nd European Conference on Operational Research, Prague, 2007.
- [15] Y.A. Hajidimitriou and A.C. Georgiou, «International Franchising: A country selection problem”, EURO XXII, presented at the 22nd European Conference on Operational Research, Prague, 2007.
- [16] A.C. Georgiou, K. Gotzamani, A. Andronikidis and G.N. Paltayian, «Introducing a modified QFD design for quality improvement in the Greek banking sector», EURO XXIII, presented at the 23rd European Conference on Operational Research, Bonn, 2009.
- [17] A.C. Georgiou, K. Gotzamani, A. Andronikidis and G.N. Paltayian, “A combined QFD, AHP and ANP approach for quality improvement and capacity expansion in the Greek Banking sector: Some Preliminary Results”, presented at the 11th QMOD Conference, Lunds University, Sweden, 2008.
- [18] G.N. Paltayian, A.C. Georgiou, K. Gotzamani and A. Andronikidis “An integrated AHP - ANP Quality Function Deployment framework for the competitive position improvement’, EURO XXIV, 24th European Conference on Operational Research, Lisbon, 2010.
- [19] A.C. Georgiou, “Investigating Aspirations, Priorities and Optimization Opportunities in Markov Manpower Planning Models”, EURO XXIV, 24th European Conference on Operational Research, Lisbon, 2010.
- [20] Andreas Andronikidis, Andreas Georgiou, Katerina Gotzamani and Konstantina Kamvysi, «Integrating DEA framework into QFD methodology», DEA 2011, 9th International Conference on Data Envelopment Analysis, Thessaloniki, 2011.
- [21] Vassilis Dimitriou, Andreas Georgiou and Nikolas Tsantas, “”Modeling intra and inter-departmental mobility via multivariate Markov process”, MSMPRF 2011, Markov & Semi Markov Processes and Related fields, Porto Carras, 2011.
- [22] G.N. Paltayian, A.C. Georgiou, K. Gotzamani and A. Andronikidis “An integrated model of Quality Function Deployment for financial organizations in an unstable economic environment’, EURO-INFORMS MMXIII, 26th European Conference on Operational Research, Rome, 2013.
- [23] Kamvysi, K., Gotzamani, K., Andronikidis, A. and Georgiou, A.C., “An Integrated QFD framework linking quality management with marketing efforts”, 20th Conference of the International Federation of Operational Research Societies-IFORS “The art of Modeling”, Barcelona, Spain, July 13-18, 2014.

- [24] A. C. Georgiou, Kamvysi K., Gotzamani K. and Andronikidis A., «Utilizing Customer Requirements' Data to Link Quality Management and Services Marketing Objectives», 17th Conference of ASMDA International Society, London, UK, 2017.
- [25] A. C. Georgiou, Kamvysi K., Gotzamani K. and Andronikidis A., «An appraisal of DEA contribution in the Quality Function Deployment Process in conjunction with some recent advances using Markov stochastic processes», DEA 40, International Conference of DEA: Celebrating the 40th Anniversary, Birmingham, UK, 2018.
- [26] A.C. Georgiou, E. Thanassoulis and A. Papadopoulou, «Combining a Markov process model with the DEA framework A hybrid model in measuring the efficiency of alternative Markov manpower policies», EWEAP2019, XVI European Workshop on Efficiency and Productivity Analysis, London, UK, 2019.
- [27] Mavrodi Afentoula, Georgiou Andreas, Tsiotras Georgios, Aletras Vassileios. Design of a survey tool to facilitate cluster analysis of determinants of Willingness-to-Pay per Quality-Adjusted Life-Year. 3rd World Congress on Public Health and Health Care Management. Dubai, UAE, 2019.
- [28] Mavrodi Afentoula, Georgiou Andreas, Tsiotras Georgios, Aletras Vassilis. Development of an Instrument to Assess Participants' Motivation on Assigning a Monetary Value to a Quality-Adjusted Life-Year: Qualitative Interviews and Pilot Study. 21st International Conference on Health Economics. London, UK, 2019.
- [29] Mavrodi A., Georgiou A., Tsiotras G., Aletras V. Reliability assessment of an instrument eliciting and interpreting willingness-to-pay values for quality of life improvement. 5th World Congress on Health Economics, Health Policy and Healthcare Management. Warsaw, Poland, 2019.
- [30] Paltayian G.N., A.C. Georgiou, K. Gotzamani and A. Andronikidis "Redesigning e-Banking services: Social and Environmental Challenges towards Sustainable Development", EURO30, 30th European Conference on Operational Research, Dublin, 2019.
- [31] Tsantas N., A.C. Georgiou and V. Dimitriou, "Elaboration on the multivariate non-homogeneous Markov manpower system under various conditions and properties, EURO30, 30th European Conference on Operational Research, Dublin, 2019.
- [32] A.C. Georgiou, E. Thanassoulis and A. Papadopoulou, "Data Envelopment Analysis and Markov Chains», 19th Conference of Applied Stochastic Models and Data Analysis International Society, Athens, Greece, Virtual Conference, 2021.
- [33] A.C. Georgiou, E. Thanassoulis and A. Papadopoulou, "Efficiency Evaluation in Markov manpower planning using Data Envelopment Analysis », 31st European Conference on Operational Research, Athens, Greece, Hybrid Conference, 2021.
- [34] M. Aidinidou and A.C. Georgiou, "Analysis, Prioritization and Strategic Planning of Flood Mitigation Projects using AHP and GIS Environment", 31st European Conference on Operational Research, Athens, Greece, Hybrid Conference, 2021.
- [35] K. Soukakos, K. Kaparis and A.C. Georgiou, "Evaluation of Wind Parks with Data Envelopment Analysis", 31st European Conference on Operational Research, Athens, Greece, Hybrid Conference, 2021.
- [36] A.C. Georgiou, E. Thanassoulis and G. Tsaples, "Efficiency Evaluation and Markovian models, current state and research variants", 7th Stochastic Modelling Techniques and Data Analysis Conference, Athens, Greece, 2022.

- [37] A.C. Georgiou, E. Thanassoulis, G. Tsaples, M-E. Vretta and K. Kaparis, “Data Envelopment Analysis with Markov models, current developments and research directions”, XVII European Workshop on Efficiency and Productivity Analysis, Porto, Portugal, 2022.
- [38] A.C. Georgiou, E. Thanassoulis, G. Tsaples, M-E. Vretta and K. Kaparis, “The introduction of Data Envelopment Analysis in Markovian settings. Hybrid models and extensions”, 32nd EURO Conference, Aalto University, Espoo, Finland, 2022.
- [39] A.C. Georgiou, G. Tsaples, E. Thanassoulis, “Markovian models in Data Envelopment Analysis, Single and multiple stage structures”, IWAP 2023, 10<sup>th</sup> International Workshop on Applied Probability Thessaloniki, 2023.
- [40] P. Koliass, A. Papadopoulou and A.C. Georgiou, “On the properties of inverted repeats and word frequencies in DNA sequences via semi Markov modeling”, IWAP 2023, 10<sup>th</sup> International Workshop on Applied Probability Thessaloniki, 2023.
- [41] E.-M. Vretta, K. Bitsis, K. Kaparis, G. Paltayan and A.C. Georgiou, “A hybrid bi-level DEA approach for resource allocation and targeting under stochastic conditions”, IWAP 2023, 10<sup>th</sup> International Workshop on Applied Probability Thessaloniki, 2023.

## **2.B International Conferences Presentations with Proceedings**

- [1] A.C. Georgiou, “Nonstationary Cyclic Behaviour in Markov Systems”, presented at the 6th International Symposium on Applied Stochastic Models and Data Analysis, Chania, Crete, 1993.
- [2] A.C. Georgiou and N. Tsantas, “Periodicity of Markov Models in a Stochastic Environment”, presented at the 2<sup>nd</sup> Balkan Conference in Operational Research, Thessaloniki, 1993.
- [3] N. Tsantas, and A.C. Georgiou, «Partial maintainability of a Population Model in a Stochastic Environment», presented at the 7th International Symposium on Applied Stochastic models and Data Analysis, Dublin, 1995.
- [4] L. Angelis, Georgiou A.C. and Papadopoulou A., “Determining Budget Balance Through Monte Carlo Techniques”, presented at the 3<sup>rd</sup> Balkan conference in Operational Research, Thessaloniki, 1995.
- [5] Karagiannidis, C., Koumpis, A., Stephanidis, C. and A.C. Georgiou, “Modelling Interactions as Queues”. British Computer Society, presented at the FACS Workshop on Formal Aspects of the Human Computer Interface, Sheffield, UK, 1996.
- [6] Y.A. Hajidimitriou and A.C. Georgiou, «Investigation of International Location Planning Techniques for the Balkan region», presented at the 4<sup>th</sup> Balkan conference on Operational Research, Thessaloniki, 1997.
- [7] Y.A. Hajidimitriou and A.C. Georgiou, «Partner Selection in International Joint Ventures: A Multi-objective Approach», presented at the 5<sup>th</sup> International Conference of the Decision Sciences Institute, Athens, 1999.
- [8] A.C. Georgiou and N. Tsantas, «Incorporating a Training Class in a Markovian Manpower Model», presented at the 5<sup>th</sup> International Conference of the Decision Sciences Institute, Athens, 1999.
- [9] Y.A. Hajidimitriou and A.C. Georgiou, «Locational Decisions for a Franchising Firm in the Balkan Region », presented at the 1<sup>st</sup> International Conference of the ASECU, «Recent

