

## **CURRICULUM VITAE**

*Sergios DIMITRIADIS, PhD*



*Associate professor, Athens University of Economics and Business*

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### **EDUCATION**

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- 1991 : Doctorate (PhD) in Marketing (with distinction), Institut d'Administration des Entreprises of Aix-en-Provence, University of Aix-Marseille III, France. First ex-aequo research prize of the french Foudation for Retailing (Fondation de la Distribution).
- 1990 : International Teachers Programme, (Consortium ISBM - International Schools of Business Management Ltd).
- 1985 : "Diplome d' Etudes Approfondies" (MBA) in Management, I.A.E. of Aix-en-Provence, University of Aix-Marseille III, France.
- 1983 : B.A. in Management, Athens University of Economics and Business, Athens, Greece.

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### **WORK EXPERIENCE**

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#### **a) TEACHING EXPERIENCE**

- 2010 – present : associate professor, Athens University of Economics and Business, Marketing and Communication Department.
- 2000 – 2010 : assistant professor, Athens University of Economics and Business, Marketing and Communication Department. Courses taught: Intoduction to Marketing, Industrial Marketing, International Marketing, Digital Marketing to under and post graduate students.
- 1994 - 2000: assistant professor (maitre de conferences), E.S.A., University Pierre Mendes France, France.
- 1991-1994: assistant professor, Grenoble Graduate School of Business, France.
- 1988-1990: teaching and research assistant, Faculty of Economic Sciences, University of Aix-Marseille II, France.
- 1986-1991: lecturer, Marseilles Graduate School of Business, France.
- 1995-1998: Visiting professor, CUOA, University of Venise, Italy.
- 1987-2000 : Instructor in various executive seminars for public ang private organizations.

### ***b) MANAGEMENT / ADMINISTRATION EXPERIENCE***

2014– today: head of the Digital Marketing & Social Media executive training program (DigiMa, [www.digima.gr](http://www.digima.gr)), Executive Education Centre, Athens University of Economics & Business.

2000 – today: treasurer of the Hellenic Marketing Academy.

1998 – 2000: head of the CAAE Master programme, E.S.A., University Pierre Mendes France, France

1995 – 1998: member of the Administration Board of the University Pierre Mendes France, France.

1995 – 1998: head of the "DUTA Management europeen des organisations" programme (a graduate diploma for part-time post-experience students), University Pierre Mendes France. Management of the international exchanges with United Kingdom and Germany.

1994-1996: head of a part-time post-experience training programme for Schneider Electric SA company, University Pierre Mendes France.

1993-1994 : head of the marketing department, Grenoble Graduate School of Business.

### ***c) TEACHING and COMMUNICATION TECHNOLOGIES***

Experience in visioconferencing, internet, distance and e-learning methods, business games and simulations.

User of Word, Excel, Harvard Graphics, Powerpoint, statistic softwares.

Development of various case studies in marketing.

Teaching languages: Greek, English, French.

### ***d) RESEARCH ACTIVITIES***

Reviewer for several academic journals such as Internet Research, The Service Industries Journal, International Journal of Bank Marketing, Journal of Interactive Marketing, International Journal of Internet Marketing and Advertising, Innovative Marketing.

Reviewer for several academic conferences such as 18th European Conference on Information Systems, EMAC [European Marketing Academy], World Marketing Congress, ICMD [International Conference on Marketing and Development], Conference on Strategic Developments in Services Marketing, French Marketing Association conference.

### ***e) CONSULTING EXPERIENCE***

2000 – present: scientific co-ordinator in various research projects for both private and public organizations, among which:

An EU Tempus project (PORFIRE) aiming to develop structures and actions to promote and support entrepreneurship, innovation and action research in a university – industry collaboration context in the Magreb countries.

An EU Tempus project (SERMANTEQ) for the modernization of academic programmes and governance of non-EU mediterranean universities.

An EU Leonardo Da Vinci project (EUBBSI), aiming at developing e-learning sales and marketing training tools targeted to SMEs salesperson in Business-to-Business markets.

