

## **CURRICULUM VITAE**

*Sergios DIMITRIADIS, PhD*



*Professor, Athens University of Economics and Business*

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### **EDUCATION**

- 1991 : Doctorate (PhD) in Marketing (with distinction), Institut d'Administration des Entreprises of Aix-en-Provence, University of Aix-Marseille III, France. First ex-aequo research prize of the french Foudation for Retailing (Fondation de la Distribution).
- 1990 : International Teachers Programme, (Consortium ISBM - International Schools of Business Management Ltd).
- 1985 : "Diplome d' Etudes Approfondies" (MBA) in Management, I.A.E. of Aix-en-Provence, University of Aix-Marseille III, France.
- 1983 : B.A. in Management, Athens University of Economics and Business, Athens, Greece.

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### **WORK EXPERIENCE**

#### **a) ACADEMIC POSITIONS**

- 2020-to date: professor, Athens University of Economics and Business, Marketing and Communication Department.
- 2010-2020 : associate professor, Athens University of Economics and Business, Marketing and Communication Department.
- 2000-2010 : assistant professor, Athens University of Economics and Business, Marketing and Communication Department. Courses taught: Intoduction to Marketing, Industrial Marketing, International Marketing, Digital Marketing to under and post graduate students.
- 1994-2000: assistant professor (maitre de conferences), E.S.A., University Pierre Mendes France, France.
- 1991-1994: assistant professor, Grenoble Graduate School of Business, France.
- 1988-1990: teaching and research assistant, Faculty of Economic Sciences, University of Aix-Marseille II, France.
- 1986-1991: lecturer, Marseilles Graduate School of Business, France.
- 1995-1998: Visiting professor, CUOA, University of Venise, Italy.

***b) MANAGEMENT / ADMINISTRATION EXPERIENCE***

2022-2024: vice President of the Marketing & Communications department of AUEB

2020-2022: head / President of the Marketing & Communications department of AUEB

2014– today: head of vocational training programs at the Life-long Learning Education Centre of Athens University of Economics & Business: Digital Marketing & Social Media (in-class and e-learning); Omni-channel and Customer experience; Digital Transformation of markets and businesses (e-learning); Marketing via LinkedIn (e-learning).

2000 – today: head and member of various committees and boards of Athens University of Economics and Business.

1998 – 2000: head of the CAAE Master programme, E.S.A., University Pierre Mendes France, France

1995 – 1998: member of the Administration Board of the University Pierre Mendes France, France.

1995 – 1998: head of the "DUTA Management europeen des organisations" executive education programme.

1994-1996: head of a part-time post-experience training programme for Schneider Electric SA company, University Pierre Mendes France.

1993-1994 : head of the marketing department, Grenoble Graduate School of Business.

***c) TEACHING and COMMUNICATION TECHNOLOGIES***

Key courses taught: Marketing management, Digital marketing, Omnichannel marketing, Customer experience management.

Experience in visioconferencing, internet, distance and e-learning methods, business games and simulations. Developpement of various case studies in marketing.

Teaching languages: Greek, English, French.

***d) CONSULTING EXPERIENCE***

1998 – present: scientific coordinator, expert and researcher in various EU and private-funded projects among which: EU Tempus project, EU Leonardo Da Vinci project, ADAPT Electronic Trade, Leader+ framework, National (Greek) Centre of Research and Technology, National Infrastructures for Research and Technology, Philip Morris International, Roche Pharmaceuticals, Delaize group.

