

**Detailed CV**  
**Professor Adam Vrechopoulos**  
**Athens University of Economics and Business**  
**School of Business, Department of Management Science and Technology**  
**[Last Update: February 2025]**

## **1. EDUCATION**

**Doctor of Philosophy (Ph.D.) - 2001**

Brunel University, United Kingdom, Department of Information Systems and Computing (DISC)

Title of Dissertation: *Virtual Store Atmosphere in Internet Retailing: Measuring Virtual Retail Store Layout Effects on Consumer Buying Behaviour.*

**Master in Business Administration (M.B.A.) - 1995**

Major: Marketing - Field Study Project: Business Plan for an Educational Institution, Athens Laboratory of Business Administration (ALBA), Athens, Greece.

**Bachelor of Science (B.Sc.) in Informatics - 1994**

Athens University of Economics and Business (AUEB), Department of Applied Informatics.

## **2. RESEARCH, TEACHING & PROFESSIONAL WORKING EXPERIENCE**

**Mar. 2022 – today:** Professor - Athens University of Economics and Business, School of Business, Department of Management Science and Technology.

**Nov. 2013 – Mar. 2022:** Associate Professor - Athens University of Economics and Business, School of Business, Department of Management Science and Technology.

**Sep. 2008 – Nov. 2013:** Assistant Professor - Athens University of Economics and Business, Department of Management Science and Technology.

**Oct. 2008 – today:** Associate Teaching Staff Member – Hellenic Open University, School of Social Sciences, “Business Administration” Program,

Course: Marketing II (2008-2017 and 2021-2025) and Marketing I (2017-2021).

**Jul. 2003 – Aug. 2008:** Lecturer – Athens University of Economics and Business, Department of Management Science and Technology.

**Mar. 2002 – Jan. 2004:** Adjunct Lecturer - Athens University of Economics and Business, Department of Management Science and Technology.

**Dec. 2003 –today:** Scientific Coordinator of the “ELTRUN-IMES” (Interactive Marketing and Electronic Services) Research Group, which was renamed in 2023 as “Digital Marketing and Electronic Retailing (DIMER)” of the “ELTRUN – E-Business Center”, Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Greece.

**Sep. 2002 – Aug. 2004:** Research Collaboration with Prof. R. O’Keefe, University of Surrey, School of Management, United Kingdom.

**Jan. 2002 – Jan. 2004:** Senior Researcher at the Research Center of the Athens University of Economics and Business.

**Oct. 1999 – Aug. 2002:** Researcher at the “Electronic Business Interaction” (EBI), Research Group, Department of Information Systems and Computing (DISC), Brunel University, United Kingdom.

**Oct. 2000 – Sep. 2001:** Technological Educational Institute of Athens (“TEI”), School of Management and Economy, Department of Business Administration, Visiting Professor, Athens, Greece.

**Sep. 1998 – Sep. 1999:** Researcher at the Research Center of the Athens University of Economics and Business.

**Dec. 1997 – Aug. 1998:** Researcher, CYBERCE Business Consultants, Athens, Greece.

**Sep. 1998 – Jun. 1999:** Institute of Vocational Training (“IEK”), Visiting Professor, Athens, Greece.

**1994 – 1997:** Marketing/Sales Executive at: L’Oreal, Boutari Group, Soft Cares – Athens, Greece.

**Nov. 1995 – May 1997:** Greek Army – Speciality: “Specialist Scientist” and “Select Athlete” – Military Grade: Lance Corporal (“Υποδεκανέας” in greek).

**1989 – 1995:** Public Relations & Organization of Events Services in the Entertainment Industry (part-time, various time periods).

### **3. TEACHING**

#### **3.1. University Teaching Experience**

##### **Undergraduate**

**Introduction to Marketing** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Years 2013-2014 to 2024-2025.

**Digital Marketing** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Years 2005-2006 to 2024-2025.

**Electronic Business** - Athens University of Economics and Business, School of Business, Department of Accounting and Finance, Academic Years 2001-2002 to 2024-2025.

**Internship - Thesis** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Years 2020-2021 to 2024-2025 - Academic Coordinator of the Winter Semester Program (with I. Mourtos in 2020-2021 and 2021-2022 and G. Doukidis from 2022-2023 to 2024-2025) and of the Summer Semester Program (with K. Androutsopoulos and G. Doukidis).

**Management of Sales** - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2004-2005 to 2012-2013.

**Special Topics in Digital Marketing** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Year 2014-2015.

**Internship and Field Study Thesis** - Athens University of Economics and Business, Department of Management Science and Technology, (Winter Semester) – Project Manager (with P. Dimitratos) & Students' Supervision, Academic Years, 2006-2007, 2007-2008 and 2008-2009.

**Data Management for Marketing and Sales** - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2003-2004 and 2004-2005 (with D. Chatziantoniou).

**Advanced Selling Techniques and Technologies** - Athens University of Economics and Business, Department of Management Science and Technology, Academic Year 2003-2004 (with K. Pramadari) and 2004-2005 (Independent Assignments' Supervision).

**Management of Information Systems** - Athens University of Economics and Business, Department of Business Administration, Academic Years 2002-2003 and 2003-2004 (with K. Pramadari in 2003-2004).

**Electronic Commerce** - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2002-2003 and 2003-2004 (with G. Doukidis).

**Modern Topics and Trends in Management and Technology** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Years 2003-2004 to 2014-2015 – Guest Lectures in "Introduction to Electronic Commerce" and "Digital Marketing" (*various time periods*).

**Digital Innovation and Entrepreneurship** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Academic Year 2014-2015 – Guest Lecture in "Marketing and Market Research".

**Internship - Thesis** - Athens University of Economics and Business, Department of Management Science and Technology, Students' Supervision, Academic Years 2003-2004 to 2007-2008 and 2010-2011 to 2024-2025.

**Field Study Thesis** - Athens University of Economics and Business, Department of Management Science and Technology, Students' Supervision, Academic Years 2008-2009 and 2009-2010.

**Electronic Marketing** - Lectures in "Digital Marketing" in the context of the ERASMUS program, Athens University of Economics and Business, 11/2003.

**Final Year Project** - Athens University of Economics and Business, Department of Management Science and Technology, Assignments' Supervision from 2004-2005 until today (*various time periods*).

**Marketing II.** Hellenic Open University – School of Social Sciences, "Business Administration" Program, Modules: (a) Services Marketing, (b) Integrated Marketing Communications, (c) Marketing Research and (d) Strategic Marketing Planning - Academic Years 2008-2009 to 2016-2017 and 2021-2022 to 2022-2023 (Modules of Academic Years 2022-2023 to 2024-2025: (a) Strategic Marketing and (b) Digital Marketing).

**Marketing I.** Hellenic Open University – School of Social Sciences, "Business Administration" Program, Modules: (a) Introduction to Marketing, (b) Consumer Behaviour, (c) Industrial Marketing and Sales Management, (d) International Marketing - Electronic Marketing - Academic Years 2017-2018 to 2020-2021.

### **Postgraduate (Master and PhD)**

**Basic Principles & Metrics of Customer Experience.** Athens University of Economics and Business, School of Business, Department of Business Administration, M.Sc. in Services Management (Part Time), Academic Years 2018-2019 to 2022-2023.

**Digital Marketing.** Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Master of Science Program in "Management Science and Technology" (Full Time and Part Time Program), Academic Years 2015-2016 to 2023-2024.

**Research Methodology (Preparatory Course).** Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Master of Science Program in

"Management Science and Technology" (Full Time and Part Time Program), Academic Years 2016-2017 to 2024-2025.

