

## CURRICULUM VITAE

**SURNAME** : AVLONITIS  
**FIRST NAME** : GEORGE  
**PLACE OF BIRTH** : ATHENS  
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**MARITAL STATUS** : Married – two children  
**EDUCATION** : **Ph.D. Doctoral Research in Marketing**, University of Strathclyde, Scotland (1980).  
**M.Sc. Industrial Administration**, University of Aston in Birmingham, England (1974).  
**Diploma in Management Studies**, University of Wolverhampton, England, (1973).  
**B.Sc. in Business Administration**, University of Piraeus (1971).

### ACADEMIC CAREER

2019 - **Visiting Professor**, Hellenic American University  
2018 - **Emeritus Professor of Marketing**, Athens University of Economics & Business  
2017 - 2019 **Visiting Professor of Marketing**, Department of Marketing, University of Strathclyde, UK  
1990 - 2016 **Professor of Marketing**, Department of Marketing Communication, Athens University of Economics and Business  
1993 – 1998: **Visiting Professor of Marketing**, National Technical University of Athens  
1986 - 1990: **Associate Professor of Marketing**, Department of Business Administration, Athens University of Economics and Business  
1982 - 1985: **Lecturer in Marketing**, Department of Marketing, University of Strathclyde, UK  
1981 - 1982: **Post-Doctoral Research Fellow**, Department of Marketing, University of Strathclyde, UK

### ACADEMIC RESEARCH PROFILE

He has supervised and assessed more than thirty (30) Doctoral Thesis submitted to Greek and foreign Universities and also a vast number of Post Graduate Dissertations. Some of the PhD researchers he has supervised are:

- Professor Susan Hart, Executive Dean of the Business School, Durham University, U.K.
- Professor Spiros Gounaris, Associate Dean of Research, Department of Marketing, University of Strathclyde, UK
- Dr Despina Karayianni, Associate Professor, Department of Business Administration, University of Patras
- Dr Kostis Indounas, Associate Professor, Department of Marketing & Communication, Athens University of Economics & Business
- Dr Nikos Panagopoulos, Associate Professor, Ohio University, U.S.A.
- Dr Eleni Salavou, Assistant Professor, Department of Business Administration, Athens University of Economics & Business
- Ioannis Rizomyliotis, Senior Lecturer, Brighton Business School, University of Brighton U.K.
- Karolos Papadas, Lecturer, The York Management School, University of York, U.K.

He has conducted many academic research projects that cover a very wide range of issues in the scientific discipline of Marketing. For example:

a) Deletion of Products and Services from the Product Portfolio of Companies, b) Adoption and Diffusion of Flexible Manufacturing Systems (FMS) in the British and German industries, c) Management of Sales Force in British and Greek Companies, d) Adoption of Technological Innovations from Greek companies, e) Adoption and Implementation of the Marketing Concept from Greek, Bulgarian, Polish and Hungarian Companies, f) Development of New Financial Products from Banking and Insurance Companies, g) Pricing Strategies of Service and B2B Companies, h) Measuring the Effectiveness of Advertising in B2B Markets, i) Launching Strategies of New Products in B2B Markets, j) Marketing Strategies at various stages of the Product Life Cycle of the Product, k) Relationships between Marketing and Sales Departments in the Greek Companies, l) The Effect of Internet on Marketing and Sales Strategies in European and American companies, m) Development of Brands, n) Adoption of the Philosophy and Principles of Marketing from Companies in the Tourism Sector o) Innovativeness of Small and Medium Enterprises (SMEs) in Greece, p) Measuring the Effectiveness of Consumer Advertising for industrial (B2B) Products, q) Assessing the Influence of the Country of Origin on the Buying Behavior of Consumers in Europe, America, Japan and Greece, r) The Implementation of CRM (Customer Relationship Management) Systems in Greek Companies.

His research has been recognized internationally, since his published work has achieved more than 6.000 citations and h-index 37 ( Source: Google Scholar ) allowing him to be classified as a distinguished Marketing Scholar on a worldwide basis. Indeed, on the basis of the number of citations, he is on the top 3% among 8.534 University Professors and Researchers of Marketing with profile in the Google Scholar.

## **TEACHING PROFILE**

He has a long teaching experience, having taught in many undergraduate and postgraduate programs in Greece and abroad. The courses that he teaches include:

- Marketing Management
- Marketing Principles
- Strategic Marketing
- B2B – Industrial Marketing

- Sales Management
- Product Policy
- New Product Development and Innovation
- International Marketing

## **ACADEMIC ADMINISTRATION**

As a member of staff of the Athens University of Economics and Business (AUEB), he undertook a series of initiatives. He contributed significantly to the establishment of i) the Department of Marketing and Communication, ii) the Post-Graduate Program of Marketing and Communication for which he was the Founding Director for the period 1998-2014 and Scientific Coordinator for the Executive Program (2014-2016) and iii) the Marketing Laboratory (Athens Laboratory of Research in Marketing - ALARM) for which he was the Founding Director until his retirement in 2016. He was also elected in 2012 as a Member of the Academic Council of AUEB, serving as Deputy Chairman for the period 2012-2016. Analytically:

Deputy Chairman of the Council of the Athens University of Economics & Business (2012-2016)

Scientific Coordinator of the Master of Science degree in Marketing and Communication for Executives at the Athens University of Economics and Business (2014-2016)

Member of the Senate of the Athens University of Economics & Business (2010-2012)

Member of Committee of Deontology of the Athens University of Economics & Business (2010-2016)

Head of the Department of Marketing and Communication of the Athens University of Economics and Business (2010-2012)

Member of the Governing Committee of the University of Western Greece (2010-2012)

Member of the Research Laboratories' Committee of the Athens University of Economics and Business (2009-2016)

Member of the Post-Graduate Programs' Committee of the Athens University of Economics and Business, (2008-2014)

Founding Director of the Athens Laboratory of Research in Marketing (A.L.A.R.M.), of the Department of Marketing and Communication, Athens University of Economics and Business, (2000-2016)

Founding Director of the Master of Science degree in Marketing and Communication with New Technologies at the Athens University of Economics and Business. (1998-2014)

Member of the Senate of the Athens University of Economics & Business (1997-2000)

Head of the Department of Management Science and Marketing, Athens University of Economics and Business, (1997-2000)

## **INITIATOR FOR THE AWARD OF A HONORARY DOCTORATE DEGREE OF AUEB**

He initiated the award of a honorary doctorate degree of AUEB to two world famous and distinguished Marketing Scholars namely Professor Philip Kotler of the Northwestern University, USA and Professor Banson Shapiro of the Harvard Business School, USA and he presented their excellent scientific work during the pertinent ceremonies that took place in the 14<sup>th</sup> of March, 1999 and 8<sup>th</sup> of October 2004, respectively. He is also presented the work of the Ecumenical Patriarch Bartholomaios during the ceremony in which the Patriarch was awarded a honorary doctorate degree of AUEB in 23<sup>th</sup> of May, 1999.

## **PRIZES, DISTINCTIONS AND AWARDS**

- Special prize for a long and significant contribution of the field of Marketing by Professor Iordanis Ladopoulos in the context of the 9<sup>th</sup> Panorama of Entrepreneurship and Career, Athens 30<sup>th</sup> March, 2019.
- Special Prize for a long and significant contribution to the field of Marketing, Entrepreneurship and Exports by the Business Association of the County of Aetoloakarnania, West of Greece. The prize was awarded during the Marketing Symposium of Foods and Beverages, 15<sup>th</sup> of May 2018.
- Special Prize for a long and significant contribution to Innovation and Entrepreneurship by the Rotary Club of Kifisia – Politia. The prize was awarded in the context of an event of Innovative Entrepreneurship organized by the Institute of Promotion of Youth and Entrepreneurship, Kifisia, Attica, 27<sup>th</sup> January 2018.
- Special Prize for a long and significant contribution to the field of Marketing and Packaging awarded during the Packaging Innovation Awards Ceremony, Athens, 3<sup>rd</sup> October 2017.
- Special Prize for a long and significant contribution to the MBA Program of the Athens University of Economics & Business. The Prize was awarded during a graduation event of the MBA Program, Athens, 23<sup>rd</sup> June 2017.
- Special Prize for a long and significant contribution to the Athens University of Economics & Business. The Prize was awarded during the event for the commemoration of 28<sup>th</sup> October anniversary, Athens, 27<sup>th</sup> October 2016.
- Special Prize for a long and significant contribution to the Department of Marketing & Communication of the Athens University of Economics & Business. The Prize was awarded during a graduation event of the Post – Graduate Program in Marketing & Communication, Athens, 28<sup>th</sup> September 2016.
- Best Paper Award during the 9<sup>th</sup> Annual Conference of the Global Sales Science Institute (GSSI) that took place in Hiroshima, Japan 12-14 June 2015 for the Paper entitled “Exploring the Sources and Outcomes of Marketing – Sales Conflict” (with Dr. C. Lionakis)
- Special Prize for contribution to the field of Sales from the Greek Institute of Sales. The prize was awarded during the Sales Excellence Awards Ceremony, Athens 27 March 2014
- Special Prize for contribution to the establishment of the Department of Marketing and Communication from the Rectorship of the Athens University of Economics and Business. The prize was awarded during an event celebrating the 20<sup>th</sup> “birthday” of the Department
- Highly Commended Paper Award by the Emerald/ EMRBI Business Research Award for Emerging Researchers for the paper entitled “Marketing and Sales Conflict: Antecedents and Consequences” based on the doctoral thesis of K. Lionakis which he supervised
- Life Achievement Award from the Greek Marketing Institute of the Hellenic Management Association during the Marketing Excellence Awards Ceremony, Zappeion Megaron-Athens, 6 October 2011
- Elected President of the Global Sales Science Institute (GSSI), 2010-2012
- Award for teaching excellence in the certified sales management programme of the Athens University of Economics & Business (2009-2010)
- Elected Fellow of the European Marketing Academy (EMAC), 2010
- Awarded a Life Achievement Award by the Alumni Greek Branch of the University of Strathclyde, 11 June 2010
- Elected President of the European Marketing Academy (EMAC), 2008-2010
- Chair-Elect and Elected Vice-Chair for Strategy of the Global Sales Science Institute (GSSI), 2008-2010
- Award from the Association of Exporters of Northern Greece (SEVE) on his election as President of the European Marketing Academy (EMAC), 29 November 2008, Thessaloniki.
- Highly Commended Paper Award by the Emerald Literati Network Awards for Excellence 2010 for the paper entitled «Classifying Enterprises on the Basis of WWW use: A Behavioral Approach», Journal of Internet Research (2009, 19 (3): 332-347 with P. Papastathopoulou)

- The paper «Performance Implications of Sales Strategy: The Moderating Effects of Leadership and Environment» published in the International Journal of Research in Marketing (2010, Issue 27 pp46-57, with Panagopoulos, N.) was listed on SSRN's All Time Hits Top Ten papers download for Marketing Subjects (Selling & Sales Management) and (B2B Marketing) from 2 January 1997 to 12 August 2013.
- The paper "Intraorganizational Information and Communication Technology Diffusion: Implications for Industrial Sellers and Buyers", Industrial Marketing Management , 2007, Vol. 36, No.3, pp. 322-336, (with Papastathopoulou, P. and Panagopoulos, N.) was included in the list of the "25 most downloadable articles" of the Industrial Marketing Management from April to June 2007.
- Outstanding Paper Award for the paper entitled "Successful New-To-The-Market Versus "Me-Too" Retail Financial Services: The Influential Role of Marketing, Sales, E.D.P./ Systems and Operations", International Journal of Bank Marketing, 2006, Vol. 24, No.1, pp 53-70 (with Gounaris, S. and Papastathopoulou, P.)
- Highly Commended Paper Award by the Emerald Literati Network Awards for Excellence 2007 for the paper entitled "Uncovering the Keys to Successful Service Elimination: 'Project ServDrop'", Journal of Services Marketing, 2006, Vol. 20, No.1, pp.24-36 (with Gounaris, S. and Papastathopoulou, P.)
- The paper "Antecedents and Consequences of CRM Technology Acceptance in the Sales Force" was evaluated as one of the "hottest" papers of Industrial Marketing Management (Vol. 34, No.4 (May), pp. 355-368), based on its downloads April-September 2005 (with Panagopoulos, N.)
- The paper "The Impact of Sales Management Practices on Salesperson's Role Stress, Attitudes and Outcomes: A Multiple-Level, Multiple-Source Examination", which was presented at the 34<sup>th</sup> Conference of the European Marketing Academy (EMAC) (University of Bocconi, Italy, 24-27 May 2005), was evaluated as one of the best in the Sales Management Track section (with Panagopoulos, N.)
- Teaching Excellence Award in recognition of Teaching Work in the Decision Sciences Master Program of the Athens University of Economics and Business (2001-2002)
- Teaching Excellence Award in recognition of Teaching Work in the Master of Science (MSc) Program "Marketing and Communication with New Technologies" of the Athens University of Economics and Business (2001-2002)
- Best Paper Award for the paper entitled "Market Orientation Development: A Comparison of Industrial vs. Consumer Goods Companies", Journal of Business & Industrial Marketing, vol.16, no.5, pp.354-81, 2001 (with Gounaris, S.)
- Award in Recognition of Excellent Contribution to the Executive Master Program in Business Administration (MBA) of the Athens University of Economics and Business (2000-2001)
- Elected President of the Greek Marketing Academy (1998 - )
- Highest Quality Rating Award from ANBAR for the paper «Marketing Orientation and Company Performance: A Comparative Study of Industrial vs. Consumer Goods Companies», published in the Industrial Marketing Management, vol. 26, no.5, 1997 (with Gounaris, S.)
- Bicentenary Strathclyde Worldwide Award for Greece, 1996
- Elected President of E.C.R. (*Effective Consumer Response*) Hellas (1995-1998)
- Honorary award from the Association of Greek Litterateurs (1995)
- Elected Fellow of the Chartered Institute of Marketing (UK) (1993)
- Elected Vice-president of the European Marketing Academy (1990-1993)
- Best paper award from the Academy of Marketing Science, (2<sup>nd</sup> World Marketing Congress, Stirling University, Scotland, 1985)

## **INTERNATIONAL ACADEMIC ACTIVITIES**

- Invited Speaker with a Presentation entitled “ Marketing: The Most Misconceived & Misunderstood Scientific Discipline” at the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2018, Athens Riviera, 17<sup>th</sup> of October 2018
- Opening Speech and Session Chair with the theme of Branding, at the 6<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM), Athens, 27<sup>th</sup> of June 2018
- Track Chairman-Sales Management and Personal Selling, 47<sup>th</sup> Conference of European Marketing Academy (EMAC), University of Strathclyde, U.K., 29<sup>th</sup> May – 1<sup>st</sup> June, 2018
- Invited Speaker with a Presentation entitled “The Linkage between Nation Branding and Nation Competitiveness: Implications for Greece”. At a Research Seminar Organized by the Hellenic Observatory, London School of Economics, London, 23<sup>rd</sup> January, 2018
- Invited Speaker with a Presentation entitled “Marketing Barometer: What High Performing Companies do Differently in Marketing”, at a Special Session of the 5<sup>th</sup> International Conference on Contemporary Marketing Issues, Chalkidiki, 24<sup>th</sup> June 2017
- Chairman of a session entitled “Branding and Destination Image” during the 5<sup>th</sup> International Conference on Contemporary Marketing Issues, Thessaloniki, 21-23 June 2017
- Keynote speaker with a Presentation entitled “Selecting the Right Topic and Designing the Right Research Instrument” in the 6<sup>th</sup> International Research Conference in Marketing, Strathclyde Business School, Scotland, 15-16 May 2017
- Coordinator of the Workshop entitled “The Role of Branding for Companies and Countries”, 5<sup>th</sup> International Conference on Strategic Innovative Marketing, Athens 23-26 September 2016
- Chairman of a Joint Symposium of the Greek Marketing Academy (GMA) and the Global Alliance of Marketing and Management Associations (GAMMA) entitled “Marketing in a Period of Recession” in the context of the 2016 Global Marketing Conference in Hong Kong 21-24 July 2016
- Invited Speaker with a presentation entitled “Marketing in a Period of Recession” at the 6<sup>th</sup> European Forum for Marketing of Scientific and Research Organizations, Institute of Aviation, Warsaw, Poland, 19-20 Νοεμβρίου 2015
- Invited Speaker with a presentation entitled “Marketing-Sales Interface and Organizational Competitiveness” at the 5<sup>th</sup> European Forum for Marketing of Scientific and Research Organizations, Institute of Aviation, Warsaw, Poland, 20-12 January 2014
- Keynote Speaker with a presentation entitled “The Contribution of the Relationship between Marketing and Sales to Organizational Competitiveness” at the 2<sup>nd</sup> International Conference on Contemporary Marketing Issues (ICCM 2014), Athens, 18-20 June 2014
- Co-Chair of the Special Session BIGMAC entitled “Research Challenges in Emerging Markets”, jointly organized by EMAC and ANZMAC in the Context of the 2012 conference of ANZMAC, University of South Australia, Adelaide, Australia, December 3-5 2012.
- Member of the Organizing and Scientific Committee of the 10<sup>th</sup> World Media Economics and Management Conference, Thessaloniki, 23-27 May, 2012

