

# GEORGE J. SIOMKOS, Ph.D

---

**Professor of Marketing  
Dean, School of Business  
Athens University of Economics and Business**

## **PERSONAL DATA**

Date of Birth: February 19th 1962

Place of Birth: New York

Marital Status: Married, 3 children

Address: Athens University of Economics and Business, Patission 76, 104-34, Athens, Greece

Tel. Number: +030 210 8203233

E-mail: [gsiomkos@aueb.gr](mailto:gsiomkos@aueb.gr)

Personal Web Site: [www.aueb.gr/users/siomkos](http://www.aueb.gr/users/siomkos)

## **EDUCATION**

### **Doctor of Philosophy (Ph.D.) - 1989**

Major: Marketing

Minor: Corporate Strategy

Stern School of Business, New York University.

### **Master of Science (M.Sc.) - 1989**

Major: Statistics and Operations Research

Stern School of Business, New York University.

### **Master of Philosophy (M.Phil.) - 1987**

Major: Marketing

Stern School of Business, New York University.

### **Master of Business Administration (M.B.A.) - 1984**

Major: Finance

Graduate School of Business Administration, New York University.

### **Bachelor of Science (B.Sc.) - 1983**

Majors: Marketing and Management

College of Business and Public Administration, New York University.

## **TEACHING EXPERIENCE**

### **Athens University of Economics and Business**

- Professor of Marketing (January 2002-today)

### **University of Macedonia, Department of Business Administration**

- Professor of Marketing (April 1998- December 2002)

- Associate Professor of Marketing (1993 – April 1998)

### **University of Piraeus, Department of Business Administration**

- Lecturer in Marketing (1992-1993)

**Hellenic Open University**

- Coordinator (Module Leader) Marketing Modules I & II (May 2000-today)

**ALBA (The Athens Laboratory of Business Administration)**

- Associate Professor of Marketing (1994-October 1997)

- Assistant Professor of Marketing (1992-1994)

**New York University, Stern School of Business, Dept. of Marketing**

- Assistant Professor of Marketing (1989)

- Adjunct Assistant Professor (Spring 1991, Summer 1992)

- Instructor (Fall 1987, 1988)

- Research Assistant (1982-87)

**Long Island University, Department of Marketing**

- Assistant Professor of Marketing (1990- August 1992)

Graduate (G) and Undergraduate (U) Courses Taught:

- Strategic Marketing Planning and Management (G&U)

- Consumer Behavior (G&U)

- Strategic Marketing (U)

- Entertainment Marketing (G)

- Marketing Management (G)

- High -Technology Marketing (U)

- Strategic Electronic Marketing (U)

- Marketing Research (G&U)

- Strategic Marketing (U)

- Retail Management & Distribution (G)

- Introduction to Marketing (U)

- Special Topics in Marketing (U)

- Marketing Seminar (U)

- Product Development Strategy (G)

- International Marketing (U)

**HONORS & AWARDS**

Continuous excellent Teaching Evaluations by students in courses taught at New York University, Long Island University, The Athens ALBA, the University of Macedonia, and the Athens University of Economics and Business.

Elected Doctoral Consortium Fellow, American Marketing Association, August 1988, University of California - Berkeley.

Elected member of ΒΓΣ - (National scholastic honorary society for business school students), U.S.A.

Elected member of AMA - (National Marketing student honorary society), U.S.A.

NYU Doctoral Student Outstanding Teaching Award; Fall Semester 1987.

NYU Scholarship (1984-87).

Graduated with Honors (Cum Laude) from NYU's College of Business and Public Administration, 1983.

### **RESEARCH EXPERIENCE**

Director, Market & Consumer Behavior Analysis Laboratory, Department of Business Administration, Athens University of Economics and Business

Research Associate, Industrial Crisis Institute, U.S.A.

Elected 1988. Research activities, publications, contribution to the organization of two international conferences in the area of Industrial Crisis Management. Citations and recognition of my contribution in the Crisis Management area among 24 researchers specializing in this area, worldwide. [see: Pauchant, Thierry, C. (1993), "Recent Research in Crisis Management: A Study of 24 Authors' Publications from 1986 to 1991, Industrial & Environmental Crisis Quarterly, Vol. 7, No.1].

Research Assistant, Marketing Department, Graduate School of Business Administration, NYU (1982-1987).

### **PUBLICATIONS IN ACADEMIC REFEREED JOURNALS**

"Toward a Methodology for Assessing Effects of In-Store Atmospherics," Advances in Consumer Research, 1986, Vol. 13, R. Lutz (ed.), pp. 27- 31 (with M.P. Gardner).

"Asymmetries in the Effect of Campaign Expenditures on Voting Patterns," Advances in Consumer Research, 1987, Vol. 14, M. Wallendorf και P.F. Anderson (eds.), pp. 531-35 (with A. Ghosh).

"Strategies for Declining Businesses - Survival in the Fur Business," Long Range Planning, 1987, Vol. 20/6, No. 106 (December), pp. 84-95 (with P. Shrivastava).

"Managing Product-Harm Crises," Industrial Crisis Quarterly, 1989, Vol. 3, No. 1, pp. 41-60.

"Disaster Containment Strategies," Journal of Business Strategy, 1989, Vol. 10, No. 5 (September-October), pp. 26-30 (with P. Shrivastava).

"Three Strikes and You're Out," New York Statistician, 1989, Vol. 41, No. 1 (December), pp. 3-4 (with I. Kabak).

"How Can an Industrial Crisis Be Managed Effectively," Industrial Engineering, 1990, Vol. 22, No. 6 (June), pp.18-21 (with I. Kabak).

"A Probabilistic Perspective on Consumer Satisfaction, Repurchasing and Switching Behavior," New York Statistician, 1990, Vol. 42, No. 2 (September), pp. 3-4 (with I. Kabak).

"Balancing the Media Budget, Reach and Frequency in Marketing Communications: A Macro Approach," SPOUDAI, 1990, Vol. 40, pp. 3-26 (with I. Kabak, I. Nebenzahl).

"Managing an Industrial Crisis Effectively," Automation News, 1991, Vol. 6, No. 1, pp. 4-7 (with I. Kabak).

"A Technical Note: Developing a Procedure for Maintaining Customers," Industrial Management, 1991, Vol. 33, No. 3 (May-June), pp. 26-27 (with I. Kabak).

"Replacement After a Product Harm Crisis," Industrial Management, 1991, Vol. 33, No. 5 (September-October), pp. 25-26 (with I. Kabak).

"Monitoring Recovery After a Product Harm Crisis," Industrial Management, 1992, Vol. 34, No. 3 (May-June), pp. 11-12 (with I. Kabak).