**Digital Marketing and Social Media** - Athens University of Economics and Business, School of Business, Department of Marketing and Communication, Master of Science Program in "Marketing and Communication – Specialization in International Marketing - PRIMA", Academic Years 2013-2014 and 2015 - 2016 (with S. Dimitriadis).

**Digital Marketing, Web Analytics και Social Media.** Athens University of Economics and Business, School of Business, Department of Marketing and Communication, Master of Science Program in "Marketing and Communication – Specialization in International Marketing - PRIMA", Academic Years 2016-2017 and 2017-2018 (with D. Drossos and N. Korfiatis).

**Electronic Commerce and Marketing** - Athens University of Economics and Business, School of Business, Department of Marketing and Communication, Master of Science Program in "Marketing and Communication", (Full Time and Part Time participants), Academic Years from 2012-2013 to 2015-2016 (with S. Dimitriadis).

**Strategic Services Marketing Planning** - Athens University of Economics and Business, School of Business, Department of Business Administration, M.Sc. in Services Management (Part Time), Academic Years 2013-2014 to 2016-2017.

**Digital Marketing and CRM** - Athens University of Economics and Business, MBA International Program, participants from Full-Time and Part-Time Programs, Academic Years 2004-2005 to 2019-2020 (with S. Dimitriadis from 2005-2006 to 2016-2017).

**Digital Marketing and Electronic Business** - Athens University of Economics and Business, School of Business, Department of Business Administration, M.Sc. in Services Management (Part Time), Academic Years 2012-2013, 2015-2016 and 2017-2018.

**Special Topics in Mass Media and Entertainment** - Athens University of Economics and Business, Department of Business Administration, M.Sc. in Services Management (Full Time), Academic Years 2008-2009 to 2013-2014.

**Electronic Commerce and Inter-Organizational Networks** - Athens University of Economics and Business, MBA International Program, participants from Full-Time and Part-Time Programs, Academic Years 2004-2005 to 2008-2009 (with N. Pouloudi).

**Digital Marketing and CRM** - Athens University of Economics and Business, Master of Science Program in Decision Sciences, participants from Full-Time and Part-Time Programs, Academic Years 2001-2002 to 2003-2004.

**Electronic Commerce and Inter-Organizational Networks** - Athens University of Economics and Business, Master of Science Program in Decision Sciences, participants from Full-Time and Part-Time Programs, Academic Year 2003-2004.

**Electronic Commerce** - National Technical University and Athens University of Economics and Business, Intercollegiate Master Program in Business Administration Program - Athens M.B.A., Academic Years 2001-2002 and 2002-2003 (with. K. Vasilopoulou in 2002-2003).

**Electronic Commerce** - Athens University of Economics and Business, Master of Science in Information Systems, Academic Years 2001-2002 to 2007-2008 – Series of Guest Lectures in Digital Marketing, Electronic Customer Relationship Management and Electronic Retailing.

**Research Topics and Methodologies in Digital Marketing** - Athens University of Economics and Business, School of Business, Department of Management Science and Technology, PhD Program Research Seminar (spring semester full course, Academic Year 2013-2014).

### 3.2. Other Teaching Experience

**2023-2024:** Presentations titled (1) "Successful Business and Product Branding", (2) "Product Management", in the context of the Vocational Training and Lifelong Learning Center of AUEB ECOMMERCE ACADEMY educational seminar.

**2022:** Lecture-speech to the students of the Diplomatic Academy of the Ministry of Foreign Affairs of Greece – Topic: "Marketing and Digital Technologies".

**2021-2022:** Presentation titled "Marketing: From Theory to Practice" in the context of the Vocational Training and Lifelong Learning Center of AUEB educational seminar.

**2016-2017:** Presentations titled "Digital Communications/blogging & vlogging", "Digital Communication / Social Media", "E-Business in the Fashion Industry– Case Studies & Data" and "Create your own e-shop - The basic steps" in the context of seminar series of the Professional Training Center, Athens University of Economics and Business.

**2016-2017:** Presentations titled "Quantitative research - The basics", "Quantitative research - Hypothesis construction, sampling and research questionnaire design" and "Lab Experiments as Research Method" in the context the Research Methodology Seminar of the Doctoral and Master Program, Athens University of Economics and Business, School of Business, Department of Management Science and Technology.

**2015-2016:** Presentations titled "The electronic commerce for social businesses" in the context of the learning program titled "Social Entrepreneurship (DoSE)", Professional Training Center, Athens University of Economics and Business.

**2015:** Presentation titled "Digital Marketing / Electronic Commerce" in the context of the learning program titled "Skills Development for Young", Collaboration Hellenic Petroleum - Athens University of Economics and Business.

**2014-2016:** Presentations titled "Customer Relationship Management" in the context of the learning program titled "Digital Marketing and Social Media - DigiMa" (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> series), Professional Training Center, Athens University of Economics and Business.

**2013:** Presentation titled "Hypotheses Construction and Sampling" in the context of the PhD Program Research Methodology Seminar Series of the Department of Management Science and Technology, Athens University of Economics and Business.

**2010-2016:** Annual Presentations on "Marketing and Sales" in the context of the "YES" (Youth Entrepreneurship Summer) Programme of the Athens University of Economics and Business.



**2009-2012:** Presentations in Executive Seminars (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> series) in the context of the SALES (The Skills Abilities Learning Excellence Strategy) Programme of the Professional Training Center of the Athens University of Economics and Business – Titles of Modules: (1) Buying Behaviour of Consumers, Businesses and Organizations (with Dimitriadis, S.), (2) Relationship Marketing – CRM (with Panagopoulos, N. and Vlachos, P.) – Supervision of Field Study Projects.

**2011:** Presentation titled “Hypotheses Construction and Testing” in the context of the PhD Program Research Methodology Seminar Series of the Department of Management Science and Technology, Athens University of Economics and Business.

**2011:** Presentation on “IT Usage in Strategic Planning” in the context of executive seminar organized by the Research Center of the Athens University of Economics and Business and the Greek Company of Business Administration.

**1998 - today:** Presentations of research projects in the context of the “ELTRUN – The E-Business Center” Research Seminars - Athens University of Economics and Business, School of Business, Department of Management Science and Technology.

**2008:** Presentation in the context of the event organized by the Association of Greek Retail Companies, titled: “Electronic Customer Relationship Management - eCRM”, Athens 20 March 2008.

**2007:** Presentation titled “How to get a Phd in 3 Years? Practical Guidelines & Instructions for Quantitative Research Studies”, in the context of the “ELTRUN – The Research Center” Research Seminars, Athens University of Economics and Business, Department of Management Science and Technology.

**2004-2006:** Executive Seminars Series on “Business Technology Excellence”, “ELTRUN – The Research Center”, Athens University of Economics and Business, Department of Management Science and Technology – Topics: (1) Digital Marketing and CRM, (2) Advertising on the Internet, Mobile and Interactive Digital TV, (3) New Technologies and Practices in Sales Management and Personal Selling Techniques, (4) Electronic Customer Relationship Management and (5) Electronic Data Processing for Sales and Marketing.

**2005:** Lecture titled "Customer Relationship Management" in the context of the World Mediterranean - MBA seminar series, Athens University of Economics and Business.

**2004:** Presentation titled "Testing Research Hypotheses through Multiple Regression", in the context of the "ELTRUN – The Research Center" Research Seminars series, Athens University of Economics and Business, Department of Management Science and Technology.

**2003:** Presentation titled "ANOVA and MANOVA for Research Designs" in the context of the Human Recourses Development Seminar of the PhD program of the Athens University of Economics and Business, Department of Management Science and Technology.