- Member of the Organizing Committee of the 2<sup>nd</sup> EMAC Regional Conference entitled “Marketing Theory Challenges in Emerging Societies” Iasi, Romania, 21-23 September 2011
- Member of the Organizing Committee of the 3<sup>rd</sup> Biennial International Conference on Services Marketing entitled “Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services”, Cesme, Izmir, Turkey, 7-9 September 2011
- Member of the Organizing Committee of the 1<sup>st</sup> International Conference organized by the Athens University of Economics and Business in collaboration with the University UIBE of Beijing entitled “Leadership and Management in a Changing World: Lessons from Ancient East & West Philosophy”, Athens, 12-14 June 2011
- Session chair at the 40<sup>th</sup> Annual Conference of the European Marketing Academy-(EMAC) at the sessions “Sales Management” and “Marketing for no-profit Organizations”, Ljubljana, Slovenia 24-27 May 2011
- Keynote speaker with a presentation entitled “How can a Company Build and Sustain Strong Brands” at the 16<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC 2011), Athens, 27-29 April 2011
- Keynote speaker with a presentation entitled “Marketing and Sales in a Recession” at the Annual meeting of the Italian Marketing Society (SIM = Societa Italiana di Marketing), Ancona, Italy, 23-24 September 2010
- Member of the Organizing Committee of the 1<sup>st</sup> EMAC Regional Conference “Marketing Theory Challenges in Emerging Societies”, Corvinus University of Budapest, September 23-25, 2010, Hungary
- Member of the Organizing Committee of the 2<sup>nd</sup> Biennial International Conference on Services Marketing “Orchestrating the Service Experience: Music to the Ears of our Customers”, Helexpo-Thessaloniki International Exhibition Centre, 4-6 November 2009
- Member of the Organizing Committee of the 3<sup>rd</sup> International Scientific Conference “Marketing Theory Challenges in Transitional Societies”, University of Maribor, Slovenia, 24-25 September 2009
- Reviewer for the B2B Marketing Track of the Academy of Marketing Science’s 2009 World Marketing Congress, Oslo School of Management, Norway, 22-25 July 2009
- Reviewer for the Selling & Sales Management Track of the Academy of Marketing Science Annual Conference, Baltimore Marriott Waterfront Hotel, 22-23 May 2009
- Marketing Sessions’ Moderator, EuroCHRIE Dubai 2008, Dubai, 11-14 October 2008
- Member of the Program Committee of the 2<sup>nd</sup> International Scientific Conference “Marketing Theory Challenges in Transitional Societies”, University of Zagreb, Croatia, 26-27 September, 2008
- Chairman of the Organizing Committee of the 2<sup>nd</sup> Global Sales Science Institute Conference with the theme “Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds”, Athens, June 25-28 2008.
- Track Chairman – Sales Management & Personal Selling, 37<sup>th</sup> Annual Conference of the European Marketing Academy-(EMAC), University of Brighton, UK, 27-30 May 2008



- Session Chair of the round table discussion with top academics and business executives, SDSM Conference, Chios, Greece, 27-28 September 2007
- Member of a panel discussing the Global Perspectives in Sales Management, New Horizons in Professional Selling and Sales Management Conference, Orlando, Florida, 14-17 July 2007
- Chairman of the European Marketing Academy Conference and Chief editor of the conference's proceedings entitled "Sustainable Marketing Leadership: A Synthesis of Polymorphous Axioms, Strategies and Tactics", Athens, May 2006
- Track Chairman – Product & Pricing Strategy, 12<sup>th</sup> World Marketing Congress, 2005, Munster, Germany
- Track Chairman – B2B Marketing, 11<sup>th</sup> World Marketing Congress, 2003, Perth, Australia
- Track Chairman – Product Innovation, 10<sup>th</sup> World Marketing Congress, 2001, Cardiff, Wales
- Reviewer and Session Chairman, European Marketing Academy Conferences (1988-today)
- Track Chairman - Industrial Marketing, 6<sup>th</sup> World Marketing Congress, 1993, Istanbul, Turkey.
- Executive Committee Member, EMAC (1990 – 1996, 2005-2007)
- Member of the Organising Committee of the 3<sup>rd</sup> Symposium of EMAC-ESOMAR, "New Ways for Marketing and Marketing Research", Athens, October 1990.
- Chairman of the European Marketing Academy (EMAC) Conference and Chief editor of the conference's proceedings "Marketing Thought and Practice in the 1990s", Athens, April 1989

#### **PARTICIPATION IN ACADEMIC FORA**

- American Marketing Association (AMA)
- Academy of Marketing Science
- European Marketing Academy (EMAC)
- Chartered Institute of Marketing (U.K.)
- Marketing Academy (U.K.)
- Australian-New Zealand Marketing Academy (ANZMAC)
- Global Sales Science Institute (GSSI)
- Greek Marketing Academy
- Global Alliance of Marketing and Management Association (GAMMA)

#### **MEMBER OF INSTITUTES:**

Greek Institute of Marketing  
Sales Institute of Greece (Honorary Member)

#### **EDITORIAL REVIEW BOARD MEMBERSHIP**

He is currently member of the Editorial Review Board of the following seven journals: Industrial Marketing Management, European Journal of Marketing, Industrial Journal of Business and Emerging Markets, International Journal of Customer Relationship Marketing and Management, Social Business-An Interdisciplinary Journal, Journal of Financial Services Marketing, Market: Review for Marketing Theory and Practice (A Croatian Scientific Semi-Annual Journal)

He has also served as a member of the Editorial Review Board of the following seven journals: International Journal of Research in Marketing, Journal of Business Research, Journal of Transnational Management Development, Journal of International Consumer Marketing, Journal of Euromarketing, Journal of Marketing Channels and Journal of Teaching in International Business.

## **EDITOR**

European Marketing Academy, The Chronicle (2009-2011)

## **ASSOCIATE EDITOR**

International Journal of Internet Marketing and Advertising

## **GUEST EDITOR**

Guest Editor of the Special Issue "Selling & Sales Management" of the Industrial Marketing Management, 2010, Vol. 39, No. 7 (with Panagopoulos, N.)

Guest Editor of the Special Issue "Selected papers on e-marketing from the 35<sup>th</sup> EMAC conference" of International Journal of Internet Marketing and Advertising, 2007, Vol.4, No.2 (with Papastathopoulou, P.)

## **AD HOC REVIEWER**

### **Ad Hoc Reviewer of papers submitted in various journals including:**

- Journal of Marketing,
- Journal of Brand Management,
- Journal of Business & Industrial Marketing,
- Journal of Product Innovation Management,
- Journal of Personal Selling & Sales Management,
- Journal of Market - Focused Management,
- Journal of Marketing Management,
- Journal of World Business,
- International Journal of Bank Marketing,
- International Journal of Management Reviews.

## **ARTICLES IN INTERNATIONAL REFEREED JOURNALS**

1. "The Interplay of Strategic and Internal Green Marketing Orientation on Competitive Advantage" **Journal of Business Research**, Vol. 104, pp 632-643, November 2019 (with Papadas K., Carrigan M, Piha L.)
2. "Internal brand orientation: conceptualization , scale development and validation" **Journal of Marketing Management**, Vol.34 Issue 3-4 pp 370-394 2018
3. "Green Marketing Orientation: Conceptualization, Scale Development, and Validation", **Journal of Business Research**, Vol. 80, pp236-246, 2017 (with Papadas, K. and Carrigan, M.)
4. "Does Ingredient Advertising Works? Some Evidence on its Impact", **Journal of Business & Industrial Marketing**, Vol. 31, Issue 7, pp 901-913 2016, (with Giakoumaki C., and Baltas G.)

5. "Marketing Strategy Decisions for Brand Extensions Success", **Journal of Brand Management**, Vol 22 (6), pp 487-514, (with Athanasopoulou, P., and Giovanis, A. N.)
6. Priorities and Perceptions of Corporate Social Responsibility: Insights from the perspective of Greek business professionals", **Management Decision**, Vol. 53 (2) pp 375-401, 2015 (with Skouloudis, A., Malesios, C., and Evangelinos, K.)
7. "Customer Defection in Retail Banking: Attitudes and Behavioural Consequences of Failed Service Quality", **Journal of Service Theory & Practice**, Vol. 25 (3) pp 304-326, 2015 (with Piha L.)
8. "The 4Cs of Environmental Business: Introducing a New Conceptual Framework", **Social Business**, Vol. 4, No 4, pp. 345-460, 2014 (with Papadas, K.)
9. "Tracking the Evolution of Theory of Product Elimination: Past, Present and Future", **The Marketing Review**, Vol. 12, No 4 pp. 345-379, 2012 (with Argouslidis, P.)
10. "Balanced Market Orientation: Qualitative Findings on a Fragile Equilibrium", **Managing Service Quality**, Vol. 22, Issue 6, pp 565-579, 2012 (with Giannopoulos, A.)
11. "The service elimination decision-making during the service life cycle: Some pilot empirical evidence", **European Journal of Marketing** Vol. 46 Iss: 6 pp. 844 – 874, 2012 (with Papastathopoulou, P. and Gounaris, S.)
12. "Internationalizing Sales Research: Current status, Opportunities and Challenges", **Journal of Personal Selling and Sales Management**, Special Issue, Vol. 31, No 3 Summer 2011 (with Panagopoulos, N. et al)
13. "Antecedents and Consequences of the Conflict Between the Marketing and Sales Department", **Journal of Selling and Major Account Management**, Vol. 10, No 1, Winter 2010 (with Lionakis, C. and Panagopoulos, N.)
14. "Selling and Sales Management: An Introduction to the Special Section and Recommendations on Advancing the Sales Research Agenda", Special Issue on Selling and Sales Management, **Industrial Marketing Management**, Vol.39, Issue 7, October 2010
15. "New Industrial Service Pricing Strategies and their antecedents: Empirical Evidence from two Industrial Sectors", **Journal of Business and Industrial Marketing**, Vol.26, Issue 1, 2010 (with Indounas, K.)
16. "Political Culture and Perception of Political Marketing Tools: **A Cross-generational Comparison**", **Journal of Political Marketing**, 2010, Vol. 9 Issue 1/2, p111-134, 24p, (with Apospori, E. and Zisouli, M.)
17. "Performance implications of sales strategy: The moderating effects of leadership and environment", **International Journal of Research in Marketing**, 2010, Issue 27, pp46-57 (with Panagopoulos, N.)
18. "Effective Implementation of Sales-based CRM Systems: Theoretical and Practical Issues", **Journal of Customer Relationship Management and Marketing**, Vol.1, No.1, January-March 2010 (with Panagopoulos, N.)
19. "Classifying Enterprises on the Basis of www.use: a Behavioral Approach", **Journal of Internet Research**, 2009, 19 (3): 332-347 (with Papastathopoulou, P.)
20. "Pricing Objectives and their Antecedents in the Services Sector", **Journal of Service Management**, 2009, Vol.20, No.3 (with Indounas, K.)

21. "Sales Force Control Systems: A Review of Measurement Practices and Proposed Scale Refinements", **Journal of Personal Selling and Sales Management**, Vol. 28, no 4 (fall 2008), pp365-385 (with Panagopoulos, N.)
22. "Product Innovativeness and Performance: A Focus on SMEs", **Management Decision**, 2008, Vol.46, No.7, pp969-985 (with Salavou, H.)
23. "An empirical Examination of the Pricing Policies and Their Antecedents in the Services Sector", **European Journal of Marketing**, 2007, Vol.41, No.7/8, pp 740-764 (with Indounas, K.)
24. "Entrepreneurial Orientation of SMEs, Product Innovativeness and Performance", **Journal of Business Research**, 2007, Vol.60, No.5, pp 566-575 (with Salavou, H.)
25. "Service Pricing: An Empirical Investigation", **Journal of Retailing and Consumer Services**, 2007, Vol.14, No.1. pp. 83-94 (with Indounas, K.)
26. "Intraorganizational Information and Communication Technology Diffusion: Implications for Industrial Sellers and Buyers", **Industrial Marketing Management** , 2007, Vol. 36, No.3, pp. 322-336, (with Papastathopoulou, P. and Panagopoulos, N.)
27. "Exploring the Influence of Sales Management Practices on the Industrial Salesperson: A Multi-Source Hierarchical Linear Approach", **Journal of Business Research**, Vol.60, No.7, 2007, pp 765-775 (with Panagopoulos, N.)
28. "Pricing Practices of Service Organizations", **Journal of Services Marketing**, 2006, Vol.20, No.5, pp 346-356 (with Indounas, K.)
29. "Uncovering the keys to successful service elimination: 'Project ServDrop'", **Journal of Services Marketing**, 2006, Vol. 20, No.1, pp. 24-36 (with Gounaris, S. and Papastathopoulou, P.)
30. "Role Stress Attitudes and Job Outcomes in Business-to-Business Selling: Does the Type of Selling Situation Matter?", **Journal of Personal Selling & Sales Management**, 2006, Vol. 26, Issue 1, p.p.67-77 (with Panagopoulos, N.)
31. "Successful New-To-The-Market Versus "me-too" Retail Financial Services: The Influential Role of Marketing, Sales, E.D.P./ Systems and Operations", **International Journal of Bank Marketing**, 2006, Vol. 24, No.1, pp 53-70 (with Gounaris, S. and Papastathopoulou, P.)
32. "How Are Prices Set? An Exploratory Investigation in the Greek Services Sector", **Journal of Product and Brand Management**, 2006, Vol. 15, No. 3, pp. 203-213 (with Indounas, K.)
33. "Economics and Marketing: How and Why Do They Differ", **Journal of Product and Brand Management**, 2005, Vol.14, No.6, p.p.362-374 (with Skouras, T. and Indounas, K.)
34. "Pricing Objectives Over The Service Life Cycle: Some Empirical Evidence", **European Journal of Marketing**, 2005, Vol.39, No.5/6, p.p.696-714 (with Gounaris, S. and Indounas, K.)
35. "Pricing of Services: An Empirical Analysis from the Greek Services Sector", **Journal of Marketing Management**, 2005, Vol.21, No.3-4, p.p.339-362 (with Indounas K.)
36. "Pricing Objectives and Pricing Methods in the Services Sector", **Journal of Services Marketing**, 2005, Vol.19, No.1, p.p.47-57 (with Indounas, K.)
37. "Antecedents and Consequences of CRM Technology Acceptance in the Sales Force", **Industrial Marketing Management**, 2005, Vol.34, No.4, p.p. 355-368 (with Panagopoulos, N.)

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#### **ARTICLES IN REFEREED CONFERENCES' PROCEEDINGS**

1. "The link Between Nation Brand Equity and Nation Competitiveness" 6<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM), Athens June 27-29, 2018 (with M. Psimouli and K. Lionakis)
2. Green and Competitive: A Holistic Marketing Approach, **8<sup>th</sup> EMAC Regional Conference**, Timisoara, September 20-22, 2017 (with Papadas, K. and Piha, L.)
3. "Does Consumer Involvement with the Product Category Matter in Co-Branding ?" **31<sup>st</sup> Annual Conference of the British Academy of Management**, University of Warwick, U.K. 5-7 September 2017 (with Giakoumaki, C. & Baltas, G.)
4. "Involvement as a Moderator in Advertising Co-Branded Relationship", **Summer Conference of the American Marketing Association**, San Francisco, C.A., U.S.A., 4-6 August 2017 (with Giakoumaki, C. & Baltas, G.)
5. Enhancing Business Performance Through Marketing – Sales Effective Relationship in B2B Firms" **11<sup>th</sup> Annual Conference of the Global Sales Science Institute**, Mauritius, Indian Ocean, 6-7 June 2017 (with Lionakis, C.)
6. "Developing a New Construct for Green Marketing", **EMAC Regional Conference**, Sarajevo, Croatia, 14-16 September 2016 (with Papadas, K.)
7. A Marketing Anatomy in a Lasting Recession: "The Case of Greece", **Joint Symposium Greek Marketing Academy (GMA) and Global Alliance of Marketing and Management Associations (GAMMA)** entitled "Marketing in a Period of Recession" in the context of the 2016 Global Marketing Conference in Hong Kong 21-24 July 2016 (with Theodoridis, P.)
8. Enhancing Business Performance through Marketing – Sales Effective Relationship and Customer Orientation in B2B Firms", **45<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, BI Norwegian Business School, Oslo, Norway 24-27 May 2016 (with Lionakis, C.)
9. "Stimulating derived demand through ingredient advertising in both low and high-involvement product categories" **Conference Paper: Proceedings of the 29<sup>th</sup> Annual British Academy of Management Conference (BAM)**, hosted by the University of Portsmouth, Portsmouth, UK, September 8-10, 2015 (with Giakoumaki, C. & Baltas, G.)

10. "Do Ingredient Ads Work? Some Evidence on their Impact" Conference Paper: **Proceedings of the 22<sup>nd</sup> International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS)**, Montreal, Canada, July 27-30, 2015 (with Giakoumaki, C. & Baltas, G.)
11. "Exploring the Sources and Outcomes of Marketing – Sales Conflict", **9<sup>th</sup> Annual Conference of the Global Sales Science Institute (GSSI)**, Hiroshima, Japan, June 12-14, Best Paper Award (with Lionakis, C.)
12. "Configurations and Effectiveness of Marketing – Sales Interface in B2B Firms" **44<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Leuven, Belgium, May 26-29, 2015 (with Lionakis, C.)
13. "Assessing the effectiveness of ingredient advertising" Conference Paper: **Proceedings of the First Middle East Conference on Global Business, Economics and Banking**, Dubai, United Arab Emirates, October 10-12, 2014 (with Giakoumaki, C. & Baltas, G.)
14. "The Impact of Sales Managers' Market Orientation on Marketing-Sales Conflict and Company Performance", **Global-Marketing Conference, organized by the Global Alliance of Marketing & Management Associations (GAMMA)**, Marine Bay Sands, Singapore, July 15-18, 2014 (with Lionakis, C.)
15. "In Search of Balanced Market Orientation: Internal Marketing, External Marketing and the Role of Culture in the Tourism Sector", **Global-Marketing Conference, organized by the Global Alliance of Marketing & Management Associations (GAMMA)**, Marine Bay Sands, Singapore, July 15-18, 2014 (with Giannopoulos, A.)
16. "Does Consumer Advertising of Industrial Products Work? An experimental study in a high-involvement context" Conference Paper: **Proceedings of the 47<sup>th</sup> Academy of Marketing Conference**, Bournemouth University, Bournemouth, UK, July 7-10, 2014 (with Giakoumaki, C. & Baltas, G.)
17. "Occupy Facebook – Social Media Facilitating Political Movements", **AMA SERVSIG 2014 International Service Research Conference**, Thessaloniki June 13-15, 2014 (with Psimouli, M. & Papadas, K.)
18. "Tracking the Evolution of Theory on Marketing-Sales Relationship: Past, Present and Future", **43<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, Valencia, Spain, June 3-6, 2014 (with Lionakis, C.)
19. "Green Marketing Orientation: Introducing a New Construct", **43<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, Valencia, Spain, June 3-6, 2014 (with Papadas, K. & Karantinou, K.)
20. "An Empirical Investigation of the Antecedents and Performance Outcomes of Export Innovativeness", **AIB 2012 Annual Meeting** Istanbul, Turkey, July 3-6, 2013 (with Makri, K., Theodosiou, M., Katsikea, E.)
21. "International Brand Orientation: Scale Development and Validation", **42<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, IUT Istanbul, Turkey 4-7 June 2013 (with Piha, L.)



