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ΑΝΔΡΕΑΣ ΑΝΔΡΟΝΙΚΙΔΗΣ

ΔΗΜΟΣΙΕΥΜΕΝΕΣ ΑΥΤΟΤΕΛΕΙΣ ΜΕΛΕΤΕΣ (ΜΕ ΚΡΙΣΗ)

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ΧΡΗΣΤΟΣ ΒΑΣΙΛΕΙΑΔΗΣ

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ΑΝΔΡΕΑΣ ΓΕΩΡΓΙΟΥ

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Ερευνητικά Ενδιαφέροντα

Ποσοτικές Μέθοδοι, Μαρκοβιανές αλυσίδες, στοχαστική μοντελοποίηση, τεχνικές της Επιχειρησιακής Έρευνας στον προγραμματισμό ανθρωπίνου δυναμικού, στο Μάρκετινγκ, στο Διεθνές Μάνατζμεντ, στη Διοίκηση Λειτουργιών, στον κλάδο της Υγείας, Τεχνικές Προσομοίωσης στη Διοίκηση Επιχειρήσεων, Διαχείριση Κινδύνου στη δημόσια διοίκηση, πολυκριτηριακές μέθοδοι, αποδοτικότητα.

Ετεροαναφορές (επιλογή)

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ΚΩΝΣΤΑΝΤΙΝΟΣ Α. ΤΑΡΑΜΠΑΝΗΣ

ΑΡΘΡΑ ΣΕ ΔΙΕΘΝΗ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ (με κριτές)

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ΡΟΔΟΥΛΑ Η. ΤΣΙΟΤΣΟΥ

ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΔΙΕΘΝΗ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ (με κριτές):

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segments. Proceedings of the 2008 Academy of Marketing Conference (7-10 July, 2008), p. 1-9, Aberdeen, Scotland.

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43. Tsiotsou, R. and Alexandris, K. (2007). A model of fan attachment: Antecedents and sponsorship outcomes. Proceedings of the 1st Biannual Conference on Services Marketing "Strategic Developments in Services Marketing" (September 27-29, 2007), p. 1-8 (CD) ISBN: 978-960-7475-41-1, Chios, Greece.
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45. Tsiotsou, R. (2006). Segmenting Donors of Athletic Programs Based on their Motivation: An Exploratory Study of University Donors. Proceedings of the 35th European Marketing Academy Conference (May 23-26, 2006), p. 1-7 (CD), Athens, Greece.
46. Tsiotsou, R. (2005). The effects of values, involvement, perceived product quality and overall satisfaction on purchase intentions. Proceedings of the 9th International Conference on Marketing and Development, International Society for Marketing and Development (June 8 – 11, 2005), p. 1-11 (CD), Thessaloniki, Greece.

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ΕΛΛΗΝΙΚΑ

1. Αυλωνίτης, Γ. , Γούναρης, Σ. και Τσιότσου, Ρ. (2016). **Μάρκετινγκ Υπηρεσιών: Μάνατζμεντ, Στρατηγικές και Νέες Τεχνολογίες.** Broken Hill Publishers ISBN: 9789963258567

ΔΙΕΘΝΗ

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

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.

ΚΕΦΑΛΑΙΑ ΣΕ ΣΥΛΛΟΓΙΚΟΥΣ ΤΟΜΟΥΣ (ΒΙΒΛΙΑ):

ΔΙΕΘΝΗ

1. Rodoula H. Tsiotsou and Jochen Wirtz (2015), "The Three-Stage Model of Service Consumption," in: **The Handbook of Service Business: Management, Marketing, Innovation and Internationalisation,** by Bryson, J R and Daniels, P W (eds.) Cheltenham: Edward Elgar Publishing Ltd, UK. pp. 105-128.
2. Tsiotsou, R.H. and Goldsmith, R.E. (2013). You're nothing without me: What consumers contribute to brands. In **Psychology of Branding,** Douglas W. Evans (ed.). pp. 55-74. NOVA. **ISBN:** 978-1-62618-817-4.
3. Palla Polyxeni, Tsiotsou H. Rodoula, Zotos Yorgos (2013). "Is website interactivity always beneficial? An elaboration likelihood model approach", In **EAA Advances in Advertising Research, "The Changing Roles of Advertising"** (Vol. IV, pp. 131-145), GABLER, Germany. ISBN 978-3-658-02364-5.
4. Tsiotsou, R. H. and Mavragani, E. (2013). *Marketing Strategy of Museums: The Case of the New Acropolis Museum in Athens.* In **Best Practices in Marketing and their Impact in Quality of Life**, Helena Alves and Jose Luis Vazquez (Eds). Book series on Applying Quality of Life Research: Best Practices. pp. 45-62 Springer Publications. ISBN 978 94 007 5877 3.
5. Tsiotsou, R. H. and Wirtz, J. (August 2012). Consumer behavior in a service context. **In Handbook of New Developments in Consumer Behavior** by Victoria Wells and Gordon Foxall, Edward Elgar Publishing Ltd, UK. ISBN: **978 1 84980 244 4 (p. 147-201)**

6. Tsiotsou, R. H. (2012). Introduction to Strategic Marketing in Tourism. In **Strategic Marketing in Tourism Services** by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
7. Tsiotsou, R. H. and Goldsmith, R.E. (2012). Target Marketing and its Application to Tourism. In **Strategic Marketing in Tourism Services** by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
8. Tsiotsou, R.H., Mild, A. and D. Sudharshan (2012). Social Interactions as Basis for Segmenting the Tourism Market. In **Strategic Marketing in Tourism Services** by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
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ΕΛΛΗΝΙΚΑ

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GUEST EDITORIALS ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ

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3. Rodoula H. Tsiotsou and Jochen Wirtz (2016) Service research in the new economic and social landscape, **Journal of Service Theory and Practice,** Vol. 26 Iss: 2, p.1-3.
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ΕΠΙΣΤΗΜΟΝΙΚΕΣ ΑΝΑΚΟΙΝΩΣΕΙΣ ΣΕ ΣΥΝΕΔΡΙΑ (με κριτές):

1. Tsiotsou, R.H. (2015). Predicting Parasocial Interactions in Social Networking Sites by Consumers' Attachment Styles. 24th Annual Frontiers in Service Conference, (July 9-12, 2015), San Jose, California, USA.
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5. Amanatides, S. and Tsiotsou, R. (2011). Barriers and Benefits from Implementing Quality Standards in the Hotel Industry. International Conference on International Business, (May 19-21), Thessaloniki, Greece.
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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.

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1. Επιστημονικά περιοδικά

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2. Βιβλία/μονογραφίες

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Ελληνικό Ανοικτό Πανεπιστήμιο (για το πρόγραμμα σπουδών ‘‘Διοίκηση Επιχειρήσεων και Οργανισμών’’).

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3. Κεφάλαια σε συλλογικούς τόμους

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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.

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ΑΝΑΣΤΑΣΙΑ ΚΑΡΑΓΚΟΥΝΗ

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