

MAVRAGANI ELENI

Assistant Professor: Marketing Management

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EDUCATION

2019	Erasmus+, Higher Education Mobility , Mid-Sweden University, Kunskapens väg 1, SE-831 25, Östersund, Sweden.
2006-2011	PHD in Marketing , University of the Aegean, Greece.
2006-2008	Marie Curie Conferences and Training Courses , Making National Museums (NaMu), Leicester University UK, Oslo Universitet Norway, and Linkoping Universitet Sweden.
2003-2005	MBA , University of the Aegean, Greece.
1998-2003	BSc in Business Administration , University of Piraeus, Greece.

PUBLICATIONS

JOURNALS WITH REVIEWERS

1. Gritzali, A, **Mavragani, E** and Gritzalis, D (2019), Negative MWOM and value co-destruction during destination crises. *Business Process Management Journal*, 26 (4), 839-856.
2. **Mavragani, E**, Nikolaidou, P, and Theodoraki, E (2019), Traveler Segmentation Through Social Media for Intercultural Marketing Purposes: The Case of Halkidiki, *Journal of Tourism, Heritage & Services Marketing*, 5 (1) 15-23.
3. Chountala, V, Chountalas, P, Magoutas A and **Mavragani E** (2019), The cultural route of Hercules: mapping the tourist's perspective. In press: *International Journal of Tourism Policy*.

4. Dergiades, T, **Mavragani, E** and Pan, B (2018), Google Trends and Tourists' Arrivals: Emerging biases and proposed corrections, *Tourism Management*, 66, 108-120.
5. Dergiades, T, **Mavragani, E** and Pan, B (2017), Arrivals of Tourists in Cyprus: Mind the Web Search Intensity. GreeSE Paper No. 107, Hellenic Observatory, London School of Economics.
6. Kladou, S and **Mavragani, E** (2015), Assessing Destination Image: An online marketing approach and the case of Tripadvisor, *Journal of Destination Marketing & Management*, 4 (3), 187–193.
7. Kladou, S, Giannopoulos, A and **Mavragani, E** (2015), Destination Brand Equity Research From 2001 to 2012, *Tourism Analysis*, 20 (2), 189-200.
8. **Mavragani, E** (2015), Greek Museums and Tourists' Perceptions. An empirical research, *Journal of the Knowledge Economy*, Springer, 1-14.
9. **Mavragani, E** and Lympelopoulou, C (2014), Museum visitor intentions to revisit and recommend. *Journal of Regional Socio-Economic Issues*, 4 (3), 64-78.
10. **Mavragani, E** (2014), National Archaeological Museums and the Growth of Tourism in Greece. *Journal of Regional Socio-Economic Issues*, 4 (1), 61-74.
11. **Mavragani, E** and Lympelopoulou, C (2013), Factors affecting museum visitors' satisfaction: The case of Greek museums, *Tourismos*, 8 (2), 271-287.
12. Farr, R, **Mavragani, E** and Hall, C, (2013), Understanding the Impacts of Cruise Tourism and their Remediation Costs for Small Island Communities in the Aegean, *Journal of Tourism Research*, 6, 119-125.
13. Giannopoulos, A and **Mavragani, E** (2011), Traveling through the Web: A first step toward a comparative analysis of European National Tourism Websites. *Journal of Hospitality Marketing & Management*, 20 (7)718-739.

BOOKS AND EDITED VOLUMES WITH REVIEWERS

1. **Mavragani, E** (2021), Museum Services, Encyclopedia of Tourism Management and Marketing, Edward Elgar Publishing (forthcoming).
2. **Mavragani, E** (2018), Museum Services in the Era of Tourism, in (eds.) Bast, Gerald, Carayannis, Elias G., Campbell, David F. J. The Future of Museums, pp.37-47, Springer.
3. **Mavragani, E** (2017), Museum Marketing Strategy and Tourism Development, in Collected Volume, Tourism Development, Greek Researchers. Publications Papazisi (in Greek).
4. Kladou, S and **Mavragani, E** (2016), A Social Media Approach to Evaluating Heritage

Destination Perceptions: The Case of Istanbul, in Alvarez, M., Yuksel, A. & Go, F. (eds.), *Heritage Tourism Destinations*, pp. 91-104. CABI.

5. **Mavragani, E** (2015), The Contribution of Greek Museums' Marketing to the Tourism Development. pp. 99-107, In the Culture and Perspective. The importance of strategy in four areas of culture. Editors: Sophia Antoniadou, Eleni Mavragani, John Poullos. Kastaniotis Publications (in Greek).
6. Tsiotsou, R and **Mavragani, E** (2013), Marketing Strategy of Museums: The Case of the New Acropolis Museum in Athens, Greece., in (eds) Best Practices in Marketing and their impact on quality of life, pp. 45-62. Springer Publications.

