

Detailed Curriculum Vitae

Dr. Dimitris Drossos

8/26/2022

Department of Marketing and Communication
Athens University of Economics and Business
E: drossos@aub.gr

RESEARCH INTERESTS

E-commerce, web startups, digital marketing & business intelligence

EDUCATION

- BSc in Computer Science, University of Crete, Greece [March, 2000]
- MBA (specialization e-commerce) MBA International, Athens University of Economics and Business [December, 2001]
- PhD. in Digital Marketing, Department of Management Science, Athens University of Economics and Business [October, 2007]

ACADEMIC EXPERIENCE

1	Assistant Professor Athens University of Economics and Business, Greece Full time post (Sept 2018 – now)
2	Assistant Professor University of Aegean, Greece Full time post (January 2012 – Sep 2018)
3	Instructor BSc in Business Administration Hellenic Open University, Greece 2013 – now
4	Visiting Professor MSc in e-Business and Digital Marketing, International Hellenic University, Greece 2015-2017
5	Adjunct Lecturer Athens University of Economics and Business, Greece 2010 – 2018
6	Adjunct Lecturer University of Aegean, Greece 2008 – 2009
7	Adjunct Lecturer Technological Educational Institute (T.E.I.) of Athens, Greece 2008 – 2010
8	Adjunct Assistant Professor University of Aegean, Greece 2008 – 2009
9	Adjunct Lecturer University of Macedonia, Greece 2007 – 2008
10	Adjunct Lecturer Technological Educational Institute (T.E.I.) of Patras, Greece 2006 – 2007

TEACHING EXPERIENCE

1	Design and Development of Internet Applications Athens University of Economics & Business, Undergraduate Program Oct 2016 – now
2	Electronic Commerce Athens University of Economics & Business, Undergraduate Program Feb 2017 – now
3	E-business University of Aegean, Undergraduate Program Sep 2011 – Sep 2018
4	E-Business, New Technologies and Entrepreneurship Hellenic Open University, Undergraduate Program (2013-14: Module Coordinator) Oct 2013 – now
5	New Product development, Design & Marketing International Hellenic University, Postgraduate Program in e-Business (in English) Oct- 2015 – 2017
6	Developing & Financing an e-venture International Hellenic University, Postgraduate Program in e-Business (in English) Oct -2015- 2017
7	Digital Marketing, Web Analytics and Social Media MSc in Marketing and Communication with specialization in International Marketing, Athens University of Economics & Business (in English) Feb 2017 – now
8	E- commerce Technologies and Applications University of Aegean, Undergraduate Program Feb 2011 – Jun 2015
9	Human – Computer Interaction University of Aegean, Undergraduate Program Oct 2011 – Feb 2015
10	Introduction to Programming University of Aegean, Undergraduate Program Oct 2012 – Feb 2015
11	Introduction to Business Administration Hellenic Open University, Undergraduate Program Oct 2014- Jul 2015
12	Management of Information Systems University of Aegean, Undergraduate Program Oct 2008 – Sep 2009
13	ICT Project Management University of Aegean, Undergraduate Program Oct 2008 – Feb 2009
14	Introduction to Computer Science University of Aegean, Undergraduate Program Oct 2010 – Feb 2011
15	Websites Design Athens University of Economics & Business, Undergraduate Program Sep 2009 – Feb 2010

16	Interactive Applications Design Athens University of Economics & Business, Undergraduate Program Feb 2011 – Jun 2013
17	E-business University of Aegean, Postgraduate Program Feb 2011 – Jun 2014
18	Digital Marketing University of Aegean, Postgraduate Program 2011 – now
19	E-commerce Technological Educational Institute (T.E.I.) of Athens, Undergraduate Program Oct 2008 – Jul 2010
20	E-business University of Macedonia, Undergraduate Program 2007 – 2008 (co-teaching)
21	E-marketing Technological Educational Institute (T.E.I.) of Patras, Undergraduate Program Sep 2006 – Jun 2007

