

## **PUBLICATIONS - PROFESSOR GEORGIOS DOUKIDIS (AUEB)**

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He has published more than 150 papers in scientific journals and international conferences proceedings, as well as 20 books (9 with international publishers).

### **1. Journal papers (69 papers)**

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#### **Digital Transformation and Information Systems Strategy (16 papers)**

- Farmakis, T., Doukidis, G., Pramataris, K., & Krasonikolakis, I. (2025). Digital transformation, digital organisational culture and business model innovation: Evidence from trade, service, and manufacturing firms in Greece. *EuroMed Journal of Business*.
- Farmakis, T., Lounis, S., Mourtos, I., & Doukidis, G. (2025). Digital Twins under the Lens of Digital Transformation: A Multiple Case Study. *Production Planning & Control*. (Forthcoming)
- Doukidis, G., Spinelis, D. and Ebert, C. (2020). Digital transformation: A primer for practitioners, *IEEE Software*, 37 (5) 13-21.
- Doukidis, G., Pramataris, K., Lekakos, G. (2008). Operations Research and the Management of Electronic Services, *European Journal of Operational Research*, 187, 1296-1309.
- Pramataris, K.C., Doukidis, G.I. (2005) New Forms of Collaboration and Information Sharing in Grocery Retailing: The PCSO Pilot at Veropoulos. *Journal of Cases on Information Technology*, 7(4), 18-33.
- Doukidis, G. (1999), Developing the business components of the digital economy, *International Journal of Electronic Commerce*, 3 (3), 3-5.
- Serafeimidis, V. and Doukidis, G. (1999), Management of information technology investments in less developed environments: experience from Greece, *Journal of global information technology management*, 2 (4), 4-22.
- Giaglis, G., Paul, R. and Doukidis, G. (1999). Dynamic Modeling to assess the Business value of Electronic Commerce, *International Journal of Electronic Commerce*, 3(3), 35-52.
- Giaglis, G., Paul, R. and Doukidis, G (1997). Simulation for Intra- and Interorganisational Business Process Modeling, *Informatica*, 21(4), 613-620.
- Doukidis, G., Lybereas, P. and Galliers, B. (1995). Information Systems Planning in Small Business, *Journal of Systems and Software*, 13(2), 202-216.
- Doukidis, G., Mylonopoulos, N. and Lybereas, P. (1994). Strategic Information Systems Planning within Medium Environments: a critique of Information Systems growth models. *The International Transactions in Operational Research*, 1(2), 293-303.
- Doukidis, G., Smithson, S. and Lybereas, T. (1994). Trends in Information Technology in Small Business, *The Journal of End-User Computing*, 6(4), 15-25.
- Cornford, T., Doukidis, G. and Forster, D. (1994). Experience with a Structure, Process and Outcome Framework for Evaluating an Information System, *OMEGA*, 22(5), 491-504.
- Avgerou, C. and Doukidis, G. (1993). Information systems in Greece: the need for context related research, *The European Journal of Information systems*, 2(2), 69-75.
- Doukidis, G., Smithson, S. and Naoum, G. (1992). Information Systems Management in Greece: Issues and Perceptions, *The Journal of Strategic Information Systems*, 1(2), 63-75.
- Doukidis, G. and Giannakos, Z. (1988). Formulating information technology legislation, *Journal of Information Technology*, 3(2), 95-101.

#### **Decision Making and Business Analytics (10 papers)**

- Griva, A., Zambou, E., Stavrou, V., Papakiriakopoulos, D. and Doukidis, G. (2022). A two-stage business analytics to perform behavioural and geographic customer segmentation using E-commerce delivery data, *Journal of Decision Systems*.
- Griva, A., Bardaki, C., Pramadari, A. and Doukidis, G. (2021). Factors affecting customer analytics: Evidence from three retail cases, *Information Systems Frontier*, 24 (2), 493-516.
- Kioses, I., Vlachos, P.A., Doukidis, G.D., Vrechopoulos, A. (2021). "Phasing Out Single-Use Plastics in Grocery Retailing" *California Management Review (Insights)*, Available at: <https://cmr.berkeley.edu/2021/04/phasing-out-single-use-plastics/>
- Sarantopoulos, P., Theotokis, A., Pramadari, K. and Doukidis, G. (2016). Shopping missions: An analytical method for the identification of shopper need states, *Journal of Business Research*, 69 (3) 1043-1052.
- Karagiannaki, A., Doukidis, G. and Pramadari, K. (2014). A framework for mapping the RFID-enabled process redesign in a simulation model, *Journal of the Operational Research Society*, 65 (11), 1700-1710.
- Papakiriakopoulos, D. and Doukidis, G. (2011). Classification performance for making decisions about products missing from the self, *Advances in Decision Sciences*.
- Papakiriakopoulos, D. Pramadari, K. Doukidis, G. (2009). A Decision Support System for detecting products missing from the shelf based on heuristic rules. *Decision Support Systems*, 46 (3), 685-694.
- Chatziantoniou, D. and Doukidis, G. (2004). SQL extensions to enable decision support within database systems, *Journal of Decision Systems*, 13 (2), 155-172.
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- Cornford, T. and Doukidis, G. (1991). An Investigation of the use of computers within Operational Research, *The European Journal of Information systems*, 1(2), 131-140.

