
CURRICULUM VITAE

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Chios, 2025

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Dr. Maria Salamoura: Curriculum Vitae

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1. PERSONAL DETAILS

SURNAME:	Salamoura
NAME:	Maria
FATHER'S NAME:	Athanasios
PLACE OF BIRTH:	Patra
MARITAL STATUS:	Married with two children

2. EDUCATION

- ◆ 2006: PhD in Marketing Management, Department of Business Administration, Business School, University of the Aegean. Title: *“Investigating the relationship between New Product Acceptance and selective influencing parameters”*.
Grade: Excellent
- ◆ 1995: Bachelor's degree in business administration, Business School, University of the Aegean.
Grade: Very good

3. TRAINING IN OPEN AND DISTANCE EDUCATION

- ◆ Certification after evaluation in the Online Teacher Training Seminar of the Hellenic Open University, organized by the Internal Evaluation and Training Unit (MEAE) in OPEN & DISTANCE EDUCATION (13-11-2017 till 02/02/2018).

4. ONLINE SEMINARS

- ◆ Online seminar Grow with Google in the following thematic sections:
 - “Basic Principles of Digital Marketing”
 - “Internet advertising through Google Ads”
 - “Basic Principles of Web Analytics”
 - “Creating a Digital Marketing Plan”
- ◆ Online seminar of digital skills, organized by Grow with Google Tourism Online.

5. LANGUAGES AND IT SKILLS

- ◆ English (Certificate of Proficiency in English)
- ◆ Microsoft Windows, Microsoft Office (Word, Excel, PowerPoint), Internet, SPSS.

6. LECTURING

1. IN UNDERGRADUATE PROGRAMS (2008-to date)

1.1 Assistant Professor of Marketing Management at the Department of Business Administration, Business School, University of the Aegean (OGG: 2723/26.10.2022, v.C):

➤ **Academic Year 2023-2024**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Strategic Marketing Planning

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

➤ **Academic Year 2022-2023**

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

1.2 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean (OGG: B' 2028 , 25 July 2014):

➤ **Academic Year 2022-2023**

Fall Semester:

- ◆ Introduction to Marketing
- ◆ Management and Strategic Marketing Planning

➤ **Academic Year 2021-2022**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Management and Strategic Marketing Planning

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

➤ **Academic Year 2020-2021 (with the use of zoom communication platform as a distance learning tool)**

Fall semester

- ◆ Introduction to Marketing

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies
- ◆ Tourism Marketing Research

➤ **Academic Years 2018-2019, 2019-2020**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research

➤ **Academic Year 2019-2020**

Spring semester:

- ◆ Tourism Marketing Research

➤ **Academic Years 2016-2017, 2017-2018**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Financial Services Marketing
- ◆ Participation in the framework of Action KA1 Learning Mobility of Individuals provided to Teaching Staff of Higher Education Institutions for teaching with the program **ERASMUS+ Mobility of Staff in higher education - Staff mobility for teaching and training activities**, University of Applied Management, Department of Business Administration, 19-21 September 2017, Erding, Germany, with the following lectures:
 - *Economy, Society and Marketing: Marketing's Value to Consumers, Firms, and Society.*
 - *Marketing Research: Improving Decisions with Marketing Information.*
 - *Market Segmentation, Targeting and Positioning.*
 - *Marketing Mix: the four P's (Product, Price, Promotion, Place).*

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

➤ **Academic Year 2015-2016**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Financial Services Marketing
- ◆ Organizational Behaviour (co-teaching)

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Promotion and Communication Strategies.
- ◆ Human Resources Management (co-teaching)

➤ **Academic Year 2014-2015**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Financial Services Marketing
- ◆ Social Research Methods (co-teaching)

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Business Communication (co-teaching)

1.3 Series of lectures, in the framework of the following courses:

➤ **Academic Year 2013-2014**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Marketing Research

Spring semester:

- ◆ Financial Services Marketing
- ◆ Management and Strategic Marketing Planning.

1.4 Adjunct Member of Academic Staff (Lecturer) at the Department of Business Administration of the University of the Aegean:

➤ **Academic Year 2012-2013**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies

Spring semester:

- ◆ Consumer Behaviour
- ◆ Marketing Research

➤ **Academic Year 2011-2012**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Tourism Marketing

➤ **Academic Year 2010-2011**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies.

Spring semester:

- ◆ Consumer Behaviour
- ◆ Marketing Research

➤ **Academic Year 2009-2010**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies.
- ◆ Tourism Marketing

Spring semester:

- ◆ Consumer Behaviour
- ◆ Sales Management

➤ **Academic Year 2008-2009**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Sales Management

Spring semester:

- ◆ Consumer Behaviour

2. IN POSTGRADUATE PROGRAMS (2008-to date)

2.1 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean

- **Academic Years 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021** - *with the use of zoom communication platform as a distance learning tool* - **2021-2022** (fall semester): Master in Business Administration - MBA:

- ◆ Marketing Management

- **Academic Year 2014-2015** (spring semester): Master in Business Administration - MBA:

- ◆ International Marketing Management

2.2 Adjunct Member of Academic Staff (Lecturer) at the Postgraduate Program of Business Administration – MBA, of the University of the Aegean:

- **Academic Year 2013–2014** (*Fall semester*):
 - ◆ Marketing Management
- **Academic Year 2013–2014** (*Spring semester*):
 - ◆ International Marketing Management
- **Academic Years 2011–2012, 2012–2013** (*Fall semester*):
 - ◆ Marketing Management (co-teaching)

2.3 Adjunct Member of Academic Staff (Lecturer) at the MSc Programme in Tourism Planning, Management and Policy, University of the Aegean, Greece:

- **Academic Year 2008–2009** (*Spring semester*):
 - ◆ Tourism Marketing

3. IN DISTANCE LEARNING PROGRAMS (2016-to date)

3.1 Assistant Professor of Marketing Management at the Department of Business Administration, Business School, University of the Aegean

- **Academic Year 2022-2023, 2023-2024** (fall semester): **at the Postgraduate Program of Business Administration – MBA**
 - ◆ “Marketing Management”, based on blended learning methods, including live lectures but also on-site and online teaching using distance learning platforms.
- **Academic Year 2022-2023, 2023-2024** (spring semester): **at the Executive MBA Programme - eMBA**
 - ◆ “Marketing”, including on-site and online teaching, using distance learning platforms.