22. "The Moderation Effect of the External Environment in the Relationship between Marketing-Sales Conflict and Company Performance", **42<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, IUT Istanbul, Turkey 4-7 June 2013, (with Lionakis, C.)
23. "Relative Power of Marketing and Sales Departments: An Empirical Investigation of its Consequences on the Organization", **AMA Winter Marketing Educators' Conference 2013: Challenging the Bounds of Marketing Thought**", Las Vegas, Nevada, USA, 15-17 February 2013 (with Lionakis, C. and Panagopoulos, N.)
24. "Consumer Advertising of B-to-B Products: An Empirical Study" Conference Paper: Proceedings of the First International Conference on Applied Business & Economics (ICABE), Nicosia, Cyprus, October 11-13, 2012 (with Giakoumaki, C.)
25. "The Relative Power of the Marketing and Sales Department and Its Consequences on the Organization", **6<sup>th</sup> Annual Conference of the Global Sales Science Institute (GSSI)**, Turku University of Applied Sciences, Turku, Finland, 13-15 June 2012, (with Lionakis, C.)
26. "Toward a Cause-Related Marketing Model: a Case Study Approach". **CoBeReN (Consumer Behavior Research Network) Conference: "Marketing Strategies: New Clusters of Consumer Behaviour"**, University of Nicosia, Cyprus, 6 - 8 June, 2012. (with Papastathopoulou, P., Piha, L. P., Andronikidis, A., and Giannopoulos, A. A.)
27. "Exploring the Destination Branding Effectiveness: Some Preliminary Evidence". **2<sup>nd</sup> AHTMM (Advances in Hospitality and Tourism Marketing & Management) Conference**, Corfu, Greece, 31 May - 3 June, 2012 (with Piha, P.L., Giannopoulos, A. A., Papastathopoulou, P., and Pappa, E.)
28. "What Characterizes Companies Exhibiting High VS Low Marketing Sales Conflict?", **41<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC)**, ISCTE Business School, Lisbon, Portugal, 22-25 May 2012, (with Lionakis, C.)
29. "External Brand Orientation: Scale Development and Validation", **41<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC)**, ISCTE Business School, Lisbon, Portugal, 22-25 May 2012, (with Piha, L.)
30. "Assessing the Effectiveness of Industrial Print Ad Characteristics: Some Empirical Evidence", **41<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC)**, ISCTE Business School, Lisbon, Portugal, 22-25 May 2012, (with Rizomyliotis, J.)
31. "Market Orientation, Marketing Capabilities, Sales Strategy and Performance in Export Market Ventures", **AMA Winter Marketing Conference**, St. Petersburg, Florida, USA, February 17-19, 2012 (with Katsikea, E., Theodosiou, M. and Makri, K.)
32. "Marketing and Sales Conflict: Antecedents and Consequences", **4<sup>th</sup> Euromed Conference of the Euromed Academy of Business**, Crete, Greece, 12-20 October 2011 (with Lionakis, C.)
33. "How Failed Service Quality Affects Customer Defection?", **3<sup>rd</sup> Biennial International Conference (BIC) on Services Marketing**, Cesme, Izmir, Turkey, 7-9 September 2011 (with Piha, L.)
34. "Tourism Marketing Implementation Revisited: Qualitative Findings on Balanced Market Orientation-A Fragile Equilibrium", **3<sup>rd</sup> Biennial International Conference (BIC) on Services Marketing**, Cesme, Izmir, Turkey, 7-9 September 2011 (with Giannopoulos, A.)

35. "Marketing and Sales Conflict: An Exploratory Investigation of Sources and Consequences on Performance", **5<sup>th</sup> Annual Conference of the Global Sales Science Institute (GSSI)**, University of Bocconi, Milan 22-24 June 2011 (with Lionakis, C.)
36. "Marketing-Sales Conflict: Antecedents and Consequences", **40<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Faculty of Economics, Ljubljana, Slovenia, 24-27 May 2011 (with Lionakis, C.)
37. "Toward a Cause-Branding Strategy Model", **40<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Faculty of Economics, Ljubljana, Slovenia, 24-27 May 2011 (with Papastathopoulou, P. and Piha, L.)
38. "An Examination of the Effect of Eco-Labeling on Consumer Behaviour", **16<sup>th</sup> International conference on Corporate and Marketing Communication**, Athens University of Economics and Business, 27-29 April 2011 (With Papista, E.)
39. "Internal Brand Orientation: A Prerequisite for Brand Excellence" **16<sup>th</sup> International Conference on Corporate and Marketing Communication**, Athens University of Economics and Business, 27-29 April 2011 (With Piha, L.)
40. Giannopoulos, A.A., Piha, P.L., and Avlonitis, G. J "Desti - Nation Branding": what for? From the notions of tourism and nation branding to an integrated framework", **The Berlin International Economics Congress 2011: An International Conference on the Future of Nation Branding, Tourism and International Investments in a Globalized World & Cultural Diplomacy in the Global Economy**, Berlin, 09-15 March 2011
41. "Toward a successful Destination Brand: Qualitative Findings from the Hotel Sector", Proceedings of the **2010 ICHRIE**, San Juan, Puerto Rico, USA, 28-31 July 2010 (with Giannopoulos, A. and Piha, L.)
42. "From Hotel marketing Implementation to Balanced Market Orientation: Critical Insights from a Qualitative Research", Proceedings of the **2009 ICHRIE (International Council on Hotel, Restaurant & Institutional Education)**, San Juan, Puerto Rico, USA, 28-31 July 2010 (with Giannopoulos, A.)
43. "Antecedents and Consequences of the Conflict between the Marketing and Sales Departments", **4<sup>th</sup> Annual Conference of the Global Sales Science Institute (GSSI)**, Poland, 15-17 June 2010 (with Lionakis, C. and Panagopoulos, N.)
44. "Exploring the Relative Power of the Marketing & Sales Departments and its Consequences", **Proceedings of the 39<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Copenhagen Business School, Copenhagen, Denmark, 1-4 June 2010 (with Lionakis, C.)
45. "Destination Branding: Qualitative Insights from the hotel industry", **Proceedings of the 39<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Copenhagen Business School, Copenhagen, Denmark, 1-4 June 2010 (with Piha L. and Giannopoulos, A.)
46. "How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research", **6<sup>th</sup> International Conference of the Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation**, 9 -11 April 2010, ESADE - Universitat Ramon Lull, Barcelona, Spain (with Giannopoulos, A. and Piha, L.)

47. "Sales management Control and salesperson performance: the moderating influences of external and internal characteristics of the sales unit", Special session panel: Hierarchical models in sales research: Recent advances and practical applications, **2010 AMA Winter Educators' Conference, "Marketing 2010: Strategies and solutions for a Tumultuous Economy"**, Eds Michael K. Brandy and Michael D. Hartline, Vol. 21, New Orleans, LA, U.S.A. (with Panagopoulos, N.)
48. "Making salespeople to lead themselves: Antecedents and consequences of self-leadership strategies", **2010 AMA Winter Educators' Conference, "Marketing 2010: Strategies and solutions for a Tumultuous Economy"**, Eds Michael K. Brandy and Michael D. Hartline, Vol. 21, New Orleans, LA, U.S.A. (with Panagopoulos, N.)
49. "Desti-nation branding: More than a term...", **The 2010 Athens Tourism Symposium: International Scientific Congress on Current Trends in Tourism Management and Tourism Policy**, Megaron Mousikis Athinon, 10-11 February, 2010 (with Giannopoulos, A. and Piha, L.)
50. "Desti-nation Branding": what does it stand for?/ Track (Eco) Tourism Marketing, **Proceedings of the 2<sup>nd</sup> Biennial International Conference on Services Marketing** "Orchestrating the Service Experience: Music to the Ears of our Customers", Thessalonica, 4-6 November 2009 (with Giannopoulos, A. and Piha, L.)
51. "Balanced Market Orientation: the Conceptualization, the Empirical Validation and its Impact on Organizational Performance in the Hotel Sector/ Track: (Eco) Tourism Marketing", **Proceedings of the 2<sup>nd</sup> Biennial International Conference on Services Marketing** "Orchestrating the Service Experience: Music to the Ears of our Customers", Thessalonica, 4-6 November 2009 (with Giannopoulos, A.)
52. "Pricing Objectives at Their Antecedents in the Service Sector", **Academy of Marketing Annual Conference**, Leeds Metropolitan University Leeds, UK, July 2009.
53. "Sales Leadership Behaviors: Does the Environment Matter", **Proceedings of the 3<sup>rd</sup> Global Sales Science Institute Conference**, "Sales 3.0.", Eds. P. Brassier & D. Weilbaker, 3-5 June 2009, Clermont-Ferrand, France (with Panagopoulos, N.)
54. "Industrial Print Ad Effectiveness as a Function of Print Ad Characteristics: an Empirical Study", **Proceedings of the 38<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Audencia School of Management, Nantes, France, 26-29 May 2009, (with Rizomyliotis, J.)
55. "Brand Orientation: the construct", **Proceedings of the 38<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Audencia School of Management, Nantes, France, 26-29 May 2009, (with Piha, L. and Koritos, C.)
56. "Self-leadership strategies in selling: An empirical assessment of their antecedents and performance effects", **Proceedings of the Houston Conference in Selling and Sales Management**, Marketing Science Institute & University of Houston, Sales Excellence Institute, Eds. Steven P. Brown and Michael J. Ahearne, 2-4 April 2009, Houston, U.S.A., (with Panagopoulos, N.)
57. "The Balanced Orientation in the Hospitality Industry: Exploring the Linkages between internal Market Orientation. External Market Orientation and Organizational Performance, in a Proposed Integrative Study", **Proceedings of the 26<sup>th</sup> EuroCHRIE Conference**, Dubai 2008, 11-14 October (with Giannopoulos, A.)

58. "Sales Strategy and its Impact on Firm Performance", **Proceedings of the 2<sup>nd</sup> Annual Global Sales Science Institute Conference**, Titania Hotel Athens, 25-27 June 2008 (with Panagopoulos, N.)
59. "How Can We Reduce the Conflicts Between the Sales and Marketing Departments?", **Proceedings of the 2<sup>nd</sup> Annual Global Sales Science Institute Conference**, Titania Hotel Athens, 25-27 June 2008 (with Lionakis, C.)
60. "Marketing & Sales Conflict: Does it Really Matter?", **Proceedings of the 37<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Brighton, 27-30 May 2008 (with Lionakis, C.)
61. "Sales Strategy and its Impact on Sales Force Performance: An Empirical Test", **2<sup>nd</sup> Biennial Conference on Enhancing Sales Force Productivity**, Marketing Science Institute & Christian-Albrechts-University, May 23-25, 2008, Kiel, Germany (with Panagopoulos, N.)
62. Giannopoulos, A.A., and Avlonitis, G.J., "Proposing the concept of balanced orientation in the hotel industry: an exploration of the linkages between internal market orientation, external market orientation and organizational performance", **TTRA (Travel & Tourism Research Association) Europe 2008 Conference**, Haaga-Helia University of Applied Sciences, Helsinki, Finland, 23-25 April 2008.
63. "Voters' perceptions of political marketing, civic culture and voting criteria", **5<sup>th</sup> ICPM Conference**, 25-29 March 2008, Manchester (with Apospori, E. and Zisouli, M.)
64. "A Triangular Concept Applied to the Tourism Industry: Proposing an Integrative Exploration of the Languages between Internal Market Orientation, External Market Orientation and Organisational Performance", **SDSM Conference**, Chios, Greece, 27-28 September 2007 (with Giannopoulos, A.)
65. "The Triangular Concept of Internal Market Orientation, External Market Orientation and Organizational Performance: a Proposed Integrative Study Applied to the Tourism Industry", **10<sup>th</sup> Toulon-Verona Conference**, Thessaloniki, 4 September 2007 (with Giannopoulos, A.)
66. "Sales Management Research in Greece in the New Millennium", **New Horizons in Selling & Sales Management**, Orlando-Florida, 14-16 July 2007 (with Panagopoulos, N.)
67. "Linking Different Types of ICT Adoption Conditions to their Performance Outcome", **Proceedings of the 36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Reykjavik University, Iceland, 22-25 May 2007 (with Papavassiliou, N., Papastathopoulou, P. and Gounaris, S.)
68. "An Exploratory Study of the Factors Influencing the Successful Outcome of Industrial Print Ad Campaigns", **Proceedings of the 36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Reykjavik University, Iceland, 22-25 May 2007 (with Rizomyliotis J.)
69. "An Exploratory Investigation of the Impact of Marketing and Sales Cooperation on Company Performance", **Proceedings of the 36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Reykjavik University, Iceland, 22-25 May 2007 (with Lionakis C.)
70. "New Product Pricing Strategies and their Antecedents in the Japanese Industry", **Proceedings of the 36<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Reykjavik University, Iceland, 22-25 May 2007 (with Indounas K.)

71. "Political Marketing Actions and Effective Leadership: The Case of Athens 2006 Municipal Elections", **4<sup>th</sup> International Political Marketing Conference**, Bucharest, Romania, 17 – 21 April 2007 (with Apospori, E. and Zisouli, M.).
72. "Information and Communication Technologies' Adoption: Scenarios for Success and Failure", **Proceedings of the 2006 Summer Educator's Conference of the American Marketing Association**, Chicago, USA, 4-7 August 2006 (with Gounaris, S. and Papastathopoulou, P.)
73. "Measuring the Sales Force Control System: A Critical Evaluation of the Cravens et al. (1993) Measurement Scale", **Proceedings of the 2006 Summer Educator's Conference of the American Marketing Association**, Chicago, USA, 4 – 7 August 2006 (with Panagopoulos, N.).
74. "Political Communication, Civic Participation and Voting Behavior in Greece", **20<sup>th</sup> World Congress of International Political Science Association**, Fukuoka, Japan, 10 – 13 July 2006 (with Apospori, E. and Zisouli, M.).
75. "Marketing Strategies for Successful Brand Extensions: a Preliminary Investigation", **Proceedings of the 35<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Athens University of Economics & Business, Greece, 23 – 26 May 2006 (with Athanassopoulou, P.)
76. "Product Innovativeness and Performance in SMEs", **Proceedings of the 35<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Athens University of Economics & Business, Greece, 23 – 26 May 2006 (with Salavou, H.)
77. "Sales Organization Effectiveness: Does the Use of Internet Matter?", **Proceedings of the 35<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Athens University of Economics & Business, Greece, 23 – 26 May 2006 (with Panagopoulos, N.)
78. "Political Culture and Trust of Political Marketing: A Cross-Generational Comparison", **3<sup>rd</sup> International Political Marketing Conference**, Nicosia, Cyprus, 6- 8 April 2006 (with Apospori, E. and Zisouli, M.).
79. "Effective Marketing Management of Brand Extensions: A Preliminary Investigation", **2005 Academy of Management Meeting**, Honolulu, Hawaii, 5-10 August 2005 (with Athanassopoulou, P.)
80. "Intraorganizational Diffusion of ICT: Antecedents and Consequences", **2005, 65<sup>th</sup> Academy of Management Meeting**, Honolulu, Hawaii, 5-10 August 2005 (with Panagopoulos N. and Papastathopoulou P.)
81. "Service Elimination Decision-Making and the Product Life Cycle Model: Project 'ServDrop'", **12<sup>th</sup> Biennial AMS World Marketing Congress**, University of Munster, 6-9 July 2005 (with Gounaris S., Papastathopoulou P. and Papavassiliou N.)
82. "Greece and the World: a Bi-Directional Comparison of Consumer Views of Countries and their Products", **3<sup>rd</sup> International Conference on Business Economics, Management & Marketing**, Athens Institute for Education & Research (ATINER), Athens, Greece, 16-18 June 2005 (with Papadopoulos, N. and Stathakopoulos, V.)
83. "Unfolding the Multilevel Nature of Effective Sales Strategy Implementation", Panel Session: Re-thinking Sales as a Strategic Asset in Customer Relationship Management, **34<sup>th</sup> Annual**

- Conference of the European Marketing Academy**, University of Bocconi, Italy, 24-27 May 2005 (with Panagopoulos N.)
84. "The Impact of Sales Management Practices on Salesperson's Role Stress, Attitudes and Outcomes: A Multiple-Level, Multiple-Source Examination", **Proceedings of the 34<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Bocconi, Italy, 24-27 May 2005, (with Panagopoulos N.)
  85. "Investigating the Determinants and Consequences of Information and Communication Technologies' Diffusion within the Marketing Function", **Proceedings of the 34<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Bocconi, Italy, 24-27 May 2005, (with Panagopoulos N. and Papastathopoulou P.)
  86. "Pricing Research and Pricing Objectives in the Services Sector", **Proceedings of the 34<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Bocconi, Italy, 24-27 May 2005 (with Indounas K.)
  87. "Classifying Enterprises on the Basis of WWW Use: The Greek Paradigm", **Annual French Marketing Academy Conference**, University of Nancy, France, 19-20 May, 2005 (with Papastathopoulou, P., Papavassiliou, N. and Dimitriadis, S.)
  88. "Political Marketing and Voting Behaviour in Greece", **55<sup>th</sup> Political Studies Association Conference**, University of Leeds, U.K, 4-7 April 2005 (with Apospori E. and Zissouli M.)
  89. "Communication, Civic Participation and Voting Criteria in Greece", **55<sup>th</sup> Political Studies Association Conference**, University of Leeds, U.K., 4-7 April 2005 (with Apospori E. and Zissouli M.)
  90. "Ambush Marketing and the Olympic Games "Athens 2004", **10<sup>th</sup> IASL Congress**, Athens, 25-27 November 2004 (with Ladias S.)
  91. "Identifying the Antecedents of Service Elimination Performance", **Proceedings of the 33<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Murcia, Spain, 18-21 May 2004 (with Gounaris, S. and Papastathopoulou, P.)
  92. "An Examination of the Impact of Salesforce Automation on Salesperson Performance", **Proceedings of the 33<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Murcia, Spain, 18-21 May 2004 (with Panagopoulos, N.)
  93. "Market Structure and Pricing Information in the Services Sector", **Proceedings of the 33<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Murcia, Spain, 18-21 May 2004 (with Indounas, K.)
  94. "Pricing Objectives and their Relationship with the Stage of the Product Life Cycle", **Proceedings of the 32<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Strathclyde, Glasgow, Scotland, 20-23 May 2003 (with Indounas, K.)
  95. "Exploring the Relationship Between Task Environment and Market Orientation Adoption", **Proceedings of the 32<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Strathclyde, Glasgow, Scotland, 20-23 May 2003 (with Gounaris, S., and Papastathopoulou, P.)