### **Artificial Intelligence (19 papers)**

- Farmakis, T., Doukidis, G., Griva, A., Voglis, S., Karagiorga, K., (2025). Artificial Intelligence Transformation as the New Digital Frontier: Evidence from a Global Survey. (Forthcoming)
- Samiotis, K., Poulymenakou, A. and Doukidis, G. (2003) Understanding knowledge management interventions: evidence from supporting eBanking activities, *Knowledge and Process Management Journal*, 10 (3) 175-182.
- Doukidis, G. and Karakoulas, G. (1994). Feasibility study and impact assessment for a knowledge-based information technology planning system, *The Journal of Knowledge-Based Systems*, 7(1), 27-36.
- Doukidis G., Cornford, T. and Forster, D. (1994). Medical Expert Systems for Developing Countries: Evaluation in Practice, *Journal of Expert Systems with Applications*, 7(1), 221-233.
- Doukidis, G. and Angelides, M. (1994). A Framework for Integrating Artificial Intelligence and Simulation, *Artificial Intelligence Review*, 8, 55-85.
- Doukidis, G., and Paul, R.J. (1991). SIPDES: a Simulation Program Debugger using an Expert System, *The Journal of Expert Systems with Applications*, 2, 153-165.
- Doukidis, G., Paul, R.J. (1990). A survey of the application of Artificial Intelligence Techniques within the Operations Research Society, *The Journal of the Operational Research Society*, 41(5), 363-375.
- Angelides, M. and Doukidis, G. (1990). Intelligent Tutoring systems: is there a place in Operations Research?, *The Journal of the Operational Research Society*, 41(6) 491-503.

- Doukidis, G. and Forest, D. (1990). The potential of computer-aided diagnosis of tropical diseases in developing countries: An expert system case study, *The European Journal of the Operational Research*, 49, 271-278.
- Doukidis, G., Rogers, R. and Angelides, M. (1989). Developing a Pascal tutoring aid, the *Journal Computers - and Education: an International Journal*, 13(4), 367-378.
- Land, F., Cornford, A. and Doukidis, G. (1989). In search of the expert systems product, *International Journal of Applied Expert Systems*, 1 (2), 110-124.
- Doukidis, G., Angelides, M. and Harlow (1989). Towards an Intelligent Tutoring System for Pascal Programming, *International Journal of Education and Computing*, 4, 273-286.
- Doukidis, G. (1988). Decision Support System concepts in Expert Systems: an empirical study, *Decision Support Systems*, 4(3), 345-354.
- Khan, K. and Doukidis, G. (1988). Projeval: an expert system for agricultural project evaluation in developing countries, *International Journal of Applied Expert Systems*, 1(1), 22-42.
- Paul, R.J. and Doukidis, G. (1987). Artificial Intelligence aids in Discrete event Digital Simulation Modelling, In the special issue of the *IEE Proceedings Journal on A.I in Engineering*, 134(4), 278-286.
- Doukidis, G. (1987). An Anthology of the Homology of Simulation with Artificial Intelligence. *Journal of the Operational Research Society*, 38(8), 701-712.
- Doukidis, G. and Whitley, E. (1987). Developing and running Expert Systems with PESYS, *Journal of Future Generation Computer Systems*, 3(4), 189-199.
- Paul, R.J. and Doukidis, G. (1986). Further developments in the use of Artificial Intelligence Techniques which formulate simulation Problems, *Journal of the Operational Research Society*, 37(8), 787-810.
- Doukidis, G., and Paul, R.J. (1985). Research into Expert Systems to Aid Simulation Model Formulation, *Journal of the Operational Research Society*, 36 (4), 319-325.