ACADEMIC PUBLICATIONS

Refereed Journal Papers	
1	Kavassalis, P., Spyropoulou, N., Drossos, D., Mitrokostas, V., Gikas, G. and Hatzistamatiou, A. (2003) Mobile Permission Marketing: Framing the Market Inquiry, <i>International Journal of Electronic Commerce</i> , vol. 8, no. 1, pp. 55-79 (5-year Impact Factor JCR = 5.94, ABS = 3)
2	Drossos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F. and Stavraki, M. (2007), Determinants of effective SMS advertising: An experimental study, <i>Journal of Interactive Advertising</i> , vol. 7, no. 2 (SJR = 0.90, ABS = 1)
3	Fouskas, K. and Drossos, D. (2010) The Role of Industry Perceptions in Competitive Responses, <i>Industrial Management and Data Systems</i> , vol. 31, no. 3, pp. 209- 219 (5-year Impact Factor JCR = 6.67, ABS = 2)
4	Drossos, D., Fouskas, K., Kokkinaki, F., Papakyriakopoulos, D. (2011) Advertising on the Internet: Perspectives from Advertising Agencies and Advertisers, <i>International Journal of Internet Marketing and Advertising</i> , vol. 6, no. 3, pp. 244-264 (CiteScore 2020 = 0.7, ABS = 1)
5	Karaiskos, D. C., Drossos, D., Tsiaousis, A., Giaglis, G. & Fouskas, K. (2012) Affective and social determinants of mobile data services adoption, <i>Behaviour & Information Technology</i> , vol. 31, no. 3, pp. 209-219 (5-year Impact Factor JCR = 3.16, ABS = 2)
6	Drossos, D., Giaglis, G., Vlachos, P., Zamani, E., and Lekakos, G. (2013) Consumer Responses to SMS Advertising: Antecedents and Consequences, <i>International Journal of Electronic Commerce</i> , vol. 18, no. 1, pp. 105-136 (5-year Impact Factor JCR = 5.94, ABS = 3)
7	Drossos, D., Kokkinaki, F. Giaglis, G., and Fouskas, K. (2014) The Effects of Product Involvement and Impulse Buying on Purchase Intentions in Mobile Text Advertising, <i>Electronic Commerce Research and Applications</i> , vol. 13, no. 6, pp. 423-430 (5-year Impact Factor JCR = 6.43, ABS = 2)
8	Drossos, D., Maragoudakis, M. and Kokkinaki, F. (2015) Buying behavior on daily-deal sites: The role of face value, product involvement, information and website quality, <i>Journal of Internet Commerce</i> , vol. 14, no. 2, pp. 200-232 (SJR = 0.72, ABS = 1)

9	Drossos, D., Lekakos, G. and Voulgari, S. (2017) Impacts of multimodal information on smartphones, <i>International Journal of Electronic Marketing and Retailing</i> , vol. 8, no. 3, pp. 258 – 282
10	Magrizos, S., Lamprinakos, G., Fang, Y. and Drossos, D. (2021) Taking It a Step Further: When do Followers Adopt Influencers' Own Brands?" <i>Review of Marketing Science</i> , vol. 19, no. 1, pp. 53-74. https://doi.org/10.1515/roms-2021-0003 (SJR = 0.15, ABS = 1)
11	Lamprinakos, G., Magrizos, S., Kostopoulos, I., Drossos, D., and Santos, D. (2022) Overt and covert customer data collection in online personalized advertising: The role of user emotions, <i>Journal of Business Research</i> , vol. 141, pp. 308-320 (5-year Impact Factor JCR = 8.49, ABS = 3)
Refereed Conference Papers	
1	Kavassalis, P., Spyropoulou, N., Drossos, D., Mitrokostas, V., Gikas, G., and Hatzistamatiou, A. (2002), 'Mobile Permission Marketing – Framing the Market Inquiry', In the Proceedings of the 13th International Telecommunications Society's (ITS) European Regional Conference, Madrid, Spain, September 8-10.
2	Drossos, D., Tzitzis, E. and Giaglis, G.M. (2004). 'Mobile Youth: a socio-cultural perspective', In the Proceedings of the 1st Student Conference on Management Science and Technology, Athens, Greece, March 17.
3	Drossos, D. and Giaglis, G (2004) 'Towards a classification framework of factors influencing mobile messaging advertising effectiveness', in the Proceedings of the 3rd International Conference on Mobile Business, New York, USA, July 11-13.
4	Drossos, D., Bina, M., Giaglis, G., Manikas, K. and Manolatos, T. (2004) 'WLANs in Athletics: an Empirical Investigation into User Perceptions and System Architecture Critical Components', in the Proceedings of the 1st International Conference on Econometrics of Sports (ESP 2004), September 10th, Patras, Greece.
5	Drossos, D., Marias, G., and Gouscos, D. (2005) 'M-GOV: A proposed architecture for mobile government transactions', In the Proceedings of the 1st Euro Conference on Mobile Government, Brighton, UK, 10-12 July
6	Drossos, D. and Giaglis, G. (2005) 'Measuring Mobile Advertising Effectiveness', In the Proceedings of the 2nd Student Conference on Management Science and Technology, Athens, Greece, May 18
7	Drossos, D., Vrehopoulos A. and I., Ferles (2006) 'Predicting the "Click-Through Rate" Performance of Banner Advertisements on the Web', In the Proceedings of the 35th European Marketing Academy Conference, May 23-26, Athens, Greece
8	Drossos, D. and Giaglis, G. (2006) 'Mobile Advertising Effectiveness: An Exploratory Study', in the Proceedings of the 5th International Conference on Mobile Business, Copenhagen, Denmark, June 26-27
9	Kontogianni, E., Lafka, T., Mallios, N., Priftis, E., Drossos, D. (2006) "Electronic Advertising in Greece: Factors that influence Banners Click Through Rate", 3rd Student Conference on Management Science and Technology, Athens, Greece, May 10