"Conceptual and Methodological Propositions for Assessing Responses to Industrial Crises," Review of Business, 1992, Vol. 12, No. 4 (Spring), pp. 26-31.

"Crafting a Damage Control Plan: Lessons from Perrier," Journal of Business Strategy, 1992, Vol. 13, No. 2 (March-April), pp. 39-43 (with G. Kurzbard).

"Consumer Response to Company Communications During a Product Harm Crisis," Journal of Applied Business Research, 1992, Vol. 8, No. 4 (Fall), pp. 1-9 (with P. Malliaris).

"Product Harm Crisis at the Crossroads: Monitoring Recovery of Replacement Products," Industrial & Environmental Crisis Quarterly, 1992, Vol. 6, No. 4, pp. 279-294 (with G. Kurzbard).

"Adapting to a Changing System Procedure," Industrial Management, 1993 (April), pp. 61-62 (with I. Kabak).

"Responding to Product Liability Crises," Long Range Planning, 1993, Vol. 26, No. 5, pp. 72-79 (with P. Shrivastava).

"The Need for Control in the Service Sector," Journal of Applied Business Research, 1994, Vol. 10, No. 3 (Summer), pp. 105-112 (with G. O'Connor).

"The Hidden Crisis in Product Harm Crisis Management," European Journal of Marketing, 1994, Vol. 28, No. 2, pp. 30-41 (with G. Kurzbard).

"Marketing-Driven Factors Influencing Savers in the Hellenic Bank Market", Journal of Applied Business Research, 1998, Vol. 14, No. 2, pp. 109-116 (with I. Mylonakis, P. Malliaris).

"On Achieving Exoneration after an Industrial Crisis," Journal of Business and Industrial Marketing, 1999, Vol. 14, No. 1, pp. 17-22.

"Managing Airline Disasters: The Role of Consumer Safety Perceptions and Sense-Making," Journal of Air Transport Management, 2000, Vol. 6, No. 2 (April), pp. 101-108.

"The Adoption of Internet Shopping by Electronic Retail Consumers in Greece: Some Preliminary Findings," *Journal of Internet Banking and Commerce*, 2000, Vol. 5, No. 2 (December), [[http://www.arraydev.com/commerce/jibc/0012\\_02.htm](http://www.arraydev.com/commerce/jibc/0012_02.htm)] (with A. Vrechopoulos, G. Doukidis).

"Internet Shopping Adoption by Greek Consumers," *European Journal of Innovation Management*, 2001, Vol. 4, No. 3, pp. 142-152 (with A. Vrechopoulos, G. Doukidis).

"The Influence of Positive and Negative Affectivity on Attitude Change Toward Organizations," *Journal of Business and Psychology*, 2001, Vol. 16, No. 1 (Fall), pp. 151-161 (with S. Rao, S. Narayanan).

"Service Harm Crisis: The Case of the Express Samina Shipwreck," *Disaster Recovery Journal*, 2002, Vol. 15, No. 1 (Winter), pp. 20-24 (with Z. Madytinos).

"Strategic Marketing Planning for Competitive Advantage in Electronic Commerce," *International Journal of Services Technology and Management*, 2002, Vol. 3, No. 1, pp. 22-38 (with A. Vrechopoulos).

"Virtual Store Atmosphere' in Non-Store Retailing," *Journal of Internet Marketing*, 2002, September [<http://www.arraydev.com/commerce/JIM/0207-03.htm>] (with A. Vrechopoulos).

"E-brands: The Decisive Factors in Creating a Winning Brand in the Net," *Journal of Internet Marketing*, 2003, Vol. 4, No. 1 (January) [<http://www.arraydev.com/commerce/JIM/E-brands.htm>] (with I. Tsiamis).

"Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail", *Journal of Retailing*, 2004, Vol. 80, pp. 13-22 (with A.P. Vrechopoulos, R. O'Keefe, G.I. Doukidis).

"Determinants of Consumer-Perceived Ethical Marketing Performance of Tobacco Companies," *Ethics and Critical Thinking Journal*, 2004, No. 1, pp. 43-48 (with A. Vassilikopoulou).

"Determinants of Consumer-Perceived Ethical Marketing Performance of Tobacco Companies," *Applied Principles of Ethics and Critical Thinking – 2003/04 Best Papers (Volume II)*, pp. 26-34 (with A. Vassilikopoulou).

"Consumer Attitudes Toward Internet Shopping Adoption in Greece," *Cultural Technology & Policy Journal*, 2004, Vol. 1 (with A. Vrechopoulos, G. Doukidis). [www.greekelections.com/ctpj/en/articles](http://www.greekelections.com/ctpj/en/articles).

"Context Effects in Marketing Practice: The Case of Mood, How Your Customers' Mood Affect Your Marketing Strategy?" *Journal of Consumer Behaviour*, 2004, Vol. 3, No. 4 (June), pp. 304-314 (with G.A. Bakamitsos).

"An Examination of the Relationship Between Service Quality Perceptions and Customer Loyalty in Public Versus Private Greek Banks," *International Journal of Financial Services Management*, 2005, Vol. 1, Nos. 2/3, pp. 193-207 ) (with D. Koutouvalas).

"Analytical CRM Technologies in the Financial Services Sector," *International Journal of Financial Services Management*, 2005 (forthcoming) (with I. Tsiamis).

"Perceived Service Quality Management and Loyalty in Public versus Private Banks Operations: Some Empirical Evidence," *International Journal of Services Operations Management*, 2005, Vol. 1, No. 2, pp. 101-122 (with D. Koutouvalas, I. Mylonakis).

"Clustering Consumers According to Their Attitudes on Corporate Social Responsibility," *International Journal of Business Governance and Ethics*, 2005, Vol. 1, No. 4, pp. 317-328 (with A. Vassilikopoulou, I. Mylonakis).

"Measuring References of Consumers for Winter Sports Market: The Case of Greece," *Journal of Targeting*, (with C. Vassiliadis, P. Lathiras).

"Initial Impact of the New Greek Tobacco Warning Labels on Consumers' Attitudes and Perceived Effectiveness," *Ethics and Critical Thinking Journal* (with A. Vassilikopoulou, I. Mylonakis).

"Saving Money as an Appealing Theme in Social Marketing for Reducing Alcoholic Consumption in Adolescence," *European Journal of Scientific Research*, 2005, Vol. 12, No. 1, pp. 162-170 (with A. Vassilikopoulou, I. Mylonakis).