OTHER PUBLICATIONS

1. **Mavragani, E** (2008), Comparing Strategic Approaches between National and Private Museums in Athens, *NaMu IV, Linkoping University, Sweden*.
2. Giannopoulos, A. A. and **Mavragani, E. P** (2011), Traveling through the Web: A first step toward a comparative analysis of European National Tourism Websites. *Travel Daily News*.
3. Lymperopoulos, C., **Mavragani, E** (2007), The contribution of marketing strategies of museums & archaeological sites to the sustainable development of Greek tourist destinations, (in Greek), Magazine: Επιστημονικό Μάρκετινγκ '*Scientific Marketing*', July/August, 2007, pp. 110-111.

INTERNATIONAL CONFERENCE PRESENTATIONS WITH REVIEWERS

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1. Rigos, G, **Mavragani, E**, and Sikalidis, A (2020) Menu profitability Analysis Models in the Greek Hospitality Context. HFAA, 2020, Iraklion, Greece.
 2. **Mavragani, E**, and Paliouras, D (2020) Mixed Reality Tourism Destination: Pulling or Pushing the New Generations? ICCMI 2020, Thessaloniki, Greece.
 3. **Mavragani, E**, and Alexandridou, S (2019), New technological environment in the hospitality sector and susceptibility to customer personality. International Symposium on Consumer Personality in Contemporary Contexts (ISCP 2019), Thessaloniki Greece.
 4. Vafeidou, M, Ferranti, N, and **Mavragani, E** (2019), A critical analysis of the cruise industry at the port of Thessaloniki and a first step in attracting cruise ships and branding the city as a

- cruise destination. TOURMAN, 3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead", Thessaloniki, Greece.
5. Tsiotsou, R, and **Mavragani, E** (2019), Delineating User Generated Content to Profile Travelers: A Cross-National Approach. AMA Global Marketing SIG Conference, Buenos Aires, Argentina.
 6. **Mavragani, E**, Gritzali, A, and Gritzalis, D (2017), Negative MWOM and value co-destruction for destinations. IMIC 2017, Santorini, Greece.
 7. Dergiades, T, **Mavragani, E** and Pan, B (2017), Arrivals of Tourists in Cyprus: Mind the Web Search Intensity. ICCMI 2017, Thessaloniki, Greece.
 8. **Mavragani, E** (2017), Alternative Forms of Cultural Tourism for the Empowerment of the Destination Image, 2nd Panhellenic Place Marketing and Place Branding Conference, University of Thessaly, Greece.
 9. Gritzali, A and **Mavragani, E** (2016), A first step towards understanding own-destination image; the case of Athens. International Tourism, Hospitality & Events Conference, 19-22 July 2016, University of Surrey, UK.
 10. Kladou, S and **Mavragani, E** (2014), Assessing Image Traits on Social Media: The case of a cultural destinations. Heritage Tourism and Hospitality International Conference, Istanbul, Turkey.
 11. Farr, R, **Mavragani, E** and Hall, C (2013), Understanding the Impacts of Cruise Tourism, and their Remediation Costs for Small Island Communities in the Aegean. DRATTE, International Conference on Tourism and Hospitality Management, Athens, Greece. Awarded among the top-rated papers. ISSN: 1791-0064.
 12. **Mavragani, E** and Lympelopoulou, C (2013), Museum visitor intentions to revisit and recommend. EMAC, 2013, European Marketing Academy, 42nd Annual Conference. ISBN 978-9944-380-10-2.
 13. Lympelopoulou, C, Koob, C, Chaniotakis, I, and **Mavragani, E** (2013). Consumer ethnocentrism and tourists' visit intention: the case of Greece and Germany. "Tourism Trends and Advances in the 21st Century", 5th International Scientific Conference of the University of the Aegean, Rhodes, Greece.
 14. Hall, C, Farr, R., and **Mavragani, E** (2013), The Case for Cruise Control: understanding the "dark side" of cruise tourism. 17th Research & Innovation Conference, University of Bolton, UK.
 15. Giannopoulos, A, Kladou, S, **Mavragani, E** and Chytiri, A. P (2012), Measuring the