10	Drossos, D., Giaglis, G. and Lekakos, G. (2007), 'An Empirical Assessment of Factors that Influence the Effectiveness of SMS Advertising', in the Proceedings of the 40th Hawaii International Conference on System Sciences (HICSS), January 3-6 ¹
11	Karaiskos, D.C., Drossos, D., Tsiaousis, A.S., and Giaglis, G.M. "Cognitive and Affective Antecedents of Mobile Data Services Usage Intention," In Proceedings of the 12th Pan-Hellenic Conference on Informatics (PCI), Samos Island, Greece, August 28-30, 2008
12	Drossos, D. and Fouskas, K. (2009) 'Advertising on the Internet: Perspectives from Advertising Agencies and Advertisers', in the Proceedings of the 4th Mediterranean Conference on Information Systems (MCIS), Athens, Greece, 25-27 September 2009
13	Drossos, D. and Fouskas, K. (2010) 'Mobile Advertising: Product involvement and its effect on intentions to purchase', in the Proceedings of the th International Conference on Mobile Business and the 9th Global Mobility Roundtable (ICMB/GMR 2010), Athens, Greece, June 13-15
14	Christopoulou, I., Apostolatos, T., Drossos, D. and Kokkinaki, F. (2012), "Measuring the effectiveness of group buying coupons", in the Proceedings of the International Conference on Contemporary Marketing Issues (ICMI), Thessaloniki, Greece, June 13-15
15	Barbatsalou K., Fekas D., Drossos D., (2012), "A Roadmap to Mobile Augmented Reality (MAR)", in the Proceedings of the International Conference on Contemporary Marketing Issues (ICMI), Thessaloniki, Greece, June 13-15
16	Zeimpekis, V., Mamas, K., Drossos, D., Minis, I., (2014), "Carbon footprint calculation and monitoring in freight transport operations: A systemic approach", in the Proceedings of the 20th Conference of the International Federation of Operational Research Societies (IFORS), Barcelona, Spain, July 13-18
17	Drossos, D., Zacharioudakis, M. and Dionysiou, G. (2019), ' <i>Online Traffic Sources and Persuasion Techniques: How to Change Consumer Behavior</i> ', in the Proceedings of the 3rd International Conference on E-commerce, E-Business and E-Government (ICEEG 2019), Lyon, France, June 18-21
18	Drossos, D. and Tzamarou, S. (2020), ' <i>The Impact of Gamification on Building Powerful Customer Engagement</i> ', in the Proceedings of the 8th International Conference on Contemporary Marketing Issues (ICMI), Naxos, Greece, September 11-13
19	Drossos, D. Tselo, P. and Lamprinakos, G. (2020), ' <i>Emotional Validation of Cognitive Responses to Personalized Advertisements: A Self-Validation Perspective</i> ', in the Proceedings of XXV ICBELLP, London, UK, November 18-19
Chapters in Books	
1	Δρόσος, Δ. και Φούσκας, Κ. (2013) Συγγραφή της μελέτης περίπτωσης με τίτλο «Αξιοποίηση των τεχνολογιών πληροφορικής στη μείωση του λειτουργικού κόστους διαχείρισης οικονομικών στοιχείων: Η περίπτωση της ηλεκτρονικής τιμολόγησης» (Greek)
2	Δρόσος, Δ. (2012) <i>Ενιαία Ηλεκτρονική Διαχείριση Εγγράφων: Σκοπός, Λειτουργία και Οφέλη. Η περίπτωση της αίτησης για άδεια παραμονής, Θεωρητική και τεχνική τεκμηρίωση ενταξιακής πολιτικής υπηκόων τρίτων χωρών στο πλαίσιο εφαρμογής Ολοκληρωμένου Πληροφοριακού Συστήματος</i> , Κ. Ρόντος, Ν. Ναγόπουλος, Μ. Μαραγκουδάκης, (eds), σελ. 47-50, Μυτιλήνη, Ελλάδα, Πανεπιστήμιο Αιγαίου (Greek)
3	Fouskas, K. and Drossos, D. (2011) <i>Competition Analysis Process and Effectiveness: Analysis and Research Directions, Organizational Behaviour and Culture: Globalization and the Changing Environment of Organizations</i> , Mirjana Radovic-Markovic, (ed), 2011, VDM Verlag Dr. Müller

