

CURRICULUM VITAE

IRENE (EIRINI) CH. KAMENIDOU (PhD, BSc, BSc, BA)

**Eastern Macedonia and Thrace Institute of Technology (EMaTTech)
School of Business and Economics
Department of Business Administration
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I. EDUCATION

1. **PhD. Marketing (1999).** Aristotle University of Thessaloniki, School of Agricultural Sciences, Dept. of Agriculture, Division of Agricultural Economics, Special Division: Marketing of Agricultural Products. PhD. Thesis: Market Research of Processed Peach products in the Urban Design Unit of Thessaloniki, Greece. (In Greek), p.400. Grade: 10/10
2. **B.Sc. Agricultural Economics and Food Marketing (1989).** Aristotle University of Thessaloniki, School of Agricultural, Dept. of Agriculture Economics, and Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. Specialization: Marketing of Agricultural Products. (8.05/10)
3. **B.A. Journalism (1988).** Center of Philosophical Education of Thessaloniki (Private College). (9/10)
4. **B.Sc. Farm Management (1985).** Alexander Technological Educational Institute of Thessaloniki., School of Applied Agriculture, Dept. of Farm Management. (6.87/10)

II. CURRENT POSITION

Professor of Marketing
Dean of School of Business and Economics
Eastern Macedonia and Thrace Institute of Technology (EMaTTech)
Kavala, Greece

III. CONTINUING EDUCATION

1. **6/6 - 20/6/1996:** Statistics with SPSS for Windows. Hellenic Center of Productivity (Thessaloniki).
2. **28/11-12/12/1995:** Educating Educators. National Center of Cultural and Professional Applications.
3. **12/02/ - 10/12/1991:** Export Marketing. Promotional Organization for Exports (OPE).
4. **14/5 - 26/6/1984:** Organization and Functionality of Consumer Cooperatives. Hellenic Center of Productivity (Thessaloniki).

IV. WORKING EXPERIENCE -NON ACADEMIC:

1. 27/6/2002- 10/10/2005: **Regional Administration of Central Macedonia**, Dept. of Agricultural Development. Subject: Marketing of Agricultural Products: Evaluation and Inspection of the Programs of the 3rd European Union related with Product Marketing, Foods, Agriculture Transformation and Agrotourism.
2. 23/12/ 1999 – 31/12/2001 : **Personal Business Company:** Subject: Marketing, Marketing research, Studies and Education on marketing issues.
3. 1/11/1999 - 31/12/1999: **Organization of Vocational Educational Training (O.E.E.K.)**. Member of the team that designed the Curriculum for the specialization: Marketing of Agricultural Products.
4. 21/10/1991-17/4/1997: **KATANALOTIS-KONSUM-COOP**. Cooperative retailing group (S/M) of Thessaloniki. Director of Public Relations and Chief Editor of the Trade Magazine “KATANALOTIS”.
5. 1983- 1990. **Cooperatives and Industries** as a part time staff at the marketing department and quality control (SEKOBÉ, OMOSPONDIA, COOP. UNION of LAGADA, AMVROSIA, MELISSA).

V. WORKING EXPERIENCE -ACADEMIC:

2005- Today: **Eastern Macedonia and Thrace Institute of Technology (EMaTTech)**. School of Management and Economics, Department of Business Administration, Division of Marketing. Courses taught: Principles of Marketing, Consumer Behaviour, Market Research, Communication and Advertisement, Administration of Leisure Ventures, Social Marketing, Marketing of Agricultural Products and Food Marketing, Wholesaling and Retailing and Industrial Marketing.