"Managers' and Consumers' Perceptions of Corporate Social Responsibility: Some Empirical Evidence and Strategic Marketing Implications for Private Healthcare Organizations," *European Journal of Social Sciences*, 2006, Vol. 2, No. 2, 261-268 (with A. Vassilikopoulou, E. Rigopoulou, A. Stavrianea).

"Sporting and Recreational Services Demand Constraints in Ski Centres. A Segmentation Research Study Based on the Annual Frequency of Arrivals," *International Journal of Sport Management and Marketing*, 2006, Vol. 1, No. 4, pp. 411-428 (with C. Vassiliadis, I. Mylonakis).

"Product Portfolio Analysis: A Theoretical Approach and a Case Study Application," (in Greek), *Review of Economic Sciences*, 2006 (forthcoming) (with Th. Fotiadis).

"The Effects of Micro-Culture Differences in Consumer Behaviour: The Case of Christian and Muslim Consumers' Differences in Buying Behaviour," *International Journal of Management Practice*, 2006, Vol. 2, No. 2 (forthcoming) (with A. Vassilikopoulou, I. Mylonakis).

"Initial Impact of New Greek Tobacco Warning Labels on Consumers' Attitudes and Perceived Effectiveness," *Ethics and Critical Thinking Journal*, 2006, Vol. 2006, Issue 1, pp. 149-163 (with A. Vassilikopoulou, I. Mylonakis).

"Is Encouraging Materialism the 'Unethical Side' of Marketing?" *Management and Economics Biannual Scientific Journal*, 2006, Vol. 3, Spring, pp. 203-209 (with A. Vassilikopoulou, E. Rigopoulou).

"Measuring the Degree of Tourists' Satisfaction with the Use of Log-Linear Analysis: The Case of North Greece," *Tourist Scientific Review*, 2006, Vol. 3 (with C. Vassiliadis, A. Vassilikopoulou, P. Lytras).

"Product Design Decisions for Developing New Tourist Destinations: The Case of the Rhodopi Mountain Area," *TOURISMOS: A International Multidisciplinary Journal of Tourism*, 2006, Vol. 1, No. 1, Spring, pp. 91-108. (with C. Vassiliadis, A. Vassilikopoulou, I. Mylonakis).

"The Impact of Gender and Age in Consumers' Perceptions of Corporate Social Responsibility," 2007, *Ethics and Critical Thinking Journal* (with A. Vassilikopoulou, E. Rigopoulou).

"The Association between Emotional Intelligence and Impulse Buying," *Business Journal for Entrepreneurs*, (March 2008) (with Chr. Rouvaki).

"After-Sales Service Quality as an Antecedent of Consumer Satisfaction: The Case of Electronic Appliances", *Managing Service Quality*, Vol. 18, No. 5, 2008 (with E. Rigopoulou, I. Chaniotakis, C. Lympieropoulos).

«The Ethical and Unethical Dimensions of Marketing," *Management Review*, 2008, Vol. 3, No. 2 (Winter), pp. 49-60 (with A. Vassilikopoulou, C. Rouvaki).

"An Empirical Investigation of the Relationship between Market Orientation and Marketing Effectiveness in Upscale Hotels in Greece," *Journal of Targeting, Measurement and Analysis for Marketing*, 2008, Vol. 16, No. 4, pp. 285-297 (with K. Chatzipanagiotou, A. Vassilikopoulou).

"Product-Harm Crisis Management: Time Heals All Wounds?" *Journal of Retailing and Consumer Services*, 2009, Vol. 16, No. 3, pp. 174-180 (with A. Vassilikopoulou, K. Chatzipanagiotou, A. Pantouvakis).

"Hotels on Fire: Investigating Consumers' Responses and Perceptions," *International Journal of Contemporary Hospitality Management*, 2009, Vol. 21, No. 7 (with A. Vassilikopoulou, K. Chatzipanagiotou, A. Triantafillidou).

"The Importance of Factors Influencing Product-Harm Crisis Management across Different Crisis Extent Levels: A Conjoint Analysis," *Journal of Targeting, Measurement and Analysis for Marketing*, 2009, Vol. 17, No. 1, pp. 65-74 (with A. Vassilikopoulou, A. Lepetsos, K. Chatzipanagiotou).

"Store Atmosphere in Web Retailing," *European Journal of Marketing*, 2009, Vol. 43, Nos. 9/10, pp. 1140-1153 (with E. Manganari, A. Vrechopoulos).

"Opportunities and Threats for Competitors in Product-Harm Crises," *Marketing Intelligence and Planning*, 2010, Vol. 28, No. 6, pp. 770-791 (with A. Triantafillidou, A. Vassilikopoulou, I. Tsiamis).

"The Role of Consumer Ethical Beliefs in Product-Harm Crises," *Journal of Consumer Behaviour*, 2011, Vol. 10, No. 5, pp. 279-289 (with A. Vassilikopoulou, K. Chatzipanagiotou, A. Triantafillidou).

"Virtual Store Layout Effects on Consumer Behaviour: Applying an Environmental Psychology Approach in the Online Travel Industry," *Internet Research*, 2011, Vol. 21, No. 3, pp. 326-346 (with E. Manganari, A. Vrechopoulos, I. Rigopoulou).

"Investigating the Importance of Sports Facilities & Staff for Football Fans," *African Journal of Hospitality, Tourism and Leisure*, 2012, Vol. 2, No. 1 (with P. Athanasopoulou, G. Skourtis, G. Zafiropoulou, I. Assiouras).

"Summer Camping: An Extraordinary, Nostalgic, and Interpersonal Experience," *Journal of Vacation Marketing*, 2013, Vol. 19, No. 3, pp. 197-208 (with A. Triantafyllidou).

"Perceived Consumer Navigational Control in Travel Websites," *Journal of Hospitality & Tourism Research*, 2014, Vol. 38, No. 1 (February), pp. 3-22 (with E. Manganari, A. Vrechopoulos).

"Extraordinary Experience-Based Segmentation: The Case of Greek Summer Campers," *Journal of Hospitality Marketing and Management*, 2014, Vol. 23, No. 2, pp. 122-156 (with A. Triantafyllidou).

"Delineating the Role of Endorser's Perceived Qualities and Consumer Characteristics on Celebrity Endorsement Effectiveness," *Journal of Marketing Communications*, forthcoming (with E. Tzoumaka, R. Tsiotsou).

"Consumption Experience Outcomes: Satisfaction, Nostalgia Intensity, Word-of-Mouth Communication, and Behavioural Intentions," *Journal of Consumer Marketing*, Vol. 31, forthcoming (with A. Triantafyllidou).