¹ Nominated for best paper

4	Drossos, D. and Giaglis, G. Reviewing Mobile Marketing Research To Date: Towards Ubiquitous Marketing, Handbook of Research on Mobile Marketing Management, Pousttchi K. and Wiedemann D., (eds), 2010, USA, IGI Global
5	Drossos, D. and Giaglis, G. (2005) 'Factors that Influence the Effectiveness of Mobile Advertising: The Case of SMS', In Panagiotis Bozanis and Elias N. Houstis, editors, Advances in Informatics: 10th Panhellenic Conference on Informatics, PCI 2005, pages 278-285. Springer-Verlag, November 2005. Lecture Notes in Computer Science (ISI impact factor = 0,51)
6	Drossos, D. (2013) 'Mobile Advertising Effectiveness: Identifying Factors that Influence Consumers' Attitudes and Purchase Intentions', Doukidis, G. (Editor), Doctoral Studies in Management Science & Technology (vol. II), AUEB Publications, Athens, Greece, ISBN 978-960-9443-16-6
7	Drossos, D., Vougioukas, D., Kalligeros, E., Kokolakis, S., and Skianis, C. Introduction to Computer Science & Communications, (2016), Hellenic Academic e-Books, ISBN 978-960-603-364-3 (Book in Greek)
Books	
1	Drossos, D. (2013) <i>e-Business</i> , Patra, Greece, Hellenic Open University, ISBN 978-960-538-943-7 (Greek)
Course Notes (in Greek)	
1	Δρόσος, Δ. και Λουκής Ε. (2012) Ηλεκτρονικά Λιανικά Καταστήματα (e-shops), Κεφάλαιο 3ο: «Επιχειρηματικότητα και Νέες Τεχνολογίες Επικοινωνιών και Πληροφορικής», συγγραφή της υπ' αριθμόν 3 ειδικής ενότητας του μαθήματος Επιχειρηματικότητας, Πανεπιστήμιο Αιγαίου
2	Δρόσος, Δ. και Λουκής Ε. (2012) Ηλεκτρονικές Αγορές, Κεφάλαιο 4ο: «Επιχειρηματικότητα και Νέες Τεχνολογίες Επικοινωνιών και Πληροφορικής», συγγραφή της υπ' αριθμόν 3 ειδικής ενότητας του μαθήματος επιχειρηματικότητας, Πανεπιστήμιο Αιγαίου
3	Δρόσος, Δ. και Λουκής Ε. (2012) , Ηλεκτρονική Προώθηση, Κεφάλαιο 5ο: «Επιχειρηματικότητα και Νέες Τεχνολογίες Επικοινωνιών και Πληροφορικής», συγγραφή της υπ' αριθμόν 3 ειδικής ενότητας του μαθήματος επιχειρηματικότητας, Πανεπιστήμιο Αιγαίου
4	Δρόσος, Δ. και Λουκής Ε. (2012) Εμπόριο και Προώθηση μέσω Κινητής Τηλεφωνίας Κεφάλαιο 6ο: «Επιχειρηματικότητα και Νέες Τεχνολογίες Επικοινωνιών και Πληροφορικής», συγγραφή της υπ' αριθμόν 3 ειδικής ενότητας του μαθήματος επιχειρηματικότητας, Πανεπιστήμιο Αιγαίου
5	Drossos, D. (2014) E-entrepreneurship, Undergraduate Program, video asynchronous lectures, Open courses, University of the Aegean (in Greek)

INVITED LECTURES / EXECUTIVE TEACHING/ SUMMER SCHOOLS

1	Digital Marketing [Executive Training for Vodafone S.A. 2021]
2	Market growth strategy & the Internet, University of the Aegean [Executive Training in 6 Aegean islands, Apr – Aug 2014]