***α) Refereed journals :***

- Krasonikolakis I., Vrechopoulos A., Dimitriadis S., Pouloudi A. (2021), User Perceptions of 3D Online Store Designs: An Experimental Investigation, Information Systems and e-Business Management, Vol.19, pp.1321-1354.
- Tsimonis G., Dimitriadis S. Omar S., (2019), An Integrative Typology of Relational Benefits & Costs in Social Media Brand Pages, International Journal of Market Research, vol. 62 (2), pp.216-233.
- Papista E. and Dimitriadis S., (2019), Consumer - green brand relationships: revisiting benefits, relationship quality and outcomes, Journal of Product and Brand Management, Vol. 28 (2), pp.166-187.
- Krasonikolakis I., Vrechopoulos A., Pouloudi A., Dimitriadis S. (2018), Store Layout Effects on Consumer Behavior in 3D Online Stores, European Journal of Marketing, Vol.52 (5/6), pp. 1223 – 1256.
- Papista E., Chrysochou P., Krystallis A., Dimitriadis S. (2018), Types of value and cost in the consumer-green brands relationship and loyalty behaviour, Journal of Consumer Behaviour, Vol.17, pp.101-113 .
- Tsimonis G., Dimitriadis S., Koritos C. (2018), Examining Relational Benefits and Costs in an online non-transactional context, International Journal of Internet Marketing and Advertising, Vol.18 (2), pp.122-137.
- Dimitriadis S., Kyrezis N., Chalaris M. (2018), A comparison of two multivariate analysis methods for segmenting users of alternative Payment Means, International Journal of Bank Marketing, Vol. 36 (2), pp.322-335.
- Dimitriadis S. and Koritos C. (2014), Core Service vs. Relational Benefits: What Matters Most? The Service Industries Journal, vol. 34, issue 13, pages 1092-1112.
- Tsimonis G. and Dimitriadis S. (2014), Brand strategies in social media, Marketing Intelligence and Planning, Vol. 32, No 3, pp.328 – 344. *Highly cited paper award.*
- Papista E. and Dimitriadis S. (2012), Exploring consumer-brand relationship quality and identification: Qualitative evidence from cosmetics brands, Qualitative Market Research: An International Journal, Vol. 15, No 1, January, pp. 33-56.
- Dimitriadis S. and Papista E. (2011), Linking consumer-brand identification to relationship quality: An integrated framework, Journal of Customer Behaviour, Vol.10, No 3, Autumn, pp. 271-289.
- Dimitriadis S., Kouremenos A. and Kyrezis N. (2011), Trust-based segmentation: preliminary evidence from technology-enabled bank channels, International Journal of Bank Marketing, Vol.29, No1, pp.5-31.
- Dimitriadis S. and Kyrezis N. (2011), The effect of trust, channel technology and transaction type on the adoption of self-service bank channels, The Service Industries Journal, Vol.31, No 8, pp. 1293-1310.

- Stevens E. and Dimitriadis S. (2011), Learning Strategies, behaviours and outputs during the Service Innovation Processes, International Journal of Innovation and Learning, Vol.10, No 3, pp. 285-309.
- Dimitriadis S. (2011), Customers' relationship expectations and costs as segmentation variables: preliminary evidence from banking, Journal of Services Marketing, Vol.25, No4, pp.294-308.
- Dimitriadis S. and Papista E. (2010), Integrating Relationship Quality and Consumer-Brand Identification in Building Brand Relationships: Proposition of a Conceptual Model, The Marketing Review, Vol.10, No4 (November), pp. 385-401.
- Dimitriadis S. (2010), Testing perceived relational benefits as satisfaction and behavioral outcomes drivers, International Journal of Bank Marketing, Vol.28, No4, pp.297-313. *Highly Commended Award Winner at the Emerald Literati Network Awards for Excellence 2011.*
- Dimitriadis S. and Kyrezis N. (2010), Linking trust to use intention for technology-enabled bank channels: the role of trusting intentions, Psychology & Marketing, Vol.27, No8, pp.829-850.
- Gounaris S., Dimitriadis S. and Stathakopoulos V. (2010), An Examination of the Effects of Service Quality and Satisfaction On Customers' Behavioral Intentions in e-shopping, Journal of Services Marketing, Vol.24, No2, pp.142-156.
- Panagopoulos N. and Dimitriadis S. (2009), Transformational Leadership as a Mediator of the Relationship Between Behaviour-Based Control and Salespeople's Key Outcomes: An Initial Investigation, European Journal of Marketing, Vol.43, No7, pp.1008-1031.
- Dimitriadis S. and Kyrezis N. (2008), Does trust in the bank build trust in its technology-based channels? Journal of Financial Services Marketing, (ABS=1\*), Vol. 23, 1, pp.28-38.
- Dimitriadis S. and Stevens E. (2008), Integrated customer relationship management for service activities: An Internal/External Gap Model, Managing Service Quality (Currently published as: Journal of Service Theory and Practice), Vol.18, 5, pp.496 - 511.
- Gounaris S., Dimitriadis S. and Stathakopoulos V. (2005), Antecedents of Perceived Quality in the Context of Internet Retail Stores, Journal of Marketing Management, Vol. 21, 7-8, pp.669-700. *Citation of Excellence award of 2005.*
- Stevens E. and Dimitriadis S. (2005), « Learning during developing and implementing new bank offerings», International Journal of Bank Marketing, vol.23, 1, pp.54-72.
- Stevens E. and Dimitriadis S. (2005), « Managing the New Service Development Process: Towards a Systemic Model », European Journal of Marketing, vol.39, No 1/2, pp. 175-198.
- Stevens E. and Dimitriadis S. (2004), « New Service Development Through The Lens of Organizational Learning: Evidence from Longitudinal Case Studies», Journal of Business Research, Vol. 57, 10, pp.1074-1084.