A. Postgraduate level

1. 2013- Present: EMaTTech, Department of Electrical Engineering, postgraduate program: Master in Innovation in Technology & Entrepreneurship. From the course: Design and Marketing of Innovative Products, the Marketing of Innovative products
2. 2013- Present: EMaTTech: School of Business and Economics, Dept. of Business Administration, MBA program. Courses: Consumer Behaviour, Marketing Research, Services Marketing.
3. 2011-12: Democritus University of Thrace, Department of Forestry, Environmental Management and Natural Resources, MSc program Sustainable Management of the Environment and Natural Resources: Visiting Professor. Course: Methods of Market research, Questionnaire Development and Evaluation
4. 2009-10: Hellenic Open University, School of Social Sciences, Tourism Business Administration, M.Sc. Program. Supervisor of two M.Sc. dissertations
5. 2003-2005 Technological Educational Institute of Larissa with Staffordshire University (UK), Adjunct Professor: Postgraduate studies (M.Sc. & MM): Master of Science in Management (MM) & Master of Business Administration (MBA). Modules: Marketing Management & Contemporary Directions in Marketing. Supervisor of 5 master thesis dissertations (3 with distinction).

B. Undergraduate Level

1. 2005 – Present. EMaTTech, School of Business and Economics, Dept. of Business Administration, Professor (2012-)/ Associate Professor (2005-2012) of Marketing. Modules: Principles of Marketing, Consumer Behaviour, Market Research, Communication and Advertisement, Administration of Leisure

Ventures, Social Marketing, Marketing of Agricultural Products and Food Marketing, Wholesaling and Retailing and Industrial Marketing,

2. 2002- Present. Hellenic Open University. School of Social Sciences, Dept. of Business Administration. Adjunct Academic Staff. Modules: Marketing I (2002-2003; 2004-2010) & Marketing II (2002-2004; 2010-2015). Modules: *Marketing I*: Introduction to Marketing, Consumer Behavior, Distribution Channels, Industrial Marketing, *Marketing II*: Service Marketing, Communication Techniques, Market Research, Strategic Marketing
3. 2000-2005. Technological Educational Institute of Thessaloniki. School of Business and Economics, Dept. of Marketing and Advertising. Adjunct Assistant Professor. Modules: Industrial Marketing & Industrial Sales
4. 2001-2003. Democritus University of Thrace. School of Agricultural Development (Orestiada). Adjunct Assistant Professor. Modules: Organization of Farm Enterprises, Economics of Processing.
5. 2000-2002. Technological Educational Institute of Western Macedonia. School of Agriculture, Dept. of Marketing and Quality Control of Agricultural Products (Florina). Adjunct Assistant Professor. Modules: Methodology of Scientific Writing; Marketing of Agricultural Products; Consumer Behavior; and Agricultural Cooperatives

C. Higher National Diploma

1993-1995 & 1999-2003. 3rd Institute of Vocational Training (Thessaloniki): Dept. of Statistics and Market Research, Dept. of Milk Processing Technicians; and Dept. of Wine Product Technicians. Adjunct tutor. Modules: Development and Evaluation of Questionnaire Data, Methods of Market Research, Agricultural Economics, Agricultural Policy, Marketing of Milk Products.

VI. PUBLICATIONS: More than 500 citations in international and national (more than 270 Greek) journals. Based on Harzing's Publish or Perish: Author impact: **h-index: 7; g-index: 14**, citations: **234**

A.1. Refereed International Academic Journals: 33

1. Priporas, C.-V., Kamenidou, I., Kapoulas, A., Papadopoulou, F.M. (2015).

Counterfeit purchase typologies during an economic crisis.
European Business Review, 27 (1): 2 – 16