96. "Elimination Strategies in the British Financial Services Sector", **Proceedings of the 32<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Strathclyde, Glasgow, Scotland, 20-23 May 2003 (with Papastathopoulou, P., Argouslidis, P. and Gounaris, S.)
97. "An Exploratory Investigation of the Effect of Formality on the Content of the Service Elimination Process", **Proceedings of the 31<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC)**, University of Minho, Braga, Portugal, 28-31 May 2002 (with Gounaris, S., Papastathopoulou, P. and Argouslidis, P.)
98. "What Functions Influence the Success Of New-To-The-Market vs. 'Me-Too' Retail Financial Services?", **Proceedings of the 30<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May 2001 (with Papastathopoulou, P. and Gounaris, S.)
99. "Market Share and Customer Satisfaction: Are They Always Related?", **Proceedings of the 30<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May 2001 (with Gounaris, S., Papavassiliou, N. Kouremenos, A. and Papastathopoulou, P.)
100. "An Integrative Model of New Service Performance: Evidence from the Greek Financial Services Market", **World Marketing Congress**, Cardiff University, Wales, June 2001 (with Papastathopoulou, P. and Gounaris, S.)
101. "Effective Development of New Retail Financial Services: Does Formality Matter?", **Proceedings of the 29<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Erasmus University Rotterdam, The Netherlands, 23-26 May 2000 (with Papastathopoulou, P.)
102. "An Exploratory Study in the Understanding of Consumers' Attitudes Towards the INTERNET", **Proceedings of the 29<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Erasmus University Rotterdam, The Netherlands, 23-26 May 2000 (with Papastathopoulou, P. and Gounaris, S.).
103. "What Does Marketing Orientation Mean in Practice? Some Empirical Evidence", **Proceedings of the 28<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, 1999, Berlin, Germany (with Gounaris, S. and Papavassiliou, N.)
104. "Marketing Orientation: A Powerful and Fruitful Competitive Edge for Industrial Marketing" **Proceedings of the 25<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Budapest, May 1996, pp. 491-510 (With S.P. Gounaris).
105. "Consumer-Led Approach to Food in the EU: Development of Comprehensive Market-Oriented Strategies Based on Pan-European Segments ", **Proceedings of the 24<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Paris, May 1995, pp. 2009-2018. (With JBEM Steenkamp, K G Grunert, B Traill, P. Vanden Abeele, M. Wedel and A. Audenoert.)
106. "Assessing Marketing Effectiveness: Some Preliminary Results". Marketing: Its Dynamics and Challenge, edit J. Bloemer, J. Lemmink, H. Kasper, **Proceedings of the 23<sup>rd</sup> Annual Conference of the European Marketing Academy (EMAC)**, Maastricht, Holland, May 17-20, 1994, pp.1109-1130 (With A. Kouremenos and S. Gounaris).

107. "A Comparison of Marketing Profiles Between Profitable and Unprofitable Greek Manufacturing Firms". **Proceedings of the 6<sup>th</sup> Bi-Annual World Marketing Congress**, Istanbul, Turkey, July 15-19, 1993 pp.621-626 (with A. Kouremenos and S. Gounaris).
108. "A Comparative Study of Marketing in Hungary, Poland and Bulgaria". Marketing for the New Europe: Dealing with Complexity, Edit. J. Chios, **Proceedings of the 22<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, Barcelona, Spain, May 25-29 1993 pp.561-579 (with G. Hooley, J. Beracs, T. Cox, K. Fonfara, M. Kolos, A. Kouremenos, M. Marinov, D. Shipley).
109. "Discriminating Profitable and Unprofitable Companies on the Basis of Company Marketing Profiles". Marketing for the New Europe: Dealing with Complexity, Edit. J. Chios, **Proceedings of the 22<sup>nd</sup> Annual Conference of the European Marketing Academy (EMAC)**, Barcelona, Spain, May 25-28 1993, pp.105-121 (with A. Kouremenos and S. Gounaris)
110. "Athletic Events and Marketing". **Proceedings of the 1<sup>st</sup> International Congress on Sports Law**, Athens, Greece, December 1992, pp. 35-36.
111. "Company Performance: Does Marketing Orientation Matter?" **Proceedings of the 21<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC)**, Aarhus, Denmark, May 1992, pp. 83-94 (together with A. Kouremenos and S. Gounaris).
112. "The Institution of Olympic Games and the Effect of Technological Revolution in Telecommunications". **Proceedings of the International Congress on The Institution of Olympic Games: A Multidisciplinary Approach, International Olympic Academy**, Olympia, Greece, September 1991 (with A. Kouremenos). Το άρθρο αυτό θα δημοσιευθεί στο Sport Law Review, Athens University.
113. "Selling Jobs and Sales Management Practices: Some Evidence from Greek Manufacturing Firms". **Proceedings of the 20<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Dublin Ireland, May 1991, pp. 1189-1212 (together with A. Kouremenos, J. Apostolopoulos, T. Krintas).
114. "Project Innovstrat: Measuring Organisational Innovativeness and the Factors that Shape it". **Proceedings of the 19<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Innsbruck, Austria, May 1990. (With A. Kouremenos and N. Tzokas).
115. "Project Dropstrat: The Product Elimination Decision Over the Product Life Cycle". In Marketing Thought and Practice in the 1990's, G.J. Avlonitis, N.K. Papavasiliou and A.G. Kouremenos (ed). **Proceedings of the 18<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Vol.ii, April 1989, Athens, pp.1109-1122.
116. "Strategic Implications of Product and Country Images: A Modelling Approach". **ESOMAR 40<sup>th</sup> Congress**, Lisbon, September 1988, pp.69-90 (With N. Papadopoulos, J. Marshall, L. Heslop et al).
117. "Project Dropstrat: Weak Product Evaluation Factors and Their Antecedents". **Proceedings of the 17<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Bradford, England, April 1988, pp. 1-21.
118. "A Cross National View of Consumer Views About Domestic Versus Imported Products". **Proceedings of the 16<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Toronto, June 1987, pp. K39-K58. (With N. Papadopoulos, L. Heslop, et al).



119. "Project Dropstrat: Identifying Scenarios of Product Elimination Decisions". **Proceedings of the 16<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Toronto, June 1987, pp. F1-F19.
120. "Made In Canada Eh? A Cross National View of Canadian Products". Contributions to Strategic Management, R.E. Turner (Ed), **Proceedings of the 16<sup>th</sup> Annual Conference of the Administrative Sciences Association of Canada**, Toronto, 1987 pp.196-205. (With N. Papadopoulos, L. Heslop et al).
121. "Interactions Among Sales Management Practices: Some Evidence". **Proceedings of the 15<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Helsinki, June 1986, pp. 1101-1119. (With K. Boyle).
122. "Project Dropstrat: What Types of Product Elimination Decisions are Likely to be Successful?". **Proceedings of the 15<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Helsinki, June 1986, pp. 987-1007.
123. "A Cross National View of Consumer Predispositions Toward Products From Foreign Countries". **Proceedings of the 39<sup>th</sup> ESOMAR Congress**, Monte Carlo, September 1986, pp. 91-117 (With N.G. Papadopoulos, L.A. Heslop, and F. Graby).
124. "A Typology of Product Elimination Decisions: Some Preliminary Results". **Proceedings of the 2<sup>nd</sup> World Marketing Congress**, Marketing in the 1990s and Beyond, S. Shaw, L. Sparks and E. Kaynak (Edit), University of Stirling, August 28-31, 1985, Scotland, pp. 644-662 (With S. Hart).
125. "The Relationship Between Selling Styles and Sales Management Practices". **Proceedings of the 2<sup>nd</sup> World Marketing Congress**, Marketing in the 1990s and Beyond, S. Shaw, L. Sparks and E. Kaynak Edit, University of Stirling, August 28-31, 1985, Scotland pp. 555-564. (With K. Boyle and A. Kouremenos).
126. "Product Elimination Decision - Making in British Manufacturing Industry: A Conceptual Framework and Preliminary Results". **Proceedings of the Research in Management Conference**, Ashridge Management College, January 1985, England, pp. 1-46. (With S. Hart). (Published as a Working Paper of the Department of Marketing, University of Strathclyde MWP/2).
127. "The Identification Process of Weak Products in Industrial Goods Companies". **Proceedings of the 14<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC)**, Herman Simon (Edit), Bielefeld University, April 10-12 1985, West Germany, pp.389-401.
128. "The Organisational Adoption Decision Process: A Study of a Major Technological Innovation (FMS)". **Proceedings of the International Research Seminar on Industrial Marketing**, Per Hagstedt and K.O. Hammarkvist (Edit), Stockholm School of Economics, August 29-31, 1984, Sweden, pp. 1-38. (With S.T. Parkinson).
129. "The Effect of Techno-economic Environment on the Product Elimination Process". **Proceedings of the Annual Conference of the European Marketing Academy Conference (EMAC)**, Amsterdam, Netherlands Business School, April 1984, PP.549-572.
130. "The Weak Product Revitalisation Process in The Industrial Market: Some Empirical Evidence". In Back to Basics - The 4 ps Revisited, Martin Christofer, et al, eds, **MEG Annual Conference Proceedings**, Cranfield, July 1983, pp. 544-566.

131. "Management Attitudes to Flexible Manufacturing Systems" In Flexible Manufacturing Systems. **Proceedings of the 1<sup>st</sup> International Conference on Flexible Manufacturing Systems**, Brighton, U.K. October 1982. pp. 405-412.
132. "Problem Situations Evoking the Product Elimination Decision In The Industrial Market". In An Assessment Of Marketing Thought And Practice, B.J. Walker, et al, eds, **American Marketing Association's 1982 Educators' Proceedings**, Chicago, August 1982, pp. 238-241.
133. "Product Elimination in British Engineering Companies: The Evaluation and Decision-making Stage". In Product Management - Quantitative Methods In Marketing, John D.C. Little and Jean Louis Chandon, eds, **Proceedings of the 9<sup>th</sup> International Research Seminar In Marketing**, Institut D' Administration Des Enterprises, Universite D' Aix-Marseille, France, June 1982, pp. 146-162.
134. "Organisational Aspects of The Product Elimination Decision: Some Empirical Evidence". In Bridging The Gap Between Marketing Theory And Practice, M.J. Thomas, ed, **MEG Annual Conference Proceedings**, Lancaster, July 1982, pp. 462-484.
135. "Product Elimination: A Neglected Phase of Innovation". In Marketing: Future Imperfect, P.R. Flood L.G., Campbell and A.O' Driscoll, eds, **MEG Annual Conference Proceedings**, Dublin, July 1981, pp. 2-50.

## MONOGRAPHS

- 1991 "The Philosophy of Marketing in Greece: How the Greek Companies Conceive and Implement the Marketing and What is the Relationship Between its Quality of Implementation and the Performance of Companies in the Market", 192 pages (with S. Gounaris)
- 1994 "Research on the Efficiency of SMEs in Greece of 2000", 618 pages (with S. Gounaris)
- 1994 "A Pan-European Perspective in Innovation: Attitudes, Behavior, Impact & Antecedents", 110 pages (with S. Gounaris)
- 1998 "A Consumer-Led Approach to Marketing of Olive Oil in the E.U.", Submitted to the European Commission, Agro-Industrial Research (with Jan-Benedict E.M. Steenkamp)
- 2000 "Use of Advanced Telematics Applications to Conduct Examinations and Evaluate Trainees in Tele-Education through Internet, EPET II, General Secretariat for Research and Technology (GEET), 100 pages (with P. Papastathopoulou, N. Panagopoulos and K. Indounas)
- 2000 Development of National Customer Satisfaction Barometer for Products and Services provided by Industrial Suppliers, Hellenic Organization for Standardization (ELOT), 200 pages (with N. Papavassiliou, S. Gounaris and P. Papastathopoulou)
- 2001 "Innovative Approach for Simultaneous Production of High Value-Added Products (amino-acids-few-polysaccharide) from By-Products of Sugar Factories, EPET II, Desk and field research of industrial markets of lysine and trehalose in South-East Europe, General Secretariat for Research and Technology (GEET)" 100 pages, (with N. Papavassiliou, S. Gounaris and P. Papastathopoulou)
- 2001 "Mapping the Distribution Channels of Fish Products in Greece, Ministry of Agriculture", 220 pages (with N. Papavassiliou, S. Gounaris and P. Papastathopoulou)
- 2002 "Barometer of Citizen Satisfaction: Measurement of Citizen Satisfaction from the Quality of Services provided by the Social Security Sector, Ministry of Labour and Social Security", 580 pages (with S. Gounaris and P. Papastathopoulou)
- 2002 "Measurement of Scientific and Technological Research of Companies in year 2001,

- Operational Program “Competitiveness”, General Secretariat for Research and Technology (GEET)
- 2006 “A Study of the Diffusion of E-Business in Large Greek Companies”, Operational Program “Information Society”, Project: “E-Business Forum”, Greek Research and Technology Network (EDET)”, Project duration: 3 years (With P. Papastathopoulou)

## **BOOKS**

### *In English*

Avlonitis, G., Papastathopoulou, P. and Katsikea, E., “**International Product Management**”, Textbook prepared for the PRIMA project funded by the Socrates program of the EU (2008)

Avlonitis, G. and Papastathopoulou, P. “**Product & Services Management**”, London: SAGE Publications (2006)

### *In Greek*

Avlonitis G., Gounaris, S. and Tsiotsou R., “**Marketing Services: Management, Strategies and New Technologies**” Publications Paschalidis – Broken Hill Publishers LTD 2015

Avlonitis, G. Dimitriadis S. and Indounas K., “**Strategic Industrial Marketing: A Holistic Approach**” Rosilli Publications, Athens 2015

Avlonitis, G., Lympelopoulos, K. and Janavaras B., “**Contemporary Marketing Strategies for International Markets**”, Rosilli Publications, Athens, 2010

Avlonitis, G. and Papastathopoulou, P. “**Marketing Plan: How to Design Effective Marketing Plans**”, Ath. Stamoulis Publications, Athens, 2010

Avlonitis, G., Gounaris, S. and Papavasiliou, N., “**B2B Marketing and Sales Management**”, Hellenic Open University, 2009

Avlonitis, G. and Stathakopoulos, V., “**Sales Management – 2<sup>nd</sup> edition**”, Stamoulis Publications, Athens, 2008

Avlonitis, G. and Papastathopoulou, P., “**Effective Product & Services Portfolio Management**”, Stamoulis Publications, 2004

Avlonitis, G., “**Strategic Business to Business Marketing**”, Stamoulis Publications, Athens, 2001

Avlonitis, G. and Gounaris, S., “**Business to Business Marketing**”, Hellenic Open University, Volume D, 1999

Avlonitis, G. and Papavassiliou N., “**Distribution Networks and Sales Management**”, Hellenic Open University, Volume C, 1999

Avlonitis, G. and Stathakopoulos, V., “**Sales Management**”, 1<sup>st</sup> Edition, Stamoulis Publications, Athens, 1997

## **CONTRIBUTION TO BOOKS PUBLISHED IN ENGLISH BY INTERNATIONAL PUBLISHERS**

**“Price Management in Financial Services”**, in Companion to Financial Services Marketing, T. Harrison and H. Estosami (eds) Rutledge, 2014 (with K. Indounas)

**“Is there a European Shopping-Related Lifestyle? Investigating the Interaction between National Culture and Shopping-Culture”**, in *Consumption Culture in Europe: Insight into the Beverage Industry*, C. R. Santos, S. Ganassali, F. Casarin, P. Laaksonen, H. R. Kaufmann (Ed), IGI Global, Hersey, Pennsylvania, U.S.A. 2012. pp. 121-150 (with P. Laaksonen, K. Hellen, C. R. Santos, J. Abad-Gonzalez, N. Brockdorff, C. Zammit, L. Camillieri, D. Turley, A. Andronikidis, P. Papastathopoulou)

**“Drinking Motives”**, in *Consumption Culture in Europe: Insight into the Beverage Industry*, C. R. Santos, S. Ganassali, F. Casarin, P. Laaksonen, H. R. Kaufmann (Ed), IGI Global, Hersey, Pennsylvania, U.S.A. 2012. pp. 215-232. (with K. Grunert, J. Rosendahl, A. Andronikidis, P. Papastathopoulou, C. R. Santos, A. R. Pertejo, J. Abad-Gonzalez, P. Laaksonen, J. Halkoaho, A. Kenyon, L. Kopicarova, J. van Berkel)

**“Sales Training”** in “Sales Management: A Multinational Perspective” P. Guenzi and S. Geiger (eds) Palgrave Macmillan, Hampshire U.K, 2011

**“Political Culture and Trust of Political Marketing: A Cross-Generational Comparison”** in *Cultural Issues and Current Trends*, Haworth Press (with Apospori, E. and Zisouli, M.), 2006

**“Product Management”** in *The Oxford Textbook of Marketing*, Blois K. (ed), Oxford University Press, 2000

**“Effective Product Decision Making in an Industrial Environment”**, *Handbook of Business Marketing Management - Advances in Business Marketing and Purchasing*, Vol. 6, Arch. 6, 1992, Woodside (Ed.) JAI Press Inc. (with Kouremenos, A.).

**“The Management of the Product Elimination Function: A Theoretical and an Empirical Analysis”**, *Advances in Business Marketing*, Volume 1, Arch G. Woodside (Ed) JAI Press Inc., 1986, pp. 1-66.

**“Dictionary of Marketing and Advertising”**, ed. by M.J. Baker, MacMillan Press, 1984.

## **PUBLICATIONS IN HONORARY VOLUMES**

2002 “Identifying different product innovativeness profiles: Some evidence from the Greek financial services market”, Honorary Volume, D. Kodosaki, University of Piraeus, 25 pages (with P. Papastathopoulou)

1997 “Problems of Business Behavior of SMEs preventing the Development”, *The Present and the Future of the Greek Economy*, Volume A, Editor: A.Kintis, Athens University of Economics & Business, Gutenberg Publishing (with N. Papavasileiou)

## **OTHER PUBLICATIONS**

“Issues in Undertaking Research in Emerging Markets – The BIGMAC theme in the 2012 ANZMAC Conference”, *EMAC Chronicle*, No 13, May 2013.

Editorial: *EMAC Chronicle*, No 9, May 2011, p. 3.

Editorial: EMAC Chronicle, No 8, October 2010, p. 3.

Editorial: EMAC Chronicle, No 7, May 2010, pp. 3-4.

Editorial: EMAC Chronicle, No 6, October 2009, pp. 3-4.

“Letter from EMAC President”, EMAC Chronicle, No 4, October 2008, p. 4.

“Assessing our Conferences’ ‘Value-for-Money’”, EMAC Chronicle, No 4, October 2008, pp. 18-19.

“Assessing the views and perceptions of EMAC members”, EMAC Chronicle, No 3, May 2008, pp. 4-7.