3.2 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean:

- **Academic Years 2018-2019, 2019-2020, 2020-2021, 2021-2022** (spring semester): MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises
 - ◆ “Marketing of Tourism Destinations & Hospitality Enterprises” (Co-teaching), in a blended learning environment, including live

lectures but also on-site and online teaching, using distance learning platforms, both asynchronous (Moodle) and synchronous (BIGBLUEBUTTON – BBB - and zoom).

- **Academic Years 2016–2017, 2017-2018** (fall semester): MSc Program in Tourism Planning, Management and Policy, University of the Aegean, Greece:
 - ◆ Tourism and Hospitality Marketing (co-teaching), in a blended learning environment, including live lectures but also on-site and online teaching, using distance learning platforms, both asynchronous (Moodle) and synchronous (BIGBLUEBUTTON – BBB - and zoom).

3.3 Adjunct Member of Academic Staff, School of Social Sciences, Hellenic Open University, Greece.

- **Academic years 2022-2023 to date: Graduate Program in Tourism Management (DIT) – Semi Annual**
 - ◆ Module: Tourism Marketing, in a distance teaching and learning environment, using both an educational platform and Microsoft Teams
- **Academic Year 2017-2018: MSc Program in Tourism Business Administration (DTE) – Annual**
 - ◆ Module: Marketing of Tourism Bodies, Organizations and Businesses (DTE 61), in a distance teaching and learning environment, using both an educational platform and Skype for Business.
- **Academic years 2017-2018, 2018-2019, 2019-2020: MSc Program in Tourism Business Administration (DTE) – Annual**
 - ◆ Supervision and Examination of MSc Theses.

4. OTHER TEACHING EXPERIENCE

- Academic year 2001-2002: guest lecturing as a PhD Candidate, in the undergraduate program of Business Administration, University of the Aegean, in the following modules:
 - ◆ Marketing Research

- ◆ Sales Management
- ◆ Marketing
- ◆ Advertising.
- Academic Years 1999-2000 and 2000-2001: Providing support as a PhD Candidate in the undergraduate program of Business Administration, University of the Aegean, for the following laboratory courses:
 - ◆ Introduction to Data Analysis
 - ◆ Introduction to Applied Statistical Methods
- June-September 2000: Instructor in the continuing professional training program "Basic IT Applications", organized by the Vocational Training Center of the University of the Aegean, within the framework of the North Aegean PEP.
- May-June 1998: Instructor, specializing in Informatics, in the seminar "Microsoft Excel '95 Spreadsheet Training", organized by the Prefectural Committee of Popular Education of Chios.
- February-April 1998: Instructor, specializing in Informatics, in the seminar "Word for Windows 95", organized by the Prefectural Committee of Popular Education of Chios.

7. PUBLICATIONS

1. THESIS

- **Salamoura, M.** (2006), *The study of the relationship between New Product Acceptance and the key factors affecting it*, PhD Thesis, Chios: Department of Business Administration, University of the Aegean.

2. ACADEMIC BOOKS

1. Siomkos, G., **et al.** (2025). *Marketing: From basic principles to contemporary challenges* (2nd ed.) [In Greek]. Kleidarithmos.
2. Siomkos, G., **et al.** (2024). *Marketing: From basic principles to contemporary challenges* [In Greek]. Kleidarithmos.
3. Solomon M.R., Marshall G.W. and Stuart E.W. (2021), «*Marketing: Real People, Real Choices*», 10th ed., editors: Alexandros Apostolakis, Markos Kourgiantakis, **Maria Salamoura**, Athens: Tziola, ISBN 13: 978-0-13-5199893 [In Greek].

4. Lympelopoulos K., Tzanavaras B., **Salamoura M.** (2015), “*Strategies of International and Export Marketing*” [e-book.], ISBN: 978-960-603-211-0, Athens: Hellenic Academic Libraries Link, Hellenic Academic Electronic (Text)Books. Available at: <http://hdl.handle.net/11419/1552>

3. PAPERS IN SCIENTIFIC JOURNALS WITH REFEREES

- **Salamoura M.**, Kyriakaki A. and Krasanaki V., (in press), Linking local business networks to brand image and place branding: the case of “Cretan Hands”, *Journal of Tourism, Heritage & Services Marketing*, Special Issue "Tourism Marketing in the Era of Economic Crisis", p. X.
- Skapinaki, A. and **Salamoura, M.** (2020), Investigating Primary School Quality Using Teachers’ Self-Efficacy and Satisfaction, *Journal of Tourism, Heritage and Services Marketing*, 6(1), pp.17-24. Available at: <http://doi.org/10.5281/zenodo.3603340>
- **Salamoura, M.** and Voxaki, V. (2020). Improving Air Passengers’ Experience During Flight Disruption: The Case of Enforcing the Denied Boarding Regulations (DBRs) at Chios Airport “Omiros”. *Journal of Air Transport Studies*. 11, 1 (Jan. 2020), 11-30. DOI: <https://doi.org/10.38008/jats.v11i1.152>
- **Salamoura, M.**, Chaniotakis, I. and Lympelopoulos, C. (2017), Enhancing Airlines Passengers’ Satisfaction through service quality: the importance of the “human factor”, *Journal of Air Transport Studies*, Volume 8, Number 2, Summer 2017, pp.54-69. Available at: <https://doi.org/10.38008/jats.v8i2.32>
- **Salamoura M.**, Angelis V., Kehagias J. and Lympelopoulos C. (2008), “Investigating the “New Product Acceptance Function” in Greek enterprises: The Quality – Accessibility Relationship”, *Managing Service Quality, Special Issue “Service quality and Customer Relationship Management: interrelationships and implications”*, Vol.18: No.5, pp.425-441, ISSN: 0960-4529, DOI: [10.1108/09604520810898811](https://doi.org/10.1108/09604520810898811)
- Angelis, V. and **Salamoura, M.** (2001), “Definition and quantification of the tourism product's quality: theoretical analysis and practical applications”, *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol.12:No1, pp.43-52, Online ISSN: 2156-6909, DOI: [10.1080/13032917.2001.9686998](https://doi.org/10.1080/13032917.2001.9686998)