2. **Kamenidou, I.** and Vourou, R. (2015). Motivation factors for visiting religious sites: The case of Lesbos Island. *European Journal of Tourism Research* 9: 78-91
3. Papafotikas, I., Chatzoudes, D., and **Kamenidou, I.** (2014). Purchase decisions of Greek consumers: an empirical study. Paper presented at the EBEEC Conference, 9-12 of May 2013 in Istanbul, Turkey. The Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC 2013). *Procedia Economics and Finance* 9: 456-465.
4. **Kamenidou, I.C.**, Mamalis, S. A., Priporas, C.V., and Kokkinis, G., (2014). Segmenting customers based on perceived importance of wellness facilities. Paper presented at the EBEEC Conference, 9-12 of May 2013 in Istanbul, Turkey. *Procedia Economics and Finance* 9: 417-424.
5. **Kamenidou, I.C.**, Mamalis, S. A., Kokkinis, G., Geranis, C., (2013). Image Components of Nightlife-Clubbing Destinations. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 8 (3):99-111
6. Avdimiotis, Sp., Kokkinis, G., **Kamenidou, I.**, (2012). Sharing knowledge between the peers of a Winery Network: The case of wine routes in Northern Greece. *China-USA Business Review*, 11 (1): 38-51
7. **Kamenidou I.**, Mamalis, S., Kokkinis, G., and Intze, C (2011). Improvement Axes for Ardas Festival in Evros, Greece, based on attendees perceptions. *Scientific Bulletin -Economic Sciences-(BULETIN STIINIFIC - SERIA STIINIE ECONOMICE)*, 10 (2): 62-73
8. **Kamenidou, I.**, Aggelopoulos, S., and Batzios A. C. (2011). Natural medical attributes and benefits of *Spirulina*: Segmentation based on consumers' knowledge. *Journal of Medicinal Plants Research*, 5(14): 3192-3199 (ISI-IF=0.590).
9. Priporas, C.V and **Kamenidou I.** (2011). Perceptions of potential postgraduate Greek business students towards UK universities brand and brand reputation. *Journal of Brand Management*, 18(4/5): 264-273 (4 Int. citation).
10. **Kamenidou, I.**, and Arabatzis, G. (2010). Natural vs. Artificial Christmas Trees: Age Effects on Households Decoration Behaviour.

International Journal of Food and Agriculture & Environment-IJFAE, 8 (3-4/ part 2): 1378-1382. (ISI-IF=0.425)

11. **Kamenidou, I.**, and Priporas, C.V. (2010). Factors Predicting Consumers Knowledge of Spirulina Health Benefits. *International Journal of Food and Agriculture & Environment-IJFAE*, 8 (1): 16-20. (ISI-IF=0.425)
12. **Kamenidou I.**, Mamalis, S., and Priporas, C.V. (2009). Measuring Destination Image and Consumer Choice Criteria. The Case of Mykonos Island. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 4(3): 67-79. .
13. **Kamenidou, I.**, Balkoulis, N., and Priporas, C.V. (2009). Hotel Business Travellers Satisfaction Based on Service Quality: A Segmentation approach in Inner City 5 Star Hotels. *International Journal of Leisure and Tourism Marketing*, 1(3): 152-172. (2 Int. citations)
14. Aggelopoulos, S., **Kamenidou, I.**, and Pauloudi, A. (2008). Women's business activities in Greece: The case of agro-tourism. *TOURISM*, 56 (4): 371-384.
15. Priporas, C.V., Laspa, C., and **Kamenidou, I.** (2008). Patient Satisfaction in Hospital Services. A Pilot Study. *Journal of Medical Marketing*, 8(4): 325-340.
16. Aggelopoulos, S., Pavloudi, A., Manolopoulos, I., and **Kamenidou, I.** (2008). The Attitudes and Views of Farmers on the New Common Agricultural Policy and the Restructuring of Crops: the Case of Greece. *American-Eurasian Journal of Agricultural & Environmental Sciences*, 4 (4): 397-404.
17. Aggelopoulos S., Menexes G., **Kamenidou I.** (2007). Implications for the financing and sustainability of enterprises based on a ranking methodology for categorical financial data. *EuroMed Journal of Business*, (2) 2: 113-134.
18. **Kamenidou, I.**, Milonakis, G., Balkoulis (2007). Factors Affecting Business Customers' Hotel Satisfaction: A Case Study on Greece. *The Icfai Journal Services Marketing*, (2): 6-19.
19. **Kamenidou, I.**, Milonakis, G., Nikolouli, K. (2007). An Exploratory Study on the Reasons for Purchasing Imported High Fashion Apparels: The case of Greece. *Journal of Fashion Marketing and Management*, 11 (1): 148-160.
20. Andronikidis, A., Vassiliadis, C., Priporas, C., **Kamenidou, I.** (2007). Examining Leisure Constraints for Ski Centre Visitors: Implications for Services Marketing. *Journal of Hospitality &*