**2003:** Presentation titled "Ph.D. Research Methodology: a Marketing Research Approach", in the context of the "ELTRUN – The Research Center" Research Seminars series, Athens University of Economics and Business, Department of Management Science and Technology.

**2002-2003:** Electronic Commerce, Athens University of Economics and Business - Executive MBA Program, Academic Year 2002-2003 – Guest Lecture in Digital Marketing, Electronic Customer Relationship Management and Electronic Retailing.

**2002:** "GODIGITAL" Program of the Greek Ministry of Development - Seminar Presentations in "Electronic Commerce" - National Technical University and Technological Institute of Athens.

**1999-2002:** Presentations in the area of "Digital Marketing and Electronic Retailing" in the context of the Research Seminars of the "Electronic Business Interaction" (EBI), Research Group, Department of Information Systems and Computing (DISC), Brunel University, United Kingdom .

**1999-2000:** Guest Lectures in Electronic Retailing and Digital Marketing in the context of the Athens M.B.A Intercollegiate Master Program of the National Technical University and Athens University of Economics and Business.

**2000:** Presentations in the context of the "Euro-Mediterranean Network Project of the International Trade Promotion Bodies - INTERNATIONAL

TRAINING ACTIVITIES": Seminar Title: "Management of Business Information", Cyprus Productivity Center, Nicosia, Cyprus.

**2000-2001:** Course: "Electronic Commerce" - Technological Educational Institute of Athens ("TEI"), School of Management and Economy, Department of Business Administration, Academic Year 2000-2001 (Winter and Summer Semester).

**1999:** Presentations in "Electronic Commerce" and "Digital Marketing", Piraeus Prefecture Committee of Public Training ("N.E.L.E.") seminar, funded by the Greek Ministry of Development Training Programme.

**1999:** Presentations in "Electronic Commerce", "Digital Marketing" and "Efficient Consumer Response" (ECR), Research Center of University of Piraeus (RC-UP), seminar conducted in the context of the Piraeus Prefecture Training Programme.

**1999:** Presentations in "Electronic Commerce" and "Electronic Retailing", National Confederation of Greek Commerce ("E.Σ.E.E."), seminars organized under the aegis of the Athens University of Economics and Business.

**1999:** Research Center of Athens University of Economics & Business (RC-AUEB) – Presentations in:

- "Electronic Commerce" seminar conducted in the context of the "EPEAEK Certification" programme funded by the Greek Ministry of Development.
- "Efficient Consumer Response and Electronic Retailing" seminar conducted in the "EPEAK-NORMA" Training Programme funded by the Greek Ministry of Development. Supervision of theses on "ECR-Scorecard".
- "EDI & Electronic Commerce" seminar funded by the Greek Ministry of Development.
- "Logistics & Electronic Commerce" seminar funded by the Greek Ministry of Development.

**1999:** Guest Lectures in "Electronic Commerce and Digital Marketing", National Technical University (NTU) Doctoral Programme.

**1998-1999:** Presentations on "Computers' use" in the context of seminars organized by the Research Center of the Athens University of

Economics and Business for the "Treasury of the Greek General Army Civil Employees Permanent Staff" ("T.A.M.P.Y").

**1998-1999:** Presentations on "Computers Use" in the context of seminars funded by the Greek Ministry of Education, organized by the Research Center of the Athens University of Economics & Business.

**1998-1999:** "Computers' Use", Institute of Vocational Training ("IEK"), Winter and Summer Semesters, Athens, Greece.

### **3.3. Design and Development of Courses**

- **2004-today:** Design and development of the courses "Sales Management", "Digital Marketing", "Special Topics in Digital Marketing", "Advanced Sales Techniques and Technologies", "Data Management for Marketing and Sales", "Digital Marketing and CRM", "Digital Marketing, Web Analytics and Social Media", "Basic Principles and Metrics of Customer Experience", "Research Topics and Methodologies in Digital Marketing", "Seminars in Research Methodology" - Undergraduate, Master and PhD Programs of the Athens University of Economics and Business, School of Business.

## **4. RESEARCH ACTIVITY**

### **4.1. Research Areas**

Basic and applied research in the context of Digital Marketing and Electronic Commerce through an interdisciplinary approach (i.e. Marketing, Information Systems and Electronic Commerce). Indicatively, some of the research topics are the following:

- Consumer-User Behaviour
- Omnichannel Retailing
- Integrated Marketing Communications
- Digital Technologies and Marketing Research
- Strategic Marketing in the Digital Context
- Customer Relationship Management (CRM)
- Digital Technologies and Sales

## 4.2. Participation in Funded Research Projects (1998 – today)

**Action 2 (2020-2021)** - Research program of the Athens University of Economics and Business for supporting post-doctoral research - Project Title: "Integrating Offline & Online Shopping Environments: The Impact of Socio Cyber Physical Products on Omnichannel Servicescapes (Omniscapes) and Consumer Behavior" - Scientific Coordinator.

**Development of Educational Material** (2011-2013) in the context of the "ESPA 2007-2013" action "Innovation and Entrepreneurship of the Athens University of Economics and Business" - Scientific Supervisor of the following projects: (1) Development of a prototype business plan, (2) Development of a case study.

**PEVE** (2010-2011) Basic Research Support Program – Funded by the Research Center of the Athens University of Economics and Business – Project Title: Investigating Electronic Servicescape Effects on Consumer Behaviour in the E-Banking Sector: A Customer Relationship Management Approach – Scientific Coordinator.

**PENED** (2006-2009) – Greek Secretary of Research and Technology (GSRT) – Title: Consumer Behaviour Analysis towards Location Based Services in the context of Entertainment Industry – Scientific Coordinator.

**Informatics' Studies Support** ("EPEAEK" - Ministry of National Education and Religious Affairs) - Department of Management Science and Technology, Athens University of Economics and Business (2006-2008) – Participation in the development of (a) Knowledge Portals on "Digital Marketing" and "Sales Management and Retailing", (b) Interactive Case Study on Electronic Customer Relationship Management (e-CRM). Researcher.

Research funded by the **ECR Europe International Commerce Institute (ICI) – Unilever Research Grant 2007** (2007-2008) – Research topic: "Emotional Attachment in the Consumer-Retailer Dyad" - Scientific Coordinator.

**PITHAGORAS** (2005-2008) – "Support of Research Teams at Universities" Program - European Social Fund and National Resources (Ministry of Education and Religious Affairs) Pythagoras II – EPEAEK – Title: Development of Consumer Behaviour Models in the context of Mobile 3G Networks Internet Services: Investigation of relationships between

Perceived Service Quality, Perceived Satisfaction, and Perceived Value through Structural Equation Modeling – Scientific Coordinator (with G. Doukidis).

**Ministry of National Education and Religious Affairs** (2004-2005) - E-Commerce Software Development for Library Management - Scientific Coordinator (with G. Doukidis).

**MUSICAL** (2002-2004) - MULTimedia Streaming of Interactive Content Across mobile networks: Personalized Music Services through Digital Media (eContent Programme), funded by EC. Scientific Coordinator.

**ACTIVE SMEs** (2002-2003) - Advertising and Commerce through the Internet in the Context of the Virtual Enterprise for Small-and-Medium Enterprises (Ten Telecom - Trans European Telecommunications Networks Programme) funded by EC. Scientific Coordinator.

**MYGROCER** (2002-2003) - Mobile Shopping of Electronically Referenced Grocery Products (Information Society Technologies Programme) funded by EC. Senior Researcher.

**I-MEDIA** (2002-2003) - Intelligent Mediation Environment for Digital Interactive Advertising (Information Society Technologies Programme) funded by EC. Senior Researcher.