4. CHAPTERS IN COLLECTIVE VOLUMES

- Kyriakaki, A., Stergiou, C. and **Salamoura M.** (2025), “Fashion shows in cultural venues and sites and tourism destination attractiveness. An empirical investigation”, in: *Valeri, M. Fashion and Tourism: Transforming Destinations and Shaping Experiences*, Springer (in press).
- **Salamoura M.**, Chatzigeorgiadis L. and Kyriakaki A. (2025), “Understanding the Importance of Digital Marketing Techniques for Wine Travelers: the Case of Northern Greece Wineries”, In: Kavoura, A., Briciu, VA., Briciu, A. (eds) *Strategic Innovative Marketing and Tourism. ICSIMAT 2024. Springer Proceedings in Business and Economics*. Springer, Cham. https://doi.org/10.1007/978-3-031-81962-9_42
- **Salamoura, M.**, Partsali, I., Kyriakaki, A. (2024). Investigating Greek Consumers’ Intentions Toward Green Hotels: An Application of an Extended “Values Beliefs Norms” Model. In: *Mavri, M., Ikouta Mazza, P., Karasavvoglou, A., Polychronidou, P. (eds) Economic Growth, Prosperity and Sustainability in the Economies of the Balkans and Eastern European Countries. EBEEC 2023. Springer Proceedings in Business and Economics*. Springer, Cham, pp.313-333. ISBN:978-3-031-58437-4. Available at: https://doi.org/10.1007/978-3-031-58437-4_17
- **Salamoura M.**, Giannopoulos A., Moumouri F. (2020) Tourists’ Perceptions and Intended Behavior Thanks to Celebrity Endorsement: Antetokounmpo Invites You to Santorini with Aegean Airlines. In: *Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, pp.871-879. ISBN: 978-3-03-036126-6. Available at: https://link.springer.com/chapter/10.1007/978-3-030-36126-6_96
- **Salamoura M.**, Ntamposis V., Gaki E. (2020) The Implementation of Internal Marketing in Public Sector Organizations: The Case of Job Satisfaction at Chios Police Department. In: *Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism*. Springer Proceedings in Business and Economics. Springer, Cham, pp.861-870. ISBN: 978-3-03-036126-6. Available at: https://link.springer.com/chapter/10.1007/978-3-030-36126-6_95

- **Salamoura, M.** and Voxaki, V. (2019), Understanding Aviation Consumers' Experience at the Time of Their Journeys: The Use of the Denied Boarding Regulations (DBRs) at Chios Airport, in: *Kavoura, A. Kefallonitis, E. and Giovanis, A. (Eds), Strategic Innovative Marketing and Tourism: Springer Proceedings in Business and Economics*, Springer, pp.207-215, ISBN: 978-3-030-12453-3. Available at: https://link.springer.com/chapter/10.1007/978-3-030-12453-3_24

5. PAPERS IN PROCEEDINGS OF INTERNATIONAL CONFERENCES WITH REFEREES

- Soureli M., Chaniotakis I. and **Salamoura M.** (2025), "The Negative Impact of Perceived Risk on Neobanks' Adoption" 2025 Global Marketing Conference at Hong Kong Proceedings "Marketing & Management Transformation in the Age of Digital Challenges": 835-836 (July 24-27, 2025). Available at: <https://doi.org/10.15444/GMC2025.10.08.01>
- Soureli M., Chaniotakis I. and **Salamoura M.** (2023), "The Impact of Attitudes Towards Advertising on Vaccine Acceptance: the Case of Covid-19", Bringing the Soul Back to Marketing, *Proceedings of the 2023 AMS World Marketing Congress*, Canterbury, UK, July 11-14, 2023, Available at: <https://static1.squarespace.com/static/648893d9cbee3c0b58b73264/t/65099ea953ccd40981d45a1f/1695129257762/2023+WMC+Proceedings+Abstracts+Updated.pdf>
- Soureli M., Chaniotakis I. and **Salamoura M.** (2022), Consumer perceptions and personal characteristics that affect the adoption of m-health applications. *Proceedings of the European Marketing Academy, 51st, (107315)*. Available at: <https://proceedings.emac-online.org/pdfs/A2022-107315.pdf>
- Soureli M., Chaniotakis I. and **Salamoura M.** (2021), "Smartphone users' intention to accept apps permission requests for personal data sharing: the key role of social influence and impulse downloading", *Proceedings of the European Marketing Academy, 50th, (93190)*, Available at: <http://proceedings.emac-online.org/pdfs/A2021-93190.pdf>