#### **PUBLICATIONS IN INTERNATIONAL REFEREED CONFERENCE PROCEEDINGS**

"Strategic Opportunities and Threats in Europe in 1992: The Case of the Automobile Industry," *Proceedings, 18th Annual Conference of the Decision Sciences Institute Case Workshop*, San Francisco, California, November 1992, pp. 83-85 (with A. Akel).

"Toward a Multiparadigmatic Overview of Marketing During Product-Harm Crises," *Proceedings, Annual Educator's Conference, American Marketing Association*, Chivago, August 1992, R.P. Leone and V. Kumar (eds.), pp. 191-196 (with G. Kurzbard, S. Rao).

"The Need for a Theoretical Framework and Professional Expertise for Successful Hotel Operations," *Proceedings of the Atlantic Marketing Association*, 1993, Donald Thompson (eds.), Vol. 9, pp. 311-315 (with R. Rauch).

"Airline Hotel Reservation System Improvement: The Contribution of Value Chain Analysis," *Proceedings of the International Conference on Information and Communication Technologies in Tourism*, W. Schertler, B. Schmid, A.M. Tjoa and H. Werthner (eds.), Innsbruck, Austria, 1995, pp. 85-94 (with G. Haramis).

"A Conceptual Ideal of the Greening of the Business Environment by Dow Chemical," *Proceedings of the Atlantic Marketing Association*, 1995, Vol. 11, pp. 55-61 (with R. Rauch).



"Survival Strategies in a Declining Industry: An Econometric Approach," Proceedings of the International Symposium in Applied Economics, L. Thalassinos (ed.), University of Piraeus, 1996, Vol. 1, pp. 163-191 (with A. Ioannidis, S. Papadimitriou).

"Strategies for Increasing Advertising Effectiveness When Dealing with High Involvement Consumers and Low Content Messages," Advances in Marketing, 1997, Southwestern Marketing Association, J.A. Young, D.L. Varble and F.W. Gilbert (eds.), pp. 73-77 (with S. Rao, R. Rauch).

"Electronic Marketing: Information Requirements and Implications for Retail Management in the New Millennium," Proceedings of the International Conference "Preparing the Manager of the 21st Century," University of Macedonia, Thessaloniki (December 1999), 2000, Vol. 1, pp. 55-66 (with A. Vrechopoulos, G. Doukidis).

"The Service Quality of Greek Hotels – A Marketing Research," Proceedings of the International Conference "Preparing the Manager of the 21st Century," University of Macedonia, Thessaloniki (December 1999), 2000, Vol. 1, pp. 77-84 (with S. Karavoulis, P. Malliaris).

"Tourism Destination Analysis and Planning: An IT Application," Proceedings ENTER 2003, 10th International Conference "Information and Communication Technologies", Helsinki, Finland, January 2003, Andrew J. Frew, Martin Hitz and Peter O'Connor (eds.), pp. 458-466 (with C. Vassiliadis, A. Vrechopoulos).

"An Integrated Telemarketing System for Hotel Reservations," Proceedings of the 6th Hellenic European Conference on Computer Mathematics and its Applications - HERCMA, Athens University of Economics and Business, 25-27 September 2003, E.A. Lipitakis (ed.), Vol. 2, pp. 816-823 (with G. Haramis, D. Soubeniotis, T. Fotiadis).

"Destination Management and Strategic Market Planning: A Strategic Planning Technique of the Total Tourism Product with the Assistance of Section Elevation Diagrams," The Sustainable World: Sustainable Tourism, F.D. Pineda and C.A. Brebbia (eds.), 2004, pp. 67-81, WIT Press, 1st International Conference on Sustainable Tourism (with C. Vassiliadis, T. Fotiadis).

"Segmenting and Targeting European Package Travelers," The Sustainable World: Sustainable Tourism, F.D. Pineda and C.A. Brebbia (eds.), 2004, pp. 319-332, WIT Press, 1st International Conference on Sustainable Tourism (with C. Vassiliadis, T. Fotiadis).

Consumer-Perceived Components of Corporate Social Responsibility Across Different Levels of Consumers' Attitude to CSR," The Interdisciplinary CSR Research Conference, International Center for Corporate Social Responsibility, Nottingham, U.K., 22-23 October 2004, [http://www.nottingham.ac.uk/business](http://www.nottingham.ac.uk/business/EthicalConsumptionWorkshopConfirm.htm) /ICCSR/conference/EthicalConsumptionWorkshopConfirm.htm] (with A. Vassilikopoulou)

"Retail Location Forecasting Models: The Impact of Influential Observations," Northeast Decision Sciences Institute –NEDSI Annual Conference, Philadelphia, USA, 30 March– 1 April 2005 (with S. Rao, M. Preis).

"Internal Market Orientation - Expanding and Validating the Construct of Lings and Greenley in a Retail Context in Greece," Proceedings of the 34th EMAC Conference, Milano, Italy, May 2005 (with P. Theodoridis, G. Panigyrakis, A. Vassilikopoulou).

"Consumer Awareness of 2004 Olympic Games Sponsors: A Cluster Analysis," Proceedings of the 1st World Congress in Sport Management, University of Peloponnese, Department of Sport Management, Sparta of Laconia, 3-5 June 2005 (with A. Vassilikopoulou, T. Grammatikopoulos).

"Correlating Consumers' Perceived Components of Ethical Marketing Performance to Consumers' Attitudes toward Ethical Buying", Proceedings of the 5th American Marketing Association – Academy of Marketing Joint Biennial Conference, Dublin Institute of Technology, Dublin, Ireland, 5-8 July 2005 (with A. Vassilikopoulou).

"Who Gets into Debt?" Proceedings of the 5th American Marketing Association – Academy of Marketing Joint Biennial Conference, Dublin Institute of Technology, Dublin, Ireland, 5-8 July 2005 (with A. Vassilikopoulou, E. Manganari).

"Corporate Social Responsibility (CSR) in the Hotel Industry: An Empirical Investigation of Tourists' Perceptions of CSR and Development of Socially Responsible Marketing Strategies," Sustainable Tourism 2006 Conference, September, Bologna, Italy (with A. Vassilikopoulou, P. Lytras, A. Lepetsos).

"A Guide to Managing Crises in the Hotel Industry, Sustainable Tourism 2006 Conference, September, Bologna, Italy (with A. Vassilikopoulou, P. Lytras, A. Lepetsos).

"Crisis Management in the Hotel Industry: Are Luxury Hotels Well-Prepared for Coping with Crises," 24th EuroCHRIE Congress, 2006 (forthcoming) (with P. Lytras, S. Papadopoulos, A. Vassilikopoulou).

"Identifying Technology Acceptance Factors in the Greek High Technology Market," AM2006 Academy of Marketing Conference, Middlessex, U.K., (with Y. Tsiamis).