## **EDUCATIONAL MATERIAL**

Case Studies and course material development for educational purposes for the companies such as Metaxas Diagnostics, GAEA and Folli Follie.

## **PARTICIPATION IN EUROPEAN PROJECTS**

- Consumer Behaviour Erasmus Network (COBEREN) project in collaboration with foreign Universities with the aim of developing a thematic network in Consumer Behaviour at a European level
- Coordinator of the Socrates-Erasmus European Postgraduate Program in International Marketing in collaboration with foreign Universities
- International Marketing Effectiveness Project (IMEP) funded by the European Community with the objective of improving the Marketing methods used by countries of Central and Eastern Europe (Poland, Hungary, Bulgaria)
- TEMPUS Project, in cooperation with the London Business School and Erasmus University, with the aim of developing the International Studies Center, ISC in Budapest University of Economic Science (BUES)
- AIR Project entitled “Consumer-Led Approach to Foods in EC: Development of Comprehensive Market-Oriented Strategies”
- “A Comparative Analysis of Innovation Attitudes in Europe”. European Innovation Monitoring System (EIMS) –Sub program INNOVATION AND THE FIRM
- Other EU projects, eg. ADAPT, ESPRIT, ACTIVE, LEONARD etc

## **EXECUTIVE DEVELOPMENT PROGRAMMES**

I. Invited from various large Greek Organisations and Companies to teach in Executive Seminars and Programs including:

- Hellenic Export Promotion Organisation
- Port of Piraeus Organisation
- Greek Telecommunications Organisation
- Hellenic Railways – OSE
- Agricultural Bank of Greece – ATEbank
- Commercial Bank of Greece
- Alpha Bank

- Interamerican
- S & B Minerals S.A.
- Egnatia Bank
- Public Power Corporation (PPC) of Greece
- Elefsina Shipyards
- TITAN S.A.
- VIOHALKO S.A.
- PLASTIKA KRITIS S.A.
- NEOKEM S.A.

II. Invited from various large multinational companies to teach in Executive Marketing and Sales Seminars and programs, including:

- Agfa
- Toyota Hellas
- Johnson and son
- Lever Hellas
- BP Greece
- ROCHE Pharmaceuticals
- ROCHE Diagnostics
- Boehringer Ingelheim
- Cecedim Hellas
- Fiat Hellas
- Siemens S.A.
- Novartis Hellas A.E.B.E.
- Abbott Laboratories Hellas S.A.
- BIC VIOLEX S.A.
- Legrand A.E.B.E.
- COMPO HELLAS
- LILLY
- CHIESI Hellas

III. Before 1997 he organized post graduate programs and lectures for the Hellenic Management Association (EEDE) and taught "Sales Management" at the Athens Laboratory of Business Administration (ALBA Business School)

IV. Teaching in Seminars during the period 1986-1997 organised by the Greek Productivity Center (ELKEPA – PAVE project for SMEs), the Hellenic Management Association (EEDE – for Marketing executives), Morax (for Sales Managers), ICAP (for B2B Marketing executives), the Association of Advertising – Communication Companies (EDEE – for Advertising executives), the Greek Institute for Insurance Education (EIAS – for executives of insurance companies) and the National Hellenic Research Foundation

V. Organiser of Marketing and Sales Seminars in many SMEs located not only in large cities but also in the rural districts, as for example, DODONI S.A. (Ioannina), Klotsotiras Textiles (Trikala), EPSA S.A. (Volos) etc.

VI. Participation in the educational program IMAGE in which top managers of Russian companies were taught: Finance, Marketing, Human Resources Management, International Marketing, etc.

- VII. Scientific Coordinator for the compilation of educational material in digital format (CD ROM) for the Greek Telecommunications Organisation containing topics such as «Sales Techniques for Retail Store Employees», «B2B Sales Techniques», «Retail Store Management».
- VIII. Scientific Coordinator for a series of two day seminars in Athens, Thessaloniki, Larisa, Patra regarding «Customer Service Skills Development» for the Hellenic Railways Organisation.
- IX. Scientific Coordinator for a series of “Business Executive Programmes” for Senior and Top Executives of the Hellenic Railways Organisation.
- X. Scientific Coordinator for a series of educational programs regarding “Market and Customer Orientation” for Senior and Top Executives of Egnatia Bank.
- XI. Scientific Coordinator for a series of seminars regarding “Contemporary Methods of Management and Customer Orientation” for Executives of the Public Power Corporation of Greece.
- XII. Scientific Coordinator of an educational program regarding “Contemporary Methods and Applications for Communication, Negotiations, Management & Marketing issues” for top executives of the Agricultural Bank of Greece
- XIII. Scientific Coordinator of an educational program for the sales executives of Emporiki Credicom
- XIV. Scientific Coordinator of an educational programme for the certification of Salespeople (S.A.L.E.S. - Skills Abilities Learning Excellence Strategy Programme), (KEK, AUEB).
- XV. Scientific Coordinator of an educational program for Marketing and Sales Executives of Corinth Pipeworks S.A.
- XVI. Scientific Coordinator of an Educational Program for Marketing and Sales Executives of Flourmill Kepenos S.A.
- XVII. Invited Speaker in Seminars B2B Marketing, Export and International Marketing, Branding organized by ECONOMOTECHNIKI S.A. (2018)
- XVIII. Development & Presentation of teaching e – learning material entitled “Marketing for Sales Executives” in the context of the e-learning program “Instruction for Sales – IPE” of the Athens University Of Economics & Business.
- XIX. Invited Speaker in the MBA Retail Fourlis Holdings program organized by the Technological University of Cyprus with presentation entitled “Internal Marketing and Relationship Marketing: The two Pillars of Customer Value Creation”, Athens, 13<sup>th</sup> June 2019.

## **CONSULTING EXPERIENCE**

He has written consulting assignments and educational material in areas of strategic marketing and sales management for a large number of companies and organisations including:

- Greek Telecommunications Organisation
- Spirou Agricultural S.A.
- Metaxas Diagnostics S.A.

- Bingo S.A.
- Zefco – Zeelandia S.A.
- Boehringer – Ingelheim S.A.
- MENUNOS S.A.
- APIVITA NATURAL PRODUCTS S.A.
- IPSEN S.A.
- MOTODYNAMIKI – YAMAHA S.A.
- ALUMIL Group of Companies
- ROCHE Diagnostics S.A.
- Greek National Opera
- EKO Petroleum
- Flourmill Keponos S.A.
- Ecosun S.A.
- SafeBlood BioAnalytica S.A.
- P. Kourbelas & Co
- Logo – Star
- NEOKEM SA
- INOMAK S.A.

#### **MEMBER OF BOARDS/ COMMITTEES**

He has served as a Member of Board in various companies, including Motodynamics (Yamaha). He has also served as Member of various Boards and Committees such as a member of the Evaluation Committee of the Ministry of Development for the selection of the new Greek Logo (2014) and a member of the Experts Committee of the National Council for Competitiveness of the Ministry of Development (2007-2009). He has also been involved as President or Member of Evaluation Committees for various business awards. The most recent assignments include:

- President of the Organizing Committee for the “Made in Greece” Awards 2019, organized by the Greek Marketing Academy.
- Member of the Evaluation Committee for the “Greek Exports Awards” 2019, organized by Ethos Media.
- Member of the Evaluation Committee for the “Bravo 2019 Awards”, organized by Qualitynet Foundation.
- Member of the Evaluation Committee for the “Shopper Marketing Awards” 2019, organized by the Boussias Communications.
- Member of the Evaluation Committee for the “Coffee Business Awards” 2019, organized by the Ethos media.
- President of the Evaluation Committee for the “Packaging Innovation Awards” 2019, organized by the Boussias Communications.
- Member of the Evaluation Committee for the “Business of the Year Awards”, in the context of the “Protagonist of the Greek Economy Awards” 2019, organized by the Direction Business Network.



- Member of the Evaluation Committee for the “Retail Business Awards” 2019 organized by the Direction Business Network.
- Member of the Audit Committee for the “ Product of the year 2019” Awards, organized by the Direction Business Network
- Member of the Evaluators Committee for the “Bravo 2018 Awards”, organized by Qualitynet Foundation.
- Member of the Evaluation Committee for the “Business of the Year” Award. In the context of the “Protagonist of the Greek Economy” Awards 2018 organized by the Direction Business Network.
- Member of the Advisory Committee of the Olive Challenge Initiative of Fileos Olive Oil Society (2018)
- President of the Organizing Committee for the “Made in Greece” Awards of the Greek Marketing Academy (2017)
- Member of the Evaluation Committee for the “Retail Business Awards” organized by the Direction Business Network(2017)
- President of the Organizing Committee for the “Made in Greece” Awards of the Greek Marketing Academy (2015)
- President of the jury of the Pharmaceutical Marketing Excellence Awards (Period 2011-2013) in association with the 9<sup>th</sup> Pharmaceutical Marketing Conference, 11-13 February 2014
- President of the Organizing Committee for the “Made in Greece” Awards of the Greek Marketing Academy (2013)
- President of the Jury of the Pharmaceutical Marketing Excellence Awards (Period 2009-2011) in association with the 8<sup>th</sup> Pharmaceutical Marketing Conference, 1-3 February 2012
- Member of the Organizing Committee and the Evaluation Committee for the Marketing Excellence Awards organized by the Greek Institute of Marketing with the scientific support of the Greek Marketing Academy(2007-2009)

## **RECENT CONSULTANCY AND RESEARCH STUDIES FOR COMPANIES AND ORGANISATIONS (Since 1997)**

- |      |  |
|------|--|
| 1997 | Market Survey regarding the Service Quality of the Telecommunication Stores of the <b>Greek Telecommunication Organisation</b>   |
| 1997 | Research Study for the <b>Athens International Airport “Eleftherios Venizelos”</b>   |
| 1997 | Market Analysis of the Business Environment for Professional Catalogues and Implications for the Strategy of the <b>Golden Pages</b> of the <b>Greek Telecommunication Organisation (Infote)</b> |

- 1997 Market Analysis of the Business Environment for Internet Services in Greece and Implications for the Strategy of **OTENET** (a subsidiary of the Hellenic Telecommunications Organization - OTE S.A.)
- 1998 A Strategic Analysis of the Corporate Banking Market and Marketing Strategy Implications for the **Commercial Bank of Greece**
- 1998 Market Research - Concept testing for a New Product Introduced by **Boehringer Ingelheim**
- 1998 Research Study regarding the Service Quality of the Telecommunication Stores of the **Greek Telecommunication Organisation**
- 1999 Market Analysis of the Business Environment for Professional Catalogues and Implications for the Strategy of the **Yellow Pages** of the **Cyprus Telecommunications Authority (CY.T.A)**
- 1999 A Study of the Consumers' Purchasing Behaviour for Mutual Funds: Implications for Developing *One-To-One Marketing* for **INTERTRUST** (a subsidiary of Interamerican Insurance Company)
- 1999 Investigation of the Greek Women's Attitudes, Beliefs and Predispositions for **The Body Shop**
- 1999 Marketing Analysis & Marketing Plan for EVAL S.A.
- 1999 Marketing Analysis & Marketing Research for Leon Engineer S.A.
- 1999 Development of a Communication Plan for B2B Markets for **Silver & Baryte S.A.**
- 2000 Development of National Customer Satisfaction Barometer for Products and Services provided by Greek Companies, **Hellenic Organization for Standardization (ELOT)**
- 2000 Use of Advanced Telematics Applications to Conduct Examinations and Evaluate Trainees in Tele-Education through Internet, EPET II, **General Secretariat for Research and Technology (GGET)**
- 2000 Strategic Planning and New Product and Market Development for the Yellow Pages of the **Greek Telecommunication Organisation**
- 2000 Development of Marketing Strategy for the **Habitat** Company
- 2001 Investigation of the Consulting Security Services for Web Applications for **01 Pliroforiki SA**
- 2001 A Study for Simultaneous Production of High Value-Added Products (amino-acids-few-polysaccharide) from By-Products of Sugar Factories, **EPET II**, Desk and field research of industrial markets of lysine and trehalose in South-East Europe, **General Secretariat for Research and Technology (GGET)**
- 2001 Mapping the Distribution Channels of Fish Products in Greece, **Ministry of Agriculture**
- 2001 Development of Software for Business Letters, Marketing Plan and Business Plan for **CD MEDIA S.A.**
- 2001 Development of a Marketing Strategy for **Yamaha Hellas-Motodynamiki S.A.**

- 2002 Survey of Citizens and Enterprises regarding the Olympic Games of 2004 (in semi-annual base) in collaboration with the company **MWG-ALCO AE**
- 2002 A Research for the Determination of the Pricing Policy of the Supermarket Atlantic
- 2002 Research Study for Tracing the Spread of E-Business in Large Greek Companies, Operational Program "Information Society", Project: "E-Business Forum", **Greek Research and Technology Network (EDET)**
- 2002 Research Study regarding the Measurement of Citizen Satisfaction from the Quality of Services provided by the Social Security System, **Ministry of Labour and Social Security**
- 2002 Measurement of the Scientific and Technological Research of Companies in year 2001, Operational Program "Competitiveness", **General Secretariat for Research and Technology (GEET)**
- 2002 Provision of Training to SMEs concerning Issues of E-Business, **Greek Research and Technology Network (EDET)**
- 2003 A Market Analysis of Travelers in the Athens-Thessaloniki Route, for **Hellenic Railways Organisation**
- 2004 Market Research for a New Pharmaceutical Product, **Bristol-Myers Squibb**
- 2004 A Study of the Attitudes, Behaviour, Perceptions and Satisfaction of Users of Public Transport in the Athens Area, **Athens Urban Transport Organization (OASA)**
- 2006 Investigation of the Corporate Image of **IPSEN Pharmaceutical Company S.A.**
- 2006 Market Research for Medical Equipment for the company **METAXAS S.A.**
- 2006 Development of Internal Customer Satisfaction Barometer for the **Greek Petroleum Company (ELPE S.A.)**
- 2006 Development of CRM for **MOTODYNAMIKI S.A. (YAMAHA)**
- 2006 A Study of the Ways that the Greek Manager is Informed, **MORAX Publications**
- 2006 A Marketing Audit of the Commercial Operation of **ALUMIL S.A**
- 2006 A Marketing Audit of the Commercial Operation of **ROCHE DIAGNOSTICS**
- 2007 A Marketing Audit of the Commercial Operation of **APIVITA Natural Products S.A.**
- 2007 Development of Customer Satisfaction Barometer for **ROCHE DIAGNOSTICS**
- 2007 Research Study in the Greek Cotton Market
- 2007 Research Study for **EKO Petroleum**
- 2007 A Marketing Audit of the Commercial Operation of the **GREEK NATIONAL OPERA**
- 2007 Analysis of the Tract Housing Market for the Company **BETANET ABEE**

- 2007 Analysis of CRM Systems for the company **MOTODYNAMIKH S.A. (YAMAHA)**
- 2007 Provision of Consulting services for the Creation of the National Tourism Satellite Account and the National Observatory of Tourism for the **Ministry of Tourism Development**.
- 2008 A research project for the image of **Emporiki Credicom S.A.**
- 2009 Quantitative research projects for the potential use of a system whereby the consumer measures himself/herself the electricity consumption and informs accordingly the **Public Power Corporation**
- 2009 A Research Study of the customer base of **Emporiki Credicom** for the development of Cross-Selling Strategies
- 2009 A Study of the retail stores of **MOTODYNAMIKI S.A. - YAMAHA**
- 2010 Analysis of Perceptions, Attitudes and Behavior of Defected Customers of the **EFG Eurobank Ergasias** and suggestions for reducing the attrition rate
- 2011 Analysis of Perceptions, Attitudes and Behaviors of **Roche Diagnostics'** Customers for its Diabetic Products.
- 2012 Analysis of Customer Satisfaction and Loyalty for the company **Roche Diagnostics**.
- 2012 Development of Effective Branding Policies of the **Hellenic Farming Company**.
- 2013 Analysis of Customer Satisfaction and Loyalty for the company **Roche Diagnostics**.
- 2014 Analysis of Customer Satisfaction and Loyalty of the Company **Roche Diagnostics**
- 2014 Analysis of Customer Satisfaction regarding **Roche's new Call Center**
- 2015 Analysis of Customer Satisfaction and Loyalty of the Company **Roche Diagnostics**
- 2015 Analysis of Attitudes, Perceptions & Behaviors in the Global Market of Marine Coating Products for **Hempel Hellas S.A.**
- 2016 Analysis of Attitudes, Perceptions and Behavior of Regarding Cosmetics for **APIVITA S.A.**
- 2016 Hull Maintenance Research Project for **Hempel Hellas S.A.**
- 2016 Analysis of Customer Satisfaction and Loyalty of the Company **Roche Diagnostics**
- 2016 Analysis of Attitudes, Perceptions and Behavior of Customers and Lawyers for the **Fund of Deposits & Loans**
- 2016 **Hellenic CSR Insights** – An Online Research of the Marketing Laboratory (ALARM) of AUEB for the trends and developments of CSR in the Greek Companies, in an association with the Direction Business Network and CSR Hellas.
- 2017 Analysis of Attitudes, Perceptions and Behavior of Farmers Regarding Fertilisers for **Yara Hellas S.A.**
- 2017 Analysis of Attitudes, Perceptions and Behaviors of the Distribution Network for **Yara Hellas S.A.**

- 2017      **Hellenic CSR Insights** – An Online Research of the Marketing Laboratory (ALARM) of AUEB for the trends and developments of CSR in the Greek Companies, in an association with the Direction Business Network and CSR Hellas.
- 2018      Analysis of Attitudes, Perceptions and Behaviors of the Customers of **Tiniakos Furniture**
- 2018      Analysis of Attitudes, Perceptions and Behaviors of Customers concerning the Welding Seam Research Project for **Hempel Hellas S.A.**

## **PARTICIPATION IN CONGRESSES, CONFERENCES AND MEETINGS IN GREECE**

He has participated in many Congresses, Conferences and Meetings in Greece including the following (since 2000):