- Gounaris S. and Dimitriadis S. (2003), « Assessing Service Quality on the Web: Evidence from Business-to-Consumer Portals», Journal of Services Marketing, vol. 17, 5, pp. 529-548.
- Dimitriadis S. and Haincourt A. (2000), « L'intégration d'internet dans la stratégie marketing d'un fabricant de sport : le cas Petzl », Revue Française du Management du Sport, No1.
- Chabli S., Chapelet B., Deglaine J. and Dimitriadis S. (1999), « Etablissement d'une méthodologie pour l'étude de l'impact du commerce électronique sur les emplois et compétences en P.M.E. », Gestion 2000, vol.5, pp. 35-55.
- Lawson D., White S. and Dimitriadis S. (1998), « International Business Education and Technology Based Active Learning: Student Reported Benefit Evaluations », Journal of Marketing Education, vol.20, n°2, Summer, pp. 141-148.
- Dimitriadis S., Bidault J. (1996), « La marque, levier d'action sur les marchés inter-entreprises », Décisions Marketing, n° 9, septembre – décembre, pp. 73-80.
- Dimitriadis S. (1993), « L'extension de marque : cadre conceptuel et problématique managériale », Recherche et Applications en Marketing, vol.8, 3, pp. 21-44.

***b) Refereed Conferences Papers :***

- Dimitriadis S., Karadimitriou A., (2024), Reconsidering WoM activity in the context of the customer journey: empirical evidence from an innovative, high-involvement product, Proceedings of the EMAC Regional Conference, Lisbon, Portugal.
- Dimitriadis S., (2023), Bridging Customer Experience with Omni-channel management: an integrative framework for a management and research agenda, Proceedings of the EMAC Regional Conference, Piraeus, Greece.
- Tsimonis G., Dimitriadis S., (2019), The Conceptualization And Measurement Of Perceived Value In Social Media: The Case Of Facebook Brand Pages, Academy of Marketing Science conference, Vancouver, CA.
- Dimitriadis S., Gritzas G., Pilidou R., (2018), What makes web content viral? Evidence from a youth news portal, Proceedings of the 47th EMAC conference, Glasgow, UK.
- Tsimonis G., Dimitriadis S., Omar S., (2018) An Integrative Typology Of Relational Benefits And Costs In Social Media Brand Pages, Academy of Marketing Conference, Stirling, UK.
- Tsimonis G. and Dimitriadis S. (2014) Consumer-Brand Relationships in Social Media. Academy of Marketing Conference, Bournemouth, UK.
- Tsimonis, G. and Dimitriadis, S. (2014) Relational Benefits & Costs in Social Media Brand Pages. AMA SERVSIG, Thessaloniki, Greece.
- Papista E., Dimitriadis S., (2013), The role of store characteristics into building the relationship with the brand, Proceedings of the 42nd EMAC conference, Istanbul, Turkey.