"Investigating the Effects of Technological and Market Uncertainty on the Relationship between Product Innovativeness and Successful Commercialization AM2006 Academy of Marketing Conference, Middlessex, U.K. (with Y. Tsiamis).

"Consumer Willingness to Pay More for Ethical Products: Some Empirical Evidence," 35th EMAC Conference, Athens, 23-26th May 2006 (with A. Vassilikopoulou, E. Rigopoulou)

"Moral Development of Companies: An Optimistic View from Greece," 6th Global Conference on Business and Economics, Gutman Conference Center, Cambridge, USA., 15-16 October 2006 (with E. Rigopoulou, A. Vassilikopoulou).

"Web-Atmospherics Effects on Online Consumer Behavior: A Review of the Literature," IADIS (International Association for Development of the Information Society) International Conference e-Commerce 2006, Barcelona, Spain, 9-11 December (with E. Manganari, A. Vrechopoulos).

“Atmospheric Qualities in Mobile Commerce: An Initial Approach,” 36th EMAC Conference, Reykjavik, Iceland, May 2007 (with A.Vrechopoulos, E. Manganari).

“Brand Equity Elements and Crisis Management,” Academy of Marketing Conference 2007 – Marketing Theory into Practice, 3-6 July, Surrey, U.K (with E. Rigopoulou, J. Kehagias and A. Vassilikopoulou).

“On-Line Store Atmospheric in Retailing: A Classification of Low Task- Relevant Cues,” Academy of Marketing Conference 2007 – Marketing Theory into Practice, 3-6 July, Surrey, U.K (with A.Vrechopoulos, E. Manganari).

“Store Atmospheric in Retailing: A Holistic Approach,” Academy of Marketing Conference 2007 – Marketing Theory into Practice, 3-6 July, Surrey, U.K (with A.Vrechopoulos, E. Manganari).

Broadband Connectivity Adoption by Greek Households: Some Preliminary Results,” Academy of Marketing Conference 2007-Marketing Theory into Practice, 3-6 July, Surrey, U.K. (with I.Tsiamis).

“Staging Experiences as a Response to Consumers’ Desires,” Proceedings of the Academy of Marketing Conference: Reflective Marketing in a Material World, AM2008, 8-10 July 2008, Aberdeen Business School, The Robert Gordon University, Aberdeen, Scotland, (with E. Manganari, I. Rigopoulou).

“On the Definition of Crises and Their Typologies,” 39th EMAC Conference, Copenhagen, Denmark, June 2010 (with I. Rigopoulou, J. Kehagias, E. Manganari).

“Proposing a Crisis Portfolio for Telecommunications Companies,” Academy of Marketing 2010 Conference, 6-8 July, Coventry, U.K. (with A. Lepetsos and A. Theofilou).

“Adventure Tourism Accidents and Crisis Management: The Case of Lousios River in Greece,” Advances in Hospitality and Tourism Marketing and Management Conference, 19-24 July 2011, Istanbul, Turkey (with J. Assiouras, D. Sklavaki, G. Skourtis).

“Investigating the Role of Sport Celebrity Characteristics on Endorsement Outcomes,” 16th International Conference on Marketing Communications (CMC), 27-29 April 2011, Athens, Greece (with E. Tzoumaka, R. Tsiotsou).  
Awarded: Best Working Paper Award.

“Exploring Rhetoric in Advertising From a New Perspective: An Empirical Study,” 40th EMAC, 24-27 May, 2011, Ljubljana, Slovenia (with D. Patriarchas, I. Assiouras).

“The Impact of Corporate Ability and Corporate Social Responsibility on Brand Evaluation and Buying Intentions in Brand Crisis,” 40th EMAC, 24-27 May, 2011, Ljubljana, Slovenia (with I. Assiouras, O. Ozgen).

“Cost Consciousness Effects on Consumer Attitude and Behaviour in the Fashion Industry,” Poster, 40th EMAC, 24-27 May, 2011, Ljubljana, Slovenia (with E. Manganari, A. Triantafillidou).

“Consumer Behaviour in the Arena: A Classification of Football Fans,” 4th Annual EuroMed Conference, 20-21 October, 2011, Crete, Greece, pp. 95-103 (με P. Athanasopoulou, G. Zafeiropoulou, I. Assiouras, J. Douvis).

“Summer Camping: An Extraordinary, Nostalgic and Interpersonal Experience,” 19th International Conference on Recent Advances in Retailing and Services Science, 9-12 July, 2012, Vienna, Austria (with A. Triantafillidou).

Rouvaki, C., Siomkos, G.J. and Assiouras, I. (2012), “The Impact of Product Involvement on Consumers’ Reactions after Product-harm Crises”, 41st EMAC (European Marketing Academy Conference), 22-25 May, Lisbon, Portugal.

Rouvaki, Ch., Siomkos, G.J., Assiouras, I. and Skourtis, G. (2012), “Perceived Risk and Severity after Product-harm Crises: The Role of Product Involvement, Product Type and Crisis Response Strategies”, Academy of Marketing Conference, 2-6 July, Southampton, UK.

Tsiamis, I., Siomkos, G.J., and Triantafillidou, A. (2013), “On Investigating the Role of Network Effects as Moderating Enabler in Product-Harm Crises,” poster, 42nd EMAC, 4-6 June, Istanbul, Turkey.

Triantafillidou, A., and Siomkos, G.J. (2013), “Delving Inside the Multidimensional Nature of Experience Across Different Consumption Activities,” 42nd EMAC (European Marketing Academy Conference), 4-6 June, Istanbul, Turkey.

Tsiamis, I., and Siomkos, G.J. (2014), “On Investigating the Role of Network Effects as Moderating Enabler in Product-Harm Crises,” 43rd EMAC, 3-6 June, Valencia, Spain.

Siomkos, G.J. (2014), “Achievement-based Celebrities as Objects & Instruments of Consumption,” ANZMAC 2014, 1-3 December, Brisbane, Australia, forthcoming (with A. Zarkada, E. Tzoumaka, G. Panigyrakis).

#### **PUBLICATIONS IN HELLENIC REFEREED CONFERENCE PROCEEDINGS**

“Corporate Social Responsibility (CSR) as a New Trend in Business Administration and Consumer Attitudes Towards CSR” (in Greek), Proceedings of the 1st Student Conference of Management Science and Technology, Athens University of Economics and Business, Department of Management Science and Technology, Athens, 17 March 2004, p. 9-17 (with A. Vassilikopoulou).

“Trends in High-Tech Marketing: A Bibliographic Approach” (in Greek), Proceedings of the 1st Student Conference of Management Science and Technology, Athens University of Economics and Business, Department of Management Science and Technology, Athens, 17 March 2004, p. 163-172 (with I. Tsiamis).