**GEMINI** (2001-2002) - Global Electronic Medium Constellation for Dynamic Content Integration (Information Society Technologies Programme) funded by EC. Senior Researcher.

**MOBICOM** (2001-2002) - Evolution Scenarios for Emerging m-Commerce Services (Information Society Technologies Programme) funded by EC. Senior Researcher.

**HERMES** (1999-2000) – Human Network of Knowledge Dissemination for Electronic Retailing and Efficient Consumer Response (funded by the General Secretary of Research and Technology, Greek Ministry of Development). Project Manager & Researcher.

**ACTIVE** (1998-1999) - Advertising and Commerce Through the Internet in the context of the Virtual Enterprise (ESPRIT Programme) funded by EC. Researcher.

### **4.3. Participation in non-funded Research**

**2012-2022:** Consumer-User Behaviour and Store Atmosphere Studies in Omnichannel Retailing. Scientific Coordinator.

**2009-2020:** Consumer-User Behaviour Studies in Virtual Reality and 3D Retailing. Scientific Coordinator.

**2005-2007:** “Value Creation Beyond Price” & “Emotional Link” – Efficient Consumer Response Hellas. Scientific Coordinator (with K. Pramadari).

**2006:** “Consumers’ Perceptions for Innovative Branded Fast Moving Consumer Goods” – ELTRUN – The Research Center, ELTRUN-IMES Research Group. Scientific Coordinator (with G. Doukidis)

**2004-2006:** Consumer Behaviour in Grocery Retailing in Greece - Efficient Consumer Response (ECR) Hellas– Scientific Coordinator (with K. Pramatrari)

**2004-2005:** “WMDS - World Mobile Data Survey”– With a worldwide participation of Universities and Research Institutions. Scientific Coordinator (with G. Giaglis).

**2003-2004:** “WMIS - World Mobile Internet Survey”– With a worldwide participation of Universities and Research Institutions. Scientific Coordinator (with G. Giaglis).

### **4.4. Participation in the Execution of other Research Studies**

**2013-2021:** Surveys on User-Consumer Behaviour in “Omnichannel Retailing” – in the context of the annual ELTRUN surveys for Electronic Commerce.

**2008:** Case Studies on “Electronic Customer Relationship Management (e-CRM): Current Situation and Emerging Trends in the Greek Market”.

**2006:** Study of “Electronic Advertising through the Internet in Greece”.

**2002:** “Greek Aluminium 2002” Exhibition – Consumer Behaviour Survey (November 2002). Scientific Coordinator

**1999:** Internet Consumer Survey: Characteristics, Shopping Habits and Preferences of Internet Consumers.

#### 4.5. PhD Supervision

**Nov. 2002 – May 2006 (completed successfully):** Ph.D. Thesis – Athens University of Economics and Business, Department of Management Science and Technology – Ph.D. Candidate P. Vlachos – Title of Dissertation: *“Service Evaluation Trust Determinants in Consumer Relational Exchanges”*.

**Oct. 2003 – Jun. 2009 (completed successfully):** Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology – Ph.D. Candidate A. Tsamakos - Title of Dissertation: *“Corporate Associations in Mobile Communication Services: Corporate Social Responsibility, Consumer Attributions and the Mediating Role of Trust”*.

**Oct. 2005 – Jun. 2009 (completed successfully):** Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology – Ph.D. Candidate V. Koutsiouris - Title of Dissertation: *“Consumer Behaviour towards Location Based Mobile Services in the Context of the Entertainment Industry”*.

**Oct. 2003 – Dec. 2011 (completed successfully):** Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology – Ph.D. Candidate E. Kevork - Title of Dissertation: *“Investigating Electronic Servicescape Effects on Consumer Behaviour in the E-Banking Sector: A Customer Relationship Management Approach”*.

**Oct. 2008 – Feb. 2013 (completed successfully):** Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology – Co-supervision (with Associate Prof. N. Pouloudi) of the Ph.D. Candidate I. Krasonikolakis - Title of Dissertation: *“Virtual Reality Internet Retailing: Experimental Examination of Interactive Shopping Interface – Store Atmosphere Effects on User-Consumer Behaviour”*.



**Dec. 2012 – June 2018 (completed successfully):** Ph.D. Thesis - Athens University of Economics and Business, School of Business, Department of Management Science and Technology – Ph.D. Candidate C. Lazaris - Title of Dissertation: *"Integrating Physical & Web Shopping Environments: The Interplay of Omnichannel Retailing & Store Atmosphere on Consumer Behaviour in Social-Local-Mobile Settings"*

**Sep. 2019 – today:** Ph.D. Thesis - Athens University of Economics and Business, School of Business, Department of Management Science and Technology – Ph.D. Candidate E. Sfakianaki - Title of Dissertation: *"Information and Communication Technologies and Customer Experience"*.

**June 2020 – today:** Ph.D. Thesis - Athens University of Economics and Business, School of Business, Department of Management Science and Technology – Ph.D. Candidate A. Koukopoulos - Title of Dissertation: *"Digital Technologies and Integrated Marketing Communications"*.

#### **4.6. Master Theses Supervision (188 in total)**

**Jul. 2011 – today:** Athens University of Economics and Business, School of Business, Department of Business Administration, Master of Science in Services Management, Part Time Program – Supervision of **59** M.Sc. Theses.

**Jul. 2009 – 2016:** Athens University of Economics and Business, School of Business, Department of Business Administration, Master of Science in Services Management, Full Time Program – Supervision of **41** M.Sc. Theses.

**Sept. 2017 - today:** Athens University of Economics and Business, School of Business, Department of Management Science and Technology, Master of Science Program in "Management Science and Technology", Supervision of **41** Master Theses - Internships (Full Time and Part Time Program).

**Jun. 2015 - 2018:** Athens University of Economics and Business, School of Business, Department of Marketing and Communication, Master of Science Program in "Marketing and Communication" (Specialization in International Marketing - PRIMA). Supervision of **3** Master Theses.

**Jun. 2014 - 2018:** Athens University of Economics and Business, School of Business, Department of Marketing and Communication, Master of Science Program in "Marketing and Communication" (Part Time). Supervision of **5** Master Theses.

**Jun. 2005 – Dec. 2013:** Athens University of Economics and Business, International MBA Program – Supervision of **12** Field Study Projects.

**Jul. 2003 – Jan. 2009:** Athens University of Economics and Business, M.Sc. in "Information Systems" – Supervision of **12** M.Sc. Theses.

**Jul. 2002 – Nov. 2004:** Athens University of Economics and Business, Master of Science in "Decision Sciences" - Supervision of **4** Field Study Projects.

**Jun. 1999 – Nov. 2004:** Athens University of Economics and Business and National Technical University, Intercollegiate MBA Program "Athens MBA" – Supervision of **11** MBA Theses.

#### **4.7. Member of PhD Committees**

**Member of PhD Supervision Committees** of the following PhD candidates: Vlachos, P. (*completed successfully*), Drosos, D. (*completed successfully*), Tsamakos, A. (*completed successfully*), Koutsiouris, V. (*completed successfully*), Theotokis, A. (*completed successfully*), Tsiaousis, A. (*completed successfully*), Kevork, E. (*completed successfully*), Krasonikolakis, I. (*completed successfully*), Fraidaki, K. (*completed successfully*), Mantzari, E., Lazaris (*completed successfully*), C. Pournarakis, D. (*completed successfully*), E. Sfakianaki, A. Koukopoulos and P. Katiaj at the Athens University of Economics and Business, School of Business Department of Management Science and Technology, Manganari, E. (*completed successfully*), Mathios, G. (*completed successfully*), Mandyli, K. (*completed successfully*) and E. Gwgou at the Athens University of Economics and Business, Department of Business Administration, Benou P. (*completed successfully*) at the University of Peloponnese, Department of Computer Technology Science, Mpelenioti, Z. (*completed successfully*) at the Aristotle University of Thessaloniki, Department of Journalism and Mass Communications and Samara, S. of the University of Macedonia.