- Papista E., Dimitriadis S., (2012), Why do consumers form relationships with brands? An analysis of relational benefits, Proceedings of the 41<sup>st</sup> EMAC conference, Lisbon, Portugal.
- Papista E. and Dimitriadis S. (2011), A relationship building model in the context of green brands, Proceedings of the 7th International Conference Thought Leaders in Brand Management, April, Universita della Svizzera Italiana, Lugano, Switzerland.
- Papista E. and Dimitriadis S. (2011), Exploring the antecedents of consumer-brand identification, Proceedings of the 16th International Conference on Corporate and Marketing Communications, April, Athens, Greece.
- Papista E., Dimitriadis S. and Koritos C. (2011), Greening the company and the product: What matters most?', Proceedings of 40th EMAC Annual Conference, May, Ljubljana, Slovenia.
- Dimitriadis S., Kyrezis N. and Gounaris S. (2011), Modeling a two-level mechanism of trust in driving intentions to use technology-based bank channels, 3rd Biennial International Conference on Services, Cesme, Izmir, Turkey.
- Tsimonis G and Dimitriadis S. (2011), Brand Pages on Social Media. What for? Exploratory evidence from digital marketing managers, 3rd Biennial International Conference on Services, Cesme, Izmir, Turkey.
- Papista E., Dimitriadis S., Coritos C. (2010), Consumer Relationship with the Brand: A Comparison of Two Alternative Measurement Scales, Proceedings of the 39th EMAC conference, Copenhagen, Denmark.
- Papista E., Dimitriadis S., Coritos C. (2010), Building consumer-relationships with green brands, 6th International Conference Thought Leaders in Brand Management, Universita della Svizzera Italiana, Lugano, Switzerland.
- Dimitriadis, S., Tsimonis, G. and Koritos, C. (2010), Do Relationship Building Websites Pay Off? An Investigation Of The Role Of Relational Benefits And Costs Within An FMCG Context, Proceedings of Academy of Marketing Conference, Coventry, UK.
- Dimitriadis S., Papista E. (2010), The Role of Altruistic Value to Building Identification with Green Brands, 6th International Colloquium - Academy of Marketing SIG on Brand, Identity and Corporate Reputation, ESADE business school, Barcelona, Spain.
- Dimitriadis S. and Tsimonis G. (2009), Exploring the relative importance of customers' perceived relationship benefits and costs in the context of an e-service, 2nd Biennial International Conference on Services, Thessaloniki, Greece.
- Dimitriadis S. and Stevens E. (2009), Customer's Perceptions of their Relationship with a service provider: A Preliminary Investigation of Purpose, Benefits and Costs, 2nd Biennial International Conference on Services, Thessaloniki, Greece.
- Dimitriadis S. and Papista E. (2009), An Investigation of the Link between Relationship Quality and Consumer-Brand Identification, Proceedings of the 5th International Colloquium - Academy of Marketing Brand, Identity and Reputation, September, University of Cambridge, UK.