Leisure Marketing, 15 (4): 69-86. (3 Int. citations)

21. Galanopoulos K., Aggelopoulos S., **Kamenidou I.**, Mattas K., (2006). Assessing the effects of managerial and production practices in the efficiency of commercial pig farming. *Agriculture Systems*, 88: 125-141 (ISI- IF=2.907).
22. Milonakis, G, **Kamenidou, I.**, Gouras, P., Baras, G., (2006). Socioeconomic Effects on Satisfaction and Recommendation from Second Language Programs. *The Social Sciences (eJournal)*, 1(2):164-167.
23. **Kamenidou, I.**, Milonakis, G., Baras, G., Gouras, P, (2006). Expectations and Satisfaction from an Education Service: The Case of Learning Greek as a Second Language. *Global Education Journal*, 1 (3): 79-90.)
24. Aggelopoulos, S., Milonakis, G., **Kamenidou, I.**, (2006). Investigation of Business Dexterity in the Agricultural Sector: The case of Pig Holdings. *Agricultural Journal (eJournal)*, 1(3):156-159.
25. Milonakis, G., **Kamenidou, I.**, (2006). Fast food Restaurant Chains: Customers' Loyalty, Perceived Quality and Brand Image. *Business Journal for Entrepreneurs*, 2006 (4): 83-95.
26. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V. (2004). Bank Image: The Case of Agricultural Bank of Greece. *Journal of Business and Society*, 16(2):169-180.
27. **Kamenidou, I.**, Priporas C.V., Michailidis A., Mamalis S. (2003). Young Consumers' Perception of Food Quality: An Illustration from Greece. *Cahiers Options Mediterraneennes*. 61: 191-200.
28. Priporas, C.V. and **Kamenidou, I.**, (2003). Can Alternative Tourism be the Way Forward for the Development of Tourism in Northern Greece? *Tourism*, 57 (1): 53-62
29. Michailidis A., Arabatzis G. and **Kamenidou I.** (2003). Evaluating the Demand Patterns for Irrigation Water: The Case of Western Macedonia. *Agricultural Economics Review*, 4 (2): 57-66
30. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V., Tziakas, V. (2002). Greek Consumers Vs' Private Label Milk. *Agricoltura Mediterrenea*, 132: 66-76.
31. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. (2002). Household Purchasing and Consumption Behaviour towards Processed Peach Products. *NEW MEDIT* 1 (1): 45-49.
32. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C. V., Tziakas, V. (2002). Private Label Milk and Greek Consumers' Behaviour.

NEW MEDIT, 1(2): 29-33.

33. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C.V., Tziakas, V. (2002). Age and Gender Effects on Consumers' Awareness and Source of Awareness for Food-Related Private-Label Brands. *Agricultural Economics Review*, 3 (1): 23-36.