**Member of PhD Examination Committees** of the following PhD candidates: Lekakos, G., Vlachos, P., Nikas, A., Drosos, D. Tsamakos, A., Tsiaousis, A., Theotokis, A. Koutsiouris, V., Kevork, E., Krasonikolakis, I., Fraidaki, K. , P. Sarantopoulos, Pournarakis, D. and Lazaris, C. of the Athens University of Economics and Business, Department of Management Science and Technology, Tsiamis, J., Manganari, E., Papadakis, G., Lepetsos, A., Rouvaki, C. Mathios, G., Mandyli, K. and Tsetseka, A. of the Athens University of Economics and Business, Department of Business Administration, Tsimonis, G., of the Athens University of Economics and Business, Department of Marketing and Communications Benou P. of the University of Peloponnese, Department of Computer Technology Science, Agapitou K. of the Piraeus University, Department of Business Administration and Basias N., of the Piraeus University, Department of Digital Systems and Mpelenioti, Z. of the Aristotle University of Thessaloniki, Department of Journalism and Mass Communications.

#### 4.8. Other

**Member of Examination Committees** of Field Study Projects and M.Sc. Theses of the Post-Graduate Programs included in section 4.6 above.

**Member of the Examination Committee** of a Master Thesis conducted in the context of the Master of Science Program of the University of Athens, Department of Communication and Mass Media.

## 5. SCIENTIFIC ACTIVITIES AND INTERNATIONAL DISTINCTIONS

### 5.1. Awards and International Distinctions

- International Commerce Institute (ICI) Research Grant (“Unilever Research Grant”) for supporting the execution of the research project titled “Retailer-Consumer Emotional Attachment: Antecedents, Consequences and the Role of Adult Attachment Styles”, July 2007.
- “Remarkable Collaboration in Conducting Joint Research” Award within the context of “*The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science*”, Budapest, Hungary, 9-12 July, 2006.

- "Gold Award" in "Efficient Consumer Response in a Global Economy - Third ECR European Academic Award (ECR Europe Academic Partnership)" - Title of Research Paper: "An Emerging Store Layout for Internet Grocery Retailing" – Barcelona, Spain, April 2002.
- Best Paper Award, 10<sup>th</sup> Student Management Science and Technology Conference, May 2013, Athens (in greek). Paper title: "3D Internet Retailing: Development of Standard 3D Internet Stores and Studying their Influence on Consumer Behaviour" (with Krasonikolakis, I. and Pouloudi, N.).
- Top papers download in various time periods - Indicatively: (1) SSRN Top Ten download of the papers "Consumer-Retailer Emotional Attachment: Some Antecedents and the Moderating Role of Attachment Anxiety" (*European Journal of Marketing*) and "Consumer-Retailer Love and Attachment: Antecedents and Personality Moderators" (*Journal of Retailing and Consumer Services*) (2) The papers entitled "Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail" (*Journal of Retailing*) and "Mass Customization Challenges in Internet Retailing through Information Management" (*International Journal of Information Management*) were included in the top 25 regarding the readership (i.e. downloads). Specifically, the paper in the *Journal of Retailing* refers to the time periods 7/2004-6/2005 and 10/2005-3/2006 and the paper in the *International Journal of Information Management* refers to the time period 7/2004-12/2004.

## 5.2. Citations

- **Web of Science (last update: 19/02/2025):** The citations on the published work are **1510** (H-Index=15) from which more than **40 citations refer to "4\*" and "4" journals of the ABS list**, positioned in different disciplines, like the following: *Journal of Marketing*, *MIS Quarterly*, *Marketing Science*, *Information Systems Research*, *Journal of the Academy of Marketing Science*, *Journal of Management Information Systems*, *Journal of Consumer Research*, *Journal of Management*, *Journal of Retailing*, *Journal of the Association for Information Systems*, *International Journal of Research in Marketing*, *Journal of Organizational Behavior*, *European Journal of Operational Research*, *Journal of Travel Research*, *Tourism Management*, *Academy of Management Journal*.

- **Scopus (last update: 19/02/2025):** The citations (excluding self-citations) on the published work are **2202** ( $h$ -index=19).
- **Google Scholar (last update: 19/02/2025):** The citations on the published work are **5979** ( $h$ -index=34).

**5.3. Reviewer in Academic Journals and Conferences** (*in several of the following more than once - in several conferences annual review*)

**Journals (in various time periods)**

- *Journal of Business Research*
- *International Journal of Information Management*
- *International Journal of Internet Marketing and Advertising*
- *Journal of Retailing*
- *Information and Management*
- *European Journal of Marketing*
- *Information Systems Journal*
- *European Management Journal*
- *Journal of Retailing and Consumer Services*
- *Business Process Management Journal*
- *International Journal of Electronic Business*
- *International Journal of Mobile Communications*
- *International Journal of Internet and Enterprise Management*
- *International Journal of Electronic Commerce*
- *Logistics Information Management*
- *International Journal of Technology Management*
- *Management Research News*
- *Behaviour and Information Technology*
- *Journal of Organizational Computing and Electronic Commerce*
- *International Review of Retail, Distribution and Consumer Research*
- *International Journal of Retail and Distribution Management*
- *Information Systems and E-Business Management*
- *Managing Service Quality*
- *IT & People*
- *Electronic Commerce Research Journal*
- *European Journal of Information Systems*
- *Electronic Markets - The International Journal on Networked Business*
- *etc.*

**Conferences (in various time periods)**

- *Human Computer Interaction International Conference*

- *European Conference on Information Systems*
- *ICETE - ICE-B - International Joint Conference on e-Business and Telecommunications*
- *International Conference on e-Business (ICEB)*
- *Bled Electronic Commerce Conference*
- *International Conference on Mobile Business*
- *5<sup>th</sup> International Conference of Decision Science Institute*
- *Americas Conference on Information Systems*
- *IADIS International Conference e-Society*
- *IADIS International Conference e-Commerce Society*
- *European Association of Education and Research in Commercial Distribution (EAERCD)*
- *International Conference on Information Systems (ICIS)*
- *ECR Conferences*
- *Annual Student Conference of the Department of Management Science and Technology, Athens University of Economics and Business*
- *Mediterranean Conference on Information Systems (MCIS)*
- *2<sup>nd</sup> Biennial International Conference on Services Marketing*
- *International Conference on Contemporary Marketing Issues (ICCM)*
- *Leading and Managing in the Digital Era (LMDE) International Conference*
- *etc.*

#### **Edited Volumes (in various time periods)**

- *Advances in E-Business Research*
- *Handbook of Research on Mobile Marketing Management*
- *Consumer Information Systems and Relationship Management: Design, Implementation and Use*
- *E-Strategies for Resource Management Systems: Planning and Implementation*

#### **5.4. Editorial Board Member in Academic Journals and Committee Member of Academic Conferences**

- **Senior Editor** of the *Electronic Markets - The International Journal on Networked Business* (since 2022). Impact Factor of the Journal (2023): 7.1
- **Associate Editor** of the *European Journal of Information Systems* (2010-2013). Impact Factor of the Journal (2023): 7.3