The development of e-business plans for SMEs, in collaboration with the National (Greek) Centre of Research and Technology.

A Marketing plan for the development of the regional products of Cyclads, in the Leader+ framework.

1997 - 2000: consultant for an ADAPT EC research programme on Electronic Trade. Assesment of the impact of e-commerce on SMEs. Design of training and self-assesment materials, tools and methodologies for the adoption of e-commerce by SMEs ([www.centre-time.com](http://www.centre-time.com)). Personal involment: creation of 2 longitudinal case studies, trainer, contect and interface design of a CD-ROM and a web site for SMEs training and support.

1998: expert of the EU in a TACIS programme “Support to Higher Education in Economics to Moldova”.

1986 - present: market studies and marketing strategy definition for various firms in the following sectors: retailing, wind energy, industrial laundry, agricultural machinery, pharmaceuticals.

1989-90: team member in a COMMET EC programme for the French and Greek Electric Power Companies.

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## *PUBLICATIONS*

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### ***α) Refereed journals :***

Papista E., Krystallis A., Dimitriadis S., Chrysochou P., Types of value and cost in the consumer-green brands relationship and loyalty behaviour, *Journal of Consumer Behaviour*, (forthcoming)

Tsimonis G., Dimitriadis S., Koritos C., Examining Relational Benefits and Costs in an online non-transactional context, *International Journal of Internet Marketing and Advertising*, (forthcoming)

Chalaris M., Kyrezis N. and Dimitriadis S. A comparison of two multivariate analysis methods for segmenting users of alternative Payment Means, *International Journal of Bank Marketing*, forthcoming.

Dimitriadis S. and Koritos C. (2014), Core Service vs. Relational Benefits: What Matters

- Most? The Service Industries Journal, vol. 34, issue 13, pages 1092-1112.
- Tsimonis G. and Dimitriadis S. (2014), Brand strategies in social media, Marketing Intelligence and Planning, Vol. 32, No 3, pp.328 – 344 (DOI 10.1108/MIP-04-2013-0056).
- Papista E. and Dimitriadis S. (2012), Exploring consumer-brand relationship quality and identification: Qualitative evidence from cosmetics brands, Qualitative Market Research, Vol. 15, No 1, January, pp. 33-56
- Dimitriadis S. and Papista E. (2011), Linking consumer-brand identification to relationship quality: An integrated framework, Journal of Customer Behaviour, Vol.10, No 3, Autumn, pp. 271-289 .
- Dimitriadis S. and Kyrezis N. (2011), The effect of trust, channel technology and transaction type on the adoption of self-service bank channels, The Service Industries Journal, Vol.31, No 8, pp. 1293-1310.
- Stevens E. and Dimitriadis S. (2011), Learning Strategies, behaviours and outputs during the Service Innovation Processes, International Journal of Innovation and Learning, Vol.10, No 3, pp. 285-309.
- Dimitriadis S.(2011), Customers' relationship expectations and costs as segmentation variables: preliminary evidence from banking, Journal of Services Marketing, Vol.25, No4, pp.294-308.
- Dimitriadis S., Kouremenos A. and Kyrezis N. (2011), Trust-based segmentation: preliminary evidence from technology-enabled bank channels, International Journal of Bank Marketing, Vol.29, No1, pp.5-31.
- Dimitriadis S. and Papista E. (2010), Integrating Relationship Quality and Consumer-Brand Identification in Building Brand Relationships: Proposition of a Conceptual Model, The Marketing Review, Vol.10, No4 (November), pp. 385-401.
- Dimitriadis S. (2010), Testing perceived relational benefits as satisfaction and behavioral outcomes drivers, International Journal of Bank Marketing, Vol.28, No4, pp.297-313. *Highly Commended Award Winner at the Emerald Literati Network Awards for Excellence 2011.*
- Dimitriadis S. and Kyrezis N. (2010), Linking trust to use intention for technology-enabled bank channels: the role of trusting intentions, Psychology & Marketing, Vol.27, No8, pp.829-850.
- Gounaris S., Dimitriadis S. and Stathakopoulos V. (2010), An Examination of the Effects of Service Quality and Satisfaction On Customers' Behavioral Intentions in e-shopping, Journal of Services Marketing, Vol.24, No2.
- Panagopoulos N. and Dimitriadis S. (2009), Transformational Leadership as a Mediator of the Relationship Between Behaviour-Based Control and Salespeople's Key Outcomes: An Initial Investigation, European Journal of Marketing, Vol.43, No7, pp.1008-1031.
- Dimitriadis S. and Kyrezis N. (2008), Does trust in the bank build trust in its technology-based channels? Journal of Financial Services Marketing, Vol. 23, 1, pp.28-38.

