

Chris Lazaris



Date of Birth: 16 July 1976

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Academic Qualifications

- 2013 - 2018 **Doctor of Philosophy (PhD), dissertation entitled: “Integrating Physical & Web Shopping Environments: The Interplay of Omnichannel Retailing & Store Atmosphere on Consumer Behaviour in Social-Local-Mobile Settings”**
Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2000 - 2001 **Master of Science (MSc) in Decision Sciences (International MBA),**
E-Commerce Specialization (Honors), Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 1994 - 2000 **Bachelor’s Degree (BSc) in Physics,**
Information & Communication Technologies Specialization, Physics Department, School of Sciences, National & Kapodistrian University of Athens

Working Experience

- 2014 - Today **Laboratory Scientific Faculty (ETEP)**
Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2006 - 2014 **Administrative Faculty, Educational Laboratory of Informatics Coordinator**
Department of Management Science & Technology, Athens University of Economics & Business
- 2003 - 2006 **Scientific Associate**
Department of Management Science & Technology, Athens University of Economics & Business
- 2005 - 2006 **Information & Communication Technologies (ICT) Educator**
Institute of Continuing Education for Adults, Greek Ministry of Education, Research and Religious Affairs
- 2000 - 2003 **Researcher**
ELTRUN E-Business Research Center, Athens University of Economics & Business
- 1998 - 2000 **E-Commerce Consultant**
Polyekdotiki, Athens

Research Experience

- 2013 - Today Senior Researcher at ELTRUN E-Business Research Center and the Interactive Marketing & Electronic Services (IMES) research group of Athens University of Economics & Business, participating in the **Annual E-Commerce Research Survey**.
- 2003 - 2004 Researcher at Wireless Research Center (WRC) of Athens University of Economics & Business, participating at the “**WMDS - World Mobile Data Survey 2004**”, with a worldwide participation of Universities and Research Institutions.
- 2000 - 2003 Researcher at ELTRUN E-Business Research Center, participating in the following EU funded IST (Information Societies Technology) research projects IST (Information Societies Technology):
- **MyGrocer:** Mobile Shopping of Electronically Referenced Grocery Products
 - **Gemini:** Global Electronic Medium Constellation for Dynamic Content Integration

- **Estia**: Efficient Electronic Services for Tourists in Action
 - **iMedia**: Intelligent Mediation Environment for Digital Interactive Advertising
- 1997 - 2000 □ Researcher – Technical Assistant in Solid State Physics Department, School of Sciences, National & Kapodistrian University of Athens. Research and technical assistance was mainly concerned with **Earthquake Prediction**, following the V.A.N. method and utilizing Information Systems.