3	Lecture on Digital Marketing [Postgraduate Program, Athens University of Economics & Business, Dec 14]
4	e-Business, University of the Aegean [Open seminars in 6 Aegean islands, 2013]
5	Digital Marketing, KINNO Consulting [Executive Training in Rhodes and Mytilene, Oct – Dec 2013]
6	e-Business, Hellenic Open University [student mentoring, Athens, Jul 2013]
7	Scientific Coordinator of the International e-Business Summer School, University of the Aegean [Executive training, Mytilene, 2013- now]
8	Lecture on Mobile Marketing [Postgraduate Program, Athens University of Economics & Business, May – Sep 2012]
9	Advertising & New Media, ELTRUN e-commerce Research Centre [Executive Training, Apr 2006]
10	Adult Training on New Technologies [Greek Ministry of Education, Sep 05 – Dec 06]
11	Drossos, D. (2005), ‘Mobile Marketing’, Mobile Marketing Forum, Athens, Greece, October
	Drossos, D. (2004) ‘Ebusiness Forum & Digital Advertising’, Comdex, Athens, Greece, 6th November

RESEARCH EXPERIENCE

Basic & Applied Research

Title	Funding Body
Ericsson Datacom and IP Services Inc.: Router Simulation	Ericsson Services
Athletic Coverage in Stadiums (ATHENS): Research in the area of mobile and wireless technologies and study of their possible exploitation for the provision of advanced information services to the spectators of sports events, emphasizing on athletics. Development of a wireless platform based on IEEE 802.11b/g, capable of providing a series of services accessible inside and around a stadium area where athletic events take place.	GSRT (Research and Technology Development Partnerships)
Development of an eBusiness platform for electronic procurements: Design and implementation of a business and technological eBusiness solution focusing on the improvement and support of the communication and exchange processes between the collaborative parties of a business group or between chain stores (emphasizing on the process of intra- and inter-organizational procurement).	Information Systems Impact Ltd
E-business Forum: Improvement and maintenance of the e-business Information Portal.	University of Crete
E-business Forum Work Group Z1, Electronic Advertising (Rapporteur)	EDET
Human Network of Excellence in mBusiness (Mobinet): A network of cooperation between scientific and industrial partners. The basic aim is the dissemination of knowledge and the education of students and executives in the area of wireless technologies and corporate applications based on the use of mobile devices.	GSRT

<p>Mobile Real-time Supply chain Execution (MORSE): Research investigating the prospects of exploiting mobile and wireless technologies in supply chain execution (focusing on urban distributions). Design, implementation, and evaluation of an innovative decision support system, embracing dynamic routing algorithms and real-time applications to create an efficient supply chain execution network, capable of delivering value to its members (starting from the supplier and reaching the end-customer). Development of real-time rerouting algorithms. Pilot integrated distribution system tested in real-life distribution scenarios.</p>	GSRT
<p>Mobile Youth: Study of the nature of the adoption and social absorption of mobile technologies and services in the segment with the highest usage and adoption rates, the youth. Execution of qualitative (anthropological) and quantitative (survey) research aiming at collecting information on the nature of mobile device usage patterns among youngsters aged between 12-22 years old and the implications on their social and school life, as well as for the business environment.</p>	GSRT
<p>Mobile Advertising Effectiveness (MAD): Development of a mobile advertising effectiveness framework for the real-time evaluation and management of SMS advertising campaigns. Implementation of an information system enacting the framework with real time data. Identification of factors influencing the effectiveness of mobile advertising.</p>	Upstream S.A.
<p>Request Management Platform for RFPs/RFQs: Study and research on contemporary eBusiness technologies to support the business processes of electronic data interchange between buyers and sellers in the context of competitive tendering (Requests for Proposals / Requests for Quotations).</p>	GSRT (Competitiveness)
<p>Technologies and Applications for Mobile and Wireless Business: Basic and applied research in the area of Mobile and Wireless business, focusing on two aspects: emerging technologies and innovative business models. Support for five doctoral theses: 1) Measuring Mobile Advertising Effectiveness²; 2) Understanding Motivations and Interactions in Community-based WLANs; 3) Studying Consumer Behavior and Interaction towards Innovative Mobile Business Applications; 4) Developing Design Theories for Ubiquitous and Pervasive Information Systems; 5) Evaluating the Acceptance of Ubiquitous and Pervasive Information Systems</p>	GSRT (PENED)
<p>Business Process Manual for the GS of population and Social Cohesion</p>	Planning Consulting S.A.
<p>Digital Neighborhoods social networking service: connect residents of Neighborhoods and enable local communities to organize, share information, and work together to address local problems.</p>	Athens Network of Collaborating Experts (NPO)
<p>Integrated information system for recording, monitoring and processing of data related to social inclusion.</p>	General Secretariat of