- Effectiveness of Destination Branding: A Critical Approach, 2nd Advances in Hospitality and Tourism Marketing & Management Conference, Corfu. ISBN 978-960-287-139-3.
16. Kladou, S, Giannopoulos, **Mavragani, E** and Chytiri, A. P (2012), Destination Branding and Relationship Marketing: A Competitive Advantage through Capitalizing on Culture, ICOT 2012, Crete. Andriotis, K. & Theocharous, A. (eds.). ISBN 978-9963-9799-1-2, ISSN 1986-4256, 283-293.
 17. Kladou, S, Giannopoulos, A, **Mavragani, E** and Chytiri, A. P (2012), Building a sustainable competitive advantage in times of crises: Capitalizing on culture, destination branding and relationship marketing, Destination Management and Branding in the Mediterranean Region - Sustainable Tourism in Times of Crisis, 4th ITW Conference Antalya. ISBN 978-605-4483-08-2, 105-117.
 18. Chytiri, A. P, Giannopoulos, A, Kladou, S, and **Mavragani, E** (2012), Destination Brand Effectiveness: Looking at the past and drawing the future, Athens Tourism Symposium 2012, Athens.
 19. **Mavragani, E** and Lympelopoulos, C (2011), Museum visitors' segments and the factors affecting visitors' satisfaction in the case of Greek public museums. International Conference "Rethinking Business and Business Education in the age of crisis", Chios, Greece.
 20. Lympelopoulos, C and **Mavragani, E** (2011), Factors affecting museum visitors' intention to revisit and recommend. 3rd Biennial International Conference on Services Marketing, İzmir, Turkey.
 21. **Mavragani, E** and Tsiotsou, R (2011), Marketing Mix Evaluation of the new Acropolis Museum based on Social Media. IAPNM 2011, 10th International Congress of the International association on Public and Nonprofit Marketing. ISBN: 978-989-20-2460-8, 80. Porto, Portugal.
 22. **Mavragani, E** (2011), Greek Museums and Tourists. An empirical research in different cities. New museums, new urban eras, new tourism mobilities, Interdisciplinary REsearch Team on Tourism (EIREST) and the UNESCO Chair "Culture, Tourism, Development" of Paris 1 Université Panthéon-Sorbonne, Paris, France.
 23. **Mavragani, E** and Lympelopoulos, C (2009), Museum visitors' perceived service quality: An empirical research from Greece. 2nd Biennial International Conference on Services Marketing, Thessaloniki, Greece. ISBN: 978-960-98740, 361-370.
 24. Lympelopoulos, C and **Mavragani, E** (2009), Cultural tourism in Greece: Synergy of ministries and public institution or euphemism? 4th International Scientific Conference, «Planning for the future learning from the past», Rhodes, Greece. ISBN 978-960-7475-41-1.

25. **Mavragani, E** (2008), Strategic approaches of National Museums as an implement to the development of Tourist Destinations. National Museums, 6th International Workshop, University of Oslo, Norway.
26. Giannopoulos, A and **Mavragani, E** (2008), Traveling through the Web: a comparative analysis of European national tourism websites. 2nd International Conference e- Business Forum «e-Business in Travel, Tourism and Hospitality», Athens, Greece.
27. Lymperopoulos, C and **Mavragani, E** (2007), Could the implementation of marketing concept in museums and archaeological sites contribute to the achievement of their mission? 1st Biannual International Conference, Strategic Developments in Services Marketing, Chios, Greece. ISBN 978-960-7475-41-1.
28. **Mavragani, E** and Lymperopoulos, C (2007), The contribution of marketing strategies of museums & archaeological sites to the sustainable development of Greek tourist destinations. 1st Biannual International Conference, Strategic Developments in Services Marketing, Chios, Greece.
29. **Mavragani, E** (2007), The contribution of marketing strategies of museums & archaeological sites to the sustainable development of Greek tourist destinations. Poster Presentation, National Museums, 2nd International Workshop, University of Leicester, UK.

REVIEWER FOR ACADEMIC JOURNALS

- **Review Editor on the Editorial Board**, Frontiers in Psychology and Frontiers in Communication
- **Editorial Manager**, Journal of Hospitality and Tourism Management.
- **Editorial Manager**, Tourism Management Perspectives.
- Annals of Tourism Research
- International Journal of Electronic Marketing and Retailing (IJEMR)
- Journal of the Knowledge Economy
- Journal of Hospitality Marketing & Management
- International Journal of E-Business Research (IJEER)
- Tourism Review
- Journal of Travel & Tourism Marketing
- Eurasian Business Review
- Scandinavian Journal of Hospitality and Tourism