A2. Refereed International Conference Proceedings: 14

34. (1) Kamenidou I, Mamalis, S., Priporas, C.V., (2015). Segmentation based on evaluation of a clubbing destination: Ayia Napa. *8th Annual EuroMed Conference*, Verona, Italy, 16-18 September 2015 (forthcoming)
35. (2) Kamenidou I, Mamalis, S. (2015). Tourists' destination image of Halkidiki: a segmentation analysis. Accepted for the *ICCM I 2015, 3rd International Conference on Contemporary Marketing Issues*, Kingstone University, London, 30 June-3 July. (forthcoming)
36. (3) Priporas, C.V. and Kamenidou, I. (2014). The use of social marketing in smoking prevention: A study of Generation Y's smokers' suggestions. *7th Annual EuroMed Conference*, Kristiansand, Norway, 18-19 September 2014, pp.1507-1518.
37. (4) Kamenidou I, Mamalis, S., Priporas, C.V., (2013). Consumer bank selection criteria during economic crisis. *Recent Researches in Law Science and Finances*, 248-256
38. (5) Kamenidou I, Mamalis, S., Priporas, C.V., (2013). Segmenting Customers Based On Satisfaction From Thermal Spring Bath Facilities. *Conference Proceedings "Tourism Trends and Advances in the 21st Century"* May 30-June 2, 2013, Rhodes, Greece. Conference proceedings forthcoming.
39. (6) **Kamenidou I**, Mamalis, S., Kokkinis, G. (2012). Directions for Improving Hotel Performance based on Customer satisfaction. *2nd Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu Island, 31 May-3 June 2012
40. (7) **Kamenidou I**, Mamalis, S., Kokkinis, G., and Samara, I. (2012). Visitors expectations from the Thermal Spring Baths of Smokovo Karditsa. A factor analytic Approach. *4th International Conference "The Economies of Balkan and Eastern Europe Countries in the changed world"*. Bulgaria, 11-

13/5/2012

41. (8) Kokkinis, G. and **Kamenidou I**, (2012). The Utilization of Private Label Products as Means of Enforcing Local Products' Brand Identity In Greece. *4th International Conference 'The Economies of Balkan and Eastern Europe Countries in the changed world'*. Bulgaria, 11-13/5/2012
42. **(9) Kamenidou I**, Mamalis, S., Intze, C **(2011)**. Consumers' motivation and choice criteria towards a brand. The case of Ardas Festival in Ardas area Evros, Greece. *16th International Conference on Corporate and Marketing Communications: "The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications"*, Conference Proceedings, Athens University of Economics and Business, MBA Programme, Department of Business Administration-Department of Marketing Communication G. Panigyrakis, P. Theodoridis and A. Panopoulos (Eds.)113-124
43. (9) Priporas, C.V., Vassiliadis, C.A., **Kamenidou, I.** and Andronikidis, A. **(2010)**. The relationship between bank advertising and bank customer satisfaction: A pilot study in Greece. Proceedings of 3rd Annual EuroMed Conference, Nicosia, Cyprus, November 4-5, pp. 893-906. (ISI Web of Science)
44. **(10) Kamenidou I**, Priporas, C.V., and Mamalis, S. **(2009)**. Segmenting Mykonos' Tourists Based on Their Satisfaction. *2nd Biennial Conference on Services Marketing, "Orchestrating the Service Experience: Music to the Ears of Our Customers"*, Thessaloniki, Greece, November 4-6. Conference proceedings, pp. 217-226
45. (11) Mamalis S., **Kamenidou E.** and Priporas K, **(2009)**. Tourist Satisfaction from Nauplio as a tourist Destination. *1st International conference on tourism Development and Management: Tourism in a Changing World Prospects and Challenges*. September, pp. 292-296.
46. (12) Priporas, C.V, Theodoridis, C.D. and **Kamenidou I. (2004)**. Are Really the Grocery End-Users Ready to Place Orders via Internet? Proceedings of the *2nd International Conference on Information Systems & Innovative Technologies in Agriculture, Food and Environment: HAICTA 2004*:15-21.
47. (13) Baras, G., Gouras, P., **Kamenidou, I.**, (2004). Learning Programmes of the Greek Language: Expectations and Satisfaction of Greek Pallinostountes. Proceedings of the *7th International Conference*

on Cross-cultural Education: "Greek as a second Language".