### **E-Business and E-Commerce (16 papers)**

- Lazaris, C., Vrechopoulos, A. Sarantopoulos, P. and Doukidis, G. (2022). Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention, *Journal of Retailing and Consumer Services*, 64.
- Lazaris, C., Sarantopoulos, P., Vrechopoulos, A. and Doukidis, G. (2021). Effects of increased omnichannel integration on customer satisfaction and loyalty intentions, *International Journal of Electronic Commerce*, 25 (3) 440-468.
- Lazaris, C., Vrechopoulos, A. and Doukidis, G. (2018). Physical Web Atmospherics: Utilizing Internet of Things to Conceptualize Store Atmosphere in Omnichannel Retailing, *International Journal of Technology Marketing*, 12(4) 389-416.
- Koutsouris, V., Vrechopoulos, A. and Doukidis, G. (2016). Classifying, Profiling and Predicting User Behavior in the context of Location Based Services, *Journal of Electronic Commerce Research*, 17 (4) 339-356.
- Pramataris, K., Evgeniou, T. and Doukidis, G. (2010). Implementation of collaborative e-supply chain initiatives: An initial challenging and final success case from grocery retailing. *Journal of Information Technology*, 24, 269-281.
- Kelepouris, T., Pramataris, K., Doukidis, G.I. (2007) RFID-Enabled Traceability in the Food Supply Chain. *Industrial Management and Data Systems*, 107 (2), 183-200.
- Vrechopoulos, A., Siomkos, G. and Doukidis, G. (2005) Consumer Attitudes towards Internet Shopping Adoption in Greece, *Cultural Technology and Policy Journal*, 1(1).
- Vrechopoulos, A., O'Keefe, R., Doukidis, G. and Siomkos, G. (2004). Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail, *Journal of Retailing*, 80 (1), 13-22.

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- Vrechopoulos, A., Constantiou, I., Mylonopoulos, N., Sideris, I. and Doukidis, G. (2003) The Critical Role of Consumer Behavior Research in Mobile Commerce, *International Journal of Mobile Communications*, 1 (3), 329-340.
- Vrechopoulos, A., Pramataris, K., Doukidis, G., Lekakos, G. (2003). A User-Support Data Framework for Internet Retailing, *Internat. Journal of Innovation and Learning*, 1(1), 56-71.
- Papazafeiropoulou, A., Pouloudi, A and Doukidis, G. (2002) A framework of best practices in electronic commerce awareness creation. *Business Process Management Journal*, 8(3), 233-244.
- Vrechopoulos, A., Siomkos, G. and Doukidis, G. (2001). Internet Shopping Adoption by Greek Consumers, *European Journal of Innovation Management*, 4(3), 142-152.
- Vrechopoulos, A., Siomkos, G. and Doukidis, G. (2000) The Adoption of Internet Shopping by Electronic Retail Consumers in Greece: Some Preliminary Findings, *Journal of Internet Banking and Commerce*, 5(2).
- Poulymenakou, A., Drakos, W., Papazafeiropoulou, A., Doukidis, G. (1998). Towards new web application development practices. *Australian Journal of Information Systems*, 6 (1), 107-113.
- Doukidis, G., Pallikarakis, N., Pangalos G., Vassilacopoulos G, Pramataris K. (1996). EDI system definition for a European medical device vigilance system, *Medical Informatics*, 21(3), 233-244.