- Dimitriadis S. and Stevens E. (2008), Integrated customer relationship management for service activities: An Internal/External Gap Model, Managing Service Quality, Vol.18, 5, pp.496 - 511.
- Gounaris S., Dimitriadis S. and Stathakopoulos V. (2005), Antecedents of Perceived Quality in the Context of Internet Retail Stores, Journal of Marketing Management, Vol. 21, 7-8, pp.669-700.
- Stevens E. and Dimitriadis S. (2005), « Learning during developing and implementing new bank offerings», International Journal of Bank Marketing, vol.23, 1, pp.54-72.
- Stevens E. and Dimitriadis S. (2005), « Managing the New Service Development Process: Towards a Systemic Model », European Journal of Marketing, vol.39, No 1/2, pp. 175-198.
- Stevens E. and Dimitriadis S. (2004), « New Service Development Through The Lens of Organizational Learning: Evidence from Longitudinal Case Studies», Journal of Business Research, Vol. 57, 10, pp.1074-1084.
- Gounaris S. and Dimitriadis S. (2003), « Assessing Service Quality on the Web: Evidence from Business-to-Consumer Portals», Journal of Services Marketing, vol. 17, 5, pp. 529-548.
- Dimitriadis S. and Haincourt A. (2000), « L'intégration d'internet dans la stratégie marketing d'un fabricant de sport : le cas Petzl », Revue Française du Management du Sport, No1.
- Chabli S., Chapelet B., Deglaine J. and Dimitriadis S. (1999), « Etablissement d'une méthodologie pour l'étude de l'impact du commerce électronique sur les emplois et compétences en P.M.E. », Gestion 2000, vol.5, pp. 35-55.
- Lawson D., White S. and Dimitriadis S. (1998), « International Business Education and Technology Based Active Learning: Student Reported Benefit Evaluations », Journal of Marketing Education, vol.20, n°2, Summer, pp. 141-148.
- Dimitriadis S., Bidault J. (1996), « La marque, levier d'action sur les marchés inter-entreprises », Décisions Marketing, n° 9, septembre – décembre, pp. 73-80.
- Dimitriadis S. (1993), « L'extension de marque : cadre conceptuel et problématique managériale », Recherche et Applications en Marketing, vol.8, 3, pp. 21-44.

***b) Refereed Conferences Papers :***

- Tsimonis, G. and Dimitriadis, S. (2014) Consumer-Brand Relationships in Social Media. Academy of Marketing Conference 2014, Bournemouth, UK.
- Tsimonis, G. and Dimitriadis, S. (2014) Relational Benefits & Costs in Social Media Brand Pages. AMA SERVSIG, Thessaloniki, Greece.
- Papista E., Dimitriadis S., (2013), The role of store characteristics into building the relationship with the brand, Proceedings of the 42nd EMAC conference, Instabul, Turkey.