- Koutsogiannis C. and **Salamoura M.** (2021), The role of local government in destination brand image: the case of Municipality of Nafpaktia, in: Christou, E., Fotiadis, A. and Alexandris, K. (Eds), *Tourman 2021 Book of Abstracts*, “Restarting tourism, travel and hospitality: The day after”, 21-23 May 2021, Virtual Conference Proceedings, pp. 1031-1033, ISBN: 978-618-84798-9-0. Available at: https://www.tourman.gr/files/TOURMAN2021_BOOK_OF_ABSTRACTS.pdf
- Soureli M., Chaniotakis I., **Salamoura M.** (2020), To opt in or out? – The impact of perceived benefits and loyalty on GDPR consent to personal data collection and profiling in a retail chain store. *Proceedings of the European Marketing Academy*, 49th, (61736). Available at: <http://proceedings.emac-online.org/pdfs/A2020-61736.pdf>
- **Salamoura M.** and Noomene C.G. (2020), “Investigating wine consumers’ behavior: the case of different generations and purchase goals in Greece”, in: Christos Sarmaniotis (Ed.), *8th International Conference on Contemporary Marketing Issues (ICCMi) 2020*, 11-13 September, Virtual Conference Proceedings, pp.89-94, ISBN: 978-618-84798-6-9. Available at: http://iccmi2020.org/wp-content/uploads/ICCMi_2020_Conference_Proceedings.pdf
- Krasanaki V., **Salamoura M.**, and Kyriakaki A. (2020), “Using a local business network to enhance the brand image of a tourism destination: the case of “Cretan Hands”, in: Christos Sarmaniotis (Ed.), *8th International Conference on Contemporary Marketing Issues (ICCMi) 2020*, 11-13 September, Virtual Conference Proceedings, pp.44-49, ISBN: 978-618-84798-6-9. Available at: http://iccmi2020.org/wp-content/uploads/ICCMi_2020_Conference_Proceedings.pdf
- **Salamoura, M.**, Iakovaki, E. and Voxaki, V. (2018), Empirical Investigation of Air Passenger’ Attitudes and Behavior Towards Flight Disruption Issues: The Implementation of Regulation (EC) 261/2004 (Passenger Rights), in: Christou, E., Alexandris, K. and Fotiadis, A. (Eds), *Tourman 2018, “In search of excellence in tourism, travel & hospitality”*, Rhodes, Greece, 25-28 October 2018, Conference Proceedings, pp.605-

611, ISBN: 978-960-287-159-1. Available at:
https://tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf

- Skapinaki, A. and **Salamoura M.** (2018), "The contribution of self-efficacy and employee satisfaction as part of internal marketing in school quality: the case of primary education", in: Christos Sarmaniotis & Gillian Wright (Eds), *6th International Conference on Contemporary Marketing Issues (ICCMi) 2018*, Athens, Greece, 27-29 June, pp.348-355, ISBN: 978-960-287-158-4, Available at:
http://www.mkt.teithe.gr/iccmi2018/ICCMi_2018_proceedings.pdf
(*outstanding paper award*)
- **Salamoura, M.** & Konstantas, G. (2017), "Place branding: the implementation of a successful marketing strategy to the case of Chios Island", in: Christos Sarmaniotis & Gillian Wright (Eds), *5th International Conference on Contemporary Marketing Issues (ICCMi) 2017*, Thessaloniki, Greece, 21-23 June, pp.256-263, ISBN: 978-960-287-156-0. Available at:
http://www.mkt.teithe.gr/iccmi2017/ICCMi_2017_proceedings.pdf
- **Salamoura, M.** & Stavrinoudi, S. (2016), "Measuring outpatients' satisfaction in healthcare services: the case of General Hospital of Chios", *4th International Conference on Contemporary Marketing Issues (ICCMi)*: June 22-24, 2016, Heraklion, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University; editors: Christos Sarmaniotis and Gillian Wright, pp.593-599, ISBN: 978-960-287-153-9 [*Conference proceedings*].
- Varfis, E. and **Salamoura, M.** (2013), "The Role of Social Media Marketing In Tourism Consumer Behaviour: The Case Of Greek Bus Operators (GBOs)", *5th International Scientific Conference "Tourism Trends and Advances in the 21st Century"*, May 30th – June 2nd 2013, Island of Rhodes, Greece [*Conference Proceedings*].
- Koufodontis N.I, **Salamoura M.** and Gaki, E. (2013), "Place Branding Strategies for Specific Regions: A Response to Overcome Economic Crisis", *5th International Scientific Conference "Tourism Trends and Advances in the 21st Century"*, May 30th – June 2nd 2013, Island of Rhodes, Greece [*Conference Proceedings*].

- Gaki E., **Salamoura M.** and Koufodontis N.I. (2012), “Enhancing Tourism Product during Economic Crisis: Towards a More Efficient Place Marketing and Branding Strategy”, *2nd Advances in Hospitality and Tourism Marketing & Management Conference (AHTMMC)*, Corfu Island, Greece, 31 May - 3 June, ISBN: 978-960-287-139-3. Available at: <http://hotelsimulation.com/ahtmm/2012/Friday.html>
- Lympelopoulos, C. and **Salamoura, M.** (2011), “The role of the internationalization of Greek Small and Medium Enterprises (SMEs) in the way out of the economic crisis”, *International Conference “Rethinking Business and Business Education in the age of crisis”*, Chios Island, Greece, 20-22 October [Conference Proceedings].
- Karoulia S., Gaki E., **Salamoura M.**, Angelis V. and Lympelopoulos C. (2011), “Determining the Factors Affecting Bank Customers’ Satisfaction during the Economic Crisis: the Greek Case”, *International Conference “Rethinking Business and Business Education in the age of crisis”*, Chios Island, Greece, 20-22 October [Conference Proceedings].
- **Salamoura M.**, Lympelopoulos C., Gaki E. and Angelis V. (2011), “Service Quality and Students’ Satisfaction in Business Schools: The Case of Greece”, in *3rd BIC on Services Marketing “Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services”*, Çeşme, İzmir, Turkey, 07-09 September, pp.310-319 [Conference Proceedings].
- **Salamoura M.** and Angelis V. (2008), “The Image of the Tourism Product: theoretical approach and applications”, *26th EuroCHRIE Congress “Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism”*, Dubai, October 11-14 [Conference Proceedings].
- **Salamoura M.**, Angelis V., Kehagias J. and Lympelopoulos C. (2007), “Investigating the “New Product Acceptance Function”: The Quality – Accessibility Relationship”, *1st Biannual International Conference in Services Marketing “Strategic Developments in Services Marketing”*, Chios, Greece, 27-29 September, ISBN: 978-960-7475-41-1 [Conference Proceedings].
- Angelis V., Kehagias J., and **Salamoura M.** (2006), “Investigating New Product Acceptance: evidence from Greece”, *AM 2006: Academy of*

Marketing Conference “Marketing Excellence”, Middlesex University Business School, London, UK, 4-6 July [Conference Proceedings].