- Economic Developments and Problems in the Transition Economies», University of Macedonia, Thessaloniki, 2000.
- [10] Georgiou, A.C., Y.A. Hajidimitriou and D.E Porgianos, «The selection of Foreign Market Entry Strategies for European Firms», presented at the 28<sup>th</sup> European International Business Academy Conference, Athens, 2002.
- [11] G. Tsiotras, A. C. Georgiou, A. Papadopoulos, A. Karagiannidis and P. Rakimbei, «Planning of interventions for the optimization of urban solid waste collection at municipal level», presented at the International Conference on the Protection and Restoration of the Environment VII, Myconos, 2004.
- [12] E. Tsagalidis and A.C. Georgiou, «Simulation Modeling and Application of Aircraft Hail Suppression Programs», presented at the 5<sup>th</sup> EUROSIM Congress on Modeling and Simulation, Paris, 2004.
- [13] Y.A. Hajidimitriou and A.C. Georgiou, «Critical Success Factors in Exporting: The case of Greek SMEs», presented at the 4<sup>th</sup> International Conference on New Horizon in Industry, Business and Education, Corfu, 2005.
- [14] A. C. Georgiou, K. Gotzamani, A. Andronikidis. G. N. Paltayian, “A combined QFD, AHP and ANP for quality improvement and capacity expansion in the Greek Banking sector: Preliminary results”, 11<sup>th</sup> QMOD Conference, Lunds University, Sweden, 2008.
- [15] A. Andronikidis, A. C. Georgiou, K. Gotzamani, K. Kamvysi, “The application of quality function deployment in service quality management”, 11<sup>th</sup> Toulon-Verona Conference “Excellence in Services”, University of Florence, Italy, 2008.
- [16] Kamvysi, K., Gotzamani, K., Georgiou, A.C. and Andronikidis, A., “Integrating DEAHP and DEANP into the Quality Function Deployment”, 12<sup>th</sup> QMOD and Toulon-Verona Conference, Verona University, Verona, Italy, 2009.
- [17] Andronikidis, A., Georgiou, A., Gotzamani, K. and Kamvisi, K., “Exploring Alternative Approaches in Prioritizing Consumers’ Selection Criteria in a Service Setting”, 39<sup>th</sup> EMAC Conference, The Six Senses, The Essentials of Marketing, Copenhagen Business School, Copenhagen, 2010.
- [18] Kamvysi K., Gotzamani, K., Georgiou, A.C. and Andronikidis, A. “An Integrated QFD Approach for Bank Customers Satisfaction, 2<sup>nd</sup> Biennial International Conference on Services Marketing, Orchestrating the Service Experience: Music to the Ears of our Customers, The University of Macedonia, Thessaloniki, 2009.
- [19] Vassilis Dimitriou, Andreas Georgiou and Nikolas Tsantas, “Modeling intra and inter-departmental mobility via multivariate Markov process”, 1st International Symposium & 10th Balkan Conference on Operational Research, Thessaloniki, 2011.
- [20] Andreas Tosis and Andreas Georgiou, “Modeling and Optimization of Job Scheduling in Concrete Pumping Operations”, 1st International Symposium & 10th Balkan Conference on Operational Research, Thessaloniki, 2011.
- [21] Andreas Georgiou, Konstantina Kamvysi, Andreas Andronikidis and Katerina Gotzamani “Advancing QFD to improve Service Quality”, 1st International Symposium & 10th Balkan Conference on Operational Research, Thessaloniki, 2011.

- [22] Kamvysi, K., Gotzamani, K., Georgiou, A.C. and Andronikidis, A., “An Extended Fuzzy QFD Methodology in the Design and Evaluation of Academic Courses”, 14<sup>th</sup> QMOD, San Sebastian, 2011.
- [23] Kamvysi, K., Andronikidis, A., Gotzamani, K. and A.C. Georgiou, “Listening to our customers in higher education institutions”, 39<sup>th</sup> EMAC Conference, Marketing to Citizens: Going Beyond customers and consumers, ISCTE Business School, Lisbon, Portugal, 22-25 May 2012.
- [24] Tsalianis, A., Thanassoulis, E. and A.C. Georgiou, “Greek thermal power plants evaluation using Data Envelopment Analysis”, 4<sup>th</sup> International Symposium and 26<sup>th</sup> National Conference on Operational Research, Chania, Greece, 2015.
- [25] Kamvysi, K., Gotzamani, K., Andronikidis, A. and A.C. Georgiou, “Incorporating a Multivariate Markov Chain model into Quality Function Deployment Framework”, 16<sup>th</sup> Conference of ASMDA International Society, Athens, Greece, 2015.
- [26] Aretoulis, G., Parisi, K., A.C. Georgiou, J. Papathanasiou, F. Antoniou and C. Triantafyllidis, “A Fuzzy Multicriteria Decision Analysis on selecting the Most Competent Project Manager considering Personality Traits and Project Procurement Systems”, 5<sup>th</sup> International Symposium & 27<sup>th</sup> National Conference on Operational Research, Athens, 2016.
- [27] V Aletras, A Georgiou, A Mavrodi, K Kaparis, I Konstantaras, V Sachpekidis, S Michailidou, T Gatzos, I Styliadis and P Stafylas, “Investigating Performance Indicators and Service Quality Improvement in an Outpatient Cardiology Department”, ISPOR 19<sup>th</sup> Annual European Congress, 29 October-2 November 2016, Austria Center Vienna, Vienna, Austria.
- [28] G.N. Paltayian, A.C. Georgiou, K. Gotzamani and A. Andronikidis “Combining Quality Management Tools with Quantitative Approaches to Improve E-Banking Operations.”, Global Conference on Services and Management, Volterra, Italy, 2017.
- [29] Georgios Tsaples, Jason Papathanasiou, Andreas C. Georgiou and Nikolaos Samaras, «Assessing multidimensional sustainability of European countries with a novel, two-stage DEA», EmC-ICDSST 2019, 5<sup>th</sup> International Conference on Decision Support System Technology, Madeira. Portugal, 2019.
- [30] G.N. Paltayian, A.C. Georgiou, K. Gotzamani “Using AHP and QFD in the investigation and refinement of e-banking services”, International Symposium on AHP, 3-6 December, 2020, Pittsburgh based, online Conference. ***This paper and presentation received award of excellence.***
- [31] G.N. Paltayian, S. Xanthopoulou, E. Kessopoulou, A.C. Georgiou, K. Gotzamani “Defining Customer Satisfaction for e-services focusing on e-banking”, Global Conference on Services and Retail Management, University of Naples Federico II & University of South Florida, 10-13 May, 2021.
- [32] Eleni-Maria Vretta, Kyriakos Bitsis, Konstantinos Kaparis, Georgios Paltagian and Andreas Georgiou, “A stochastic bilevel DEA-based model for resource allocation”, 1<sup>st</sup> International Online Conference on Mathematics and Applications, IOCMA 2023.

## **Publications**

### **1. PhD Dissertation**

Γεωργίου, Α. Κ., «Έλεγχος της ασυμπτωτικής συμπεριφοράς μη ομογενών μαρκοβιανών συστημάτων», *Διδακτορική Διατριβή*, Τομέας Στατιστικής και Επιχειρησιακής Έρευνας, Επιστημονική Επετηρίδα του Τμήματος Μαθηματικών, Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης, παράρτημα αρ. 9., 1989. Επιβλέπων: Καθηγητής Π.-Χ. Γ. Βασιλείου

## **2. International Scientific Journals (peer reviewed)**

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### **3. Publications in Proceedings**

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#### **5. Honorary Volumes**

- [1] Χατζηδημητρίου, Ι. & Α.Κ. Γεωργίου, «Η εφαρμογή Ποσοτικών Μεθόδων Βελτιστοποίησης πολλαπλών στόχων για την επιλογή χώρας εγκατάστασης στα Βαλκάνια», Τιμητικός τόμος, καθηγητή Β. Σαρσέντη, Πανεπιστήμιο Πειραιώς, 1998.
- [2] Andreas Georgiou, Katerina Gotzamani, Styliani Xanthopoulos, Konstantina Kamnysi and Andreas Andronikidis, «Εφαρμογή της μεθοδολογίας QFD-AHP για τον σχεδιασμό ενός ακαδημαϊκού μαθήματος», Τιμητικός τόμος, καθηγητή Γ. Οικονόμου, Πανεπιστήμιο Πειραιώς, 2016.

#### **Lecture Notes, Textbooks and Edited Volumes**

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- [9] Α. Κ. Γεωργίου, Ι. Κωνσταντάρα και Κ. Καπάρη, *Τεχνικές Προσομοίωσης στη Διοικητική Επιστήμη*, Ελληνικά Ακαδημαϊκά Ηλεκτρονικά Συγγράμματα και Βοηθήματα, Αθήνα, 2015.
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- [12] Vassiliou P.-C.G and A.C. Georgiou (eds), *Markov and Semi-markov chains, Processes, Systems and Emerging related Fields*, ISBN 978-3-0365-2399-6, **MDPI Publishing**, 2021.