- **Associate Editor** of the *Electronic Markets - The International Journal on Networked Business* (from 2019 to 2022). Impact Factor of the Journal (2023): 7.1
- **Editorial Board Member** of the *Electronic Markets - The International Journal on Networked Business* (2009-today).
- **Editorial Board Member** of the *Journal of Business Research* (2021-2025). Impact Factor of the Journal (2023): 10.5
- **Editorial Board Member** of the *International Journal of Information Management* (2012-2020). Impact Factor of the Journal (2023): 20.1
- **Guest Editor** (with Kopanakis, I.) of the *International Journal of Internet Marketing and Advertising* – Special Issue titled: “Information Systems and Marketing”, Vol. 6, No. 3 (2011). Editorial: Vrechopoulos, A. and Kopanakis, I. (2011), *Information Systems and Marketing*.
- **Associate Reviewer** of the *Electronic Markets – The International Journal on Networked Business* (2006-2008).
- Member of the Program Scientific Committee of the “*International Conference on Contemporary Marketing Issues (ICCMi)*”, 2012 (Thessaloniki, Greece), 2014 (Athens, Greece), 2015 (London, UK), 2016 (Heraklion, Greece), 2017 (Thessaloniki, Greece), 2018 (Athens, Greece), 2019 (Crete, Greece), 2020 (Naxos, Greece - conducted virtually due to the pandemic), 2021 (Naxos, Greece - conducted virtually due to the pandemic), 2022 (Naxos, Greece), 2023 (Corfu, Greece) and 2024 (Heraklion, Crete, Greece).
- Member of the Program Scientific Committee of the “*International Conference on Mobile Business (ICMB)*”, 21-22 Iouviou, Delft, Holland, 2012.
- Member of the Program Scientific Committee of the “*10th International Conference on Mobile Business (ICMB)*”, Italy, Como, June 20-21, 2011.
- Member of the Program Scientific Committee of the “*9th International Conference on Mobile Business (ICMB) and the 9th Global Mobility Roundtable (GMR)*” Greece, Athens, June 27-29, 2010.

- Member of the Program Scientific Committee of the *"Biennial International Conference on Services Marketing"*, Greece, Thessaloniki, November 4-6, 2009.
- Member of the Program Scientific Committee of the *"Mediterranean Conference on Information Systems"*, Greece, Athens, September 25-27, 2009.
- International Program Committee Associate Editor of the *"17<sup>th</sup> European Conference on Information Systems (ECIS)"*, Italy, Verona, June 8-10, 2009.
- Member of the Technical and Organizing Committee of the *"International Workshop on E-Systems and Applications"*, organized under the aegis of the IEEE, United Kingdom, London, 2009.
- Member of the International Advisory Board of the *"International Congress on Pervasive Computing and Management (ICPCM 2008)"*, India, New Delhi, December 12-14, 2008.
- Member of the Program Scientific Committee of the *IADIS MCCSIS Conference*, 2011.
- Member of the Program Scientific Committee of the *"ICE-B 2010 - International Conference on e-Business"*, Athens.
- Member of the Program Scientific Committee of the *"ICE-B 2009 - International Conference on e-Business"*, Italy, Milan, July 7-10, 2009.
- Member of the Program Scientific Committee of the *"ICETE - ICE-B 2008 - International Joint Conference on e-Business and Telecommunications"*, 3rd edition of ICE-B, Portugal, Porto, July 26-29, 2008.
- Member of the Program Scientific Committee of the *"6<sup>th</sup> European Interactive TV Conference EuroITV 2008 - Changing Television Environments"*, Austria, Salzburg, July 3-4, 2008.
- Member of the Program Scientific Committee of the *"ICETE - ICE-B 2007 - International Joint Conference on e-Business and Telecommunications"* (organized by INSTICC, technically co-sponsored by the IEEE Systems, Man, and Cybernetics (SMC) Society and in cooperation with ACM SIGMIS), Spain, Barcelona, July, 2007.



- Member of the Program Scientific Committee of the “12<sup>th</sup> European Conference on Information Systems (ECIS)”, Germany, May, 2005.
- Member of the Program Scientific Committee of the “International Conference e-Society” conducted under the aegis of the International Association for Development of the Information Society (IADIS) from 2004 to 2012.
- Member of the Program Scientific Committee of the “Annual Student Academic Conference” of the Athens University of Economics and Business, Department of Management Science and Technology from 2004 until today, Athens, Greece.
- Member of the Program Scientific Committee of the “International Conference e-Commerce” conducted under the aegis of the International Association for Development of the Information Society (IADIS) from 2004 to 2011.
- Member of the Program Scientific Committee of the “IADIS Multi Conference on Computer Science and Information Systems” conducted under the aegis of the International Association for Development of the Information Society (IADIS), Portugal, Lisbon, 2007.

## **5.5. Other Activities in Academic Conferences**

- Associate Editor of the “27<sup>th</sup> European Conference on Information Systems (ECIS)”, Stocholm and Uppsala Sweden, June 8-14, 2019.
- Session chair in the context of the *I3E 2013 – The 12<sup>th</sup> IFIP Conference on e-Business, e-Services and e-Society “Collaborative, trusted and privacy aware e/m-services”*, 25-26 April 2013, Athens, Greece.
- Associate Editor of the “18<sup>th</sup> European Conference on Information Systems (ECIS)”, Pretoria, South Africa, June 2010.
- Session chair in the context of the “European Association of Education and Research in Commercial Distribution (EAERCD) 15<sup>th</sup> International Conference”, UK, Surrey, 15-17 July 2009.
- Organization of Conference Track (and Session Chair) titled “Information Systems and Marketing” in the context of the “4<sup>th</sup> Mediterranean

*Conference on Information Systems*", Greece, Athens 25-27 September 2009.

- Associate Editor of the *"17<sup>th</sup> European Conference on Information Systems (ECIS)"*, Italy, Verona, June 8-10 2009.
- Session chair in the context of the *"13<sup>th</sup> International Conference on Retailing and Services Science"* organized by the European Institute of Retailing and Services Science (EIRASS), Hungary, Budapest, July 9-12, 2006.
- Session chair of two sessions in the context of the *"4<sup>th</sup> EuroITV 2006 Conference – Beyond Usability, Broadcast and TV"*, Greece, Athens, May 25-26 2006 (Session A.4.2 - Applications and Systems and Session B.3.1 - Research in Progress 1).
- Associate Track Chair & Associate Editor (track: "e-work and Virtual Organizations") of the *"12<sup>th</sup> European Conference on Information Systems"*, Germany, May 2005.
- Organization of the Conference Track (and Session Chair) titled: "Operational Research for Electronic Services – Emerging Consumer Behavioural Patterns and Attitudes towards Mobile Commerce Services" of the *"EURO XX – European Conference on Operational Research / Management of Electronic Services"*, Greece, Rhodes, July 2004.
- Session Chair at the *1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 18<sup>th</sup> "Annual Student Academic Conference"* of the Athens University of Economics and Business, Department of Management Science and Technology, in 2004, 2005, 2006 and 2007, and 2021, respectively.
- Member of the Organizing Committee of the *"3<sup>rd</sup> International ECR Research Symposium: Consumer Driver electronic transformation: applying new technologies to enthuse consumers"* jointly organized by ELTRUN – The E-Business Center of the Athens University of Economics and Business, Department of Management Science and Technology, with ECR Hellas, Greece, Athens, September 2003.
- Presentation titled "Technology Enabled Store Atmosphere in Physical and Virtual Retailing: Influence or Support the Customer" in the context of the *3<sup>rd</sup> International ECR Research Symposium: Consumer Driven*

*electronic transformation: applying new technologies to enthuse consumers”* – Greece, Athens, September 2003.