1. Chairman of the Organising Committee and Coordinator of the Section “Measuring Consumer Satisfaction” in the 1<sup>st</sup> Symposium of the Greek Marketing Academy, “Marketing 2010”, 21-22 June 2000, Technopolis - Gazi, Athens
2. Presentation of a paper in the 3<sup>rd</sup> Panhellenic Congress of Export Growth entitled: “Problems and Prospects of Exports of Greek Small and Medium-sized Enterprises”, 12-14 December 2001, Athens
3. Presentation of a paper in the 2<sup>nd</sup> Symposium of the Greek Marketing Academy with the theme “The Marketing in New International Reality” entitled “Strategic Marketing for International (B2B) Markets”, 17-18 April 2003, Divani Caravel Hotel, Athens
4. Coordinator of the Section “Marketing Planning (Strategic and Tactical)” in the 1<sup>st</sup> Marketing Forum of South Eastern Europe, 29-31 May 2003, Hyatt Regency Hotel, Thessaloniki
5. Presentation of a paper in the International Congress with the theme “Mass Transport: Choice and Not a Need” organized by the Athens Urban Transport Organization entitled “The Role of Marketing in the Urban Transport”, 12-13 June 2003
6. Keynote speaker in a meeting organized by the Association of Industries of Thessaly with a presentation of a paper entitled “Marketing & Management Strategies in a period of crisis”, Larisa, 24-25 October 2003
7. Presentation of a paper in the 1<sup>st</sup> International Sales and Marketing Forum entitled “Marketing Strategies for the International Markets”, 21-22 November 2003
8. Presentation of a paper in the Meeting “Political Marketing” organized by the Greek Marketing Academy, Money Show Piraeus, 22 November 2003
9. Presentation of a paper in a Meeting organized by the Greek Management Association (EEDE) with the theme “The Next Day of Information Technology Projects” entitled “Achieved Adoption and Diffusion of Information Technology Projects”, 12 February 2004, Divani Caravel Hotel, Athens
10. Keynote speaker in a meeting of Top Insurance Agents of Interamerican, Rethimno, 25-27 August 2004

11. Presentation of a paper in a Meeting organized by the Greek Marketing Academy with the theme "Orientation to the Market from the Services Companies: Gaining the Customer for Ever", entitled "Orientation to the Marketing and Effects on the Enterprises of Services", Money Show 2004, 12 December 2004, Athens
12. Invited Speaker to the 6<sup>th</sup> Panhellenic Congress of LIMRA – Top Life Insurance Agents 5 February 2005
13. Presentation of a paper in the 6<sup>th</sup> Panhellenic Congress of ECR entitled "Private Labels: Threat or Opportunity for Growth of Mutual Trust", 29-30 March 2005
14. Presentation of a paper in the "Brands Forum 2005" Conference organized by NAFTEMPORIKI entitled "Private Labels: Challenge or Threat for the Branded Products?", 13 October 2005
15. Presentation of a paper in a Meeting organized by COMCENTER with the theme "Matter of Cooperation: Production and Consumption of Food in the 21<sup>st</sup> Century", entitled "The Greek Consumer: Past, Present and Future", 18 October 2005
16. Presentation of a paper in the Sales Management Forum 2006, organized by Boussias Communications company entitled "Successful Practices in Sales Management - Results of a study of Sales Departments" (with N. Panagopoulos), 22 September 2006, Centre of Arts ACS, Athens
17. Keynote Speaker in the 5<sup>th</sup> Panhellenic Congress of Proliferative Plant Material with a presentation of a paper entitled "The Role of Marketing in the Agricultural Sector", 2 December 2006, Larissa
18. Keynote Speaker in the Annual Congress of Sales Executives of ALPHA Insurance company with a presentation entitled "Focus on the Customer: A sustainable competitive advantage", AKS Porto Heli, 16-18 March 2007
19. Presentation of a paper in the 3<sup>rd</sup> Symposium of the Greek Marketing Academy with the theme "Building Bridges Between the Science and the Practice of Marketing to Boost Competitiveness", entitled "Synchronizing Marketing and Sales", Athens, 17-18 May 2007
20. Keynote Speaker in a Meeting organized by the Greek Association of Pharmaceutical Marketing (EEFAM) with the presentation "Improving the Marketing and Sales in the Pharmaceutical Companies", Athens, 18 May 2007
21. Presentation of a paper in the 1<sup>st</sup> EUREKO Agents Annual Conference entitled "Focusing on the Customer: A Sustained Competitive Advantage", Cyprus, 17 October 2007
22. Presentation of a paper in a Meeting organized by MEDIHELM S.A. entitled "Improving the Pharmacy's Competitiveness", Salonica, 20 October 2007
23. Participation in the Roundtable discussion entitled "The Sales Roundtable" organized by the Sales Management magazine of Boussias Communications, Athens, December 2007
24. Coordinator in the Meeting organized by the Greek Marketing Academy in collaboration with the Greek Sales Institute entitled "Reconciling Marketing & Sales", Zappeion, 3 February 2008
25. Presentation of a paper in the 4<sup>th</sup> International Greek Biotechnology Forum organized by BIONOVA with the title "Marketing of Innovation", Zappeion, 2-3 February 2008

26. Keynote speaker in the Conference of Motorcycle Distributors organized by MOTODYNAMIKI (YAMAHA) with a presentation entitled "Building the Customer Service Culture", Loutraki, 15-16 February 2008
27. Presentation of a paper in the meeting with the theme "10 years FiberMax" organized by BAYER Cropscience Hellas entitled "What are the Perspectives of the Greek Cotton Sector", Larisa, 1 March 2008
28. Participation in a meeting organized by the Association of Businessmen of Central Greece with a presentation entitled "Market & Customer Orientation", Kammaena Vourla, 1-2 February 2008
29. Participation in a meeting organized by the Association of Businessmen of Central Greece with a presentation entitled "Marketing of Innovation", Kammaena Vourla, 14-15 March 2008
30. Member of the Scientific Committee of the 1<sup>st</sup> Hellenic Conference of Packaging, Food and Beverage, organized during the Exhibition PACKAGING 2008, 17-18 March 2008
31. Keynote speaker in a meeting of its partners organized by AIG Greece in Normandie, France with a presentation entitled "Focusing on the Customer: A Sustained Competitive Advantage", 29-31 March 2008
32. Keynote speaker in the seminar "Financial System and Stability Policy: European and International dimension" with a presentation entitled "Marketing & Competitiveness in the European Union", Jean Monnet program, Athens University of Economics & Business, 2 April 2008
33. Keynote speaker in the seminar organized by the Hellenic Retail Business Association with a presentation entitled "Focusing on Customer Service: A Sustainable Competitive Advantage", 16 April 2008
34. Keynote speaker at the conference of MEGA BROKINS with a presentation entitled "The necessity of cross-selling", 20 May 2008
35. Member of the Organizing Committee of the 5<sup>th</sup> International Conference organized by the Hellenic Retail Business Association with the theme "Retailing: Innovative Strategies to Stay Ahead", 5 June 2008
36. Presentation of a paper in the 5<sup>th</sup> International Conference of the Hellenic Retail Business Association entitled "How can we delight the customer in a retail setting?", Athens, 5 June 2008
37. Keynote speaker in the Meeting organized by ASPIS PRONOIA with a presentation entitled "The necessity to focus on customer", 20 June 2008
38. Coordinator of a Panel with the theme "The Greek Experience from the Cooperation between the Sales and Marketing Departments in an effort to create a customer-oriented organization" during a seminar with Philip Kotler organized by Prothesis S.A., 25 June 2008
39. Coordinator of a Panel with the theme "Mastering B2B Sales" during the 3<sup>rd</sup> Sales Management Forum, Athens, 19 September 2008
40. Presentation of a paper in the Meeting organized by the Greek Marketing Academy entitled "The Environmental Dimensions of Marketing in the context of Corporate Social Responsibility", Money Show, Thessaloniki, 29 November 2008

41. Keynote speaker in the 4<sup>th</sup> Annual Symposium of Management organized by the Confederation of the Thessaly and Central Greece Industries with a presentation entitled "10 Commandments of Marketing in an era of recession", Aspropotamos, Trikala, 13 December 2008
42. Presentation of a paper in a Meeting organized by the Greek Marketing Academy entitled "Marketing in a Recession Period", Money Show Athens 2008, 21 December 2008
43. Keynote speaker in an event organized by the magazine SCIENTIFIC MARKETING, in the context of Money Show Athens 2008, 21 December 2008, in order to honor insurance companies for their Corporate Social Responsibility
44. Participation in a panel with the theme "University: Private or Public" organized by YOUTH EVROPAIKI EKFRASI, 2<sup>nd</sup> Forum European Citizen, Money Show Athens 2008, 21 December 2008
45. Member of the Organizing Committee of a Meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the Athens University of Economics & Business and the Centre for Sustainability & Excellence (CSE) with the theme "Social and Environmental Dimensions of Marketing in the context of Social Corporate Responsibility", Athens, 22 January 2009
46. Presentation of a paper in a Meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the Athens University of Economics & Business and the Centre for Sustainability & Excellence (CSE) entitled "Consumer Behavior towards Green Marketing", Athens, 22 January 2009
47. Member of the Organizing Committee of the 6<sup>th</sup> Annual Conference of the Hellenic Retail Business Association with the theme "Economic Crisis & Greek Retail", Athens, 12 March 2009
48. Presentation of a Research Paper on the "Influence of the Economic Crisis on Business Organizations" during the 6<sup>th</sup> Annual Conference of the Hellenic Retail Business Association with the theme "Economic Crisis and Greek Retail", Athens, 12 March 2009
49. Keynote speaker in the Count[r]y of Origin Branding Forum organized by BOUSSIAS COMMUNICATIONS with a presentation entitled "Greek Products and Methods of Internationalization" Athens, 23 March 2009
50. Coordinator of an open discussion panel during the 8<sup>th</sup> Panhellenic Conference of ECR Hellas with the theme "The Next Day", Athens, 1 April 2009
51. Keynote speaker in the seminar "The Financial Crisis: Implications & Policies" with a presentation entitled "The influence of the economic crisis on business organizations and the role of marketing", Jean Monnet program, Athens University of Economics & Business, 8 April 2009
52. Keynote speaker in the "Marketing Meeting" organized by the International Operations of Hellenic Petroleum S.A. with a presentation entitled "Marketing in a Period of Recession", Cyprus, 23-24 April 2009
53. Coordinator of a panel entitled "Sales in a Period of Recession: the Role of the General Manager" during the 3<sup>rd</sup> Sales Executives Conference of KPMG Advisors AE, Athens, 6 May 2009
54. Presentation of a paper in the 5<sup>th</sup> International Greek Biotechnology Forum organized by BIONOVA entitled "Launching Strategies for High – Tech Products", Zappeion, 8-9 May 2009



55. Presentation of the undergraduate and postgraduate curriculum of the Department of Marketing & Communication of the Athens University of Economics & Business during a forum entitled "COMMUNICATE WITH THE SOCIETY" organized by the graduate students of the department, Athens, 3 June 2009
56. Presentation of a paper entitled "Marketing in a Recession" at the seminar "Sustaining and Developing Business in Southeast Europe" organized by the Athens University of Economics & Business and the Wharton School of the University of Pennsylvania, Athens, 25-26 June 2009
57. Keynote speaker in an event organized by the Pharmaceutical Association of Attica "The Importance of Sales and OTC Products in Times of Crisis", Athens, 12 October 2009
58. Presentation of a paper entitled "How to Improve our Relationships with the Clients" at the Annual Conference of Mega Brokers Company, Athens, 9 November 2009
59. Presentation of a paper entitled "Improving the Relationship Between the Doctor and the Patient: A Different Approach" at the 18<sup>th</sup> Panhellenic Conference of the Hellenic Thoracic Society, Salonica, 26-29 November 2009
60. Presentation of a paper entitled "The Impact of the Global Financial Crisis on Marketing and Consumers", Money Show 2009, Thessalonica, 28 November 2009
61. Coordinator of a panel with the theme "The Road to Success in Retail" with Sir. Terry Leahy as Keynote Speaker, at a conference organized by the Hellenic Retail Business Association (*SELPE*) and Boussias Communications, Athens, 30 November, 2009
62. Keynote speaker at the 5<sup>th</sup> Business Management Symposium of the Confederation of the Thessaly & Central Greece Industries with the theme "Sales in Times of Financial Crisis", Tsagarada, Pelion, 12 December 2009
63. Coordinator of a Panel with the theme "International Marketing, Exports and Competitiveness", Money Show 2009, Athens, 20 December 2009
64. Member of the Organizing Committee of a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Athens, 18 February 2010
65. Presentation of a paper entitled "Green Marketing: Attitudes, Perceptions & Behavior of the Greek Consumer", at a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Athens, 18 February 2010
66. Presentation entitled "The Ten Commandments of Marketing for Dentists" during the seminar organized by the Italian Institute of Research and Continuous Education in Implantology Athens, 19 February 2010
67. Presentation entitled "Exploring the Relationship between Studies in the Field of Business Administration and Expenses in Education and Research & Development and the Export Performance in Seven European Countries" during a meeting with the theme "Entrepreneurship: The Only Way to Tomorrow" organized by Koufalis Media Corporation and the MSc in Marketing & Communication of the Athens University of Economics & Business, Athens, 3 March 2010

68. Coordinator of a panel at a meeting with the theme "Entrepreneurship: The Only Way to Tomorrow" organized by Koufalis Media Corporation and the MSc in Marketing & Communication of the Athens University of Economics & Business, Athens, 3 March 2010
69. Participation to a panel with the theme "Present and Future of Social Responsibility" during a meeting organized by Boussias Communications entitled "Good Practices of Social Responsibility", Athens, 15 March 2010
70. Keynote speaker in the seminar "Economic Crisis: Policies for Stability and Development" with a presentation entitled "What Defines the Extroversion and the Competitiveness of an Economy", Jean Monnet program, Athens University of Economics & Business, 26 May 2010
71. Presentation of a research project with the theme "The Economic Crisis and Companies in Western Greece" and panel coordination during a meeting entitled "The Economy of Western Greece and Exit from the Crisis" organized by the company DATA RC, Patra, 27 May 2010.
72. Coordinator of a panel with the theme "Cultural Tourism and Promotion" during a conference entitled "Culture & Tourism" organised by the Members of the Parliament, Mrs Magia Tsokli and Mrs Pemi Zouni under the auspices of the Ministry of Culture & Tourism, Hydra, 6 June 2010
73. Member of the Organizing Committee of the 1<sup>st</sup> Panhellenic Sales Conference with the theme "The Role of Sales during the Crisis" organized by the Greek Sales Institute in collaboration with the Athens Laboratory of Research in Marketing (A.L.A.R.M.) and the e-business Research Centre of the Athens University of Economics & Business, Club Hotel Casino Loutraki, 9 June 2010
74. Coordinator of a panel of Greek CEO's entitled "Effective Sales Models during a Period of Recession and New Perspectives" during the 1<sup>st</sup> Panhellenic Sales Conference with the theme "The Role of Sales during the Crisis" organized by the Greek Sales Institute in collaboration with the Athens Laboratory of Research in Marketing (A.L.A.R.M.) and the e-business Research Centre of the Athens University of Economics & Business, Club Hotel Casino Loutraki, 9 June 2010
75. Member of the Organizing Committee of the 1<sup>st</sup> International Forum in Shipping Marketing with the theme "Can marketing theories and practices relieve shipping agonies: A new dialogue", Cruise ship "CRISTAL", 11 June 2010
76. Participation in a panel discussion during the 1<sup>st</sup> International Forum in Shipping Marketing with the theme "Can marketing theories and practices relieve shipping agonies: A new dialogue", Cruise ship "CRISTAL", 11 June 2010
77. Member of the Organizing Committee of the 7<sup>th</sup> International Conference of the Hellenic Retail Business Association with the theme "Quo Vadis?", Athens, 23 June 2010
78. Coordinator of a panel discussion with the theme "The First Crucial Steps in Public and Private Sector" during the 7<sup>th</sup> International Conference of the Hellenic Retail Business Association entitled "Quo Vadis?", Athens, 23 June 2010
79. Presentation entitled "Improving the Performance of the Pharmacy in a Recession Period" during the L'Oreal Cosmetique Active Forum 2010, Athens, 3 November 2010
80. Presentation entitled "Marketing Challenges in the Changing Environment of the Pharmaceutical Market" during the Scientific Meeting with the theme "Innovating in Uncertain Times" organized by the Association of Greek of Pharmaceutical Marketing, Athens, 27 November 2010
81. Presentation entitled "Successful Marketing Strategies for the Exit from the crisis" at an education program organized by the Prefectural Council of Central Greece, Leivadia, 17 December 2010

82. Presentation entitled "Marketing in a Period of Recession" during a meeting organized by Provet Company S.A., Athens, 21 January 2011
83. Presentation entitled "Improving the Competitiveness of the Pharmacy: The Ten Commandments of Marketing" during the 2<sup>nd</sup> Pharmacists Meeting organized by Pharmacy Management & Communication magazine, Athens, 22 January 2011
84. Participation to a panel with the theme "Visualizing the Future of the Greek Pharmacy: Controversies, Thoughts and Opportunities" during the 2<sup>nd</sup> Pharmacists Meeting organized by Pharmacy Management & Communication magazine, Athens, 22 January 2011
85. Presentation entitled "Improving the Competitiveness of the Pharmacy in the Now Conditions" in the context of a meeting organised by the Ioannina Association of Pharmacists, Kalampaka, Trikala, 19 February 2011
86. Presentation entitled "The Greek Pharmaceutical Industry: Yesterday, Today, Tomorrow" in a meeting organized by WINMEDICA Pharmaceutical Company, Athens, 25 February 2011
87. Member of the Organizing Committee of a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Athens, 2 March 2011
88. Presentation of a paper entitled "Green Marketing: Attitudes, Perceptions & Behavior of the Greek Consumer", at a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Athens, 2 March 2011
89. Presentation entitled "How can we Improve the Competitiveness of a Pharmacy in a Period of Recession", in a meeting organized by the Supplying Organization of Pharmacists of Crete and Dodecanese (SYFAK), Iraklion, Crete, 12 March 2011
90. Presentation entitled "The ten Commandments of Marketing in the Context of Green Entrepreneurship and Green Development" in an event organized by the Economic Chamber of Greece about the Green Development, Ioannina, 15 April 2011
91. Presentation entitled "How can we Improve the Competitiveness of Pharmacy in a Period of Recession", in a meeting organized by the Supplying Organization of Pharmacists of Crete and Dodecanese (SYFAK), Rhodes, 27 April 2011
92. Presentation entitled "The Present and the Future of the Greek Pharmaceutical Industry", in an event organized by the Pharmaceutical company CHIESI, Athens, 29 April 2011
93. Presentation entitled "The Current Aspect about the Relationship between Patients and Doctors" in a meeting organized by the Greek Thoracic Society, Athens 21 May 2011
94. Speaker in a meeting entitled "Doing business in Greece During the Crisis" organized by Koufalis Media Corporation S.A. 30 May 2011