## KATERINA GOTZAMANI

### 1. SCIENTIFIC JOURNALS (With referees)

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3. Εκπρόσωπος του Πανεπιστημίου Μακεδονίας στο πρόγραμμα PHARE Cross-Border Cooperation Programme Bulgaria – Greece 2005 , "Grant Scheme for Integrated Support for Economic Development and Promotion of Employment" που διεξάγεται σε συνεργασία με το «American University in Bulgaria»
4. ΕΠΕΑΕΚ ΙΙ: Μέτρο 2.2 ,Αναμόρφωση Προγραμμάτων Προπτυχιακών Σπουδών – Διεύρυνση Τριτοβάθμιας, «Προγράμματα Προπτυχιακών Σπουδών του Πανεπιστημίου Μακεδονίας Οικονομικών και Κοινωνικών Επιστημών», Αναμόρφωση ΠΠΣ του Τμήματος Οργάνωσης και Διοίκησης Επιχειρήσεων του Πανεπιστημίου Μακεδονίας, Επιστημονικός συνεργάτης
5. ΕΠΕΑΕΚ ΙΙ: «Ενθάρρυνση Επιχειρηματικότητας μέσω της Υποστήριξης Νέων Επιχειρηματικών Ιδεών και της Εισαγωγής Καινοτόμων Μαθημάτων Επιλογής στα Προγράμματα Σπουδών των Τμημάτων του Πανεπιστημίου Μακεδονίας», Επιστημονικός συνεργάτης
6. ΕΣΠΑ: «ΜΟΝΑΔΑ ΚΑΙΝΟΤΟΜΙΑΣ ΚΑΙ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΜΑΚΕΔΟΝΙΑΣ», Επιστημονικός συνεργάτης
7. CROSS- BORDER VERTICAL AXES OF ENTREPRENEURSHIP IN SUPPORT OF YOUTH AND WOMEN, Επιστημονικός Συνεργάτης

### **Invited speaker**

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2. «ROTARY & ΕΠΙΧΕΙΡΕΙΝ: ΝΕΕΣ ΠΡΟΟΠΤΙΚΕΣ», ομιλία με θέμα «RISK MANAGEMENT», Σέρρες, , στις 23 - 24 Φεβρουαρίου 2008.
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## DIMITRIOS MICHAÏL

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## ODYSSEAS MOSCHIDIS

### 1. Scientific Journals

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  38. **Zopounidis, C., Tampakoudis, I., Subeniotis, D., Noulas, A. and Kiosses, N., (2021)**, 'Policy Uncertainty and Bank Mergers and Acquisitions' of the 37<sup>th</sup> Spring International Conference of the French Finance Association, May 26 - May 28, Audencia, France (*virtual conference*).
  39. **Tampakoudis, I., Noulas, A., Subeniotis, D. and Kiosses, N., (2021)**, 'The impact of CEO characteristics on shareholder value: Evidence from US bank M&As' of the 10<sup>th</sup> International Conference of the Financial Engineering and Banking Society, September 30 - October 03, Lille, France.

40. **Tampakoudis, I., Subeniotis, D., Nerantzidis, M. and Kiosses, N. (2022)** ‘The effect of board size and CEO duality on shareholder value: Evidence from bank M&A in the US’ of the 5th International Conference on Applied Research in Business, Management, and Economics (BMECONF), October 28 – October 30, Milan, Italy.
41. **Tampakoudis, I., Subeniotis, D., Nerantzidis, M. and Kiosses, N. (2022)** ‘Do large banks with large boards create value in the market for corporate control? The US banking sector in perspective’ of the 8<sup>th</sup> International Ioannina Meeting on Applied Economics and Finance (IMAEF), June 22 - June 24, Argostoli, Greece.

#### **PRESENTATIONS IN CONFERENCES WITH REFEREES without PROCEEDINGS**

1. **Tampakoudis, I., Subeniotis, D. and Skouloudakis, M. (2015)** ‘Traditional Determinants of Growth and Inward FDIs: The Greek Case’ of the *International Conference on International Business*, 22-24 May, Thessaloniki, Greece.
2. **Tampakoudis, I., Subeniotis, D. and Skouloudakis, M. (2015)** ‘The Role of Market Seeking, Efficiency Seeking and Recourse Seeking Determinants of Foreign Direct Investments: The Case of OECD Countries’ of the *International Trade and Academic Research Conference*, 9-10 November, London, United Kingdom.
3. **Tampakoudis, I., Subeniotis, D., Skouloudakis, M. and Kroustalis, I. (2016)** ‘The Role of Institutional and Traditional Determinants of Foreign Direct Investments: The Case of Emerging Asian Economies’ of the *International Trade and Academic Research Conference*, 7-8 November, London, United Kingdom.
4. **Tampakoudis, I., Subeniotis, D. and Kroustalis, I. (2017)** ‘The Interrelation between Sovereign Credit Default Swap (CDS) and Bond Spreads: A Dynamic Approach’ of the 7<sup>th</sup> *International Conference of the Financial Engineering and Banking Society*, 1-3 June, Glasgow, Scotland.
5. **Tampakoudis, I., Subeniotis, D. and Soutsas, A. (2017)** ‘An empirical examination of the wealth effects of M&As to the Greek banking sector’ στο 8<sup>ο</sup> Συνέδριο Επιστημονικής Εταιρίας Χρηματοοικονομικής Μηχανικής και Τραπεζικής, 18-19 Δεκεμβρίου, Αθήνα, Ελλάδα.
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7. **Tampakoudis, I., Subeniotis and D., Nerantzidis, M. (2018)** ‘The effect of the presence of women on board on mergers and acquisitions on European banking’ of the 7<sup>th</sup> *International Academic Macro Thematic Conference*, 28-29 December, Paris, France.
8. **Tampakoudis, I., Subeniotis D. and Kiosses, N. (2019)** ‘Board Size and its Effect on Bank Mergers and Acquisitions’ of 22<sup>nd</sup> PARIS International Conference on Studies in Business, Economics and Interdisciplinary Studies (PBEIS-19), 5-7 September, Paris, France.
9. **Tampakoudis, I., Subeniotis D., Nerantzidis, M. and Kiosses, N. (2019)** ‘Female Directors and the Wealth Effects of Mergers and Acquisitions in the US Banking Sector’ of Clute International Academic Conference on Business (IACB), 4-8 August, New York, USA.

**OTHER PRESENTATIONS**

1. **Σουμπενιώτης Ν.Δ (1992)** , “*Το χρηματοπιστωτικό μας σύστημα χρειάζεται εκσυγχρονισμό*”, *Επιθεώρηση Παραγωγικότητας, Ελληνικό Κέντρο Παραγωγικότητας*, Τεύχος 11-12, σσ 2-4, Αθήνα.
2. **Σουμπενιώτης Δ., (1992)**, ΜΕΛΕΤΗ: συγγραφή διδακτικών εγχειριδίων στα αντικείμενα “*Οργάνωση, Διοίκηση, Στελέχωση, Υποκίνηση & Τεχνική Διαπραγματεύσεων*”. Η Μελέτη υλοποιήθηκε στα πλαίσια του **προγράμματος EUROFORM**. Κ.Ε.Ε. ΔΗΜΗΤΡΑ, Οργανισμοί CSEA Ιταλίας & VDAB του Βελγίου, Λάρισα 1992. Το κείμενο ήταν σε self learning by distance format και χρησιμοποιήθηκε για την ανάπτυξη εκπαιδευτικού υλικού σε περιβάλλον multi media. Το τελικό αποτέλεσμα, CD-ROM, παρουσιάστηκε τόσο στους εκπροσώπους των Ευρωπαϊκών partners (Οργανισμό CSEA της Ιταλίας, & VDAB του Βελγίου) όσο και σε εκπροσώπους του Υπ. Εργασίας. Η σύμβαση αφορούσε το χρονικό διάστημα 8.12.92 έως και 15.3.1993.
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4. **Σουμπενιώτης Δ., (1992)**, ΣΥΜΒΟΥΛΕΥΤΙΚΟ ΕΡΓΟ: Παροχή υπηρεσιών οργάνωσης, συντονισμού, και λογιστικής υποστήριξης για την υλοποίηση προγράμματος στα πλαίσια του Α’ Κοινοτικού Πλαισίου Στήριξης. Το έργο αφορούσε το χρονικό διάστημα 8-12-1992 έως και 31-10-1993, Δήμος Αμπελώνας, (1992).
5. **Σουμπενιώτης Δ., Γεωργόπουλος Ν. (1992)**, ΕΡΕΥΝΑ: “*Διερεύνηση των Αναγκών των Επιχειρήσεων του Ν. Λάρισας σε Ειδικευμένο Διοικητικό & Τεχνικό Προσωπικό*”, Χρηματοδότηση έρευνας από **Ελληνικό Κέντρο Παραγωγικότητας (ΕΛ.ΚΕ.ΠΑ)**, Λάρισα.
6. **Σουμπενιώτης Δ., (1993)**. Συμβουλευτικό Συγγραφικό έργο: «*Διαχείριση Μ.Ο.Π Ανατολικής Κεντρικής Ελλάδος (Α.Κ.Ε)*». Φορέας Ανάθεσης, **Υπουργείο Εθνικής Οικονομίας**. Συμμετείχα στη ομάδα **Συμβούλων Διαχείρισης του** τόσο από την θέση του μετόχου της Αναδόχου Εταιρίας (EXRERT CONSULTING E.E) όσο και στην βάση της παροχής μελετητικού έργου. Στο εν λόγω έργο απασχολήθηκα από την 26η Μαρτίου του 1992, ημερομηνία υπογραφής της σχετικής σύμβασης με το ΥΠΕΘΟ, έως και τον Φεβ. του 1993 οπότε και απεχώρησα από την εταιρία. Expert Consulting E.E, (1993).
7. **Σουμπενιώτης Ν.Δ (1993)**, “*Η Γεωγραφική Συγκέντρωση των Τραπεζικών Χορηγήσεων Αίτιο & Αιτιατό της Συρρίκνωσης της Ακριτικής & Περιφερειακής Ελλάδας*”, *Οικονομική Εφημερίδα ΚΕΡΔΟΣ*, 20.7.93
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10. **Σουμπενιώτης Ν.Δ (1994)**, ΜΕΛΕΤΗ: “*Διερεύνηση Συνθηκών Διείσδυσης των Ελληνικών Βιομηχανικών Επιχειρήσεων στις Αγορές της Βαλκανικής*”. Φορέας υλοποίησης **Ελληνικό Κέντρο Ευρωπαϊκών Μελετών και Ερευνών (ΕΚΕΜΕ) και το Κέντρο Ερευνών Πανεπιστημίου Πειραιά** , Πειραιάς 1994. Συμμετοχή στη ομάδα

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  12. **Σουμπενιώτης Ν.Δ (1994)**, ΜΕΛΕΤΗ: “*Έρευνα Συνεχούς Επαγγελματικής Κατάρτισης (ΕΣΕΚ)*”. Φορέας υλοποίησης **Εθνική Στατιστική Υπηρεσία, (ΕΣΥΕ)**, Αθήνα 1994. Συμμετοχή στη ομάδα έργου με την υπογραφή σχετικής σύμβασης. Η σύμβαση αφορούσε το χρονικό διάστημα 1-7-1994 έως και 31-8-1994.
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  82. Zantanidis, S., Tsiotras, G., (1997) *“The Application of Quality Assurance Systems in the Greek Constructions Industry and the repercussions in the Economic Efficiency”*, Minutes of the 1<sup>st</sup> Conference of Economic and Operational Theory and Policy, Thessaloniki, Greece.