48. **(14) Kamenidou, I.,** Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. **(2002)**. Canned Peaches in Syrup: Consumers Behaviour and Preferences. Πρακτικά του Συνεδρίου της *European Association of Agriculture Economics -EAAE*: 70th EAAE Seminar: Problems and Prospects of Balkan Agriculture in a Restructuring Environment, σελ. 91-95.

A3. Refereed Greek Academic Journals : 9

49. **(1) Kamenidou, I.,** Souli, V. (2006). Consumer Factors for Choosing a Bank: The Case of the City of Kavala. *The Greek Academy of Business Administration Review*, 4(2): 41-53.
50. **(2) Kamenidou, I.,** and Galanopoulos K. (2005). Market Research for Cured Meat Products: Purchasing, Consumption Behavior, Consumer Preferences and Attitudes. *The Greek Academy of Business Administration Review*. 3 (1): 19-28.
51. **(3) Kamenidou, I.,** (2004). Student Satisfaction from their School of Study: A Pilot Research. *The Greek Academy of Business Administration Review*, 2(1): 5-16.
52. **(4) Kamenidou, I** (2003). Research on Consumer Behavior towards Private Label Brands. *The Greek Academy of Business Administration Review*. I (1): 43-54.
53. **(5) Kamenidou, I.,** Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2001). Reasons Why Greek Households do not Purchase Peach Marmalade. *GEOPONIKA*, Nov/Dec, Special Edition Scientific Papers, Year 2. 2 (402), 402: 2-7.
54. (6) Tzimitra-Kalogianni, I., **Kamenidou, I.,** Priporas CV, Zigomanis, N. (2001). How do Producers Evaluate The Agricultural Bank of Greece. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (2): 1113-1125.
55. **(7) Kamenidou, I.,** Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (1998). What do Consumers Want in Order to be Loyal towards a Food Brand? *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (1): 803-816.
56. **(8) Kamenidou, I.,** Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (1998). Age and Gender Effect on the Reasons for not Purchasing Compote Peach. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki,

MA/1, 4 (1): 735-748.

57. **(9) Kamenidou, I.**, (1998). Omission of Breakfast and the Role of Marketing. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (2): 1125-1134

A4. Refereed Greek Academic Conference Proceedings (In Greek): 14

58. (1) Koukouris, K., and Kamenidou, I. (2006). Factors regarding the reasons for participating in orientation games. *Proceedings of the 7th Conference of Sport Management*, pp.81-83
59. (2) Vasiliadou, S., Batzios, Ch., **Kamenidou, I.**, Amvrosidou, G and Moutopoulos, D. (2005). *Smoked Sparus aurata L. With Thermal Smoke – Market Research for its Promotion. 2nd Pan-Hellenic Conference Hydrobiology and Fishery*: 115-138.
60. **(3) Kamenidou, I.**, Galanopoulos K, Priporas, C.V, (2004). Market Segmentation towards Cured Meat Product Consumption: A Pilot study in Thessaloniki and Orestiada. *Proceedings of the 17th Pan-Hellenic Conference on Statistics “Statistics and Environment”*: 209-216. (1 Greek citation).
61. **(4) Kamenidou, I.**, Priporas, C.–V., Galanopoulos K, (2004). Why do Students Smoke? *Application of Factor Analysis. Proceedings of the 17th Pan-Hellenic Conference on Statistics: “Statistics and Environment”*: 217-224.
62. (5) Galanopoulos, K., **Kamenidou, I.**, Tziakas, V., Mitsopoulos, A., (2004). *Technological Progress in Agricultural Production: Analysis of Business Plans in Central Macedonia. Proceedings of the 8th Pan-Hellenic Conference on Agricultural Economics: “The Greek Agriculture and Countryside in the Extended European Union: New Challenges and Orientations”* : 79-89.
63. **(6) Kamenidou, I.**, Michailidis A., Arabatzis G., Mattas, K.(2002). Factors for Consuming Mineral Water: The case of West Macedonia. *Proceedings of the 7th Pan-Hellenic Conference on Agricultural Economics, “The Rural Society in a Changing Agricultural Space”*: 484-497
64. **(7) Kamenidou, I.**, Michailidis A., Arabatzis G., Mattas, K. (2002). *Factors of Consumer Knowledge Referring to the Attributes of*

Drinking Water. Proceedings of the 15^{ov} Pan-Hellenic Conference on Statistics: "Contribution of Statistics in Regional Development", Vol. A': 285-295.