- Papista E., Dimitriadis S., (2012), Why do consumers form relationships with brands? An analysis of relational benefits, Proceedings of the 41<sup>st</sup> EMAC conference, Lisbon, Portugal.
- Papista E. and Dimitriadis S. (2011), A relationship building model in the context of green brands, Proceedings of the 7th International Conference Thought Leaders in Brand Management, April, Universita della Svizzera Italiana, Lugano, Switzerland.
- Papista E. and Dimitriadis S. (2011), Exploring the antecedents of consumer-brand identification, Proceedings of the 16th International Conference on Corporate and Marketing Communications, April, Athens, Greece.
- Papista E., Dimitriadis S. and Koritos C. (2011), Greening the company and the product: What matters most?', Proceedings of 40th EMAC Annual Conference, May, Ljubljana, Slovenia.
- Dimitriadis S., Kyrezis N. and Gounaris S. (2011), Modeling a two-level mechanism of trust in driving intentions to use technology-based bank channels, 3rd Biennial International Conference on Services, Cesme, Izmir, Turkey.
- Tsimonis G and Dimitriadis S. (2011), Brand Pages on Social Media. What for? Exploratory evidence from digital marketing managers, 3rd Biennial International Conference on Services, Cesme, Izmir, Turkey.
- Papista E., Dimitriadis S., Coritos C. (2010), Consumer Relationship with the Brand: A Comparison of Two Alternative Measurement Scales, Proceedings of the 39th EMAC conference, Copenhagen, Denmark.
- Papista E., Dimitriadis S., Coritos C. (2010), Building consumer-relationships with green brands, 6th International Conference Thought Leaders in Brand Management, Universita della Svizzera Italiana, Lugano, Switzerland.
- Dimitriadis, S., Tsimonis, G. and Koritos, C. (2010), Do Relationship Building Websites Pay Off? An Investigation Of The Role Of Relational Benefits And Costs Within An FMCG Context, Proceedings of Academy of Marketing Conference, Coventry, UK.
- Dimitriadis S., Papista E. (2010), The Role of Altruistic Value to Building Identification with Green Brands, 6th International Colloquium - Academy of Marketing SIG on Brand, Identity and Corporate Reputation, ESADE business school, Barcelona, Spain.
- Dimitriadis S. and Tsimonis G. (2009), Exploring the relative importance of customers' perceived relationship benefits and costs in the context of an e-service, 2nd Biennial International Conference on Services, Thessaloniki, Greece.
- Dimitriadis S. and Stevens E. (2009), Customer's Perceptions of their Relationship with a service provider: A Preliminary Investigation of Purpose, Benefits and Costs, 2nd Biennial International Conference on Services, Thessaloniki, Greece.
- Dimitriadis S. and Papista E. (2009), An Investigation of the Link between Relationship Quality and Consumer-Brand Identification, Proceedings of the 5th International Colloquium - Academy of Marketing Brand, Identity and Reputation, September, University of Cambridge, UK.

- Stevens E. and Dimitriadis S. (2007), "Antecedents of the relationship expectations in the bank sector: proposal of a measurement procedure", Proceedings of the 4<sup>th</sup> Research Conference on Relationship Marketing and CRM, November, Brussels, Belgium.
- Stevens E. and Dimitriadis S. (2007), "An Integrated Perspective for CRM in Service Activities: an Internal/external Gap model", Proceedings of the 1<sup>st</sup> Conference on Strategic Developments in Services Marketing, Chios, Greece.
- Dimitriadis S. and Kyrezis N. (2007), "Antecedents of trust in Technology-based Bank Channels", Proceedings of the 1<sup>st</sup> Conference on Strategic Developments in Services Marketing, September, Chios, Greece.
- Dimitriadis S. and Kyrezis N. (2007), Transferring Trust from the Company to its channels: the case of Technology-based Bank Channels, Proceedings of the 36th EMAC conference, Reykjavik, Island.
- Panagopoulos N. and Dimitriadis S., (2007), Assessing the Impact of Transformational Leadership and Behavior-Based Control on Salesperson Performance, Satisfaction, and Commitment, Proceedings of the 36th EMAC conference, Reykjavik, Island.
- Dimitriadis S. and Kyrezis N. (2006), "The role of Trust in Use Intentions of Innovative Bank Channels", Proceedings of the 35<sup>th</sup> EMAC conference, Athens.
- Papastathopoulou P., Avlonitis G., Dimitriadis S. and Papavasiliou N. (2005), "Classifying enterprises on the basis of WWW use: The Greek paradigm", Proceedings of the 21<sup>st</sup> International Marketing Congress of the French Marketing Association, Nancy, France.
- Stevens E. and Dimitriadis S. (2005), "Sensemaking and Learning Processes while Innovating in Retailing", Proceedings of the Conference of the International Society for Professional Innovation Management, Porto, Portugal.
- Dimitriadis S. and Zisouli M. (2005), "Designing an Online Strategy for Political Marketing: The Case of PASOK", Proceedings of the International Conference on Political Marketing, Kastoria, Greece.
- Stevens E. and Dimitriadis S. (2002), "Investigating the New Service Development Process: Towards a Systemic Dynamic Model", Proceedings of the International Research Seminar in Service Management, La Londe, France, pp.435-457.
- Stevens E. and Dimitriadis S. (2000), "Service Innovation as an Organizational Learning Process", Proceedings of the International Research Seminar in Service Management, La Londe, France, pp.539-560.
- Dimitriadis S., Chapelet B., Deglaine J. and Matmati M. (2000), « 15 problematiques marketing et commerciales induites par le commerce électronique », Congres Tendances du Marketing en Europe, University of Venice, Italy.
- Chapelet B., Deglaine J., Dimitriadis S., Matmati M. (2000), « Impacts du commerce électronique sur les processus de l'entreprise », 4eme colloque Réseau et Compétences, Université de Corse, France, pp. 107-122.