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88. Tsiotras G., (1993) *"Management of Real Time Routing Telecommunications Networks"*, in the Proceedings of 2nd Balkan Conference on Operational Research, Thessaloniki, Greece.
89. Tsiotras, G., Gotzamani, K., (1992) *"Application of the Just-In-Time Philosophy elements in Public Companies"*, in the proceedings of the Conference "Management Modernisation", Thessaloniki, Greece.
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92. Tsiotras G., (1988) *"Performance Modeling of a Traffic Management System for an Intelligent Network"*, IEEE INFOCOM, pp.208-215
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94. Tsiotras G., (1987) *"Real-Time Detection & Control of Overload on Telecommunication Networks,"* Proceedings of the First National Conference on Automation & Robotics, Athens, Greece, December, pp. 273-279

#### **V. Other Conference Proceedings:**

95. Tsiotras, G. (2008) *"The Innovation System of Thessaloniki and the Region of Central Macedonia"*, Greece, UNESCO – WTA, Proceedings in International Training Workshop, October, Daejeon, Korea
96. Tsiotras, G., Komninos, N. (2008) *"Advantages of Regional Systems of Innovation: The Regional Innovation Pole of Central Macedonia"*, 2<sup>nd</sup> Conference in Innovation and Entrepreneurship, CERTH, 22 May, Thessaloniki, Greece

97. Tsiotras G., (2002) *"Quality Assurance in the globalised Post-Secondary Education"*, Minutes of the 2<sup>nd</sup> Multithematic Meeting in Maronia, 2001, pp 53-57, Publication the Democritus University of Thrace, Komotini, Greece
98. Staiou E., Tsiotras G., (1999) *"Software Quality Characteristics and Quality Assurance Systems: The Way they are perceived by the Greek Software Industry"*, in the Proceedings of International Conference Preparing the Manager of the 21<sup>st</sup> Century, University of Macedonia, Thessaloniki
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100. Tsiotras G., Bochoris, G., Skordi, A., (1998) *"Quality and Health – Basic Significances and Historic Retrospection for Greece"*, Conference "Quality in the field of Health", February 20<sup>th</sup> & 21<sup>st</sup>, Athens, Greece.
101. Tsiotras G., (1990) *"Management of Telecommunication Networks-Invited Paper"*, Proceedings of Athens '96 - The Technology of Tomorrow, International technical conference organized by the executive committee for the candidacy of Athens for the 1996 Olympic Games, March, pp. 202-212

#### **VI. Publications in Honorary Volumes:**

102. K. Mastrogianni, K. Gotzamani, G. Tsiotras, "Quality Assessment of physical therapy in health care system", Honorary volume for Professor G. Economou, University of Piraeus, Piraeus 2017.
103. A. Papadimitriou, G. Tsiotras, *"MBNQA best practice for the educational quality improvement"*, Honorary volume for professor A. Ignatiades, University of Macedonia, 2007 Thessaloniki, Greece
104. Koemtzi, M., Gotzamani, K., Tsiotras, G., (2007), *"Benchmarking and performance Measurement: conflicting or inter-related tools?"*, Honorary volume for professor A. Ignatiades, University of Macedonia, pp 393-413

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105. Tsiotras, G., Syriopoulos, G., Georgopoulos, K., Zantanidis, S., Patrinos, S., (1997) *"Education and Industrial Competition"*, Published Research in the framework of the Satellite Programmes "The future of the Greek Industry" publication of the Ministry of Development
106. Blanas, G., Tsiotras, G., (1997) *"Statistics Information – Suggestions for the effective management of the private and the public companies and administrative self-assessment"*, Economicos Tachydromos.
107. Koufidou S., Tsiotras G., Karayianni, S., Mavroudeas, S., (1997) *"The impact of the introduction of new technologies in employment, in the sectors of Textile and of Food and Drinks"*. Research in the framework of the ADAPT programme, Publication of the Ministry of Labour
108. Blanas G., Tsiotras G., (1996) *"Barriers to Marketing and Production: The Case of Operating System's Software"*, European Management in Fact of Knowledge Driven Competition, Porto



109. Tsiotras, G., (1996) *"Quality Systems, Application Necessity"*, Conference at the Commercial and Industrial Chamber of Thessaloniki, Greek Quality Forum.
110. Tsiotras G., Gotzamani K., Bouras D., (1994) *"The ISO 9000 Certification, a New Key Business Strategy Factor for Competitiveness: The Case of the Greek Industry"*, HCM Workshop on Industrial Networks, May, Thessaloniki
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112. Tsiotras G., Bouras D., Gotzamani K., (1994) *"Strategic Information Systems for Real Time Management and Control of Production Networks"*, HCM Workshop on Industrial Networks, May, Thessaloniki, Greece.
113. Tsiotras G., Vaxevanidou M., (1994) *"Customer/Supplier Relationship for Technological Products in the Greek Banking System"*, HCM Workshop on Industrial Networks, May, Thessaloniki, Greece.
114. Tsiotras, G., (1993) *"Quality Assurance-Total Quality Management in Greece: Fashion or Necessity?"*, Conference at the Commercial and Industrial Chamber of Thessaloniki, in the framework of the COMMET Project and SPEE of Macedonia.
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116. Tsiotras G., Badr, H., Beltrami, E. (1987) *"Blocking Probabilities for a Class of Queuing Network models"*, Department of Applied Mathematics & Statistics, SUNY Stony Brook, TR#70
117. Tsiotras G., Badr H., Beltrami E. (1986) *"Explicit results on the "1-0-1" Queuing Network Model with Blocking"*, Applied Mathematics & Statistics, SUNY Stony Brook, TR #61
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119. Papadimitriou, A., Gotzamani, K, Ntinis, H., Tsiotras, G. (2006) *"Identification of the effective practices in academic support services in Greek Public Universities. Preliminary findings from Library, Information Technology and Career Services"*, "9<sup>th</sup> Toulon-Verona Conference", 7-8 September, Paisley, Scotland, U.K.
120. Papadimitriou, A., Gotzamani, K, Ntinis, H., Tsiotras, G. (2006) *"Effective practices in academic support services in Greek Public Universities. Preliminary findings form Carrier Services"*, MIBES International Conference, 4-7 November, Larissa, Greece
121. Papadimitriou, A., Gotzamani, K, Tsiotras, G., Ntinis, H. (2005) *"Examination of best Practices in Library Services among the Greek Universities"*, 14<sup>th</sup> Conference for Academic Libraries, 3-5 December, Athens, Greece

122. Papadimitriou A., Tsiotras G., (2003) "*The MBNQA (Malcolm Baldrige National Quality Award) Education Criteria as a tool to Higher Education Performance Excellence*", 7<sup>th</sup> "Toulon-Verona" Conference
123. Tsiotras G., Georgiou A., Papadopoulos A., Salonikidou A., (2003) "*Training of work programmes in the collection of domestic waste*", 16<sup>th</sup> National Conference of the Greek Company of Operational Research, September, Larissa, Grece.
124. Theodorakioglou, Y., Gotzamani, K., Tsiotras, G., (2003) "*Supplier management practices and their impact on supplier and buyer performance: an empirical study in Greek manufacturing industry*", EURO/INFORMS Joint International Meeting, July 6-10, Istanbul, Turkey
125. Blanas G., Tsiotras, G. (1997) "*Human Resource Management Information Systems Limitations*", 4th Balkan Conference on Operational Research, October, Thessaloniki, Greece
126. Gotzamani K., Tsiotras G., (1997) "*The Day After ISO 9000! What was the Real Benefit for my Company?*", EURO XV/INFORMS XXXIV Joint International Conference, July, Barcelona, Spain
127. Georgiadou, M., Tsiotras, G., (1997) "*Critical ISO 14001 in the Greek Enterprises*", 11<sup>o</sup> National Conference EEEE, May, Athens, Greece
128. Zantazidis, S., Tsiotras, G., (1997) "*Quality Assurance and Project Management: a challenge for the Greek construction companies*", 11<sup>th</sup> National Conference EEEE, May, Athens, Greece
129. Blanas, G., Tsiotras, G., (1997) "*Information Systems for Management Evaluation*", 11<sup>o</sup> National Conference EEEE, May, Athens, Greece
130. Tsiotras G., Tapiero, C. (1990) "*Quality Control of Tandem Queue-Like Flexible Manufacturing Systems*," IFORS '90, the 12th Triennial International Conference on Operations Research, June, Athens, Greece
131. Tapiero C., Tsiotras G., (1989) "*Just-In-Time, Quality Control and the Quality Improvement Process in a Queue-Like Manufacturing System*," ORSA/TIMS Joint Conference, October, New York
132. Tsiotras G. (1987) "*Queuing Network Models with Multiple-Customer Classes Under Different Blocking Mechanisms*", ORSA/TIMS Joint Conference, October, St. Louis
133. Tsiotras G., Badr H., Beltrami E., (1986) "*A Class of Queuing Network Models with Blocking*", ORSA/TIMS Conference, Miami