- Session Chair at the *“First International Conference on Mobile Business (M-BUSINESS 2002)”*, Greece, Athens, July 2002.

## **5.6. Presentations and Administrative Experience in Other Conferences, Symposia and Events**

- **2022:** Coordinator of the Academic Panel *“Digital Transformation in Management Science and Technology”* of the *18<sup>th</sup> Student Conference* of the Department of Management Science and Technology.
- **2015:** Presentation titled *“The online behaviour and preferences of Greek consumers within physical stores in the Omnichannel Era”* (with C. Lazaris), *Shopper Marketing & Category Management Conference 2015 – Shopper Insights in Action*, 1 December 2015.
- **2014:** Member of a Panel Discussion in the context of the session titled *“e-business Puzzle e-Payments, Logistics and Operations”*, of the *“eBusiness World”* Conference, 26 June 2014, Athens, Greece.
- **2010:** Coordinator of the Conference Session title *“Youth Entrepreneurship in Electronic Commerce”* in the context of the conference for Electronic Commerce titled *“e-Business Innovation Forum”*, Greece, Athens, November 22-23, 2010.
- **2009:** Session chair *“Best Practices and E-Commerce Case Studies in Greece”* in the context of the *“2<sup>nd</sup> Pan-Hellenic Conference for B2C E-Commerce in Greece”*, Greece, Athens, 10 June 2009.
- **2009:** Presentation of the Specialization *“Information Systems and E-Business”* of the Department of Management Science and Technology at the Athens University of Economics and Business in the context of an event organized by the Department’s students.
- **2008:** Member of Panel Open Discussion titled: *“The evolutions in consumer markets and packaging: (1) Packaging and demographic changes within a global environment, (2) Packaging, retailing and the consumer”*, *“1<sup>st</sup> Pan-Hellenic Packaging Conference”*, Greece, Athens 17-18 March – (in greek).

- **2008:** Invited Presentation titled “Information and Communication Technologies and Digital Marketing: Current and Emerging Research Approaches” within the context of “EPEAEK Program – Supporting Information Systems Studies” event titled “Innovation in Information Systems and Electronic Business” of the Athens University of Economics and Business, Department of Management Science and Technology, Greece, Athens, June 27.
- **2008:** Speech on “Electronic Customer Relationship Management” within the context of the research team on E-CRM of the GRNET E-BUSINEES Forum, Greece, Athens, February 2008.
- **2007:** Session chair in the context of the “7<sup>th</sup> International Conference on Electronic Commerce and Electronic Business”, E-TRGOViNA, Serbia, Palic, April 18-20, 2007 (session: Customer Relationship Management).
- **2007:** Invited Presentation titled “Electronic Customer Relationship Management (e-CRM): From Theory to Practice” in the context of the “7<sup>th</sup> International Conference on Electronic Commerce and Electronic Business”, E-TRGOViNA, Serbia, Palic, April 18-20, 2007.
- **2006:** Presentation titled “Store Atmosphere in Electronic Retailing” in the context of the “Retail Solutions Conference” organized by Boussias Communication, Greece, Athens, June 15.
- **2006:** Organization and Coordination of Session titled “Shoppers’ Behaviour” in the context of the Conference titled “Customer Care 2006 – Conference & Expo – Know the Needs Create the Experience”, Greece, Athens, April 5-6.
- **2005 - today:** Presentations titled “Master Programs in Marketing” in the context of the Alumni Information Day Event of the Athens University of Economics and Business, Department of Management Science and Technology.
- **2005:** Presentation titled “Electronic Business: Modern Trends and Perspectives for Greek Companies” in the context of event jointly organized by the General Secretary of Commerce of the Ministry of Development and the European Center of Information for Businesses (“EKPE”) of the Greek Organization of SMEs, Greece, Athens, April 25.

- **2004:** Organization and Coordination of Session titled “*New Technologies and Advertising*” in the context of COMDEX Exhibition Greece, November 2004.
- **2004:** Presentation titled “*Electronic Promotion of Products and Services: Emerging Trends, Risks and Challenges*”, COMDEX Greece, Athens, November 2004.
- **2003:** Student Association for International Affairs (“SAFIA”), Event titled: “*Protagonists or Spectators in the in the Show of the Future?*” under the aegis of the Presidency of the Department of Political Science and Public Administration of the Athens University – Scientific Coordinator of the thematic area titled “*The Development of Electronic Commerce in Greece*” Public Administration School, Greece, Athens, December.
- **2003:** Festival “FOITISI”, under the aegis of the General Secretary of New Generation – Presentation titled “*e-Business and Greek Reality*”, Greece, Athens, November.
- **2001:** “*E-Commerce Show*” – Title of Presentations: “*Attitudes of Greek Consumers towards Distance and Internet Shopping*” and “*The Trends of the Greek e-Tailing in the Threshold of the 21<sup>st</sup> Century*”, Greece, Piraeus, June.

## **6. PROFESSIONAL ACTIVITIES AND OTHER ADMINISTRATIVE EXPERIENCE**

### **6.1. Member in Academic Associations, etc. (*various time periods*)**

- European Association of Education and Research in Commercial Distribution (EAERCD)
- The European Institute of Retailing and Services Studies (EIRASS)
- European Marketing Academy (EMA)
- International Society of Marketing and Development (ICMD)
- Emerald's Literati Club
- Athens Laboratory of Business Administration (ALBA) Alumni
- Brunel University Alumni
- E-Business Forum of the Greek Network of Research and Technology (GRNET)
- Interactive Advertising Bureau (IAB Hellas)

- Honorary Member of the Athens University of Economics and Business, Department of Management Science and Technology Alumni
- Greek Computer Society ("EPY")
- "Hermes" Network of Knowledge Dissemination
- AUEB Faculty Union
- Member of the AUEB Alumni

## **6.2. Participation in Committees and Professional Activities-Initiatives**

- **2022-today:** Member of the Scientific Committee of the Institute for Research in Consumer Goods Retailing (IEAKA in Greek).
- **2018, 2020, 2021 and 2022:** Member of the Judging Committee of the "Loyalty Awards".
- **2019 and 2022:** Member of the Judging Committee of the "Shopper Marketing Awards".
- **2017 to 2024:** Member of the Judging Committee of the "National Customer Service Awards", Greek Institute of Customer Service.
- **2011 to 2025:** Member of the Judging Committee of the proposals submitted in the context of the "E-Volution Awards", Greece, Athens.
- **2010-2011, 2012-2013 and 2014-2015:** Evaluator of proposals submitted in the context of the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> contest titled "Greece Innovates – Contest of Applied Research and Innovation" organized by the "Association of Businesses and Industries" and the Eurobank EFG, Greece, Athens.
- **2011:** Member of the External Evaluators committee for the scientific evaluation of proposals aiming to advance basic research of the University of Macedonia – Scientific Evaluation of one research proposal.
- **2010:** Member of the Organizing Committee of the Conference for Electronic Commerce titled "*e-Business Innovation Forum*", Greece, Athens, November 22-23, 2010.
- **2007-2008:** E-BUSINESS Forum, Ministry of Economics – Corporate Program of Information Society & Ministry of Development – General

Secretary of Industry, "GRNET". Coordinator of the work team titled "Customer Relationship Management through the Use of Information Systems", Greece, Athens.