65. (8) Arabatzis G., Michailidis A., **Kamenidou, I.**, (2002). Estimation of Willingness to Pay of the Visitors of the Ski Center Kaimaktsalan of Mount Vora: An Application of the Method of CVM. *Proceedings of the 7th Pan-Hellenic Conference on Agricultural Economics "The Rural Society in a Changing Agricultural Space"*, Athens, November 21-23:227-238.
66. (9) Arabatzis G., **Kamenidou I.**, Michailidis A., (2002). Attitudes, Opinions and Characteristics of Visitors of the Ski Center Kaimaktsalan of Mount Bora. *Proceedings of the 15^{ov} Pan-Hellenic Conference on Statistics: "Contribution of Statistics in Rural Development", Vol. A': 109-117.*
67. (10) **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2001) Impact of Income and Consumer Segmentation upon Attitudes towards Promotional Prices. *Proceedings of the 13th Pan-Hellenic Conference on Statistics: "Statistics in Education and Education in Statistics": 219-230.*
68. (11) Priporas, C. -V., **Kamenidou I.** and Menexes G. (2001). Methodology of Scale Construction in Tourism Satisfaction. *Reliability and Construct Validity Assessment. Proceedings of the 13th Pan-Hellenic Conference on Statistics: "Statistics in Education and Education in Statistics": 479-492.*
69. (12) **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2000). Consumer Segments upon the Attributes of Peach Juice. *Proceedings of the 6th Pan-Hellenic Conference on Agricultural Economics: "Seeking the Tomorrow of Greek Agriculture": 539-552.*
70. (13) **Kamenidou, I.**, and Tzimitra-Kalogianni, I. (1998). Taste Preference and Package Evaluations of Compote Peach in N. Greece. *Proceedings of the 5th Pan-Hellenic Conference on Agricultural Economics: "Reconstruction of the Agricultural Sector": 516-525.*
71. (14) **Kamenidou, I.**, and Tzimitra-Kalogianni, I. (1996). Consumers' Taste Preference towards Processed Peach Products in N. Greece. *Proceedings of the 4th Pan-Hellenic Conference on Agricultural Economics: "Competitiveness and Integrated Development of the Agricultural Sector: New Challenges for*

Greece”: 163-173.

VII. ADMINISTRATIVE, OTHER SCIENTIFIC & SOCIAL EMVOLVEMENT

A. Administrative Duties

2014-	Dean of the Business School
2014-	Member of the EMaTTech Institute's Administration and Senate
2009-2014	Head of the Business Administration division
2009-2014	Member of the Team of Internal Evaluation of the Department of Business Administration (OMEA)
2010-2012	Deputy Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-2011	Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-	Member of the traineeships committee for students and internship supervisor at the Department of Nursing of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2009-	Member of the evaluation committee for Adjunct Professors candidates for the Department of Oenology and Beverage Technology of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2006-	Member of the evaluation committee for Adjunct Professors candidates for the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2006-	Member of the traineeships committee for students and internship supervisor at the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)

- 2005- Supervisor of over 150 bachelor theses
- 2005- Member of bachelor thesis evaluation committee