- Angelis V. and **Salamoura M.** (2000), “Defining and evaluating the image of the tourism product: the case of islands and specific destinations”, *International Scientific Conference “Tourism on Islands and Specific Destinations”, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Hellas, December 14-16 [Conference Proceedings].*

6. PAPERS IN PROCEEDINGS OF NATIONAL CONFERENCES WITH REFEREES

- Avgoustakis, E., Avgoustakis, H. and **Salamoura, M.** (2018), The role of strategic marketing planning in healthcare services: the case of the program “Help at home”, *1st Scientific Conference for the Development of Chios Island, Chios, 5-7 October 2018.*
- Bai, D., Kyriakaki, A. and **Salamoura, M.** (2018), “The contribution of a cultural resource in the tourism development of a destination. The case of the Castle of Chios, *1st Scientific Conference for the Development of Chios Island, Chios, 5-7 October 2018.*
- Mavri, M., Angelis, V., Gaki, E., Koufodontis, I. and **Salamoura, M.**, (2009), “The use of Public-Private Partnerships in Public Administration and Electronic Governance. International and Greek Experience., in: Makrodimitris, A., Maroudas, L., Pravita, M.I. (ed.), *Modern trends in administrative science: "New Public Administration, Corporate Social Responsibility and Civil Society": 2nd Conference of Administrative Sciences: 11-13 October 2007, Department of Business Administration, University of the Aegean, Chios, Athens: Sakkoulas, pp. 857-868, ISBN: 978-960-445-478-5.*
- Angelis V. and **Salamoura M.** (2006), “New Product Acceptance as a systemic tool of consumer behavior in modern enterprises”, *Proceedings Volume, 2nd National Conference of the Hellenic Society of Systemic Studies, Chios, Greece, 25-27 May [Conference Proceedings].*

7. CONFERENCE PROCEEDINGS

- ◆ Editor of *Conference Proceedings (Book Of Abstracts) of the 1st Biannual International Conference "Strategic Developments in Services Marketing"*, 27-29 September 2007, Chios Island, Greece: University of the Aegean, ISBN: 978-960-7475-41-1.

8. OTHER STUDIES

- ◆ **Salamoura, M.** (2015), "*Tourism Marketing*", educational material in the context of distance education seminars in Sustainable Tourism Development and Destination Management, entitled "Educating in Tourism".
- ◆ **Salamoura, M.:** Teaching Notes for the following courses of the corresponding departments of the University of the Aegean:
 1. Department of Business Administration
 - Introduction to Marketing (2008-),
 - Sales Management (2008-2010),
 - Consumer Behaviour (2008-2013),
 - Promotion and Communication Strategies (2009-),
 - Tourism Marketing (2009-2012),
 - Marketing Research (2010-).
 2. Department of Tourism Economics and Management
 - Tourism Marketing Research (2020-).
 3. Master in Business Administration - MBA
 - Marketing Management (2011-),
 - International Marketing Management (2013-2015).
 4. MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises
 - Tourism Marketing (2008-2009),
 - Tourism and Hospitality Marketing (2016-2018),
 - Marketing of Tourism Destinations & Hospitality Enterprises (2018-).

8. INDICATIVE CITATIONS

- **Reference to the publication:** Skapinaki, A. and **Salamoura, M.** (2020), Investigating Primary School Quality Using Teachers' Self-Efficacy and Satisfaction, *Journal of Tourism, Heritage and Services Marketing*, 6(1), pp.17-24. Available at: <https://doi.org/10.5281/zenodo.3603340>.
- ◆ Gedviliene, G. (2020). Social interactivity dimensions in activities of students in higher education - In: *Journal of Contemporary Education, Theory & Research* 4, 1, S. 33-37 - URN: urn:nbn:de:0111-pedocs-193128 - DOI: 10.5281/zenodo.3769753
 - ◆ Oikonomidou, M. and Konstantinidis, I. (2020). The Effect of Administrative Actions on Satisfaction of Primary and Secondary Public School Principals (May 30, 2020). *Journal of Contemporary Education Theory & Research (JCETR)*, 2020, Vol. 4, No. 1, pp. 21-27, DOI: 10.5281/zenodo.3769323, Available at SSRN: <https://ssrn.com/abstract=3748661>
 - ◆ Trichas, P.-C. & Avdimiotis, S. (2020). Leadership styles in special education. *Journal of Contemporary Education Theory & Research*, 4(1), 3-7. <https://doi.org/10.5281/zenodo.3769219>
 - ◆ Sundas Khabirr, Aleen Fatima (2020), Relationship Between Teacher Satisfaction and Quality Education At College Level In Rawal Pindi Division : A Review Paper, *Dinasti International Journal of Digital Business*, Volume 2, Issue 1, December 2020, DOI: <https://doi.org/10.31933/dijdbm.v2i1>
 - ◆ Lukoševičiūtė-Noreikienė, I. (2020). Open learning model architecture in higher education. *Journal of Contemporary Education Theory & Research*, 4(1), 28-33. <https://doi.org/10.5281/zenodo.3769692>
 - ◆ Johnson, Catherine and McLaughlin, James (2020): *Tourism branding and promotion: A critical approach*. Published in: *International Journal of Tourism Studies*, Vol. 21, No. 2 (7 May 2020): pp. 116-128.
 - ◆ A Sadiq, MMS Akhter (2020), Relationship between Teacher Satisfaction and Quality Education at College Level in Lahore