## RODOULA TSIOTSIU

### **PRESENTATIONS AT INTERNATIONAL SCIENTIFIC JOURNALS (with referees):**

1. 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
2. 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
3. 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
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7. 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/JSM-01-2020-0027> 2020 Journal Impact Factor: 4.47
8. Tsiotsou, R.H. (2019). Rate my firm: cultural differences in service evaluations. *Journal of Services Marketing*, Vol. 33 No 7, pp. 815-836. 2019 Journal Impact Factor: 3.2 <https://doi.org/10.1108/JSM-12-2018-0358>
9. Tsiotsou, R. H. (2016) A Service Ecosystem Experience-Based Framework for Sport Marketing, *The Service Industries Journal*, Vol. 36 No 11-12, pp. 478 – 509, 2015 Journal Impact Factor: 0.78 [10.1080/02642069.2016.1255731](https://doi.org/10.1080/02642069.2016.1255731)
10. 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 [10.1080/02642069.2016.1248420](https://doi.org/10.1080/02642069.2016.1248420)

11. 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 10.1108/JOSM-04-2015-0117
12. 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
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15. 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
16. 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. 10.1108/JSM-01-2012-0002
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18. 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), pp. 65-81, 2011 Journal Impact Factor: 0.88. 10.1080/16184742.2011.637174
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21. 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. 10.1108/08858621111179831
22. 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 2010=1 10.1108/0263450111117593
23. Tsiotsou, R., Rigopoulou, I., and Kehagias, I. (2010). Tracing Customer Orientation and Marketing Capabilities through Retailers' Websites: A Strategic Approach to

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  32. 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), pp. 61-72. The Haworth Press, Inc. 10.1300/J150v14n02\_05. 69
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41. 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)
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**PRESENTATIONS IN CONFERENCES PROCEEDINGS (with referees):**

1. Tsiotsou, R.H. and Seger-Guttmann, T. (2022). Generosity in the service settings: Systematic Review and Meta-Analyses, 28th Recent Advances in Retailing and Consumer Science, July 23-26, 2022, Baveno, Italy.
2. 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.
3. Tsiotsou, R.H. and Boukis, A. (2022). Home as a Service Consumption Hub. *Frontiers in Services*, June 22-24, 2022, Boston, USA.
4. Tsiotsou, R.H. and Seger-Guttmann, T. (2022). Generosity: A Systematic Review of the Literature and Future Research Directions. 12th SERVSIG Conference. June 16-18, 2022, Glasgow, Scotland.
5. Tsiotsou, R.H., Medler-Liraz, H., Seger-Guttmann, 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.
6. 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, Valencian, Spain.
7. 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.
  8. Tsiotsou, R.H. (2020). Examining Cultural Differences in Evaluating Luxury Hotels. International Conference on Contemporary Marketing Issues. September, (online), Greece.
  9. Tsiotsou, R.H. (2020). Social Media Fan Engagement: A Cross-Cultural Study. 2020 AMA Summer Academic Conference, August 21-23, San Francisco, USA.
  10. Tsiotsou, R.H. and Mavragani, E. (2019), Delineating User Generated Content to Profile Travelers: A Cross-National Approach. Proceedings of the AMA Global Marketing SIG Conference (p.1-7), Buenos Aires, Argentina.
  11. 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) (p.1-5), October 2-5, 2018, Ho Chi Minh City, Vietnam.
  12. 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.
  13. 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 (p. 1-9), May 21-23, 2018, Santorini, Greece.
  14. 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.
  15. 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.
  16. Tsiotsou, R.H. and Hatzithomas, L. (2017). Banner Advertising Effectiveness: An Experimental Study. In Proceedings of the 5th International Conference on Contemporary Marketing Issues (ICCM) (p. 1-5) (June 21-23, 2017), Thessaloniki, Greece.
  17. 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) .

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Το βιβλίο έχει υιοθετηθεί ως προτεινόμενο ή υποχρεωτικό ανάγνωσμα στα πανεπιστήμια:

- **Southern Cross University, Australia.** Στο μάθημα μεταπτυχιακού επιπέδου *Strategic Marketing of Destinations and Hotels*. Prof. Meredith Wray.
- **York St. John University, UK.** Στο μάθημα προπτυχιακού επιπέδου *Travel and Tourism Marketing*. Prof. Brendan Paddison.
- **Kodolanyi Janos University of Applied Sciences, Hungary.** Στα μαθήματα μεταπτυχιακού επιπέδου *Tourism Marketing* και *Destination Marketing in Tourism* (Master's in Tourism Management). Dr. Tamara Ratz.

- **Kurukshetra University, Kurukshetra, India.** Master of Travel and Tourism Management, στο μάθημα Tourism Marketing (MTTM-202).
- **University of Geneva, Switzerland.** Aviation Management, Diploma of Advanced Studies, στο μάθημα Managing a Travel Business, Prof. Darko Prebežac.
- **Tomas Bata University in Zlín, Czech Republic,** στο μάθημα Marketing of Tourism (MARKCR). Dr. Miloslava Chovancova
- **Sassari University, Italy.** Στο μάθημα Destination Management, Dr. Giacomo Del Chiappa.

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**MEMBER OF EDITORIAL BOARDS IN INTERNATIONAL SCIENTIFIC JOURNALS:**

2018- present: Associate Editor of the **Journal of Services Marketing**



2016 – present: Member of the Editorial Board of the **Journal of Global Tourism and Hospitality Research**

2013 – present: Member of the Editorial Board of the **Central European Business Review**

2011 – present: Member of the Editorial Board of the **Service Industries Journal**, Taylor & Francis, 2011 Journal Impact Factor: 2.6.

2010 - present: Member of the Editorial Board of the **International Review on Public and Nonprofit Marketing**, Springer Publications.

2010 - present: Member of the Editorial Advisory Board of the international journal **Tourismos**, University of the Aegean.

#### **PRESENTATIONS AS INVITED SPEAKER:**

1. Απρίλιος 2018: Τσιότσου, Ρ. «Μάρκετινγκ; Μόδα ή σύγχρονη και απαραίτητη πρακτική;» Ανοικτό Λαϊκό Πανεπιστήμιο, (18/4/2018 αρ. πρωτ. 6518) Δήμος Θεσσαλονίκης, Νομός Θεσσαλονίκης.
2. Φεβρουάριος 2015. Τσιότσου, Ρ. «Παρουσίαση του Μεταπτυχιακού Προγράμματος Σπουδών στο Μάνατζμεντ Τουριστικών Επιχειρήσεων και Οργανισμούς». Ημερίδα «Κάνε Βουτιά στον Τουρισμό» Γραφείο Διασύνδεσης, Πανεπιστήμιο Μακεδονίας, Θεσσαλονίκη.
3. Δεκέμβριος 2014: Τσιότσου, Ρ. «Η Διασύνδεση του Πανεπιστημίου με τις Επιχειρήσεις», Ημερίδα «Ενίσχυση Επιχειρηματικότητας Μέσω της Δικτύωσης & της Αξιοποίησης του Ανθρώπινου Κεφαλαίου», Σύνδεσμος Εξαγωγέων Βορείου Ελλάδος, Θεσσαλονίκη.
4. Νοέμβριος 2013: Τσιότσου, Ρ. “Βασικές Αρχές του Μάρκετινγκ”, Ημερίδα με θέμα «Βασικές αρχές marketing-προβολής». Ημερίδα της UNESCO CENTER for Women and Peace in the Balkan Countries, Θεσσαλονίκη.
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6. Ιανουάριος 2011: Τσιότσου, Ρ. “Εισαγωγή στα Δομικά Μοντέλα Εξισώσεων”. Διάλεξη στα πλαίσια του μαθήματος “Μεθοδολογία Ι & ΙΙ” του Διδακτορικού Προγράμματος Σπουδών του Τμήματος Οικονομικών Επιστημών του Αριστοτελείου Πανεπιστημίου Θεσσαλονίκης, Θεσσαλονίκη.
7. Δεκέμβριος 2010: Τσιότσου, Ρ. «Το Μάρκετινγκ στους Αθλητικούς Οργανισμούς: Απαραίτητο Εργαλείο ή μη Εφαρμόσιμη Πρακτική;» Ανοικτό Πανεπιστήμιο Δήμου Θεσσαλονίκης, Κύκλος Διαλέξεων: Διοίκηση και Οικονομία, Θεσσαλονίκη.
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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>.
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6. Sklavounos, N.S., 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(1), pp. 164-185, [http://ejes.uaic.ro/articles/EJES2020\\_1101\\_SKL.pdf](http://ejes.uaic.ro/articles/EJES2020_1101_SKL.pdf).
7. Adamoglou, X. and Hajidimitriou, Y.A. (2020) A Managerial Coevolution Perspective Under the Lens of an Emerging Economy: Evidence from Turkey, *WSEAS Transactions on Business and Economics*, Vol. 17, 2020, pp. 532-541, <https://doi.org/10.37394/23207.2020.17.52>.
8. Sklavounos, N.S. & 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(2), pp. 119-132, <https://www.u-picardie.fr/eastwest/index.php>.
9. Azaria C.A., Houdeloudi E. & Hajidimitriou Y.A. (2014) Success Factors of Internet use for Exporting by Greek Companies during the Period of the Financial Crisis, *MIBES Transactions International Journal*, vol. 8, pp. 13 - 30.
10. Hajidimitriou, Y.A., Sklavounos, N.S. & Rotsios, K.P. (2012) The Impact of Trust on Knowledge Transfer in International Business Systems, *Scientific Bulletin - Economic Sciences International Journal*, vol. 11(2), pp. 39 - 49, [http://economic.upit.ro/repec/pdf/2012\\_2\\_4.pdf](http://economic.upit.ro/repec/pdf/2012_2_4.pdf).
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## 2. BOOKS / MONOGRAPHS