“Reconsidering the Benefits of the Olympic Games: Ambush Marketing or Positive Externalities for Major Competitors of Sponsors?” (in Greek), Proceeding of the 5th Hellenic Conference of Sports Management (Elleda), Propobos Publications, Patra, December 2004, pp. 83-89 (with A. Vassilikopoulou, T. Grammatikopoulos).

“Developing the Profile of the Firms-Sponsors of Athletic Events in Greece” (in Greek), Proceedings of the 6th Hellenic Conference of Sports Management, Heraklion, Crete, November 2005 (with A. Vassilikopoulou, E. Rigopoulou, T. Grammatikopoulos).

“Product-Harm Caused Crises: Consumer Responses and Effective Managerial Practices” (in Greek), 1st Scientific Conference, Athens Technological Institute, 25&26th May 2006, pp. 31-32 (with A. Emmanouilidou, A. Vassilikopoulou, P. Lytras).

“The Impact of Pricing Strategies on Successful Commercialization of Technological Innovations Under Uncertainty Conditions” 1st Scientific Conference, Athens Technological Institute, 25&26th May 2006, pp. 58-59 (with Y. Tsiamis).

“Investigating the Development of Alternative Tourism Forms in the Greek Islands through Relevant Education,” EPEAEK Archimedes 1st Conference of Innovative Development and Technology: Qualitative and Quantitative Encounter, Athens, 24-26 November, pp. 127-130 (with P. Lytras, Th. Papailias, P. Moira, St. Karagiannis, K. Kravaritis, V. Katsoni, G. Igoumenakis and S. Drosopoulos).

“The Perceived Importance of Online Store Characteristics in the Airline Industry,” Conference Proceedings: Marketing & Management in Tourism: Current and innovative perspectives, Technological Educational Institute of Crete, 29-30 May 2008 (with D. Chatzigianni, E. Manganari, P Lytras).

“Young Consumers’ Attitudes Toward Social Media Marketing Practices in Greece,” 11<sup>th</sup> Student Conference – Dept. Management Science & Technology, Theme: “Innovation & Sustainable Entrepreneurship,” Athens, 13 May 2014 (with A. Triantafillidou, E. Papafilippaki).

#### **CITATIONS**

Harzing’s Results 05/10/2015: 1,865

#### **OTHER PUBLICATIONS**

“Introduction to Industrial Marketing” (in Greek), Ikonomikos Tahidromos, 8th December 1983, pp. 73-75.

“Market Research: A Fundamental Prerequisite for Marketing Strategy's Success” (in Greek), Bulletin of the Chamber of Commerce and Industry of Thessaloniki, June 1985, Vol. 6, pp. 553-561.

“Product Promotion: An Analytical Presentation of its Methods and their Effectiveness” (in Greek), Bulletin of the Chamber of Commerce and Industry of Thessaloniki, July-September 1987, Volume 7-9, pp. 311-324.

“The Influence of Ambivalence and Amplification on Persuasion: Some Measurement Issues,” Odigos Marketing, 1993, pp. 60-64 (with P. Malliaris).

“Involvement's Role in Assessing Determinants and Influences of Attitude Toward the Advertisement,” Odigos Marketing, 1994, pp. 50-55.

“Implementation of Sales Promotion Techniques in Retailing” (in Greek), Kerdos Newspaper, Special Edition, December 1995, pp. 36-41 (with P. Malliaris).

“Involvement's Role in Assessing Determinants and Influences of Attitude Toward the Advertisement,” Studies in Honor of Prof. Al. Stavropoulos, University of Piraeus, 1996, pp. 342-357.

“Store Atmosphere and Buyer Behavior” (in Greek), Self-Service Magazine, No. 233 (April 1996), pp. 109-113 (from Consumer Behavior book by G. Siomkos).

“Brand Management” (in Greek), University Study Notes for the Lecture “Special Issues in Marketing Course”, Department of Business Administration, University of Macedonia, 1997 (with A. Karayiannis).

“Services Quality According to Consumer Perceptions and Expectations: A Bibliographic Research” (in Greek), Studies in Honor of Prof. V. Sarsendis, Vol. 1, University of Piraeus, 1998, pp. 227-263. (with S. Karavoulis, P. Malliaris).

“The Implementation of Sales Promotion Techniques in Retailing: Some Empirical Evidence” (in Greek), Studies in Honor of Prof. V. Sarsendis, Vol. 1, University of Piraeus, 1998, pp. 431-470 (with P. Malliaris).

“Testimonial Advertising at an Impasse: A Prescription for Change,” Studies in Honor of Prof. Emeritus M. Rafael, Volume II, pp. 783-796 (with P. Malliaris).

“Toward a Methodological Approach for the Design of an Effective Business-to-Consumer Virtual Retail Environment,” Studies in Memory of Associate Prof. D. Kodosakis, Vol. 1, University of Piraeus, 2001, pp. 95-107 (with A. Vrechopoulos, P. Malliaris).

“Detecting and Analyzing the Strategic Problems of Small and Medium Sized Enterprises and their Competitive Environment” (in Greek), Studies in Memory of Associate Prof. D. Kodosakis, Vol. 2, University of Piraeus, pp. 661-667 (with Z. Madytinis, P. Malliaris).

“The Adoption of ‘Internet Shopping’ by Greek Consumers: Results from a Consumer Research” (in Greek), E-net Surfing Magazine, April 2001, Vol. 43, pp. 88-91.

“A Mathematical Model for Assessing the Attractiveness of Promoted Tourist Issues by Using the Expectancy-Value Model” (in Greek), Studies in Honor of Prof. L. Nikolaou-Smokoviti, Vol. 1, University of Piraeus, pp. 143-151 (with C. Vassiliadis, P. Malliaris).

“Numbers Show Prosperity. Does the Consumer Prosper?” (in Greek), Ikonomikos Tahidromos, 29th of June 2002, pp. 26-28 (Debate with: D. Markou, Deputy Managing Director of the Kotsovolos Group).

“The Electronic Consumer is Here. What About the Electronic Companies?” (in Greek), Ikonomikos Tahidromos, 28th December 2002, pp. 78-80.

“How Would Consumers React to Price Increments?” (in Greek), Ikonimikos Tahidromos, 4th of September 2003, pp. 26-28 (Debate with: D. Terkezos, Prof. of the University of Crete).

“Design of High-Tech Products” (in Greek), BIO Magazine, October-December 2003, Vol. 7, pp. 46-49.