- Stevens E. and Dimitriadis S. (2007), "Antecedents of the relationship expectations in the bank sector: proposal of a measurement procedure", Proceedings of the 4<sup>th</sup> Research Conference on Relationship Marketing and CRM, November, Brussels, Belgium.
- Stevens E. and Dimitriadis S. (2007), "An Integrated Perspective for CRM in Service Activities: an Internal/external Gap model", Proceedings of the 1<sup>st</sup> Conference on Strategic Developments in Services Marketing, Chios, Greece.
- Dimitriadis S. and Kyrezis N. (2007), "Antecedents of trust in Technology-based Bank Channels", Proceedings of the 1<sup>st</sup> Conference on Strategic Developments in Services Marketing, September, Chios, Greece.
- Dimitriadis S. and Kyrezis N. (2007), Transferring Trust from the Company to its channels: the case of Technology-based Bank Channels, Proceedings of the 36th EMAC conference, Reykjavik, Island.
- Panagopoulos N. and Dimitriadis S., (2007), Assessing the Impact of Transformational Leadership and Behavior-Based Control on Salesperson Performance, Satisfaction, and Commitment, Proceedings of the 36th EMAC conference, Reykjavik, Island.
- Dimitriadis S. and Kyrezis N. (2006), "The role of Trust in Use Intentions of Innovative Bank Channels", Proceedings of the 35<sup>th</sup> EMAC conference, Athens.
- Papastathopoulou P., Avlonitis G., Dimitriadis S. and Papavasiliou N. (2005), "Classifying enterprises on the basis of WWW use: The Greek paradigm", Proceedings of the 21<sup>st</sup> International Marketing Congress of the French Marketing Association, Nancy, France.
- Stevens E. and Dimitriadis S. (2005), "Sensemaking and Learning Processes while Innovating in Retailing", Proceedings of the Conference of the International Society for Professional Innovation Management, Porto, Portugal.
- Dimitriadis S. and Zisouli M. (2005), "Designing an Oniline Strategy for Political Marketing: The Case of PASOK", Proceedings of the International Conference on Political Marketing, Kastoria, Greece.
- Stevens E. and Dimitriadis S. (2002), "Investigating the New Service Development Process: Towards a Systemic Dynamic Model", Proceedings of the International Research Seminar in Service Management, La Londe, France, pp.435-457.
- Stevens E. and Dimitriadis S. (2000), "Service Innovation as an Organizational Learning Process", Proceedings of the International Research Seminar in Service Management, La Londe, France, pp.539-560.
- Dimitriadis S., Chapelet B., Deglaine J. and Matmati M. (2000), « 15 problematiques marketing et commerciales induites par le commerce electronique », Congres Tendances du Marketing en Europe, University of Venice, Italy.
- Matmati M., Deglaine J., Chapelet B., Dimitriadis S., (2000), « Impacts du commerce électronique sur les processus de l'entreprise », 4eme colloque Réseau et Compétences, Université de Corse, France, pp. 107-122.

- Deglaine J., Chapelet B., Matmati M. and Dimitriadis S., (2000), « Impact des NTIC sur les compétences en PME », Congres Audit Social et Innovation, Université d'Aix-en-Provence, France, pp. 43-57.
- Dimitriadis S. and Soderquist K. E. (1995), « La comunicazione d'azienda in Francia », in La comunicazione nelle azienda Europee conference, University of Venice, December, pp. 154-168.
- Dimitriadis S. and Bidault J. (1994), « Branding in Business-to-Business Markets: A Framework for an Integrated Approach », Proceedings of the 181th seminar of ESOMAR (European Society for Opinion and Marketing Research), October, pp. 195-213.
- Dimitriadis S. (1994), « La marque dans le marketing mix : le cas de l'industrie », Actes des Journées Jeune Chercheur, CERIAM, Université de Savoie, pp. 92-117.
- Dimitriadis S. (1992), « Potentiel et limites d'extension des marques d'enseigne », Actes du 8<sup>ème</sup> congrès de l'Association Française du Marketing, vol.8, Lyon, pp. 1-19.
- Dimitriadis S. (1989), « Retailer Differentiation and Positioning through Own Brand Development », Proceedings of the 18th Conference of the European Marketing Academy, April, pp. 1795-1797.

**c) Books :**

- Avlonitis G., Dimitriadis S., Indounas K. (2015), *Strategic Business-to-Business Marketing*, Rosili, Athens, (in greek).
- Vlachopoulou M., Dimitriadis S. (2014), *e-Business and Marketing*, Rosili, Athens, (in greek).
- Dimitriadis S. and Tzortzaki AM (2010), *Marketing, Principles, Strategies, Applications*, Rosili, Athens, (in greek).
- Dimitriadis S. (2004), *Pricing policy for new products and services*, in Lioukas S. *Entrepreneurship*, AUEB ed, Athens (in greek).
- Dimitriadis S. and Baltas G. (2003), *Electronic Commerce and Marketing*, Rosili, Athens, (in greek).
- Dimitriadis S. (1994), *Le management de la marque : vecteur de croissance*, Les éditions d'organisation, Paris.
- Dimitriadis S. (1992), « *Politique d'extension de marque : pratiques managériales et perceptions des consommateurs* », in *Annales du Management*, Tome II, Economica éd., Paris, σελ. 879-894.