### **Digital Innovation and Entrepreneurship (8 papers)**

- Giannopoulos, A., Pramataris, K. and Doukidis, G (2022). Influencing factor analysis for the implementation of transport research results, *Universal Journal of Operations and Management*, 1 (1) 1-14.
- Karagiannaki, A., Trachana, T. and Doukidis, G. (2018). Leveraging digital entrepreneurship through collaboration between incumbent firms and entrepreneurial ventures: An inbound open innovation perspective, *Management Studies*, 6 (5), 318-337.
- Mylonopoulos, N. and Doukidis, G. (2003) Mobile Business: technological pluralism, social assimilation and growth, *International Journal of Mobile Communications*, 8(1), 5-22.
- Vlachos, P., Vrechopoulos, A. and Doukidis, G. (2003) Exploring Consumer Attitudes towards Mobile Music Services, *The International Journal on Media Management*, 5(2), 138-148.
- Giaglis, G., Papakiriakopoulos, D and Doukidis, G (2002) An analytical framework and a development method for inter-organizational business process modelling, *International Journal of Simulation*, 2 (2), 5-15.
- Doukidis, G. and Pramataris, K. (2001) Alternative Business Models for Electronic Grocery Retailing. *International Commerce Review*, 1(1), 45-49.
- Pramataris, K., Vrechopoulos, A. and Doukidis, G. (2000) The Transformation of the Promotion Mix in the Virtual Retail Environment: An Initial Framework and Comparative Study, *International Journal of New Product Development and Innovation Management*, 2(2), 163-178.
- Giaglis, G., Paul, R. and Doukidis, G. (1999), Assessing the impact of Electronic Commerce on Business Performance, *Electronic Markets*, 9(1/2), 1-7.

## 2. Books (20)

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- 100+ Παρεμβάσεις. Εκδόσεις Σιδέρη (2025)
- Στρατηγική και Διακυβέρνηση για την Επόμενη Ημέρα (Επιμέλεια, με Κ. Μπαρδάκη). Εκδόσεις Σιδέρη (2021)
- Το Ψηφιακό Μέλλον - Μετασχηματισμός, Στρατηγική, Διακυβέρνηση, Τεχνολογίες (Επιμέλεια). Εκδόσεις Σιδέρη (2019)
- Doctoral Studies in Management Science and Technology (Editor). Εκδόσεις Μαυρογένη (2013)
- Καινοτομία, Στρατηγική, Ανάπτυξη και Πληροφοριακά Συστήματά. Εκδόσεις Σιδέρη (2011)
- Interactive Digital Television: Technologies and Applications (with G. Lekakos, K. Chorianopoulos Eds). IGI Global, (2007)
- Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers and Transform the Supply Chain (with A.P. Vrechopoulos Eds). Springer; (2005)
- Social and Economic Transformation in the Digital Era (with N. Mylonopoulos, N. Pouloudi Eds). IGI Global, (2003)
- Διοίκηση Επιχειρήσεων και Πληροφοριακά Συστήματά. Εκδόσεις Σιδέρη (2003)
- Το Ηλεκτρονικό Επιχειρείν στις Μεγάλες Ελληνικές Επιχειρήσεις: Θέματα και Προοπτικές (με Α. Πουλυμενάκου, Ν. Γεωργόπουλο, Θ. Μότσιο). ΕΑΣΕ (2001)
- Decision Making: Recent Developments and Worldwide Applications (Applied Optimization, Volume 45) (with St. H. Zanakis C. Zopounidis Eds), Springer. (2000)
- Ηλεκτρονικό Εμπόριο (με Μ. Θεμιστοκλεους, Β. Δράκο, Ν. Παπαζαφειροπούλου). Εκδόσεις Νέων Τεχνολογιών, (1998)
- Συστήματά Υποστήριξης Αποφάσεων. Εκδόσεις Μπένου, (1997)
- Information Systems in a National Context (with S. Smithson). Avebury Publishers (1995)
- EDI: Ηλεκτρονική Μεταβίβαση Δεδομένων (με Α. Φραγκοπούλου και Ι. Αναγνωστόπουλο). Εκδόσεις Σταμούλης, (1993)
- Έμπειρα Συστήματά, Τεχνητή Νοημοσύνη και Lisp (με Μ. Αγγελική). Εκδόσεις Σιδέρη, (1992)
- Artificial Intelligence in Operational Research (with R. Paul, Eds). MacMillan, UK (1992)
- Knowledge Based Management Support Systems (with F. Land & G. Miller, Eds). Ellis Horwood, UK (1989)
- Lisp: from Foundations to Applications (with M. Angelides & V. Shah). Chartwekk-Bratt, (1988)
- Developing Expert Systems (with E. Whitley). Chartwell-Bratt, UK (1988)

## 3. Selected publications in Conference Proceedings and Edited Volumes

1. Farmakis, T., Alexandri, E., & Doukidis, G. (2025). Implementing Digital Transformation Through Robotic Process Automation. In D. Vrontis, A. Thrassou, L. Efthymiou, Y. Weber, S. M. R. Shams, & E. Tsoukatos (Eds.), Business in a Turbulent Era, Volume I: Organisations, Industries and Markets (pp. 25–47). Springer Nature Switzerland.
2. Farmakis, T., Papanikolaou, G., & Doukidis, G. (2025). The Role of Enterprise Resource Planning Systems in the Digital Transformation Journey of Businesses. In M. Themistocleous, N. Bakas, G. Kokosalakis, & M. Papadaki (Eds.), Information Systems (pp. 140–155). Springer Nature Switzerland.