1. Παλταγιάν, Γ., Αιγυπτιάδης, Α. και Χατζηδημητρίου, Ι., Διοίκηση Διαδικασιών στο Διεθνές Εμπόριο, Εκδόσεις ΔΙΣΙΓΜΑ, 2021, <https://disigma.gr/collections/oikonomikes-epistimes/products/dioikisi-diadikasiwn-sto-diethnes-emporio>.
2. Χατζηδημητρίου, Γ.Α. (2008) *Διεθνές Οικονομικό Περιβάλλον*, 2<sup>η</sup> Έκδ., Πάτρα, Ελληνικό Ανοικτό Πανεπιστήμιο (για το πρόγραμμα σπουδών “Διοίκηση Επιχειρήσεων και Οργανισμών”).
3. Χατζηδημητρίου, Γ.Α. (2003–2019) *Η Επιχείρηση στο Διεθνές Οικονομικό Περιβάλλον*, Πανεπιστημιακές Παραδόσεις, Θεσσαλονίκη, Πανεπιστήμιο Μακεδονίας.
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5. Χατζηδημητρίου, Γ.Α. (1997 – 2002) *Εισαγωγή στις Διεθνείς Επιχειρηματικές Δραστηριότητες*, Πανεπιστημιακές Παραδόσεις, Θεσσαλονίκη, Πανεπιστήμιο Μακεδονίας.
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## 3. CHAPTERS IN SCIENTIFIC VOLUMES

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2. Basil Manos, Jason Papathanasiou, Thomas Bournaris. “Best Practice Guide, DSS guide”. Deliverable implemented during the WATER-MAP project. (2008, 22 pages)
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2. Basil Manos, Jason Papathanasiou (eds). "Governance and Ecosystem Management for the CONservation of BIOdiversity", Ziti pubs, 2008, Thessaloniki, Greece (ISBN: 978-960-243-647-9).
3. Kostantinos Voudouris, Maurizio Polemio, Jason Papathanasiou. "Development and utilization of vulnerability maps for the monitoring and management of groundwater resources in the Archimed area". Special edition in the framework of the WATER-MAP project, self publication, December 2009.
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12. A. Migdalas, A. Sifaleras, C. K. Georgiadis, J. Papathanasiou, E. Stiakakis (eds). "Optimization Theory, Decision Making, and Operations Research Applications: Proceedings of the 1<sup>st</sup> International Symposium and 10<sup>th</sup> Balkan Conference on Operational Research", Springer Proceedings in Mathematics & Statistics, Vol.31, Springer-Verlag New York Inc., ISBN 978-1-4614-5133-4, 322 p., 2012.

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14. F. Dargam, B. Delibasic, J. E. Hernández, S. Liu, J. Papathanasiou, R. Ribeiro, P. Zaraté (editors). **Book of Abstracts: Proceedings of the EWG-DSS Thessaloniki-2013 Workshop** "Exploring New Directions for Decisions in the Internet Age". Thessaloniki, Greece, May 29-31, 2013.
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  24. Theodore Tarnanidis, Maro Vlachopoulou, and Jason Papathanasiou (editors). “Driving Agribusiness with Technology Innovations”, IGI Global June 2017. ISBN13: 9781522521075, 300 pages.
  25. Jason Papathanasiou, Boris Delibašić, Pascale Zarate (**guest eds**). **Special issue of the** “International Journal of Decision Support Systems (IJDSS)” on “Decision Support Models and Applications”, vol.3 no 1/2, 2018, Inderscience.
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**CONFERENCE AND WORKSHOP  
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3. Jason Papathanasiou, Nikolaos Ploskas and Nikolaos Samaras (2014). “Analysis and Design Considerations of a Web-Based Decision Support System for the Multiple Capacitated Facility Location Problem”. PowerPoint presentation at the “**International Workshop on Enterprise Information Systems and their Applications**”, Canadian Institute of Technology (CIT), Tirana, Albania.
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- Liaison Office of the German Research Organisations (KoWi).
5. Rainer Muessner, Dimitra Manou and Jason Papathanasiou (2007). "Governance processes for the protection of biodiversity across Europe". PowerPoint presentation at the Conference on the Human Dimensions of Global Environmental Change, "Earth System Governance: Theories and Strategies for Sustainability", Amsterdam, Netherlands.
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**IOANNIS TAMPAKOUDIS****1. SCIENTIFIC JOURNALS**

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1. Tampakoudis, I., Subeniotis, D., Noulas, A. and Kiosses, N. (2021) 'The market reaction to bank mergers and acquisitions in the US: A turnaround story after the financial crisis' of the Clute International Academic Conference on Business Orlando (IACB), December 29 - January 01, Orlando, USA.
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- Tsironis, L., Giovanis A., (1994) "Evaluation and Selection of Landfill Sites for Chania", Fifth Multicriteria Summer School on Multicriteria Decision Aid, Chania, July 4 – 16.
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## 4. Presentations in conferences with referees and proceedings

On Graph Minors and Cut Polytopes. Talk given at the OR60 Anniversary Conference of the OR society, Lancaster, UK, 2018l.

Investigating performance indicators and service quality improvement in an outpa-tient cardiology department. Poster session, ISPOR 2016 Annual International Meeting, Washington, DC USA, May 2016.

On laminar matroids and b-matchings. Talk given at IFORS 2014, Conference of the International Federation of Operational Research Societies, Barcelona, Spain, July 2014

Cutting planes for firrst-level RLT relaxations of mixed 0-1 programs. Keynote presentation YoungOR, Exeter, UK, April 2013.

The Stochastic Network Loading Problem. Talk given at OR54 2012, Conference of the OR society, Edinburgh, UK, September 2012.

Complexity Results for the Gap Inequalities. Talk given at Aussois 2012, Workshop in Combinatorial Optimization, Aussois, France, January 2012.

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7. Όλγα Παπαγιάννη, Θωμάς Λούκας, Αθανάσιος Μαγκούτης, Ηρακλής Μούλας, Δημήτριος Σκάλκος, **Δημήτριος Καφετζόπουλος**, Χαραλαμπία Δήμου, Χαράλαμπος Καραντώνης, Αντώνιος Κουτελιδάκης, (2021), "Μελέτη της μεταγευματικής βιοδραστικότητας μπισκότων ενισχυμένων με πάστα ελιάς σε υγιείς εθελοντές", 14<sup>ο</sup> Πανελλήνιο Συνέδριο καρδιομεταβολικών Παραγόντων Κινδύνου, 2-5 Σεπτεμβρίου, Καλαμάτα. (Έπαινος 3<sup>ης</sup> καλύτερης προφορικής ανακοίνωσης).

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## 3. CHAPTERS IN SELECTIVE SCIENTIFIC ISSUES

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11. Skouri, K., Konstantaras, I. and Lagodimos A. G. "(R, T) inventory control policies under uncertain supply chain environment", 3<sup>d</sup> Annual Conference of the European Decision Sciences Institute, 24-28 June, Istanbul, Turkey.
12. Benkherouf, L., Skouri, K. and Konstantaras, I. (2012) "Optimal lot sizing for a production-recovery system with time varying demand over finite planning horizon", 17<sup>th</sup> International Symposium on Inventories, 20-24 August, Budapest, Hungary.
13. Nikolakopoulos, A., Ganas, I., Konstantaras, I. and Skouri, K. (2012) "Hybrid metaheuristic-dynamic programming algorithm for integrated optimization of manual order picking and sorting warehouse operations", 25<sup>th</sup> European Conference on Operational Research, 8-11 July, Vilnius, Lithuania.
14. Benkherouf, L., Skouri, K. and Konstantaras, I. (2015) "Optimal production and reworking decisions over finite planning horizon for products with time varying demand", 4<sup>th</sup> International Symposium & 26<sup>th</sup> National Conference on Operational Research, 04-06 June, Chania, Greece.
15. Konstantaras, I. Skouri, K. and Lagodimos, A. (2015) "Economic order quantity with random supply disruptions", 4<sup>th</sup> International Symposium & 26<sup>th</sup> National Conference on Operational Research, 04-06 June, Chania, Greece.
16. Konstantaras, I., Lagodimos, A. C. and Skouri, K. (2018). "Decomposition-based optimization of a deterministic two-echelon inventory chain", 20<sup>th</sup> International Symposium on Inventories, 20-24 August, Budapest, Hungary.

6. OTHER (Σύνταξη Ειδικών Τευχών Διεθνών Επιστημονικών Περιοδικών)

1. Fleming, P. and Konstantaras, I. (2014), "International Journal of Systems Science: Operations & Logistics", International Journal of Systems Science: Operations & Logistics, 1:1, pp. 1-2.
2. Taleizadeh, A. A., Barrón, L. E. C., Konstantaras, I. (2017) "Editorial: Special Issue on Advances in Inventory Management under Uncertainty", International Journal of Inventory Research, 4(2/3), pp. 97-102.