## Sergios Dimitriadis

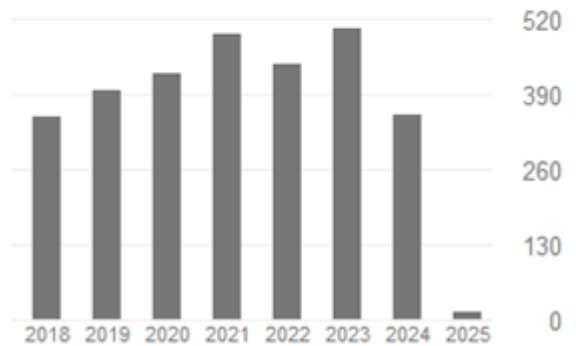
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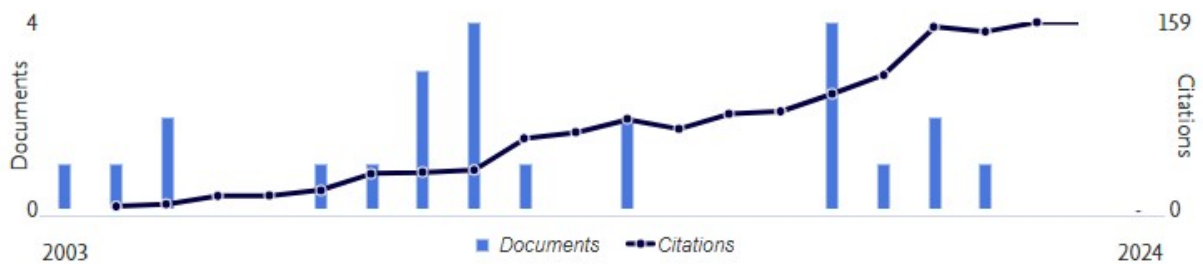
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### Document & citation trends



## *RESEARCH ACTIVITIES*

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Supervisor and member of supervising committee of several PhD and DBA students.

Reviewer for several academic journals such as Journal of Business Research, The Service Industries Journal, Journal of Interactive Marketing, Journal of General Management, Internet Research, International Journal of Bank Marketing, International Journal of Internet Marketing and Advertising, Innovative Marketing, Marketing Intelligence and Planning.

Track and session chair, member of the scientific committee and reviewer for several academic conferences such as European Conference on Information Systems, EMAC [European Marketing Academy], World Marketing Congress, ICMD [International Conference on Marketing and Development], Conference on Strategic Developments in Services Marketing, French Marketing Association conference.

Research interest: Digital and omni-channel marketing, customer experience.

## *BUSINESS COMMUNITY ACTIVITIES*

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- Advisory board member of [The Marketing Hub](#)
- Co-founder and president of iMarketing Society (<http://www.imarketingsociety.org/>).
- President of the judges committee for the 2017 Digital Media Awards (<http://www.digitalmediaawards.gr/>)
- Head of the organizing committee for the e-Business and Social Media World conference, 2015-2017 (<http://www.e-businessworld.gr/>).
- Member of the judges committee for the 2016 Social Media Awards (<http://www.socialmediaawards.gr/>)
- Keynote speaker at Digital4Pharma conference, 2015-2016 (<http://www.get2work.eu/events/digital4pharma2016/>)
- Keynote speaker at the 2014 ICOM World Management Conference, Athens, Greece
- Keynote speaker at the e-Business and Social Media World conference 2012-2014.
- Member of the judges committee for the Marketing Excellence Awards (<http://www.me-eim.gr/>).
- Speaker at various conferences of the Greek Marketing Academy (<http://www.elam.gr/>), Hellenic Institute of Marketing (<http://www.eede.gr/institutes-and-sectors/eim-main/eim>), and several other business conferences.