TEACHING EXPERIENCE

- 2020 until today **University of Macedonia, Assistant Professor**, Department of Accounting and Finance on the field of Marketing Management, Courses: Advertisement | Marketing Applications in Finance | Marketing.
- 2019 - 2020 **University of Macedonia**, Adjunct Lecturer, Courses: Management Principles | Strategic Management | Marketing | Organizational Behavior.
- 2015 - 2021 **International Hellenic University, Academic Associate, Head of the MSc in Hospitality and Tourism Management**. *Responsible for the creation, organization and operation of the English-speaking MSc Program.*
Courses: Destination and Event Development | Marketing and Branding | Strategic & Digital Marketing | Management and Marketing Strategies | Consumer Behavior | Marketing for Cultural Organizations | Strategic Marketing for Sustainable Tourism | Culture Heritage Tourism, Dissertation Supervision: 50 Consulting Projects to Business: 15, Teaching Adults: From the Idea to Business | Marketing Plan
- 2018 – 2020 **Aristotle University of Thessaloniki**, Adjunct Lecturer in **Marketing**, Bachelor Courses: Marketing Research, Entrepreneurship and Innovation, Retailing Marketing, Master Programs: Tourism Marketing.
- 2017 – 2018 **University of Patras**, Adjunct Lecturer in **Marketing**, Bachelor Courses: Integrated Marketing Communication.
- 2014 until today **Hellenic Open University**, Adjunct Lecturer, Bachelor Modules: Marketing II | Tourism and Master, Module: Tourism Marketing. Dissertation Supervision: 25
- 2011-2018 **University of the Aegean**, Adjunct Lecturer in **Marketing**, Bachelor Courses: Sales Management | Introduction to Marketing and Master Courses: Marketing in Tourism and Hospitality | Marketing Management | Organizational Behavior |

Change Management.

Teaching Marketing in: Summer Schools, Life Long learning Programs, Distance Learning Programs.

2016 - 2019 **Open University of Cyprus**, Adjunct Lecturer, Master Program, Course: Cultural Tourism, Urban Regeneration and City Branding. Dissertation Supervision: 10

2016 - 2019 **ATEI Thessaloniki**, Adjunct Lecturer, Master Programs, course: Cultural Tourism. Dissertation Supervision: 10.

2014 – 2016 **Kent University, UK and AUEB**, Adjunct Lecturer, Master Program, Course: Tourism Marketing and the Promotion of Cultural Heritage.

2011 -2015 **New York College**

Greenwich College, BSc: Tourism Policy and Development.
Visitor Management
Global Tourism.
Business Planning and Development
Direct Indirect and Digital Marketing

Université de Toulouse, Commercial Techniques and Tourism Marketing
MSc : Tourism Marketing Management
Institut Universitaire Marketing Strategy in Tourism
Kurt Bösch, BSc, MSc: Tourism Marketing Management
Tourism Marketing

2012 - 2014 **ITCOM STUDIES (KEK) and SBIE (KEK)**. Life Long Learning Seminars for Enterprises, ESPA 2007-2013.

2011 - 2012 **IEMA**, Teaching Cultural Marketing in Tourism Summer School.

2005 - 2015 **Public Vocational Training Institutes**, (20 semesters).
 Teaching and Marketing, Communication, Business Administration, Tourism,
 Examiner Tourism Geography, Economics, Customer Relationship, Services,
 authorized by Customer Behavior, Strategic Marketing, Labor Issues,
 the Greek Entrepreneurship, Scientific Advertising, Advertising Media,
 Ministry of Tourist Services, Marketing Management, Wholesale and Retail
 Education: Marketing, Marketing Research, Case Studies, Thesis

RESEARCH PROJECTS

2014 - 2015 **Athens University of economics and Business (AUEB)**
 Marketing Plan for the Archaeological Receipts Funds (TAP).

2012 - 2013 **University of the Aegean**
 Polinisiotikotita: Education and Support to local societies.

2012 -2013 **University of the Aegean**
 European Research Program, South East Europe Transnational Cooperation
 Programme, SEE TCP SAGITTARIUS.

EMPLOYMENT RECORD

2015 - 2020 **International Hellenic University, Research Associate**, in Marketing and Tourism and
Program Leader of the MSc in Hospitality and Tourism Management

2006 **Nikon, Product Manager:** Head of Marketing, D & J Damkalidis S.A..

EDUCATIONAL GRANTS

A.G. Leventis Foundation **Educational Grant** during PhD studies (2007-2008, 2008-2009 and 2009-2010).

University of the Aegean **Award**, prize in MBA studies, top in class (2005).