3. Farmakis, T., Lounis, S., Mourtos, I., & Doukidis, G. (2024). Digital Twins as an Integral Part of Manufacturing Digital Transformation. In G. Prastacos & N. Pouloudi (Eds.), *Leading and Managing in the Digital Era* (pp. 173–187). Springer Nature Switzerland.
4. Doukidis, G., Farmakis, T., & Fraidaki, K. (2024). The Digital Readiness of Small Businesses at Times of Crisis: The Case of COVID-19. In G. Prastacos & N. Pouloudi (Eds.), *Leading and Managing in the Digital Era* (pp. 89–103). Springer Nature Switzerland.
5. Griva, A., Bardaki, C., Pramataris K., Doukidis G. (2018), Design of shopper segmentation systems in retail. Evidence from 2 heterogeneous retail cases, Proceedings of pre-International Conference on Information Systems (pre-ICIS 2018), Special Interest Group on Decision Support and Analytics (SIGDSA) symposium on Decision Analytics Connecting People, Data & Things, December 12-16, San Francisco.
6. Griva, A., Bardaki, C., Pramataris K., Doukidis G. (2018), Design of shopper segmentation systems in retail. Evidence from 2 heterogeneous retail cases, Proceedings of pre-International Conference on Information Systems (pre-ICIS 2018), Special Interest Group on Decision Support and Analytics (SIGDSA) symposium on Decision Analytics Connecting People, Data & Things, December 12-16, San Francisco.
7. Lazarus, C., Vrechopoulos, A. and Doukidis, G. (2016) Store Atmosphere in “Physical Web” Retailing: An IoT Disruption to Omnichannel Evolution. International Conference on Contemporary Marketing Issues (ICCM) 2016 Heraklion, Greece, 22-24 June, 2011.
8. Grievance, A., Bardaki, C., Pramataris K., Doukidis G. (2016), Mapping moving object events into a network of object flows to support decisions, Proceedings of 24th European Conference on Information Systems (ECIS 2016), 12-15 June 2016, Istanbul, Turkey.
9. Griva, A., Pramataris K., Bardaki, C., Doukidis G. (2016), Segmentation of Shopper Visits based on Shopper Interaction data in Different Retail Contexts, 1st EURO Working Group on Retail Operations, 3-5 June 2016, Munich, Germany.
10. Lazaris, C., Vrechopoulos, A., Doukidis, G. and Fraidaki, K. (2015) Mobile Apps for Omnichannel Retailing: Revealing the Emerging Showrooming Phenomenon, 9<sup>th</sup> Mediterranean Conference on Information Systems (MCIS 2015), Samos, Greece, 3-5 October 2015.
11. Lazaris, C., Vrechopoulos, A., Doukidis, G. and Fraidaki, K. (2015) The Interplay of Omniretailing & Store Atmosphere on Consumer's Purchase Intention Towards the Physical Retail Store, European, Mediterranean & Middle Eastern Conference on Information Systems 2015 (EMCIS2015), Athens, Greece, 1-2 June 2015.
12. Sarantopoulos, P., Theotokis, A. Pramataris, K., and Doukidis, G. (2014) Identifying Shopping Missions by Mining Point-of-Sale Data. In Proceedings of the 2014 Shopper Marketing & Pricing Conference, Stockholm, Sweden.
13. Sarantopoulos, P., Kioses, L., and Doukidis, G. (2014) Does Size Matter? Comparing the Productivity of Retail Firms in Greece [July 2014 21st International Conference EIRASS, Bucharest, Romania](#)
14. Lazaris, C., Vrechopoulos, A., Fraidaki, K. and Doukidis, G. (2014) Exploring the “Omnichannel” Shopper Behaviour, AMA SERVSI 2014 International Service Research Conference, Thessaloniki, Greece, 13-15 June 2014.
15. Fraidaki, K., Pramataris K., Doukidis G. (2014) Living in the era of social media: How the different types of social media may affect the information acquisition process. In Gabriele Meiselwitz (Ed.): *Social Computing and Social Media – 6th International Conference, SCSM 2014, Held as Part of Human Computer Interaction (HCI) International 2014*, Heraklion, Crete, Greece.
16. Fraidaki, K., Pramataris K., Doukidis G. (2014) Seeking pre-purchase information in different types of social media. European Marketing Academy Conference, Barcelona, Spain, June 3-6, 2014.