“Homo Consumericus: The Coming of the Post-Modern Consumer” (in Greek), Marketing Week , Special Issue No. 1.000, 5th of April 2004, pp. 184-187.

“Clustering High-Tech Customers”, Essays in Honour of the Late Professor Christos Naoum, Vol. B, pp. 1229-1245 (with P. Malliaris, I. Tsiamis).

#### **CHAPTERS IN SCIENTIFIC BOOKS**

Vrechopoulos, A., Manganari, E., and Siomkos G., “Mobile Store Environment Dynamics: An Interdisciplinary Approach,” in K. Pousttchi and D.G. Wiedemann (eds.), Handbook of Research on Mobile Marketing Management, IGI Global, 2010, pp. 346-361.

#### **BOOKS (in Greek)**

Consumer Behaviour and Marketing Strategy (Greek Cases), Volume 2, Ath. Stamoulis Publications, Athens, 1994 (211 pages) [ISBN: 960-351-021-1].

Introduction to Strategic Marketing. Ath. Stamoulis Publications, Athens, 1995 (198 pages) [ISBN: 960-351-42-4].

Consumer Behaviour. Hellenic Open University, Patra 1999, Volume II, for “Marketing I” (200 pages) (with I. Mylonakis) [ISBN: 960-538-088-9].

Strategic Marketing. Ath. Stamoulis Publications, 1999, Athens, Volume I (602 pages) [ISBN: Vol. 1: 960-351-238-9] and Volume II (617 pages) [ISBN: Vol. 2: 960-351-239-7].

Consumer Behavior & Marketing Strategy, 2nd Edition, Ath. Stamoulis Publications, Athens, 2002 (835 pages) [ISBN: 960-351-390-3].

Introduction to Strategic Marketing, 2nd Edition, Ath. Stamoulis Publications, Athens, 2002 (315 pages) [ISBN: 960-351-463-2].

Strategic High-Tech Marketing, Ath. Stamoulis Publications, Athens, 2003 (527 pages) [ISBN: 960-351-450-0] (with I. Tsiamis).

Strategic Marketing, 2nd Edition, Ath. Stamoulis Publications, Ath. Stamoulis Publications, Athens, 2004 (808 pages) [ISBN: 960-351-474-8].

Strategic Electronic Marketing, Ath. Stamoulis Publications, Athens, 2004 (536 pages) [ISBN: 960-351-523-x] (with I. Tsiamis).

Research Methods Applications in Marketing Research, Ath. Stamoulis Publications, Athens, 2005 (568 pages) [ISBN: 960-351-593-0] (with A. Vassilikopoulou).

Marketing Cases, Volume 1, Ath. Stamoulis Publications, Athens, 2005 (355 pages) [960-351-606-6] (with G. Panigyrakis).

Competitive Marketing Strategy, Ath. Stamoulis, Athens, 2008 (272 pages) [ISBN: 978-960-451-723-8] (with John A. Czepiel).

Market Research, Ath. Stamoulis, Athens, 2008 (474 pages) [ISBN: 978-960-351-739-9] (with D.A. Mavros).

Consumer Epidemics, Ath. Stamoulis, Athens, 2009 (213 pages) [ISBN: 978-960-351-776-4] (with P.G. Mourdoukoutas).

Consumer Behavior & Marketing Strategy, 3rd edition, Ath. Stamoulis Publications, 2011 (577 pages) [ISBN: 978-960-351-456-5].

Strategic High-Tech Marketing, 2nd edition, Ath. Stamoulis Publications, Athens, 2012 (593 pages) [ISBN: 978-960-351-873-0] (with I. Tsiamis).

Strategic Marketing, 3rd edition, Ath. Stamoulis Publications, Athens, 2013 (839 pages) [ISBN: 978-960-351-939-3].

#### **BOOKS (in English)**

The Seven Principles of WOM and Buzz Marketing – Crossing the Tipping Point, Springer, 2009 (104 pages) [ISBN: 978-3-642-02108-4] (with P. Mourdoukoutas).

#### **Ph.D. DISSERTATION**

Title: "An Integrated Perspective on Managing Product-Harm Caused Crises: The ACOE Model," Ph.D. Dissertation, Stern School of Business, New York University, 1988.

Advisors: Paul Shrivastava, Robert Shoemaker, Bruce Buchanan.

#### **RESEARCH UNDER REVIEW**

"Store Layout Effects on Consumers' Responses in the Context of e-tailing: An Environmental Psychology Approach," (with E. Manganari, A. Vrechopoulos).

"The Moderating Role of Uncertainty in the Effectiveness of Marketing Decisions during the New High-Tech Product Introduction" (with I. Tsiamis).

"Breaking Consumers Backfield! The One-way Tour to Experiential Economy" (with E. Manganari).

#### **ORGANIZATION OF PRESENTATIONS AND PARTICIPATION IN CONFERENCES AND SYMPOSIA**

Hellenic Marketing Conference of EIM/EEDE, Athens, November 1995. Title of Presentation: "Implementation of Sales Promotion Techniques in Retailing" (in Greek) (with P.Malliaris).

4th Conference ARISTOTELIS, Thessaloniki, EEDE of Macedonia, November 1996, Title of Presentation: "Strategic Direction for the Development of Competitive Advantages Globally" (in Greek).



1st Hellenic Conference of Sales Managers, Thessaloniki, March 1998, Chair of B Track "The Educational Background of the Sales Manager".

Workshop of the Hellenic Institute of Marketing (EIM): "Hellenic Sales Promotion – Who Governs This Area?" Session Chairman of the 2nd Track and Member of the Panel, Athens, November 1999.

International Conference "Preparing the Manager of the 21st Century," University of Macedonia, Thessaloniki, December 1999, Member of the Scientific Committee.

3rd World Congress of Nonlinear Analysts, Catania, Italy, July 2000. Titles of Presentations: (1) "An Integrated Telemarketing System for Hotel Reservations" and (2) "Information Systems: Risk and Change Management" (with K. Agorastos, G. Haramis, A. Vrechopoulos).

3rd Conference of Bank Marketing, Athens 30/11 and 1/12 2000, Session Chairman of the Track "E-Products: Financial Products and Electronic Banking".

International Conference "The Balkans: Entrepreneurial and Educational Perspectives", 28-29 June 2001, University of Macedonia, Member of the Scientific Committee.

7th Marketing Week "Customer Focus Orientation," Athens, 12-14 December 2001, EIM/EEAE: Chairman of the Track Business-to-Customer Marketing.

Workshop EIM/EEDE: "The Marketing that We All Know Died Hurray!" Athens, 27 March 2003. Speaker and Panel Member.

Symposium of the Hellenic Academy of Marketing, Athens 17-18 April 2003, Session Chairman of the Track "Marketing Strategies for Global B2B Markets".