Division, *Pakistan Social Sciences Review*, December, Vol. 4, No. IV [01-15]

- ◆ Apostolou, George; Papatsimpas, Achilleas; Gounas, Athanasios; Gouna, Ourania (2020): Assessing students' and parents' satisfaction and expectations from secondary education services in Greece - In: *Journal of Contemporary Education, Theory & Research* 4, 1, S. 14-20 - URN: urn:nbn:de:0111-pedocs-192933 - DOI: 10.5281/zenodo.3769264

➤ **Reference to the publication: Salamoura M.** and Angelis V. (2008), "The Image of the Tourism Product: theoretical approach and applications", *26th EuroCHRIE Congress "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism"*, Dubai, October 11-14 [Conference Proceedings].

- ◆ Saffarian, Amir and Shams, Fereidoon (2011), "Identifying Required Data for a Successful Dynamic Packaging System", *2009 International Conference on Machine Learning and Computing, IPCSIT vol.3* (2011), IACSIT Press, Singapore.
- ◆ Choeichuenjit, K., Sapsanguanboon, W. (2012), Foreign Tourists' Demand on Thai Cultural Tourism Supply Chain, *Journal of Thai Hospitality*, 9(2) 2014, 74-85, <http://www.tourismtaat.siam.edu/images/magazine/m9b2/74-85.pdf>
- ◆ Pansuwan, A. (2014). Determinants of Tourist Expenditure in Travel Package during Travel Fair" the 23rd Discovery Thailand 2011 and Discovery World 2011" at Impact Muang thong Thani. *Review of Integrative Business and Economics Research*, 3(2), 281.
- ◆ Du, S. (2015). Chinese Tourists'loyalty Toward Destination Image Study In Thailand. <http://ithesis-ir.su.ac.th/dspace/handle/123456789/848>.
- ◆ Gugushvili, T. Salukvadze, G., Salukvadze, J. (2019). "Has Traditional Georgian Hospitality Been Sustained Under Tourism Development? Evidence from the High-Mountain Regions of Georgia," *Mountain Research and Development*, 39(4), R20-R26.

➤ **Reference to the publication: Salamoura M.**, Angelis V., Kehagias J. and Lympereopoulos C. (2008), “Investigating the “New Product Acceptance Function” in Greek enterprises: The Quality – Accessibility Relationship”, *Managing Service Quality, Special Issue “Service quality and Customer Relationship Management: interrelationships and implications”*, Vol.18: No.5, pp.425-441, ISSN: 0960-4529, DOI: [10.1108/09604520810898811](https://doi.org/10.1108/09604520810898811)

- ◆ Sigala, Marianna (2008), “Service quality and customer relationship management: interrelationships and implications” (guest editorial), *Managing Service Quality*, Vol.18: No.5, pp.421-424.
- ◆ Salamoura, Maria & Angelis, Vasilis (2008), “The Image of the Tourism Product: theoretical approach and applications”, *26th EuroCHRIE Congress “Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism”*, Dubai, October 11-14 [Conference Proceedings].
- ◆ Lado N., Cesaroni F., Maydeu-Olivares A., Ho H.C. (2015) Co-Branding Strategies Applied to High-Tech Products and Luxury Brands: A Cross-Cultural Perspective. In: Dato-on M. (eds) *The Sustainable Global Marketplace. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.
- ◆ Juma Bananuka, Twaha Kigongo Kaawaase, Musa Kasera, Irene Nalukenge, (2019) "Determinants of the intention to adopt Islamic banking in a non-Islamic developing country: The case of Uganda", *ISRA International Journal of Islamic Finance*, <https://doi.org/10.1108/IJIF-04-2018-0040>.

➤ **Reference to the publications:**

- Angelis V., Kehagias J., and **Salamoura M.** (2006), “Investigating New Product Acceptance: evidence from Greece”, *AM 2006: Academy of Marketing Conference “Marketing Excellence”*, Middlesex University Business School, London, UK, 4-6 July [Conference Proceedings].
- Angelis V. and **Salamoura M.** (2000), “Defining and evaluating the image of the tourism product: the case of islands and specific destinations”, *International Scientific Conference “Tourism on Islands and Specific*

Destinations”, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Hellas, December 14-16 [Conference Proceedings].

- ◆ Salamoura M., Angelis V., Kehagias J. and Lymperopoulos C. (2008), “Investigating the “New Product Acceptance Function” in Greek enterprises: The Quality – Accessibility Relationship”, *Managing Service Quality, Special Issue “Service quality and Customer Relationship Management: interrelationships and implications”*, Vol.18: No.5, pp.425-441, ISSN: 0960-4529, DOI: [10.1108/09604520810898811](https://doi.org/10.1108/09604520810898811)
 - ◆ Salamoura M. and Angelis V. (2008), “The Image of the Tourism Product: theoretical approach and applications”, *26th EuroCHRIE Congress “Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism”*, Dubai, October 11-14 [Conference Proceedings].
- **Reference to the publication:** Angelis, V. and **Salamoura, M.** (2001), “Definition and quantification of the tourism product's quality: theoretical analysis and practical applications”, *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol.12:No1, pp.43-52, Online ISSN: 2156-6909, DOI: [10.1080/13032917.2001.9686998](https://doi.org/10.1080/13032917.2001.9686998)
- ◆ ÇİMEN, H. TURİZM İŞLETMECİLİĞİ EĞİTİMİ ANABİLİM DALI.
 - ◆ Dahiya, A., & Duggal, S. (2014). TRENDS AND PRACTICES IN HOSPITALITY AND TOURISM RESEARCH: A SELECTED STUDY FROM INTERNATIONAL JOURNALS. *International Journal of Hospitality & Tourism Systems*, 7(1).