17. Fraidaki, K., Doukidis G. (2013) Using the Internet in the healthcare sector: Internet users 'and doctors 'perspective. 3rd Greek Multidisciplinary Conference for Health Issues, Athens, Greece, May 7-10, 2013 (Best Research Award).
18. Barramundi, C., Kourouthanassis, P., Pramadari, K. and Doukidis, G. I. (2013). An Information Quality Evaluation Framework of Object Tracking Systems. In Proceedings of the 34th International Conference on Information Systems (ICIS 2013), Milan, Italy.
19. Fraidaki, K., Doukidis G. (2012) The role of Internet and social media in the Greek healthcare sector: patients 'and doctors 'perspective. The international healthcare social media and web 2.0 conference, Paris, France, May 24-27, 2012.
20. Fraidaki, K., Doukidis G., Theotokis A. (2011) An integrated approach of evaluating e-shops. Mediterranean Conference of Information Systems, Limassol, Cyprus, September 3-5, 2011
21. Karagiannaki, A., Pramadari, K. and Doukidis, G.J. (2010). Using simulation to design & evaluate RFID implementations in the supply chain, In the Proceedings of the Operational Research Society Simulation Workshop 2010 (sw10), 23-24 March, Worcestershire, England.
22. Bardaki, C., Kourouthanassis, P., Pramadari, K. and Doukidis, G. I. (2010). Modeling the Information Quality of Object Tracking Systems. In Proceedings of the Mediterranean Conference on Information Systems (MCIS 2010), Tel Aviv, Israel.
23. Baraki, C., Pramadari, K. and Doukidis, G. I. (2008). IP-Mapping a RFID-enabled Shelf Replenishment Information System for the Retail Industry. In Proceedings of the 16th European Conference on Information Systems (ECIS 2008), Galway, Ireland.
24. Vrechopoulos, A., Mantzari, E., Koutsouris, V. and Doukidis, G. (2008), Perceptions of Greek Consumers for Innovative Branded Fast Moving Consumer Goods, 1st Pan-Hellenic Packaging Conference, Athens 17-18 March.
25. Kioses, E., Pramadari, K., Doukidis, G. and Bardaki, Cleopatra (2007). Measuring the business value of electronic supply chain collaboration: The case of electronic invoicing. In Proceedings of the 20th Bled eConference, Bled, Slovenia.
26. Bardaki, C., Pramadari, K. and Doukidis, G. I. (2007). RFID-enabled supply chain collaboration services in a networked retail business environment. In Proceedings of the 20th Bled eConference, Bled, Slovenia.
27. Vlachos, P., Pramadari, K., Vrechopoulos, A., and Doukidis, G.I. (2006), Consumers ' Satisfaction and Trust towards the Supermarket Retail Channel, The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science, Budapest, Hungary, 9-12 July.
28. Bardaki, C., Kioses, L., Papakiriakopoulos, K., Pramadari, K. and Doukidis, G. (2006) Measuring Success of Supply Chain Information Systems Collaboration Practices in Retail. In Proceedings of the EURO XXI Conference (EURO 2006), Reykjavik, Iceland.
29. Doukidis, G., Chorianopoulos, K. and Lekakos, G. (Eds) EuroITV 2006 – Beyond Usability, Broadcast and TV, 25-26 May, Athens, Greece, pp. 390-404.
30. Vrechopoulos, A., Papamichael, G. and Doukidis, G. (2001) Identifying Usage Internet Retail Store Layouts. Financial Engineering E-Commerce and Supply Chain International Conference, May 24-27, Athens, Greece.
31. Vrechopoulos, A., O'Keefe, R. and Doukidis, G. (2000) Virtual Store Atmosphere in Internet Retailing. In Klein, S., O 'Keefe, B., Gricar, J. and Podlogar, M. (Eds.), Proceedings of the 13<sup>th</sup> Bled Electronic Commerce Conference: The End of the Beginning, June 19-21, Bled, Slovenia, pp. 445-458.