Workshop "Organization and Development of the Agricultural Area of Western Greece", University of Ioannina, Agrinio, 9th of March 2003, Title of Presentation: "Food Sector – Market Research and New Trends in a Global Environment" (with G. Panigyrakis).

International Entrepreneurship Conference of "Entrepreneurship Needs Dynamism", [Organization: Entrepreneurship Club, SEB, EEDE, & ALBA], Session Chairman of Track II (Support for Entrepreneurial Development) and Presentation Entitled "How Could We Create a Stronger Legal Support for the Greek Public and Private Company?" Athens, 9-10 November 2004.

2nd International Conference on Defense, Security and Economic Development, "Athens 2004 Olympic Games: Security Planning in Mega-Events," Larissa, 18-20 June 2004 (with Z. Madytinis).

9th International Conference on Marketing and Development (ICMD), , "Marketing Strategy" Track Chair, Aristotle University of Thessaloniki, 8-11 June 2005, Thessaloniki.

35th EMAC Conference "Sustainable Marketing Leadership," Consumer Behaviour Track Co-Chair, Athens, May 2006.

1st Biannual International Conference Strategic Developments in Services Marketing, Session Chair (a) "Quality, Customer Satisfaction and Loyalty" and (b) "Consumer Behaviour", University of the Aegean and University of Glasgow, 27-29 September 2007, Chios Island, Greece.

16th International Conference on Corporate and Marketing Communications (CMC 2011), (a) Member, Organizing Committee, (b) Track Chair "Retail Communications 1", Athens, 27-29 April 2011.

5th Scientific Conference & 1st Global Tourism Four Pillars Conference, Member, Scientific Committee, June 28 – July 1, 2012, Mytilene, Greece.

### **REVIEW WORK**

Ad Hoc Reviewer for :

Journal of Consumer Behaviour

Journal of Service Research

Industrial & Environmental Crisis Quarterly (IECQ)

South Eastern Europe Journal of Economics

Asia Pacific Management Review (APMR)

Internet Research (IR)

Journal of Brand Management

Journal of Communication Management

Referee for the Journal of Consumer Marketing and member of the Reviewers Board (until 1993).

Ad Hoc Reviewer for the IECQ- Industrial & Environmental Crisis Quarterly journal.

Guest Editor IECQ, Special Issue (1994) with central theme titled: "Crisis Prevention & Management Practices in the Mediterranean, Middle East and Eastern European Region."

Hellenic Institute of Marketing: Member of the Committee for the Annual "Best University Student Project Award" Competition (academic years: 1995,1996).

"Philip Morris Hellas – Marketing Awards": Committee member (academic year 1999-2000). Author of the cases: "Miller Genuine Draft" for the 2nd annual competition (academic year 2000-2001), "Snack Pack" for the 3rd annual competition (academic year 2001-02), "Pavlidis Chocolate" for the 4th annual competition (academic year 2002-2003) and "Merenda" for the 5th annual competition (academic year 2003-2004).

Excellence in Social Contribution Awards 2001&2005 (Federation of Greek Advertisees): Member of the Assessment Committee.

EFFIE HELLAS Awards: Member of the Assessment Committee. Years 2002, 2004 and 2006.

Scientific Semiannual Journal “Management and Economics”: Member of the Editorial Board and Reviewer.

### **DOCTORAL DISSERTATION SUPERVISION & ADVISEMENT**

Supervisor: 10 Doctoral Dissertations (Athens University of Economics and Business, University of Macedonia).

Member of 38 Doctoral Advisory and/or Examination Committees (Athens University of Economics and Business, University of Macedonia, University of Piraeus, University of the Aegean, Panteion University).

### **EXECUTIVE SEMINARS**

Organized and/or Taught Executive Training Seminars for:

DELTA Dairy, S.A., Hellenic Fur Center, KRAFT Hellas, METAXA SA, MORNOS S.A., APKO, PHILIP MORRIS Hellas, SETE (Federation of Greek Tourism Enterprises), XBBE (Chemical Industries of Northern Greece), ELKEPA, Federation of Greek Industries, EIM (Hellenic Institute of Marketing), CHANDRIS Hotels & Resorts, Athens University of Economics & Business – Research Center, MARINOPOULOS AVETTE (Beauty Shop, Marks & Spencer).

### **ACADEMIC SERVICE**

**Athens University of Economics & Business (2002- ):**

Dean, School of Business (Nov. 2013 - ).

Director of the MSc in Services Management (F/T) Program (March 2004 -).

Chair, Department of Business Administration (September 2002 – August 2004).

MBA Program: Member of the Interdepartmental Committee (2004 - ).

MBA International Program: Member of the Interdepartmental Committee (2005 - ).

Member of the University Senate (September 2002 – August 2004).

**University of Peloponnese (2009-2010 ):**

Vice President of the University’s Management Committee.

Chairman of the Sports Management Department.

**University of Macedonia (1993-2001):**

Deputy Chairman of the Department of Business Administration  
(2 terms: Oct. 1996 – Aug. 2000).

Chairman, Department of Business Administration (April - September 1998).

Member of the University Senate (academic years 1996-1997 and 1997-1998).

Member of the MBA Interdepartmental Committee (May 1998 – May 2000).

Vice president of the University of Macedonia's Property Management Corporation (December 1997 – November 2000).

Deputy Member of the University's Research Committee, Department of Business Administration representative (academic year 1995-1996).

Member of the Technical Council, Aristotelian University of Thessaloniki, for University of Macedonia matters.

Representative of the University to the Committee of European Educational Programs/Greek University Rector's Congress (1995-1997).

**Ministry of National Education, Greece:**

Member of the Business Administration Committee of DIKATSA  
(Inter-University Center for the Recognition of Foreign University Degrees), 1995 - 2005.

President, Committee for Pricing of University Textbooks (November 2000 – today).

Member, Evaluation Committee KPS/EPEAEK Subprogram 3: Student Practical Training (1997).

Ministry of Education, Cyprus:

Member of the Accreditation Committee for private MBA Programs in Cyprus (March 1994).

**University of Piraeus:**

Member of the Department of Business Administration's Research Committee (Academic Year 1992-93).

Member of the Coordination Committee for the preparation of a European Graduate Program in TQM.

**Long Island University:**

College of Management, School of Business, Marketing Department.

MIS Committee (School) - Spring 1991.

Personnel Committee (Department) 1991-92.

Scholarship Committee (College) 1991-92.

**PROFESSIONAL ORGANIZATIONS**

American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Hellenic Academy of Marketing  
Economic Chamber of Greece

[September 2015]