Publications

1. Lazaris, C. (2018), **“Integrating Physical & Web Shopping Environments: The Interplay of Omnichannel Retailing & Store Atmosphere on Consumer Behaviour in Social-Local-Mobile Settings”**, in A. P. A. Poulymenakou (Ed.), *Doctoral Studies in Management Science & Technology* (Vol. III, pp. 221–237). Athens, Greece: AUEB Publishing
2. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2018), **“Consumer Acceptance of Proximity-Based Location Services in Omnichannel Retailing: Exploring Implications for Mobile Channels & Store Atmosphere”**, *6th International Conference on Contemporary Marketing Issues*, (ICCM), June 27-29, 2018, Athens, Greece
3. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2018), **“Physical Web Atmospherics: Utilizing Internet of Things to Conceptualize Store Atmosphere in Omnichannel Retailing”**, *International Journal of Technology Marketing*, Special Issue on: Marketing Communications Technology Revisited, its Future and Applications (Forthcoming – Accepted for Publication)
4. Lazaris, C. & Vrechopoulos, A. (2017), **“Surfing in the Physical Store Utilizing the Physical Web: An initial Exploratory Study”**, *Proceedings of the 14th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 27, 2017, Athens, Greece (In Greek)
5. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2016), **“Store Atmosphere in “Physical Web” Retailing: An IoT Disruption to Omnichannel Evolution”**, *4th International Conference on Contemporary Marketing Issues*, (ICCM), June 22-24, 2016, Heraklion, Crete, Greece
6. Lazaris, C. & Vrechopoulos, A. (2016), **“Physical Web: Utilizing the Internet of Things (IoT) for Omnichannel Retailing”**, *Proceedings of the 13th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 12, 2016, Athens, Greece (In Greek)
7. Lazaris, C., Vrechopoulos, A., Doukidis, G. & Fraidaki K. (2015), **“Mobile Apps for Omnichannel Retailing: Revealing the Emerging Showrooming Phenomenon”**, *9th Mediterranean Conference on Information Systems (MCIS)*, 3-5 October 2015, Samos, Greece
8. Lazaris, C., Vrechopoulos, A., Doukidis, G. & Fraidaki K. (2015), **“The Interplay of Omniretailing & Store Atmosphere on Consumers’ Purchase Intention towards the Physical Retail Store”**, *12th European, Mediterranean & Middle Eastern Conference on Information Systems (EMCIS)*, June 1st – 2nd 2015, Athens, Greece
9. Lazaris, C., Vrechopoulos, A. & Fraidaki K. (2015), **“E-Commerce Inside Physical Stores: The Preferences of Greek Internet Users”**, *Proceedings of the 12th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 14, 2015, Athens, Greece (In Greek)
10. Lazaris, C. & Vrechopoulos, A. (2015), **“E-Commerce Inside Physical Stores: The Preferences of Greek Omnishoppers”**, *Self-Service Magazine*, Issue 454, October 2015, (In Greek)
11. Lazaris, C. & Vrechopoulos, A. (2014), **“Exploring the Notion of Store Atmosphere in Omnichannel Retailing”**, *Proceedings of the 11th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 13, 2014, Athens, Greece (In Greek)
12. Lazaris, C. & Vrechopoulos, A. (2014), **“Human-Computer vs. Consumer-Store Interaction in a Multichannel Retail Environment: Some Multidisciplinary Research Directions”**, *16th International Conference on Human-Computer Interaction*, 22 - 27 June 2014, Creta Maris, Heraklion, Crete, Greece
13. Lazaris, C., Vrechopoulos, A., Fraidaki K. & Doukidis, G. (2014), **“Exploring the “Omnichannel” Shopper Behaviour”**, *AMA SERVSIG 2014, International Service Research Conference*, June 13-15, 2014, Thessaloniki, Greece

14. Lazaris, C. & Vrechopoulos, A. (2014), **"From Multichannel to "Omnichannel" Retailing: Review of the Literature and Calls for Research"**, *2nd International Conference on Contemporary Marketing Issues, (ICCMII)*, June 18-20, 2014, Athens, Greece
15. Kourouthanassis, P., Koukara L., Lazaris C. & Thiveos, K. (2001), **"Last-mile Supply Chain Management: Mygrocer innovative business and technology framework"**, In *Proceedings of the 17th International Logistics Congress: Strategies and Applications*, pp. 264–273

Research Impact (September 2018)

Bibliographic Database	Publications	Citations	Reads	H-index
Google Scholar	12	121	N/A	6
ResearchGate	9	61	29.311	5

Distinctions & Awards

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| 2000 - 2001 | Award (for highest grade) for the Field Study Project entitled: "Intelligent Shopping" (studying RFID & Tablet-enabled Shopping Carts), sponsored by Procter & Gamble, during the postgraduate studies in Decision Sciences (International MBA), Department of Management Science & Technology, School of Business, Athens University of Economics & Business |
| 2000 - 2001 | Honors for achieving high performance (4th highest) during the postgraduate studies in Decision Sciences (International MBA), e-Business Specialization, Department of Management Science & Technology, School of Business, Athens University of Economics & Business |
| 2000 - 2001 | Scholarship (for best ranking at program admission) for postgraduate studies in Decision Sciences (International MBA), e-Business Specialization, Department of Management Science & Technology, School of Business, Athens University of Economics & Business |
| 1999 - 2000 | Distinction (for highest grade) for the BSc thesis entitled: "RF Modem Design", during undergraduate studies in Physics, Physics Department, School of Sciences, National & Kapodistrian University of Athens |
| 1988 - 1993 | Accolade & Awards in each of 5 years of High School education (grades ranging 19.2-19.5) |