² PhD. Scholarship from the General Secretariat for Research and Technology

	Population & Social Cohesion
E-justice: Study the impact of ICT in the judicial Greek system	Hellenic Federation of Enterprises (SEV)
Green Intermodal Freight Transport – GIFT (CO₂ web platform design): The main aim GIFT project is to map, analyze and evaluate the status of the transport sector in the SOUTH EAST EUROPE Regions and to propose new policies and strategies in infrastructure, processes, assets, ICT, legislation, norms and harmonization/standardization issues, in order to promote innovative green intermodal freight transport corridors.	South East Europe Transnational Cooperation Programme
International Summer School in Digital Business: Scientific Coordinator [in collaboration with Michigan State University]	Self-funded
Doing business on the Internet: Promotion of local products and market growth strategy: Scientific Coordinator	NSRF
Online behavioral advertising: Microtargeting, data and consumer protection issues [2022-24]	Hellenic Foundation for Research and Innovation

THESES SUPERVISION

- Supervision of over one hundred masters dissertations in the MSc in Marketing, MSc in International Marketing and MSc in Digital Innovation and Startup Entrepreneurship programs of AUEB and University of the Aegean.

WEB STARTUPS COMPETITIONS & MENTORING

- OTENET "Innovation 2006" Competition. [Evaluation Committee Member, 2006]
- WeGov Awards 2010 & 2011 Competitions on electronic governance [Evaluation Committee Member]
- Aegean Startups, 1st PanHellenic Student e-Business Plan Competition, [Organizing Committee Member, 2011]
- Instructor, Small Enterprises' Institute of the Hellenic Confederation of Professionals, Craftsmen and Merchants (IME GSEVEE) 2012-2013
- "Greece Innovates!" Annual Competition for Applied Research and Innovation. The competition is organized by SEV and Eurobank. [Evaluation Committee Member, 2013-now]
- Ennovation is an international student competition on Digital Entrepreneurship, Innovation and e-Business. The competition is organized by the Athens University of Economics and Business (ELTRUN, the

eBusiness Centre), the International Hellenic University and the University of Nicosia. [Evaluation Committee Member, 2011-now]

SCIENTIFIC & ACADEMIC RECOGNITION

- Reviewer, *Journal of Marketing Theory and Practice*
- Reviewer, *Electronic Commerce Research and Applications*
- Reviewer, The 9th Mediterranean Conference on Information Systems, 2015
- Reviewer, World Scientific and Engineering Academy and Society (WSEAS) Transactions on Information Science and Applications, 2010
- Reviewer, Special Issue on "E- and M-Business Status in the Mediterranean Region", International Journal of E-Services and Mobile Applications (IJESMA), 2010
- Reviewer, *Journal of Marketing Communications*
- Reviewer, 18th European Conference on Information Systems
- Reviewer, *Information Technology & People*
- Reviewer, Mobile Government: an emerging direction in e-government, ed. I. Kushchu, IGI Publishing 2007
- Reviewer, International Conference on Mobile Business (ICMB 2006)
- Reviewer, *Journal of Electronic Commerce Research*
- Reviewer, European Conference on Mobile Government, 2005
- Interactive Advertising Bureau (IAB Hellas) and Advertising Effectiveness Committee member, 2005
- International Program Committee Member, European Conference on Mobile Government
- International Program Committee Member, 18th International Conference on e-Business” - ICE-B 2021
- International Program Committee Member, International Conference on Mobile Society (mSociety)
- Program Committee Member, 4th Mediterranean Conference on Information Systems (MCIS 2009)
- Reviewer, Springer Series on Studies in Computational Intelligence edited volume entitled as "Semantic Hyper/Multi-media Adaptation: Schemes and Applications".
- Reviewer, *European Journal of Information Systems*
- Reviewer, *Telematics and Informatics*
- Scientific Committee Member of the International Conference on Contemporary Marketing Issues (ICCM)

- Doctoral Consortium Program Committee Member, Mediterranean Conference on Information Systems (MCIS 2015)
- Associate Editor for European Conference on Information Systems (ECIS) 2017 "Entrepreneurship & IS" Track
- Reviewer, EMAC, 2018
- International Program Committee Member, 18th International Conference on e-Business” - ICE-B 2021
- Academic Excellence in Teaching Award from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business.