- Deglaine J., Chapelet B., Matmati M. and Dimitriadis S., (2000), « Impact des NTIC sur les compétences en PME », Congres Audit Social et Innovation, Université d'Aix-en-Provence, France, pp. 43-57.
- Dimitriadis S. and Soderquist K. E. (1995), « La comunicazione d'azienda in Francia », in La comunicazione nelle azienda Europee conference, University of Venice, December, pp. 154-168.
- Dimitriadis S. and Bidault J. (1994), « Branding in Business-to-Business Markets: A Framework for an Integrated Approach », Proceedings of the 181th seminar of ESOMAR (European Society for Opinion and Marketing Research), October, pp. 195-213.
- Dimitriadis S. (1994), « La marque dans le marketing mix : le cas de l'industrie », Actes des Journées Jeune Chercheur, CERIAM, Université de Savoie, pp. 92-117.
- Dimitriadis S. (1992), « Potentiel et limites d'extension des marques d'enseigne », Actes du 8<sup>ème</sup> congrès de l'Association Française du Marketing, vol.8, Lyon, pp. 1-19.
- Dimitriadis S. (1989), « Retailer Differentiation and Positioning through Own Brand Development », Proceedings of the 18th Conference of the European Marketing Academy, April, pp. 1795-1797.

**c) Books :**

- Avlonitis G., Dimitriadis S., Indounas K. (2015), *Strategic Business-to-Business Marketing*, Rosili, Athens, (in greek).
- Vlachopoulou M., Dimitriadis S. (2014), *e-Business and Marketing*, Rosili, Athens, (in greek).
- Dimitriadis S. and Tzortzaki AM (2010), *Marketing, Principles, Strategies, Applications*, Rosili, Athens, (in greek).
- Dimitriadis S. (2004), *Pricing policy for new products and services*, in Lioukas S. *Entrepreneurship*, AUEB ed, Athens (in greek).
- Dimitriadis S. and Baltas G. (2003), *Electronic Commerce and Marketing*, Rosili, Athens, (in greek).
- Dimitriadis S. (1994), *Le management de la marque : vecteur de croissance*, Les éditions d'organisation, Paris.
- Dimitriadis S. (1992), « *Politique d'extension de marque : pratiques managériales et perceptions des consommateurs* », in *Annales du Management*, Tome II, Economica éd., Paris, σελ. 879-894.

**d) Other publications :**

- Dimitriadis S., Chapelet B., Deglaine J., Matmati M. (2002/3), « Integrating electronic commerce in SMEs », *European Business Forum*, Issue 12, winter, pp. 54-57.
- Dimitriadis S., Mourre C. (1996), « L'Internet au service du marketing : quelques exemples français », *Les Cahiers du Management Technologique*, n° spécial, pp. 93-96.