B. Participation in Research and Evaluation Projects

- 2012-2013 **INTERREG III: «Integrating the Greek – Bulgarian tourism product. Training Scenarios Specialist.** Training of hotel businesses. 427.765,23 € (The idea behind the project was developed due to the imperative need to improve local tourist companies' competitiveness in the cross-border area. At the same time there is no research that has been devoted on the scientific area of tourism in the region of Kavala/Thassos in Greece and Bansko in Bulgaria. Therefore, reliable and valid information flow towards the organizations and firms that belong to the tourism sector is limited.)
- 2008 **Participation** in the Research Project from the Ministry of Education and the General Secretariat for Youth: "Operation Point of Raising and Streaming Data to Youth Entrepreneurship Observatory of the General Secretariat for Youth at the TEI of Kavala and study on the Youth Entrepreneurship trends in the Region of Eastern Macedonia". Co-investigator.
- 2012- today **Project Trainer** in the Innovation and Entrepreneurship Unit, Program on Entrepreneurship training of students. 167,875 €.
- 2005-2010 **Participation in EPEAEK II** project on e-learning (Undergraduate program).
- 2008 -2009 **Scientific Coordinator** of the research project: Bank Choice Factors and Consumer Satisfaction in the city of Kavala. Length: 12 months, 3000€. Principle investigator.
- 2007-2008 **Participation** in the Research Project Customers Evaluation of Super Market Image in Kavala City, 12 months, 3000€. Co-investigator.

C. Ad Hoc Reviewer for the Academic Journals and International Scientific Conferences- coeditor

Academic Journals:

EuroMed Journal of Business,
Tourismos: An International Journal,
International Journal of Hospitality Management (IJHM),
Psychological Reports Perceptual & Motor Skills,
African Journal of Business Management,
Journal of Development and Agricultural Economics

International Scientific Conference:

Regional and Rural development,
Primary and Secondary Production & Consumption,
Greek Association of Agricultural Economists (GAAE)
Hellenic Scientific Association of Sport & Recreation Management (HSASMR)

Co-editor:

Co-editor of the International Journal of Business and Economics Scientific Applied Research (IJBESAR)

D. SCIENTIFIC CONFERENCE COMMITTEE

1. 10th Pan-Hellenic Conference of the Greek Association of Athletic Management (2009)

2. 2nd International Scientific Conference “Advances in Hospitality and Tourism Marketing & Management” Corfu, Greece. 31st May- 3rd June, 2012.
3. HAICTA 2015. 7th International Conference on Information and Communication Technologies in Agriculture, Food and Environment (HAICTA 2015). September 17-20, 2015, Kavala, Greece

E. OTHER SCIENTIFIC AND ACADEMIC ACTIVITIES

From 1988 to present instructor at various seminars, organized by the Aegean University, The Pan Hellenic Consumers Union, The Technological Educational Institute of Thessaloniki, The Pan Hellenic Union of Agricultural Cooperatives, etc. Issues taught were: Principles of Marketing, Marketing of Agricultural Products, Retailing, Consumer Behavior, Development and Evaluation of Questionnaire Data, Pre-testing, Pilot testing, and Consumer Panels, Market Research (Qualitative research, Quantitative Research, Sensory Tests, Package Evaluation Tests).

Invited to deliver speeches regarding marketing issues by the chamber of commerce in Kavala, the producers in Pella, schools, and other higher institutions.

F. PROFESSIONAL AFFILIATION

1. Greek Academy of Business Administration.
2. Greek Marketing Academy.
3. European Marketing Academy (EMAC)
4. Scientific Association of Agricultural Economics(ETAGRO).
5. European Association of Agricultural Economists (EAAE).
6. Center of Consumer Protection (KE.P.KA).

7. Union of Scientists for the Standardization and Standardization (ENEPROT).

8. Geotechnical Chamber of Greece.

G. SOCIAL – COMMUNITY INVOLVEMENT

- ✓ Engaged students to social activities for people with special needs
- ✓ Donator to churches for the free meal program for people stroked by the economic crisis
- ✓ Donator to the Child Village SOS
- ✓ Member of the Association of children with dyslexia
- ✓ Member of the Association of children with autism

7/2015