9. PARTICIPATION IN CONFERENCES

- ◆ 2025 Global Marketing Conference "Marketing & Management Transformation in the Age of Digital Challenges", July 24-27, Hong Kong (with presentation)
- ◆ 11th International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2024), 24-30 October, Brasov, Romania (with presentation)
- ◆ 2023 AMS World Marketing Congress, Canterbury, UK, July 11–14, 2023 (with presentation)
- ◆ 15th International Conference Economies of the Balkan and Eastern European Countries – EBEEC, Chios, Greece. May 12-14, 2023. (with presentation)
- ◆ 51st Annual EMAC Conference, Budapest, 24-27 May 2022. (with presentation)
- ◆ 50th Annual EMAC Conference, Madrid, 20-25 May 2021, Virtual Conference (with presentation)
- ◆ Tourman 2021, 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after", 21-23 May 2021, Virtual Conference (with presentation and moderator in the session: Destination Marketing)
- ◆ 49th Annual EMAC Conference, Budapest, May 26-29, 2020, Virtual Conference (with presentation)
- ◆ 8th International Conference on Contemporary Marketing Issues (ICCMII) 2020 (with presentation)
- ◆ 8th International Conference on Strategic Innovative Marketing and Tourism, 8th IC-SIMAT, Chios, Greece, 2019 (with presentation).
- ◆ 7th International Conference on Strategic Innovative Marketing and Tourism, 7th IC-SIMAT, Athenian Riviera, 2018 [with presentation).
- ◆ 2nd International Scientific Conference Tourman 2018, "In search of excellence in tourism, travel & hospitality", Rhodes, Greece, 25-28 October 2018 [with presentation).
- ◆ 1st Scientific Conference for the Development of Chios Island, Chios, 5-7 October 2018 (with presentation).

- ◆ *6th International Conference on Contemporary Marketing Issues (ICCM):* June 27-29, 2018, Athens, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [*with presentation*].
- ◆ *5th Aegean University Tourism Conference and 13th IMIC Conference Tourism: Trends, Prospects and Implications for Enterprises and Destinations*, Santorini Island, Greece, 19-21 October 2017.
- ◆ *5th International Conference on Contemporary Marketing Issues (ICCM):* June 21-23, 2017, Thessaloniki, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [*with presentation*].
- ◆ *4th International Conference on Contemporary Marketing Issues (ICCM):* June 22-24, 2016, Heraklion, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [*with presentation*].
- ◆ *5th International Scientific Conference “Tourism Trends and Advances in the 21st Century”*, May 30th – June 2nd 2013, Island of Rhodes, Greece [*with presentation*].
- ◆ *2nd Advances in Hospitality and Tourism Marketing & Management Conference (AHTMMC)*, Corfu Island, Greece, 31 May - 3 June [*with presentation*].
- ◆ *International Conference “Rethinking Business and Business Education in the age of crisis”* 20-22 October 2011, Chios Island, Greece (*with presentation*).
- ◆ *3rd BIC on Services Marketing "Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services"*, 07-09 September 2011, Çeşme, İzmir, Turkey (*with presentation*).
- ◆ *2nd Biennial International Conference on Services Marketing: “Orchestrating the Service Experience, Music to the Ear of Our Customers”*, Thessaloniki, Greece, 4-6 November 2009 (*with presentation*).
- ◆ *8th European Academic Conference on “Internal Auditing & Corporate Governance”*, Chios Island, Greece, 21-23 April 2010.

- ◆ 26th EuroCHRIE Congress “*Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism*”, Dubai, October 11-14, 2008 (with presentation).
- ◆ 17th Hellenic Conference of Academic Libraries “*Academic Libraries as a measure of Institutional Quality Assessment*”, Ioannina, Greece, 24-26 September 2008.
- ◆ 2nd Conference of Administrative Sciences “*Modern trends in administrative science: "New Public Administration, Corporate Social Responsibility and Civil Society"*, 11-13 October 2007, Department of Business Administration, University of the Aegean, Chios. (with presentation).
- ◆ 1st Biannual International Conference “*Strategic Developments in Services Marketing*”, University of the Aegean, Department of Business Administration and University of Glasgow, in collaboration with Greek Marketing Academy, Chios Island, 27-29 September 2007 (with presentation).
- ◆ 2nd National Conference of the Hellenic Society of Systemic Studies, “*Systemic Approaches in a Network of Enterprises – Organizations*”, Hellenic Society of Systemic Studies and University of the Aegean, Chios, 25-27 May 2006 (with presentation).
- ◆ International Conference “*Managing Global Trends and Challenges in a Turbulent Economy*”, University of the Aegean, Business School, Department of Business Administration, Chios, 13-15 October 2005.
- ◆ International Scientific Conference “*Tourism on Islands and Specific Destinations*”, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Greece, 14-16 December 2000 (with presentation).
- ◆ 8th Panhellenic Conference of Academic Libraries: “*The Academic Library as an Educational and Research Unit in the 3rd Millennium*”, Rhodes, October 20-22, 1999.