## LEONIDAS HATZITHOMAS

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### 1. Publications in International Scientific Journals reviewed by referees

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1. Tsiotsou, R.H., **Hatzithomas, L.** and Wetzels, M., 2023. Display advertising: the role of context and advertising appeals from a resistance perspective. *Journal of Research in Interactive Marketing*.
2. Theodorou, A., **Hatzithomas, L.**, Fotiadis, T., Diamantidis, A. and Gasteratos, A., 2023. The Impact of the COVID-19 Pandemic on Online Consumer Behavior: Applying the Theory of Planned Behavior. *Sustainability*, 15(3), p.2545.
3. Margariti, K., **Hatzithomas, L.**, Boutsouki, C. and Zotos, Y., 2022. A path to our heart: Visual metaphors and “white” space in advertising aesthetic pleasure. *International Journal of Advertising*, 41(4), pp.731-770.
4. Michaelidou, N., Siamagka, N.T., Hatzithomas, L. and Chaput, L., 2022. Femvertising practices on social media: a comparison of luxury and non-luxury brands. *Journal of Product & Brand Management*, 31(8), pp.1285-1300.
5. Theodorakioglou, F., Hatzithomas, L. and Boutsouki, C., 2023. The impact of sequential versus simultaneous media exposure on online advertising effectiveness. *Journal of Marketing Communications*, 29(2), pp.101-117.
6. Radojevic, P., Manic, S., Churlei, E., **Hatzithomas, L.** and Suluburic, A. 2022. "Organizational determinants as antecedent factors of export marketing strategy archetypes of agri-food firms: a three country analysis", *British Food Journal*, Vol. 124 No. 4, pp. 1400-1418.
7. Riskos, K., **Hatzithomas, L.**, Dekoulou, P. and Tsourvakas, G., 2022. The influence of entertainment, utility and pass time on consumer brand engagement for news media brands: A mediation model. *Journal of Media Business Studies*, 19(1), pp.1-28.
8. Georgouloupoulos N., **Hatzithomas L.**, and Boutsouki C. (2022) Quality of Electronic Design Automation Tools, *International Journal of Business Information Systems*.
9. Voutsas, M.C., **Hatzithomas, L.**, Tsihla, E. and Boutsouki, C., 2022. Face reading the emotions of gelotophobes toward disparaging humorous advertising. *The European Journal of Humour Research*, 10(3), pp.88-112.
10. Karagiannis, D., **Hatzithomas, L.**, Fotiadis, T. and Gasteratos, A., 2022. The Impact of Brand Awareness and Country of Origin in the Advertising Effectiveness of Greek Food Products in the United Kingdom: The Case of Greek Yogurt. *Foods*, 11(24), p.4019.
11. Ktisti, E., **Hatzithomas, L.** and Boutsouki, C., 2022. Green Advertising on Social Media: A Systematic Literature Review. *Sustainability*, 14(21), p.14424.
12. Riskos, K., Dekoulou, P.E., **Hatzithomas, L.** and Kotzaivazoglou, I., 2022. The impact of nostalgic corporate storytelling on brand heritage: A multiple mediation model. *Int. Journal of Business Science and Applied Management*, 17(2).
13. Rotsios, K., Konstantoglou, A., Folinias, D., Fotiadis, T., **Hatzithomas, L.**, and Boutsouki, C., 2022. Evaluating the use of QR codes on food products. *Sustainability*, 14(8), p.4437.

14. **Hatzithomas, L.**, Voutsas, M.C., Boutsouki, C. and Zotos, Y., 2021. A superiority–inferiority hypothesis on disparagement humor: The role of disposition toward ridicule. *Journal of Consumer Behaviour*, 20(4), pp.923-941.
15. **Hatzithomas, L.**, Manolopoulou, A., Margariti, K., Boutsouki, C. and Koumpis, D., 2021. Metaphors and body copy in online advertising effectiveness. *Journal of Promotion Management*, 27(5), pp.642-672.
16. **Hatzithomas, L.**, Boutsouki, C., Theodorakioglou, F. and Papadopoulou, E., 2021. The Link between Sustainable Destination Image, Brand Globalness and Consumers' Purchase Intention: A Moderated Mediation Model. *Sustainability*, 13(17), p.9584.
17. Voutsas, M.C., Tsihla, E., **Hatzithomas, L.** and Margariti, K., 2021. Examining consumer responses to YouTube ads through facial expressions and self-reports: the role of gender identity and emotional appeals. *International Journal of Internet Marketing and Advertising*, 15(4), pp.368-393.
18. Konstantoglou, A., Folinas, D., Fotiadis, T.A., Rallis, S., **Hatzithomas, L.** and Gasteratos, A., 2020. Development of A Holistic Framework for the Key Packaging Elements of Agri-Food Products. *Journal of Engineering Science & Technology Review*, 13(3), 23-31.
19. Katsikari, C. **Hatzithomas, L.**, Fotiadis, T., and Folinas, D. 2020. Push and Pull Travel Motivation: Segmentation of the Greek Market for Social Media Marketing in Tourism, *Sustainability*, 12(11):4770.
20. Aramendia-Muneta, M.E., Olarte, C., and **Hatzithomas, L.** 2020. Gender stereotypes in original digital video advertising. *Journal of Gender Studies*, 29(4), 403-419.
21. Daskalaki, V.V., Voutsas, M.C., Boutsouki, C. and **Hatzithomas, L.**, 2020. Service quality, visitor satisfaction and future behavior in the museum sector. *Journal of Tourism, Heritage & Services Marketing*, 6(1), pp.3-8.
22. Tsihla, E., **Hatzithomas, L.**, Boutsouki, C. and Zotos, K., 2019. Greek political advertising in retrospect: a longitudinal approach. *Communication Research Reports*, 36(5), pp.404-414.
23. Margariti, K., Boutsouki, C., and **Hatzithomas, L.** (2019), The dilemma of luxury brand extensions. *Journal of Global Fashion Marketing*, 10(4), 305-323.
24. 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.
25. **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*, 13(2), 99-119.
26. **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.
27. 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.

28. 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.
29. Boutsouki, C., **Hatzithomas L.**, and Gazi A. (2017), Editorial, *International Journal of Technology Marketing*, 12(3).
30. **Hatzithomas L.**, Fotiadis, T. and Coudounaris, D. (2016). Standardization, Adaptation and Personalization of International Corporate Social Media Communications, *Psychology & Marketing*, 33(12), 1098-1105.
31. **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.
32. **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.
33. **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.
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35. 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.
36. **Hatzithomas L.**, Zotos Y. and Boutsouki C. (2011). Humor and Cultural Values in Print Advertising: A Cross – Cultural Study, *International Marketing Review*, 28(1), 57-80.
37. 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), 83-95.
38. **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.
39. **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.
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41. 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.

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43. 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).

## **2. Books - Monographies - Chapters in Books**

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1. Margariti, K., Hatzithomas, L. and Boutsouki, C., 2023. Implementing Eye Tracking Technology in Experimental Design Studies in Food and Beverage Advertising. In *Consumer Research Methods in Food Science* (pp. 293-311). New York, NY: Springer US.
2. Hatzithomas, L., Margariti, K. and Boutsouki, C. 2022. Implementing eye tracking technology in experimental design studies in food & beverage advertising, in *Doing consumer research in food science*, Springer Nature.
3. Timamopoulou, A., Hatzithomas, L., Boutsouki, C. and Voutsas, M.C., 2021. Half a century of super bowl commercials: A content analysis of humorous advertising styles. In *Advances in Advertising Research (Vol. XI)* (pp. 137-150). Springer Gabler, Wiesbaden.
4. Tsihla, E., Voutsas, M.C., Margariti, K. and Hatzithomas, L., 2021. Gender Responses to Emotional Appeals in Advertising: Comparing Self-Reports and Facial Expressions. In *Advances in Advertising Research (Vol. XI)* (pp. 241-253). Springer Gabler, Wiesbaden.
5. Seitel, F.P. (2018). *Practice of public relations*. Broken Hill Publishers Ltd, Greek editing γενική επιμέλεια Λεωνίδα Χατζηθωμάς, επιμέλεια επιμέρους κεφαλαίων Ανδρέας Ανδρονικίδης.
6. 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.
7. 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.
8. Ζώτος Γ., Ζώτου Α., Κυρούση Α., Μπουτσούκη Χ., Πάλλα Π. και Χατζηθωμάς Λ. (2018), *Διαφήμιση: Σχεδιασμός, Ανάπτυξη και Αποτελεσματικότητα*, 6<sup>η</sup> έκδοση, Θεσσαλονίκη: Εκδοτικός Οίκος University Studio Press.
9. 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, σελ. 1-15.
10. Hatzithomas L., Boutsouki C., Pigadas V., Zotos Y. (2015). *PEER: Looking into Consumer Engagement in e-WOM through Social Media*, *EAA Advances in Advertising Research*, Springer Gabler, Germany, Vol. VI, σελ. 11-24.
11. Χατζηθωμάς Λ. (2008). *Το χιούμορ στην Τηλεοπτική Διαφήμιση: Τύποι του Χιούμορ, Κατηγορίες Προϊόντων, Διαφημιστική Αποτελεσματικότητα, Διαμόρφωση Στάσεων και Συναισθημάτων, Ολοκληρωμένη Επικοινωνιακή Στρατηγική Μάρκετινγκ*, Μονογραφία στη σειρά Θέματα Επικοινωνίας και Μάρκετινγκ, University Studio Press, Θεσσαλονίκη.

12. Χατζηθωμάς Λ. (2008). *Ολοκληρωμένη Επικοινωνιακή Στρατηγική Μάρκετινγκ (Integrated Marketing Communications)*, κεφάλαιο στο βιβλίο “Διαφήμιση” του κ. Γεώργιου Ζώτου, Εκδοτικός Οίκος University Studio Press, Θεσσαλονίκη, σελ. 55-74.
13. Χατζηθωμάς Λ. (2008). *Το Χιούμορ ως Στοιχείο της Συγκινησιακής Έκκλησης στο Μήνυμα*, κεφάλαιο στο βιβλίο “Διαφήμιση” του κ. Γεώργιου Ζώτου, Εκδοτικός Οίκος University Studio Press, Θεσσαλονίκη, σελ. 250-270.
14. Fotiadis, T. H., Vassiliadis, C., Hatzithomas, L., & Gkotszamanis, E. (2005). *An IT approach against brand positioning confusion on hospitality enterprises: The case of Greek hotels*. Information and Communication Technologies in Tourism 2005, Εκδοτικός Οίκος Springer Link, 371-382.