SPEAKER INVITATIONS

- 2019 International Summer School (Insularity, Education and Sustainable Growth: Theory, Methods and Techniques) INNOVIS2019, Naxos, Greece.
- 2019 ATEI Thessaloniki's, Culture Heritage Tourism, Thessaloniki, Greece.
- 2018 Philoxenia, Trends in Tourism Education, Thessaloniki, Greece.
- 2017 Municipality of Thessaloniki, Keynote Speaker, World Tourism Day, Thessaloniki, Greece
- 2017 Aristoteleio University, School of Agriculture, Thessaloniki, Greece.
- 2016 Invited Lecturer, Corporate Strategy Unit, Portsmouth University, UK.
- 2016 Scientific Meeting, «Mastic Museum Chios», TEE, Chios, Greece.
- 2016 Aristoteleio University, MSc in Museology, Thessaloniki, Greece.
- 2016 1o Tourism Conference in Thessaloniki, Thessaloniki, Greece.
- 2014 Netherlands Institution, Athens, Greece.
- 2014 Private Vocational Training Institute Xini, Athens, Greece.
- 2013 Kent University, UK and Athens University of Economics and Business, MA in Heritage Management, Athens, Greece.
- 2013 Athens University of Economics and Business, department of Marketing and Communication, Athens, Greece.
- 2013- William Angliss Institute, Melbourne, Australia, International Industry Partnerships:
2014 Lead a networking session and discussion on Greece and the Tourism, Athens, Greece.

CONFERENCE ORGANIZER AND RESEARCH COMMITTEE

- 2021 4th International Scientific Conference “Restarting tourism, travel and hospitality: The day after”, TOURMAN 2021, Thessaloniki, Greece.
- 2020 19o Annual Conference Hellenic Finance and Accounting Association (H.F.A.A.), Creta, Greece, 2020.
- 2019 2019 AMA Global Marketing SIG Conference, Buenos Aires, Argentina.
- 2016 2nd Panhellenic Place Marketing and Place Branding Conference, University of Thessaly, Greece.
- 2014 “Rematerialising Culture”, Exhibition at the Michael Cacoyannis Foundation, A.G. Leventis Foundation, Athens, Greece.
- 2013 “Culture and Perspective”, Conference at the Embassy of the Republic of Cyprus, A.G. Leventis Foundation, Athens, Greece.
- 2013 “Tourism Trends and Advances in the 21st Century”, 5th International Scientific Conference of the University of the Aegean, Rhodes, Greece.
- 2009 “Business Research Seminar”, Greek Marketing Academy, Athens
- 2007 “1st Biannual International Conference, Strategic Developments in Services Marketing”, University of the Aegean, Chios, Greece.

EDUCATIONAL AND TRAINING SEMINARS

- 2021 **4 Masterclass Series: The Entrepreneurial University.** A joint initiative of the Embassy of The Netherlands in Greece & Orange Grove in partnership with the Hellenic Ministry of Education & Religious Affairs Powered by Amsterdam Centre for Entrepreneurship & Preneurz Amsterdam, in collaboration with Uni.Fund & Onassis Foundation.
- 2019 **Marketing Research Camp**, Leeds University Business School, UK.
- 2017 Greek Ministry of Education, Research and Religious Affairs: Educational adequacy of adult education
- 2017 Google: Training Seminar in IT skills “Grow Greek Tourism Online”.
- 2015 Hellenic Open University: Training Seminar in Distance Learning and ICT Services.
- 2006 - 2008 Marie Curie Conferences and Training Courses: Participation in two years educational program: Making National Museums (NaMu), by Leicester University UK, Oslo Universitet Norway, and Linkoping Universitet Sweden.

MEMBERSHIPS

Since 2017	Institute of Business Creativity, στο Ecole Hôtelière de Lausanne, Switzerland.
Since 2019	American Marketing Association (AMA)
Since 2012	A.G. Leventis Foundation Scholars Association.
Since 2015	European Marketing Academy (EMAC).
Since 2011	European Social Marketing Association and ELMAR, AMA Academic Community.
Since 2010	Laboratory of Tourism Research and studies (ETEM), University of the Aegean.
Since 2007	Greek Marketing Academy (ELAM).
2007-2015	International Council of Monuments and Sites (ICOMOS).
Since 2003	Economic Chamber of Greece.

VOLUNTARY

Olympic Games 2004	Voluntary for the Olympic Games 2004, VIP Services.
University of Piraeus	Member of the Voluntary Students' Team in the University of Piraeus (1998-2003).
Parliament of Adolescent	Adolescent Member in the 2nd Parliament of Adolescent. Program of Greek Parliament (1997).

OTHER SKILLS

English:	Certificate of Proficiency in English, University of Michigan (C2).
IT:	SPSS, SEM, Windows, MS Office (Word, Excel, Power Point, Internet).