95. Participation in a panel discussion entitled "Responsible Consumption: Contribution to sustain development and decisions that are based on principles and social values" in the context of the 1<sup>st</sup> Congress of the Hellenic-American Chamber of Commerce with the theme "Corporate Social Responsibility: Building Responsible Companies Maximizing Benefits and Sustainability in the Supplying Chain and the Economy, Athens, 1 June 2011
96. Member of the Organizing Committee of the 8<sup>th</sup> International Conference of the Hellenic Retail Business Association (HRBA) entitled "The road map to the New Europe" Athens, 23 June 2011
97. Member of the Organizing Committee and Coordinator of a panel during the 2<sup>nd</sup> Panhellenic Sales Conference entitled "Sales: A Tool for the Development of Extroversion and Innovation of the Greek Economy" Club Hotel Casino Loutraki, 27 June 2011
98. Panel Coordinator entitled "Extroversion of Greek Companies to Overcome the Crisis" at the 2<sup>nd</sup> Panhellenic Sales Conference with the theme "Sales: A Tool for the Development of Extroversion and Innovation of the Greek Economy" Club Hotel Casino Loutraki, 27 June 2011
99. Coordinator of a panel discussion entitled "Environmental - Climatic Change" at the 1<sup>st</sup> Annual Corporate Social Responsibility Forum in Greece, organized by Capital Link, Athens, 28 June 2011
100. Member of the Evaluation Committee of Social Accountability Reports for the BRAVO prize, organized by the Qualitynet company, Athens, 7 July 2011
101. Presentation entitled "How can we Improve the Competitiveness of a Pharmacy in a Period of Recession" in meetings organized by the company Pharma Swiss, Larisa 14 July 2011, Salonica 12 October 2011, Athens 24 October 2011
102. Presentation entitled "The Importance of Having Satisfied Customers in the New Environment" in an event organized by GlaxoSmithKline, Volos, 5 September 2011
103. Presentations on "Basic Principles of Marketing" and "Successful Marketing Applications in the Pharmacy" during a Seminar organized by "Pharmacy Management & Communication" magazine, Athens, 25 September 2011
104. Presentation entitled "Strategic Dimensions of Marketing" in a Meeting Organized by the Pharmaceutical Company CHIESI, Athens, 12 January 2012
105. Presentation entitled "Effective Marketing Practices for Improving the Competitiveness of the Pharmacy" during the 3<sup>rd</sup> Pharmacists Meeting organized by "Pharmacy Management & Communication" magazine, Athens, 22 January 2012
106. Presentation entitled "The Top Performers of Pharmaceutical Marketing", in a Meeting Organized by EEFAM, Athens 1-3 February 2012
107. Chairman of the Organizing Committee of the 4<sup>th</sup> Symposium of the Greek Marketing Academy entitled "Made in Greece: Exit from the Crisis", Athens, 9 February 2012
108. Presentation entitled "How Companies Can Develop and Sustain Strong Brands?", During the 4<sup>th</sup> Symposium of the Greek Marketing Academy, Technopolis Gazi, Athens, 9 February 2012.
109. Coordinator of a Panel with the theme "Greek Technology and Know-How in International Markets" during the 4<sup>th</sup> Symposium of the Greek Marketing Academy entitled "Made in Greece: The Exit from the Crisis", Technopolis Gazi, Athens, 9 February 2012.

110. Presentation entitled "Competitiveness & Entrepreneurship", During the Young Businessman 2011 Awards Ceremony, Hilton Athens, 13 February 2012.
111. Presentation entitled "Marketing is Confronting the Crisis: The 10 Commandments for Finding New Markets" in a Seminar for Top Executives organized by the Confederation of Greek Industries (Northern Greece Branch) Salonica, 20-21 April 2012.
112. Presentation entitled "How We Build and Sustain Strong Brands" in the 1<sup>st</sup> Symposium of Marketing of Food and Beverages with the theme "Greek Brands and Export Orientation" organized jointly by the University of Western Greece and the Greek Marketing Academy, Agrinio, 12 May 2012.
113. Member of the Organizing Committee of a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Technopolis, Gazi, 23 May 2012.
114. Presentation of a paper entitled "Green Marketing: Attitudes, Perceptions & Behavior of the Greek Consumer", at a meeting organized by the Athens Laboratory of Research in Marketing (A.L.A.R.M.) of the department of Marketing and Communication of the Athens University of Economics and Business and the Centre for Sustainability and Excellence (CSE) with the theme "The Environmental Dimensions of Marketing in the Context of Corporate Social Responsibility", Technopolis, Gazi, 23 May 2012.
115. Presentation of Awards for Excellent Shopper Marketing during the 1<sup>st</sup> Self-Service Excellent Awards organized by the Boussias Communications and the ELTRUN E-Business Laboratory of the Athens University of Economics and Business, Divani Hotel, Athens, 30 May 2012.
116. Coordinator of a Panel involving Shipowners During the 2<sup>nd</sup> IFOSMA Conference entitled "Navigating Through Turbulent Times: Is it Better Being Heretical or Orthodox?", which was Organized in the Context of Posidonia 2012, Metropolitan Expo Center, 8 June 2012.
117. Member of the Organizing Committee of the 3<sup>rd</sup> Panhellenic Sales Conference entitled "Sales: Bringing the Downs - Ups", Ktima Pentelikon, Athens, 28 June 2012.
118. Coordinator of a Panel with the Theme "Re-Writing the Sales Textbook" during the 3<sup>rd</sup> Panhellenic Sales Conference entitled: "Sales: Bringing the Downs-Ups", Ktima Pentelikon, Athens 28 June 2012.
119. Presentation entitled "Shopper Marketing in a Period of Recession: The 10 Commandments" during the Conference "Shopper Marketing and Category Management", organized by the "Self-Service" Magazine, Dais Conference Centre, 28 September 2012.
120. Presentation entitled "Survival Practices in a Period of Recession", during the 4<sup>th</sup> Pharmacists Meeting Organized by the "Pharmacy Management & Communication" Magazine, Athens, 20 January 2013.
121. Presentation entitled "Improving the Relationship between the Doctor and the Patient: An Integrated Approach" in an event organized by the company PharmaSwiss, Vitina, 9 March 2013.

122. Presentation entitled "The Problem of Competitiveness of Greece and how to Solve it: Another Approach", in the "Greek Product" Conference organized by the Athens Chamber of Commerce and Industry, Athens, 13 March 2013.
123. Presentation entitled "Developing Branded Products: A Way Out from the Economic Crisis", in the International Conference for the Economy and Business, Organized under the auspices of Alexander S. Onassis Foundation, Athens, 13 May 2013 (with Piha, L.)
124. Presentation entitled "Major Weaknesses of CSR Reporting", in the CR Index 2012 Award Ceremony organized by the Corporate Responsibility Institute, Athens, 20 May, 2013
125. Presentation entitled "The Marketing of Olive Oil: A Pan-European View" in an Event Organized by SEVITEL with the theme "The Greek Olive Oil with horizon the 2020", Athens, 21 May 2013
126. Presentation entitled "Strategic Pillars for Improving the Competitiveness of a Pharmacist in a Period of Recession" in an event organized by the Bayer Pharmaceutical Company, Nicosia, Cyprus, 22 May 2013
127. Presentation on issues of Marketing & Entrepreneurship for Business People of Central Greece. Kamena Vourla, 31 May – 1 June 2013
128. Presentation Entitled "Strategic Pillars for Improving the Competitiveness of a Pharmacist in a Period of Recession", Limassol, Cyprus, 12 June 2013
129. Presentation Entitled "Building a Competitive Identity – Putting Forward our Tourist Capabilities" in a regional event of the Hellenic Chamber of Hotels in Collaboration with the Greek Marketing Academy, Heraklion – Crete, 15 June 2013.
130. Presentation Entitled "Building a Competitive Identity – Putting Forward our Tourist Capabilities" in a regional event of the Hellenic Chamber of Hotels in Collaboration with the Greek Marketing Academy, Hania – Crete, 16 June 2013.
131. Presentation in a Conference for Career issues organized by Procter & Gamble, 19 June 2013
132. Participation in a Panel in the context of the 10<sup>th</sup> ECR Hellas Conference entitled "The Marathon to the Development" Athens, 20 June 2013
133. Presentation on issues of Marketing & Entrepreneurship for Business People of Central Greece, Chrysomilia Trikala, 28-29 June 2013
134. Member of the Organizing Committee of the 4<sup>th</sup> Panhellenic Sales Conference organized by the Greek Sales Institute in collaboration with the Athens Laboratory of Research in Marketing (A.L.A.R.M.) and the e-business Research Centre of the Athens University of Economics & Business entitled "Learn, Decide, Act Now - New Trends and International Prospects in Sales", Athens, 9 July 2013
135. Coordinator of a Panel with the Theme "Decide Now - New Business Opportunities in Greece (Tourism, Shipping, Pharmaceutical, Exports, Environment)", during the 4<sup>th</sup> Panhellenic Sales Conference organized by the Greek Sales Institute in collaboration with the Athens Laboratory of Research in Marketing (A.L.A.R.M.) and the e-business Research Centre of the Athens University of Economics & Business entitled "Learn, Decide, Act Now - New Trends and International Prospects in Sales", Athens, 9 July 2013

136. Presentation Entitled “Survival Practices of a Pharmacy in a Period of Recession”, in a meeting organized by the Pharmaceutical Association of Lesvos, Molyvos Lesvou 14-15 September 2013
137. Presentation on Marketing and Sales Issues in an meeting organized by the Educational Network of Greek Business People, Portaria, Volos, 11-12 October 2013
138. Presentation Entitled “Marketing Strategies & Tactics in a Period of Recession”, during the International Marketing Meeting of Hellenic Petroleum, Salonica, 14 November 2013
139. Chairman of the Organizing Committee for the Made in Greece Awards of the Greek Marketing Academy which were awarded in a special event in Athens, Hilton Hotel, 25 November 2013
140. Presentation entitled “The Best of Pharmaceutical Marketing” in the context of the Pharmaceutical Marketing Excellence Awards during the 9<sup>th</sup> Pharmaceutical Meeting organized by EEFAM, Athens 11-13 February 2014
141. Presentation entitled “Improving the Relationship between Patient and Doctor: A Scientifically Based Approach” in an event organized by the Pharmaceutical Company GHIEZI, Athens, 22 February 2014
142. Presentation on Innovation and Export Marketing Issues in an event organized by the Educational Network of Greek Business People, Agria, Volos, 14-15 March 2014
143. Presentation entitled “Improving the Relationship between Patient and Doctor: A Scientifically Based Approach” in an event organized by the Pharmaceutical Company GHIEZI, Patra, 21 March 2014
144. Member of a Panel discussing the results of a study regarding the role of Marketing in a period of Crisis presented in an event organized the Greek Marketing Academy with the theme “Revealing the Role of Marketing for the Effective Management of Economic Crises” Athens, 27 March 2014
145. Presentation entitled “Effective Marketing Practices for the Pharmacy” in an event organized by the Pharmaceutical Company BAYER, Alexandroupolis, 7 April 2014
146. Coordinator of a session entitled “The Eco-System of Entrepreneurship at AUEB” in an event organized by the Athens Center of Entrepreneurship and Innovation with the theme “Entrepreneurship and Innovation at AUEB” 9 April 2014
147. Member of a Panel Discussion in a session entitled “Innovation: From Theory to Practice” in the context of the Marketing Innovation Conference 2014 organized by Boussias Communication with the theme “The Power of Sharing Knowledge: Best Practices in New Product Development”, Athens, 12 June 2014
148. Presentation entitled “Revealing the strengths of AUEB” in an event organized by the University with the theme “The AUEB at the Beginning of Its New Millennium” Acropolis Museum, 17 June 2014
149. Presentation entitled “Effective Marketing Practices for the Pharmacy” during the 2<sup>nd</sup> Educational Event organized by the Pharmacy Management and Communication Magazine, with the theme “The Pharmacy in Greece: Present and Future” Heraklion, Crete, 27 September 2014
150. Presentation entitled “Customer Service and Customer Relationship Management (CRM)” in the Mini MBA Program in Retail Innovation organized by AUEB, 5 December 2014

151. Keynote Speaker at the 10<sup>th</sup> Business Management Symposium of the Confederation of the Thessaly and Central Greece Industries, with the theme "Export Marketing", Kamena Vourla, 13 December 2014
152. Presentation entitled "Effective Relationship and Communication between the Medical Doctor and the Patient", in the 6<sup>th</sup> Event of Entrepreneurship and Health Communication, Metropolitan Expo, Athens 15-16 February 2015
153. Presentation and Member of a Panel discussing the results of the 1<sup>st</sup> Marketing Barometer organized by the Greek Institute of Marketing and the Greek Marketing Academy, Athens, 20 May 2015
154. Presentation and Member of a Panel in the context of a press conference organized by the Greek Marketing Academy for the "Made in Greece Awards 2015", Athens, 16 June 2015
155. Presentation entitled "The Development of Branding Policies for the Greek Cotton" in an event organized by the Bayer CropScience with the theme "FiberMax Certification with Sustainable Agricultural Practices", Athens, 25 June 2015
156. Presentation regarding Marketing, Sales and Penetration of International Markets in events organized by Business People of GRECO-PAVE, Agria, Volos 9-10 October and Platamonas, Pierias 6-7 November 2015
157. Presentation entitled "The Challenge of Building an Outward Looking European Economy", in a European conference organized by the European Federation of Management Consultancies Associations (FEACO) with a theme "Towards a New Growth Model for Europe: The Role of the Consultant", Athens, 15-16 October 2015
158. Presentation entitled "Marketing & Entrepreneurship" in an event with the theme "Startups: Time for Taking Off", Organized by the Hellenic Entrepreneurship Award, Athens 3<sup>rd</sup> February 2016
159. Presentation entitled: "Redefining the Market: The 10 Marketing Commandments" in the General Assembly of the Association of Greek Heating and Energy Companies, Athens, 20 May 2016
160. Presentation entitled: "Antecedents and Consequences of Brand Loyalty and Store Loyalty", in an event with the theme "Shoppers' Attitude and Behaviour in 2016", organized by the ECR Hellas, Athens 22 June 2016
161. Presentation entitled "Effective Strategies for Export Marketing" in an event organized by the Professional Chamber of Athens in the context of the visit to Greece of the ALIBABA Group: E-commerce Gate for China, Athens 14 September 2016
162. Presentation entitled "The Value of Loyalty: Brand Loyalty-Store Loyalty" in an event organized of the Global Link Company, Athens, 30<sup>th</sup> of September 2016
163. Presentation entitled "Marketing Practices for the Modern Pharmacy" in a scientific event organized by the Cooperative of Pharmacists of Western Greece, Lefkada Island, 1-2 October 2016
164. Presentation about B2B Marketing in an event organized by the Hellenic Biocluster (HBIO), Athens, 3 November 2016.



165. Presentations and Member of a Panel discussing the results of the 2<sup>nd</sup> Marketing Barometer organized by the Greek Institute of Marketing and the Greek Marketing Academy, Athens, 7 November 2016.
166. Presentations entitled “Challenges for the Building of an Outward Looking Greek Economy” in the context of the Greek Export Awards event, Athens, 25 November 2016.
167. Speaker in the 20<sup>th</sup> Anniversary event for the Strathclyde MBA Program in Greece, 9 December 2016.
168. Presentation entitled “How to improve the Openness and Competitiveness of Our Economy” in the Greek Law Digest Conference with the theme “Legal and Business Challenges in Today’s Greece”, 3<sup>rd</sup> February 2017.
169. Presentation entitled “The Country should have two Ministries for its Economy”, in the Creative Greece Awards 2017 event Organized by the Active Business Publishing, Athens, 20<sup>th</sup> March 2017.
170. Presentation on Marketing and Customer Management Issues on a Meeting Organized by the Educational Network of Greek Business People, Portaria, Volos, 21-22 April 2017.
171. Presentation entitled “Challenges for the Development of an Outward Looking Greek Economy” in a special event with the theme “International Branding and Promotion of Products in International Markets” Organized by the Confederation of Greek Industries, Athens, 18<sup>th</sup> May 2017.
172. Presentation on Branding Issues in a meeting Organized by the Educational Network of Greek Business People, Kamena Vourla, 19-20 May 2017
173. Opening Speech and Chairman of a Panel in the 1<sup>st</sup> Symposium on “Made in Greece – The Value of the Greek Brand”, Organized by the Athens Chamber of Small and Medium Industries and the Greek Marketing Academy, Athens 31<sup>st</sup> May 2017
174. Presentation entitled “Prerequisites for the Development of an Outward Looking Greek Economy” in an event with the theme “Innovation, Competitiveness and Art in the Context of the Entrepreneurship” Organized by the Finish-Hellenic Chamber of Commerce, Athens 11<sup>th</sup> June 2017
175. Member of a Panel Discussion in a session entitled “Highlighting the Salesperson/ Sales Consultant of Tomorrow”, in the context of the 8<sup>th</sup> Annual Panhellenic Sales Conference organized by the Greek Sales Institute, Athens 22<sup>nd</sup> November 2017
176. Presentation entitled “Marketing, Competitiveness and Economic Development : The Contribution of Petros Malliaris” In an event organized by the University of Pireaus, in the Memory of Professor Petros Malliaris, 30<sup>th</sup> November 2017.
177. Presentation entitled “Branding & Nation Branding: The Pillars of Development and Competitiveness of the Greek Economy”, in a daily event of the Institute of Promotion of Youth Entrepreneurship, organized by the Rotary Club Kifisia – Politia, 27<sup>th</sup> January 2018.
178. Presentation entitled “Packaging: The Pillar of the Marketing Strategy of FMCG” in the 4<sup>th</sup> Scientific Conference with the theme “Smart Packaging and Marketing” organized by the Post Graduate

Program “New Technologies and Marketing – Smart Packaging” of the Athens University of Applied Sciences, 24<sup>th</sup> February 2018.