- Dimitriadis S., (1992), « Politique de marque d'enseigne : portée et limites », Distribuer, n°12, mars, pp. 12-15.
- Dimitriadis S., (1992), « Marques distributeurs : pourquoi, comment, avec qui ? », Francap Magazine, n°4, juillet, pp. 15-29.
- Dimitriadis S., (1989), « Brand strategy for retailers » (in geek), Scientific Marketing, 16, September, pp. 28-33.

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#### *RESEARCH ACTIVITIES*

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Ad hoc reviewer for academic journals: The Service Industries Journal, International Journal of Bank Marketing, Journal of Interactive Marketing, International Journal of Internet Marketing and Advertising, Innovative Marketing, Recherche et Applications en Marketing, Décisions Marketing

Ad hoc reviewer for academic conferences: 18th European Conference on Information Systems, EMAC [European Marketing Academy], World Marketing Congress, ICMD [International Conference on Marketing and Development], Conference on Strategic Developments in Services Marketing, French Marketing Association conference.

Member of the Scientific Committee of the 1<sup>st</sup> and 2<sup>nd</sup> Conference on Strategic Developments in Services Marketing.

Panels and chairs in academic conferences

- Track chair, Digital Marketing track, 47th EMAC conference, Glasgow, 2017.
- Session chair, session “Information Systems and Marketing”, 4th Mediterranean Conference on Information Systems, Athens, 2009.
- Panel discussant, Session “Developing Competencies in B2B and B2C Selling”, 2<sup>nd</sup> Global Sales Science Institute Conference, Athens, 25-27/06/2008.
- Invited panel discussant in the Relationship Marketing Workshop, 7<sup>th</sup> International Marketing Trends Congress, Venice, Italy, 17-19/01/2008.
- Session chair, session “CRM, Electronic Marketing and Enabling Technologies”, 1<sup>st</sup> Conference on Strategic Developments in Services Marketing, Chios, 2007.
- Session chair, Sessions “Business and Network Marketing” και “New technologies and e-Marketing”, 35<sup>th</sup> EMAC conference, Athens, 2006.
- Session chair, 21<sup>st</sup> International Marketing Congress of the French Marketing Association, Nancy, France, 2005.
- Invited discussant στο panel “Les nouveaux rapports des enseignes aux consommateurs”, 1er Colloque Etienne Thil, Université de La Rochelle.

## *PhD SUPERVISION*

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Supervision of one successfully completed DBA

- Eric Stevens, “Service Innovation: Managing the Interpretations and learning while Innovating. Evidence from two Longitudinal Case Studies”, Doctorate of Business Administration, joint Doctoral program, Grenoble Graduate School of Business – Newcastle University, 2000.

Supervision of one successfully completed PhD

- Nikolaos Kyrezis, “Trust in and Intention to use alternative channels of bank transactions”, Department of Marketing and Communication, Athens University of Economics and Business, 2006.

Supervision of two PhDs in progress. Member of the PhD supervision committee for four PhDs.

## *Business community activities*

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- Co-founder and president of iMarketing Society (<http://www.imarketingsociety.org/>).
- President of the judges committee for the 2017 Digital Media Awards (<http://www.digitalmediaawards.gr/>)
- Head of the organizing committee for the e-Business and Social Media World conference, 2015-2017 (<http://www.e-businessworld.gr/>).
- Member of the judges committee for the 2016 Social Media Awards (<http://www.socialmediaawards.gr/>)
- Keynote speaker at Digital4Pharma conference, 2015-2016 (<http://www.get2work.eu/events/digital4pharma2016/>)
- Keynote speaker at the 2014 ICOM World Management Conference, Athens, Greece
- Keynote speaker at the e-Business and Social Media World conference 2012-2014.
- Member of the judges committee for the Marketing Excellence Awards (<http://www.me-eim.gr/>).
- Spreaker at various conferences of the Greek Marketing Academy (<http://www.elam.gr/>), Hellenic Institute of Marketing (<http://www.eede.gr/institutes-and-sectors/eim-main/eim>), and several other business conferences.