10. OTHER ACADEMIC ACTIVITY

- ◆ **Supervision and Examination of BA and MSc Theses:**

- ✓ Department of Business Administration (2008-to date): fifty six (**56**) (successful completion) και fourteen (**14**) (at present) BA Theses.
- ✓ Department of Tourism Economics and Management (2020-to date): two (**2**) successful completion και two (**2**) (at present) BA Theses.
- ✓ MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises (2016-to date): five (**5**) (successful completion) and four (**4**) (at present) MSc Theses.
- ✓ Postgraduate Program of Business Administration – MBA (2014-to date): four (**4**) (successful completion) and four (**4**) (at present) MSc Theses.
- ✓ Executive MBA Program – Emba (2021-to date): three (**3**) (successful completion) and two (**2**) (at present) MSc Theses.
- ✓ MSc Program in Tourism Business Administration (DTE) of the School of Social Sciences of the Hellenic Open University (2017-to date): fourteen (**14**) (successful completion).

◆ **Supervision and Examination of the projects for the program "Internship for the Higher Education of the University of the Aegean"** (Core module – 5ECTs (2015-to date): twenty (**25**) projects.

◆ **Host professor in lectures of distinguished guest professors in the frame of the program ERASMUS+ :**

- ✓ October 2019: dr. Attila Kovacs, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Leaders and Decisions"*
- ✓ October 2018: dr. Attila Kovacs, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Leadership and Management"*
- ✓ October 2017: Lec. Bahar Çelik, Dumlupinar University στην Kütahya της Τουρκίας: *"Analytic Hierarchy Process (AHP)"*
- ✓ October 2017: Claudiu Coman and Victor Briciu, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Mass Media and Communication"*.
- ✓ May 2017: Prof. Dr. Doris Gutting, University of Applied Management, Erding, Germany : *"Intercultural Marketing and Management"*
- ✓ May 2016: Alina Coman, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Advertising and Gender", "Brand Wheel", "Lifestyle and Consumption"*

- ✓ October 2015: Florin Nechita, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *“Creativity in Advertising”*
- ✓ May 2014: Prof. Dr. Clemens Koob, University of Applied Management, Erding, Germany: *“The Active Marketing Approach”, “The power of Brands”*.

11. RESEARCH PROJECTS

- ◆ October 2023-February 2024: **“Support Family Business (SFAB)”**: "Dissemination & Exploitation".
- ◆ August 2022-December 2022: **«Family Business (FAB)»**: "Dissemination & Exploitation".
- ◆ January 2020-September 2020: **«MSc course in Food Processing and Innovation / FOODI»**, «Erasmus +, KA2 – Cooperation for innovation and the exchange of good practices – Capacity Building in the field of Higher Education», with main goal the development of the courses “Consumer Behaviour” and “Strategic Food Marketing”, using modern interactive learning techniques.
- ◆ January 2015-September 2015: Co-Author in the 4th Invitation **“Academic Electronic Books for Economic, Political, Social, Agricultural Sciences”**, of the Hellenic Academic Electronic (Text)Books www.kallipos.gr, through the proposal "INTERNATIONAL AND EXPORT MARKETING STRATEGIES".
- ◆ August 2007- December 2007: Participation in the project "Conference: **Strategic Development in Services Marketing**" (Publicity and communication with Universities and Agencies, Management of Grants - Conference Grants, Management of the process of submitting articles from and to judges / delegates, Editing of conference proceedings - printed edition, Other administrative tasks).
- ◆ May 1998-September 2001: Participation as a scientific researcher in the program entitled "**EPEAEK - Upgrading the Library of the University of the Aegean**".
- ◆ August – December 1998: Participation as a scientific researcher in the research program "**Family Employment and Self-Employment Strategies in the Tourism Sector of Chios**".

- ◆ May – October 1998: Participation as a scientific researcher in the program entitled "**EPEAEK Curriculum-Academic Books**", which concerns the Reconstruction, Modernization and Enrichment of the Curriculum, by introducing innovative teaching methods, with the use of modern IT technologies.
- ◆ November – December 1996: Participation as a scientific researcher in the program entitled "**Removing Isolation with Sustainable and Self-Sustaining Development: Creating a Database for the Isolated Islands of the North Aegean**".
- ◆ December 1994 – May 1995: Participation as a scientific researcher in the program entitled "**Study of the Business Plan and Internal Regulation of the University of the Aegean**".

12. PROFESSIONAL APPOINTMENTS

- ◆ May 1998 – July 2014: Administrative Staff, University of the Aegean, Chios Library Branch (*OGG: 229/8.10.2001*).
- ◆ August 2007 - December 2007: Administrative Staff and Member of the Organizing Committee of the 1st Biannual International Conference "Strategic Developments in Services Marketing", co-organized by the Department of Business Administration of the University of the Aegean and the University of Glasgow, in collaboration with the Greek Marketing Academy.
- ◆ October – December 1997: Administrative staff of a series of seminars for the unemployed, organized by the Vocational Training Center of the University of the Aegean, within the framework of the North Aegean PEP in Chios, entitled:
 - "Accounting-Tax-Cost Accounting".
 - "The Use of multimedia in the dissemination of information".
 - "New Alternative Forms of Tourism".
 - "Organization-Management-Total Quality of a tourism unit".
- ◆ Summer internship in the Department of Business Administration of the University of the Aegean at the following companies:
 - 01.07.1995-14.08.1995: Hellenic Telecommunications Organization

- 01.07.1994-14.08.1994 & 03.07.1995-03.10.1995: Public Power Corporation S.A.
 - 29.06.1992-14.08.1992 & 01.07.1993-14.08.1993: Commercial Bank of Greece
- Research Assistant at the University of the Aegean Chios Library Branch, during the academic years: 1992-1993, 1993-1994, 1994-1995.

13. MEMBER OF SCIENTIFIC ASSOCIATIONS AND LABORATORIES

- ◆ Academy of Marketing Science
- ◆ Greek Marketing Academy (ELAM)
- ◆ Management, Entrepreneurship & Innovative Education Lab “MEIE Lab”, Department of Business Administration, University of the Aegean.
- ◆ Innovative Tourism Entrepreneurship and Human Resources Development Lab "iTED Lab", Department of Tourism Economics and Management, University of the Aegean.