### **3. Publications in International Conferneces Proceedings (reviewed by referees)**

1. Antoniou, A., Hatzithomas, L., Tsihla, E., Vlachopoulou E., and Boutsouki, C. (2023), *Sexism at work shared via social media firestorms: the impact on employer's negative WOM and purchase intention*. 21st International Conference on Research in Advertising (ICORIA), Bordeaux, France.
2. Riskos, K., Hatzithomas, L., Dekoulou, P., and Fotiadis, T. (2023), *Entertainment in news media brands: Development of a causal model in the USA and India, that leads to positive intention to purchase online news*, 21st International Conference on Research in Advertising (ICORIA), Bordeaux, France.
3. Ktisti, E, Hatzithomas, L., Margariti, K., and Boutsouki, C. (2023), *Social media influencers and green advertising: a self-identity or confirmation bias consumer perspective?*, 21st International Conference on Research in Advertising (ICORIA), Bordeaux, France.
4. Riskos, K., Dekoulou, P. and Hatzithomas, L. (2023), *The effects of hedonic and eudaimonic entertainment on the intention to use Netflix*, 21st International Conference on Research in Advertising (ICORIA), Bordeaux, France.
5. Amprazi, E., Ktisti, E., Margariti, K., Hatzithomas, L., and Vlachopoulou, E. (2023), *Global luxury fashion branding: a systematic literature review*, International Conference on Contemporary Marketing Issues, Corfu, Greece.
6. Theodorakioglou, F., Hatzithomas, L., Boutsouki, C. and Mouratidis, A. (2023), *Understanding the impact of media consumption types on ad comprehension: the roles of cognitive load and general hurry*, International Conference on Contemporary Marketing Issues, Corfu, Greece.
7. Margariti, K., Hatzithomas, L., Boutsouki, C., and Tsihla, E., 2022. *Luxury brand website design: consumer attitude and behavior through perceived classical/expressive aesthetics and perceived informativeness*, 20th International Conference on Research in Advertising (ICORIA), Prague, Czech Republic.
8. Theodorakioglou, F., Hatzithomas, L., and Boutsouki, C., 2022. *The Influence of Media Exposure Type and 'Fit' among Campaign Ads on Advertising Effectiveness, and the Role of Cognitive Load*, 20th International Conference on Research in Advertising (ICORIA), Prague, Czech Republic.

9. Theodorakioglou, F., Hatzithomas, L., and Boutsouki, C., 2022, *The Effects of Sequential Media Viewing on Advertising Performance and the Role of Cognitive Load*, 26th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus.
10. Theodorakioglou, L., Hatzithomas, L., and Mouratidis, A., 2022, *Media Multitasking behavior among young population*, 26th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus.
11. Papadopoulou, E., Theodorakioglou, F., Hatzithomas, L., and Boutsouki, C. (2021), *Destination image, familiarity of destination and consumers' attitudes: A moderated mediation model of brand globalness and consumers' global identity*, 10th International Conference on Tourism (ICOT 2020).
12. Theodorakioglou, F., Papadopoulou, E., Boutsouki, C., and Hatzithomas, L. (2021), *The interaction of destination image, brand globalness, and ethnocentrism with consumers' purchase intention: A moderated mediation model*, 8th International Conference on Contemporary Marketing issues.
13. 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*, 18<sup>th</sup> International Conference on Research in Advertising, Krems, Austria.
14. Tsihla, E., Voutsas, M., Margariti, K. and Hatzithomas, L. (2019), *Gender Responses to Emotional Appeals in Advertising: Comparing Self-Reported Measures and Facial Expressions*, 18<sup>th</sup> International Conference on Research in Advertising, Krems, Austria.
15. 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, Heraklion, Crete, Greece, 10- 12 July, 2019.
16. Margariti, K., Tsihla, E., Hatzithomas, L. and Voutsas, M. (2019), *Physiological versus Self-report Measures in Emotional Advertising, Considering the Moderating Role of Social Desirability: A Research Agenda*, 7th International Conference on Contemporary Marketing Issues, Heraklion, Crete, Greece, 10- 12 July, 2019.
17. 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 on Consumer Personality in Contemporary Contexts, Thessaloniki, Greece.
18. Vasilakou, E., Theodorakioglou, F., Hatzithomas, L., Boutsouki, C., (2019), *Self-construals and soft-/hard-sell appeals in purchase intention: The mediating effect of perceived threat to freedom*, International Symposium on Consumer Personality in Contemporary Contexts, Thessaloniki, Greece.
19. Voutsas, M., Boutsouki, C., Hatzithomas, L., Tsihla, E. (2019), *Elicited emotions by disparaging humorous ads: The moderating role of gelotophobia, gelotophilia, and katagelasticism*. International Symposium on Consumer Personality in Contemporary Contexts, Thessaloniki, Greece.
20. Papalazaridis, G., Hatzithomas, L., Fotiadis, T. and Anastasiadou, S., (2018), *The Effect of Shopping Styles on Online Shopping Benefits and Risks*. In 2018 Global Marketing Conference at Tokyo (pp. 341-354).

21. Margariti K., Boutsouki C., Zotos, Y. and Hatzithomas L. (2018), *Cross Cultural Advertising: Is a Metaphorical, Visual Language Always The Answer?*, 17<sup>th</sup> International Conference on Research in Advertising (ICORIA), Valentia, Spain.
22. Voutsas M., Hatzithomas L. and Boutsouki C. (2018), *Is this a joke? Disparaging humorous advertising effectiveness through the advertising character's gender*, 17<sup>th</sup> International Conference on Research in Advertising (ICORIA), Valentia, Spain.
23. 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*, 47<sup>th</sup> European Marketing Academy Conference, At Glasgow, UK.
24. Armirioti, M., Voutsas M., Hatzithomas L. and Boutsouki C. (2018), *Sexual Humorous Appeals in Advertising: A Moderated Mediation Approach*, 47<sup>th</sup> European Marketing Academy Conference, At Glasgow, UK.
25. Margariti K., Boutsouki C. and Hatzithomas L. (2018), *White space: Balancing between something and nothing*, 47<sup>th</sup> European Marketing Academy Conference, Glasgow, UK.
26. Daskalaki V., Voutsas M., Boutsouki C. and Hatzithomas L. (2018), *Looking into service quality, visitors' satisfaction and future behavior: the case of the Archaeological and the Science Center and Technology Museums of Thessaloniki*. 6<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM), Thessaloniki, Greece.
27. Voutsas M., Hatzithomas L. and Boutsouki C. (2017), *Superiority Theory and Disparagement Humor: The Role of Gelotophobia, Gelotophilia and Katagelasticism*, 16<sup>th</sup> International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
28. Margariti K., Boutsouki C. and Hatzithomas L. (2017), *Less is More or Less is Bore?*, 16<sup>th</sup> International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
29. Tsiotsou, R. and Hatzithomas, L. (2017), *Banner Advertising Effectiveness: An Experimental Study*, 5<sup>th</sup> International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
30. Hatzithomas L., Misirlis, N., Boutsouki, C. and Vlachopoulou M. (2017), *Effects of Personality Traits on Facebook Use*, 5<sup>th</sup> International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
31. 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*, 5<sup>th</sup> International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
32. Demetriou, P., Dekoulou, E. and Hatzithomas L. (2017), *The Impact of Storytelling on Consumer Responses: An Experimental Study*, 5<sup>th</sup> International Conference on Contemporary Marketing Issues, At Thessaloniki, Greece.
33. Voutsas M., Hatzithomas L., Boutsouki C., Zotos Y. (2016). *The Impact of Gelotophilia and Katagelasticism on the Effectiveness of Disparagement Humor*, 15<sup>th</sup> International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia.
34. Margariti K., Boutsouki C., Hatzithomas L. and Zotos Y. (2016). *A Typology of Minimalism in Advertising*, 15<sup>th</sup> International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia.



35. Mouratidis A., Hatzithomas L., Boutsouki C. and Vlachopoulou M. (2016). *How to write Facebook posts for a global brand*, 4<sup>th</sup> International Conference on Contemporary Marketing Issues, Heraklion Crete, Greece.
36. Yfantidou I., Hatzithomas L., and Tsourvakas G. (2016). *International green advertising practices: A longitudinal study of Clio award winning advertisements*, 4<sup>th</sup> International Conference on Contemporary Marketing Issues, Heraklion, Crete, Greece.
37. Hatzithomas L., Manolopoulou A. and Boutsouki C. (2016). *Visual Metaphors in Online Advertising: The Role of Hard-Sell versus Soft-Sell Advertising Copy*, 45<sup>th</sup> European Marketing Academy Conference, At Oslo, Norway.
38. Tsihla, E., Hatzithomas L., Boutsouki C. and Zotos K. (2016). *In Good Times and Bad Times... A Longitudinal Analysis of Greek Election Campaigns*, 45<sup>th</sup> European Marketing Academy Conference, At Oslo, Norway.
39. 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 14<sup>th</sup> International Conference on Research in Advertising (ICORIA), London, UK.
40. Hatzithomas L., Evagorou R., Boutsouki C., and Zotos Y. (2015). *Guilt appeals in social ads: experimenting with Google AdWords*, 44<sup>th</sup> Annual Conference of the European Marketing Academy, Leuven, Belgium.
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## ANASTASIA KARAGKOUNI

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