179. Presentation entitled “The Strategic Role of Packaging in the Marketing of FMCG”, in the 4<sup>th</sup> Packaging Conference, Athens, Thursday 26<sup>th</sup> April 2018.
180. Presentation entitled “Development of Branded Products and Exports” in an event organized by the Bayer Hellas in the Agricultural Cooperative ANATOLI, Ierapetra, Crete, Wednesday 2<sup>nd</sup> of May 2018.
181. Member of a Panel Discussion with the theme “Made in Greece and Extroversion” in the context of the Symposium of Marketing of Food and Beverages organized by the University of Patras and the Business Association of the County of Aetoloakarnania, West of Greece, 5<sup>th</sup> of May 2018.
182. Presentation entitled “Effective Marketing Strategies for the International B2B Markets” in the 6<sup>th</sup> Export Forum, organized by the Ethos Media, Athens, 10<sup>th</sup> of May 2018.
183. Presentation entitled “The Olive Oil Market: Branding and Extroversion” in the context of the incubation of the Olive Challenge Contest, Athens 11<sup>th</sup> of June 2018.
184. Presentation entitled “From Graduate of the University of Piraeus to Emeritus Professor of AUEB : A journey of 45 years” in the context of an event organized by the University of Piraeus to celebrate its 80 years of operation, 9<sup>th</sup> of November 2018.
185. Presentation entitled “ How to delight the customer” in the Mystery Shopping & Customer Satisfaction Forum , organized by the Global Link, 6<sup>th</sup> December 2018
186. Opening Speech & Coordination of a Panel Discussion entitled “Branding, Extroversion & Innovation B2B” in a Symposium with the theme “The Strategic role of Marketing in Made in Greece” organized by the Greek Marketing Academy to celebrate its 20 years of operation, 10<sup>th</sup> December 2018.
187. Presentation entitled “How you can build and sustain a strong city brand” in the 7<sup>th</sup> Smart Cities Conference, organized by Boussias Communications, Athens, 13<sup>th</sup> of March, 2019.
188. Opening Speech and Coordination of a Panel entitled “Trends and Opportunities for 4 Specializations of the Marketing Discipline: Branding, Advertising, Sale Management, Export and International Marketing”, organized in the context of the 9<sup>th</sup> Panorama of Entrepreneurship and Career, organized by Professor I. Ladopoulos and his team, Athens 30<sup>th</sup> of March, 2019.
189. Presentation entitled “Branding and Internet: The two Pillars of Extroversion” in an event with the theme “Doing Business in the New Digital Era” organized by the Finnish Hellenic Chamber of Commerce, Athens 3<sup>rd</sup> of April, 2019.
190. Presentation entitled “Effective Marketing Practices for Improving the Competitiveness of Sea Tourism Businesses” in the 2<sup>nd</sup> Yachting Festival, Athens, 13<sup>th</sup> of April, 2019.
191. Opening Speech entitled “Marketing and Packaging” in the Packaging Innovation Awards event, 20<sup>th</sup> of June 2019.
192. Presentation entitled “Extroversion = Marketing” in an event organized by the Excellence & Lean Management Consultants, 24<sup>th</sup> of June, 2019.

193. Presentation entitled “Decoding the DNA of Efficient Sales Departments” in an event organized by the Hellenic American University, Athens 25<sup>th</sup> of June, 2019.
194. Presentation entitled “The Identity and the Reasons of Existence of the Marketing Discipline” in an event with the theme “Marketing and Sustainability: Two Sides of the Same Coin” organized by the Greek Marketing Academy and the University of Glasgow Hellenic Alumni Association, Athens, 12<sup>th</sup> September, 2019.
195. Presentation entitled “The Value of Marketing for the Small and Medium Sized Enterprises” in an event with the theme “The Strategic Role of Marketing for the Small and Medium Sized Enterprises” organized by the Greek Marketing Academy and the Athens Chamber of Tradesmen, 2<sup>nd</sup> of October, 2019.
196. Opening Speech in an event organized by the Global Link, in order to celebrate its 30 years of operation, Athens 17<sup>th</sup> October 2019.
197. Presentation entitled “Strategic Check-List for the Take Off of the Company”, in the 14<sup>th</sup> Conference “Aluminum and Architectural Constructions”, 2<sup>nd</sup> November 2019.

#### **ARTICLES AND INTERVIEWS IN THE PRESS, INTERNET SITES, TV & RADIO STATIONS**

A considerable number of interviews have been given to TV channels and radio stations. Moreover, more than 300 articles and interviews have been published in the well-known newspapers and magazines and internet sites. Some of the most recent ones are the following:

1. “The Consumption Culture Determines the Rate of the Expansion of the New Economy”, Interview in the magazine SELF SERVICE, January 2001
2. “The Role of Marketing in Modern Economy”, Interview in the newspaper “NAFTEMPORIKI, 22 March 2001
3. “On-Line Markets: 80.000 are Connected to the Internet”, Presentation of relative research in the newspaper TO VIMA - Sunday issue, 25 March 2001
4. “The Cooperation Between Marketing and Information Technology is the Only Solution for the E-Business”, Interview in the magazine “Netweek”, 16 April 2001
5. “What is the view of Greek Enterprises’ regarding the E-Business”, NAFTEMPORIKI, 29 May 2001
6. “The development of e-commerce needs investing”, NAFTEMPORIKI (EXECUTIVE), 5 June 2001
7. “Politics and Marketing: Two Uncompromising Concepts”, NAFTEMPORIKI, 17 July 2001
8. “The Greeks are Afraid of Euro”, Presentation of Relative Research in the newspaper “TA NEA”, 28 September 2001
9. “We are not “Good Pupils” in the Subject of Euro-knowledge”, Presentation of relative research in the newspaper “TYPOS TIS KIRIAKIS”, 30 September 2001
10. “The SMEs have an Important Role to play in the Greek Economy”, Interview in the magazine “BIOTEXNIA”, May 2002
11. “Export Orientation and Marketing”, ECONOMICOS TAXIDROMOS, 13 July 2002
12. “Internet Banking: The Greek Reality”, ECONOMICOS TAXIDROMOS, 20 July 2002
13. “Mentality of Sub-Contracting in the Productive Web of Greece”, Interview in the newspaper “KATHIMERINI”, 30 March 2003
14. “Our Academic Records in Marketing are Exceptionally Good”, NAFTEMPORIKI, 20 October 2003
15. “Indeed, we Train Good Managers”, ECONOMICOS TAXIDROMOS, 30 October 2003
16. “The Hands off from the Science of Marketing”, Interview in the newspaper “KATHIMERINI”, 15 February 2004.

17. "Organizational Systems with Customer-Centered Approach", Interview in the monthly magazine Franchise Deal, May 2004.
18. A series of interviews in various newspapers and magazines regarding the Postgraduate Program of "Marketing and Communication with New Technologies", 2004
19. A series of interviews in various newspapers and magazines regarding the meeting organized by the Greek Marketing Academy and the Hellenic Federation of Enterprises with invited speaker the famous Professor of Harvard Business School, Benson P. Shapiro (7/10/2004).
20. "Political Marketing is not Synonymous to Political Communication", Marketing Week, 5 April 2004.
21. "One in two Greek Companies Ignores Marketing", Interview in the newspaper NAFTEMPORIKI, 13 September 2004.
22. "How Reliable are the Measurements of the Competitiveness of the Greek Economy", TO VIMA, 30 January 2005.
23. "Marketing and Competitiveness", EPILOGI, TASEIS 2005, January 2005.
24. "Improving Exports and Competitiveness with the Help of Marketing", NAFTEMPORIKI, 7 February 2005.
25. "Measuring the Effectiveness of Marketing", MARKETING WEEK, 28 February 2005
26. "Comprehensive Marketing Plan for our Tourist Product", NAFTEMPORIKI, 7 March 2005 (with A. Giannopoulos).
27. "Online Business Inertia", KATHIMERINI, 17 April 2005 (with P. Papastathopoulou)
28. "The Official Sponsors Won in the Games of Greece", NAFTEMPORIKI, 6 June 2005 (with S. Ladias).
29. "The Sponsors that Went Up in the Pedestal of 2004", ELEFThEROTYPIA – Sunday issue, 26 June 2005 (with S. Ladias).
30. "No to Advertisements, Yes to Analyses", ELEFThEROTYPIA – Sunday issue, 3 July 2005 (with E. Apospori and M. Zisouli).
31. "Marketing and Competitiveness of the Economy", EPILOGI, TASEIS, 2006, January 2006.
32. "35<sup>th</sup> World Marketing Conference in Athens Organized by the Athens University of Economics and Business", Interview in the magazine AD BUSINESS, 30 January 2006
33. "Marketing Affects all Departments of a Business", Interview in the newspaper KERDOS, 8 February 2006.
34. "World Marketing Conference in Athens", Interview in the newspaper CHRIMATISTIRIO, 12 February 2006 .
35. "The Athens University of Economics and Business Organizes for Second Time the Annual Conference of EMAC", Interview in the magazine TOURISM and ECONOMY, March 2006.
36. "Athens is Ready for the Conference of EMAC", Interview in magazine MARKETING WEEK, 15 May 2006.
37. "Panorama of Marketing Science in Athens", Interview in the newspaper KATHIMERINI, 4 June 2006.
38. "State and Businesses Do Not Recognize the Role of Marketing", Interview in the newspaper KERDOS, 14 June 2006.
39. "Marketing: Science and Celebration", interview in MARKETING WEEK magazine, 17 June 2006.
40. "The Challenges of Modern Marketing", Interview in newspaper NAFTEMPORIKI, 19 June 2006.
41. "The EMAC Conferences develop the Science of Marketing", Interview in the newspaper EXPRESS, 25 June 2006.
42. "The Strong Competition in the Market: a Major Challenge for Marketing", Interview in the magazine AD BUSINESS, 3 July 2006.
43. "The Problem of the New Century: The Rapid Developments "Swallow" Experiences and Knowledge of Decades", Interview in the magazine SCIENTIFIC MARKETING MANAGEMENT, July - August 2006.

44. "The Role of Innovation in the Profit Equation", SELF SERVICE, July - August 2006 (with E. Salavou).
45. "Decoding the DNA of Effective Sales Departments: Data from the Greek Reality", MARKETING WEEK, 4 September 2006 (with N. Panagopoulos).
46. "Marketing and the Brand", Interview in the magazine SELF SERVICE, December 2006
47. "Building Bridges Between the Science and the Practice of Marketing to Improve Competitiveness", Interview in the magazine SCIENTIFIC MARKETING MANAGEMENT, March 2007.
48. "Social Marketing: A Strategy Targeting towards the Citizen", Corporate Social Responsibility, Annual Publication of newspaper ETHNOS, pp. 136-138, March 2007 (with P. Papastathopoulou).
49. "Commercial and Social Marketing in the Corporate Social Responsibility field", Special Publication of newspaper ETHNOS, 31 March 2007 (with P. Papastathopoulou).
50. "Marketing as a Necessary Tool for Improving the Balance of Payment", SCIENTIFIC MARKETING MANAGEMENT, Issue36, pp.74-75, March 2007 (with N. Papavassiliou).
51. "Anatomy of Voters", Presentation of Research pertaining to the Municipal Greek Elections of 2006 in the newspaper ELEFTHEROTYPIA – Sunday issue, 24-25 March 2007 (with E. Apospori and M. Zisouli).
52. "Building Bridges Between Marketing Theory and Practice to Improve Competitiveness", Interview in magazine AD BUSINESS, 26 March 2007.
53. "Marketing Strengthens the Competitiveness", Interview in newspaper CITY PRESS, 12 April 2007.
54. "Building Bridges for the Implementation of Marketing", Interview in newspaper NAFTEMPORIKI, 16 April 2007.
55. "From the Academic Handbooks to Business World", Interview in the magazine MARKETING WEEK, 23 April 2007.
56. "From the Science to the Practice of Marketing", Interview in the magazine RETAIL BUSINESS, 30 April 2007.
57. "Tourist Marketing and Competitiveness: The Need for Growth and Coexistence of Internal and External Marketing Orientation of Businesses", SCIENTIFIC MARKETING MANAGEMENT, SPECIAL EDITION: TOURISM, Issue 38, May 2007, p. 60-61 (with A.Giannopoulos).
58. "The Cooperation Between Marketing and Sales is the key to Business Success", NAFTEMPORIKI, 7 May 2007 (with Lionakis, K.).
59. "Marketing and Competitiveness", Interview in the newspaper IMERISSIA, 11 May 2007
60. "The Presidency of EMAC in "Greek Hands", Interview in the magazine SELF SERVICE, Issue of June 2007.
61. "The strategic role of Marketing in the Financial Services Sector: Trends and Developments", BANKERS' REVIEW magazine, July 2007 (with P. Papastathopoulou)
62. Benefits from the European Marketing Academy", Interview in newspaper NAFTEMPORIKI, 9 July 2007.
63. "Marketing and Sales. In the Same Play...Protagonists", SELF SERVICE Magazine, Issue of July-August 2007.
64. "Improving the Performance of Marketing and Sales of the Pharmaceutical Companies", PHARMACEUTICAL MARKETING, Vol. 22, January 2008 (with Panagopoulos, N.).
65. "Does the Conflict between Marketing and Sales affect Company Performance?", SCIENTIFIC MARKETING MANAGEMENT, December 2007 (with Lionakis, K.).
66. "The Destiny of the Greek Cotton. Results of a research conducted by the Athens Laboratory of Research in Marketing of the Athens University of Economics & Business", KERDOS, 10 February 2008 (with Piha, L.)
67. "The Hidden Secrets of Greek Cotton. 20 Specialists Show the Way for Regaining its Glory", AGRENDA, 9 & 10 February 2008 (with Piha, L.)

68. "What are the Sources of Conflicts between the Marketing & Sales Departments?", NAFTEMPORIKI newspaper, 18 February 2008.
69. "Marketing: From the University to the Business World", Presentation of a Research Study on the Relationship between Marketing & Sales, Magazine KEPA of Thessaly: "THESSALY: ECONOMY AND ENTREPRENEURSHIP", Issue 4, 2008.
70. "Sales vs Marketing", SALES MANAGEMENT (Boussias Communications), February - March 2008.
71. "Improving CRM Systems' Performance: First Research Study of the Athens University of Economics & Business", CUSTOMER MANAGEMENT MAGAZINE, March 2008 (with Panagopoulos, N.).
72. "Marketing Strategy for Greek Tourism", SCIENTIFIC MARKETING MANAGEMENT, Special Issue TOURISM, May 2008 (with Giannopoulos, A.).
73. «Create Value, Communicate Value, Deliver Value», Interview with Philip Kotler, AD BUSINESS, 29 September 2008.
74. "Cadastral and Bedevilmnt", newspaper ELEFTHEROTYPIA, 17 October 2008.
75. CSE-ALARM: Responsible ... Collaboration", Interview in REVIEW: CSR magazine, Vol. 2, 2008 (with Avlonas, N. and Papastathopoulou P.).
76. "«Green» and «Cause Related» Marketing", Article in the NAFTEMRPORIKI newspaper, 29 October 2008.
77. "Social & Environmental Dimensions of Marketing in the Context of Social Corporate Responsibility", article in the newspaper APOGEVMATINI, 18 November 2008.
78. Interview given to journalist O. Liatsou in ELEFTHEROTYPIA, in the column FACES, 18 November 2008.
79. "Professor, Please Answer us", Interview in SELF SERVICE magazine, December 2008
80. "Innovation is an Integral Part of Economic Development", Article in GREEK RETAIL magazine, 8 January 2009.
81. "Prerequisites for the Effective Application of Green Marketing", Article in the newspaper IMERISIA, 17 January 2009.
82. "Social and Environmental Dimensions of Marketing in the Context of Social Corporate Responsibility", Interview in SCIENTIFIC MARKETING MANAGEMENT magazine, February 2009 issue
83. "Bio...Logical Choice in the Basket of Household", Article in the newspaper ETHNOS, 16 February 2009.
84. "Social, Green, Responsible...Marketing", Interview in REVIEW: CSR magazine, 5<sup>th</sup> issue, February 2009.
85. "Businesses in the Period of Economic Crisis", Presentation of Pertinent Research in RETAIL BUSINESS magazine, 16 March 2009.
86. "Communication Costs for Fast Moving Consumer Goods in Greece", Presentation of the pertinent research in the magazine AD BUSINESS, 30 March 2009.
87. "The Truth about the Eco-Business", Presentation of a research on Green Marketing in the newspaper TO PROTO THEMA, 5 April 2009.
88. "Socially Responsible and Sustainable Products", REVIEW: CSR, Vol. 8, May 2009.
89. "The Ten Commandments of Marketing in a Recession Period", newspaper TO VIMA, 21 May 2009.
90. "Marketing Reactions in a Period of Recession", newspaper NAFTEMPORIKI (EXECUTIVE), 13 July 2009.
91. Statement for the International Fair of Thessalonica, newspaper KATHIMERINI, 26 July 2009.
92. Statement for the International Fair of Thessalonica, newspaper REAL NEWS, 26 July 2009.
93. "Innovation in Training Executives of Sales", Interview in RETAIL BUSINESS magazine, November 2009.

94. "The First Specific Academic Programme for the Certification of Executives in Sales", Interview at MARKETING WEEK, 23 November 2009.
95. "Improving the Relationship Between the Doctor and the Patient", Article at the Conference Newspaper of the 18<sup>th</sup> Panhellenic Conference of the Hellenic Thoracic Society", Thessalonica, 26-29 November 2009.
96. "How to Build Strong Brands?", Article in the Special Publication Greek Brands, DIRECTION Publications, December 2009 (with Piha, L.).
97. "Focus on the Client: The Response to the Current Uncertain Economic Environment", Article in the insurance portal [www.insuranceworld.gr](http://www.insuranceworld.gr), 4 December 2009.
98. "Postgraduate studies in Greece!", Interview in FRANCHISE EMPORIUM, Vol. 7, January 2010
99. "Greek Tourism: Train with Few Passengers", Annual Publication TASEIS 2010, February 2010 (with Giannopoulos, A.).
100. Interview to the journalist N.Spantidaki for SBC TV channel, 9 February 2010.
101. "Consumers Prefer Green Companies", Article in the NAFTEMRPORIKI newspaper, 19 February 2010.
102. "The "Green" Market is Moving Upward", Article in the KATHIMERINI newspaper, 27 February 2010.
103. "Time for... Returns" Presentation of the Results of the Green Marketing Survey, RETAIL BUSINESS magazine, 1 March 2010.
104. "Green Consumers", interview in the magazine ADBUSINESS, 8 March 2010.
105. "We use the most contemporary education methods capitalising on the recent global trends in the scientific field of marketing", interview in the magazine SCIENTIFIC MARKETING MANAGEMENT, Special Issue March 2010.
106. "GREEN" Marketing and Corporate Social Responsibility: a Way Out from the crisis", article in the magazine MARKETING WEEK, 22 March 2010.
107. "Certified Green Products in the limelight of the Consumers", interview in the magazine SCIENTIFIC MARKETING MANAGEMENT, March 2010.
108. "Green Consumers", interview in the magazine REVIEW: CSR, April 2010.
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