- **2007:** OTENET Innovation Contest – Proposals Evaluation Committee Member of the contest.
- **1998–2007:** ECR Hellas. Member of work teams in "Demand Side" research issues (e.g. Customer Relationship Management, Efficient Product Promotion, Emotional Intelligence, Value Beyond Price, etc.).
- **2004 & 2005:** Member of the Examination Committee of the National Public Administration School.
- **2004:** E-BUSINESS FORUM, Ministry of Economics – Corporate Program of the Information Society & Ministry of Development – General Secretary of Industry, "GRNET". Coordinator of the work team titled "New Technologies and Advertising", Greece, Athens.
- **2004:** eBusiness Support Network. European Commission, Enterprise Directorate General - E-Business, ICT industry and Services Unit. Member of team work titled "e-business metrics"
- **1999-2007:** HERMES – Human Network of Knowledge Dissemination for Electronic Retailing – Ministry of Development, General Secretary of Research and Technology, Greece, Athens.
- Collaboration with the Interactive Advertising Bureau Hellas (IAB) Hellas, in educational and research activities.
- Collaboration with Information Systems providers in the scientific areas of Digital Marketing, Customer Relationship Management, Sales and Electronic Retailing for educational and research purposes.

### 6.3. University Administrative Experience

- **2021-today:** Member of the Internal Evaluation Team ("OM.E.A." in Greek) of the Athens University of Economics and Business, School of Business, Department of Management Science and Technology.

- **2020-today:** Member of the Coordination Committee (with I. Mourtos and K. Androutsopoulos for 2020-2021 and 2021-2022 and with G. Doukidis and K. Androutsopoulos from 2022-2023 to 2024-2025) for the compulsory Internship - Thesis of the Department of Management Science and Technology of AUEB, with 180-200 students participating every year (Winter and Summer semesters).
- **2016-today:** Member of the following committees of the Department of Management Science and Technology: (1) Coordinator of the Department's Promotion Committee, (2) Erasmus Program Committee (until Academic Year 2021-2022), (3) Coordinator of the Department's Newsletter Committee (since 2017-2018), (4) Deputy Representative at the AUEB Library Committee (since 2020-2021), and (5) Internal Evaluation Team ("OM.E.A." in Greek) of the Department (since 2021-2022).
- **2018-2024:** Consulting of the Department of Management Science and Technology of the School of Business of the Athens University of Economics and Business to Candidates of the Department. Contact Person.
- **2014-2016:** Member of the following committees of the Department of Management Science and Technology: (1) Department's Evaluation Committee, (2) Erasmus Program Committee, (3) PhD Program Committee.
- **2013-2016:** Representative of the Department of Management Science and Technology at the AUEB Library Committee.
- **2013:** Deputy member of the committee responsible for the organization of the First Year Students Welcome Event of the Department of Management Science and Technology, AUEB.
- **2004-2013:** Member of the Promotional Committee of the Department of Management Science and Technology of the Athens University of Economics and Business.
- **2003-today:** Scientific Coordinator of the ELTRUN-IMES (Interactive Marketing & Electronic Services) Research Group, which was renamed in 2023 as "Digital Marketing and Electronic Retailing (DIMER)", of the "ELTRUN – The E-Business Center" at the Athens University of Economics and Business, School of Business, Department of



Management Science and Technology. Coordinator of the ELTRUN Research Seminars, etc.

- **2003-today:** Presentation of the Department of Management Science and Technology in a series of events organized by the Athens University of Economics and Business (AUEB), by the Department or by other Departments of AUEB and as invited speaker at High Schools.
- **2004 - today:** Member of body of electors and committees for research/teaching and administrative staff election/selection, committee member of PhD candidates' registrations' evaluation, member of supervisory committees, member of procurement committees, participation in candidates' evaluation and selection in the context of post-graduate studies of the Athens University of Economics and Business, etc.
- **2004-today:** Design and development of the courses "Management of Sales", "Digital Marketing" and "Special Topics in Digital Marketing", "Advanced Selling Techniques and Technologies", "Data Management for Marketing and Sales", "Digital Marketing and CRM", "Digital Marketing, Web Analytics και Social Media", "Basic Principles and Metrics of Customer Experience" - Undergraduate and Post-Graduate Programs of the AUEB School of Business.
- **2009-2011:** Member of the Scientific Organizing Committee of the Intercollegiate Master of Science Program on "Heritage Management" of the Athens University of Economics and Business and the University of Kent.
- **2009-2010:** Member of the Scientific Organizing Committee of the first "Certified Educational Seminar in Sales" for Executives (program duration: 300 hours) at the Athens University of Economics and Business.
- **2005-2011:** Deputy Representative of the Department of Management Science and Technology of the Athens University of Economics and Business at the Student Club of the University.
- **2006-2009:** Administrator (with P. Dimitratos) for the Intership and the Field Study Thesis of the Athens University of Economics and Business, Department of Management Science and Technology.

- **2006-2007:** Representative of the Department of Management Science and Technology of the Athens University of Economics and Business at the University's Senate.
- **2006:** Organization of Research Seminars Series under the aegis of the ELTRUN-IMES research group with the participation of PhD candidates of the Department of Management Science and Technology of the Athens University of Economics and Business.
- **1998-2004:** Participation in construction projects of the "ELTRUN – The E-Business Research Center" research labs, DMST, AUEB (*various time periods*).
- **2001:** Organization of the "Electronic Retailing" Business Conference within the context of the "HERMES" Human Network of Knowledge Dissemination, "E-Commerce Show 2001", Greece, Piraeus, June, 2001.
- **2001:** Organization of the "Value Adding Platforms for the Digital Value Chain" Conference within the context of the "HERMITAGE" and the "HERMES" Human Networks or Knowledge Dissemination, funded by the Greek Secretary of Research and Technology (GSRT), under the aegis of the Athens University of Economics and Business, 400 participants, Greece, Athens, May 2001.
- **1999:** Head of the supporting team of the 5<sup>th</sup> International Conference in Decision Sciences (DSI '99) with 1200 participants, co-organized by the Athens University of Economics and Business and the Florida International University, Greece, Athens, July 1999.
- **1999:** Design and Execution of 3 Educational Seminars ("Efficient Consumer Response", "EDI & Electronic Commerce", "Logistics & Electronic Commerce") - 450 teaching hours (in total), at the Research Center of the Athens University of Economics & Business (RC-AUEB).

## **7. PUBLICATIONS AND EDUCATIONAL MATERIAL**

### **7.1. Publications in Refereed Journals**

1. Vrechopoulos, A., Lazaris, C. and Theodoratos, S. (2022) Choosing Optimal Omnichannel Coupon Redeeming Options in Multiple Channel Settings, *Administrative Sciences*, Vol. 12, Issue 4.

2. Sfakianaki, E., Vrechopoulos, A. and Lazaris, C. (2022) Conceptualizing green strategies' effects on customer experience in the context of omnichannel retailing, *International Journal of Innovation and Technology Management*, Special Issue on Innovation and Marketing: Contemporary Challenges, Tsekouropoulos, G., Sarmaniotis, C. and Donkor, E. (Eds.), Vol. 19, Issue 5 (August).
3. Lazaris, C., Vrechopoulos, A., Sarantopoulos, P. and Doukidis, G. (2022) Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention, *Journal of Retailing and Consumer Services*, Volume 64, January.
4. Sfakianaki, E., Vrechopoulos, A. and Lazaris, C. (2022) Green Marketing and Customer Experience in an Omnichannel Environment: A Qualitative Study, *International Journal of Qualitative Research in Services* (online first). DOI: 10.1504/IJQRS.2022.10052811
5. Krasonikolakis, I., Vrechopoulos, A., Dimitriadis, S. and N. Pouloudi (2021) User perceptions of 3D online store designs: an experimental investigation, *Information Systems and E-Business Management*, Vol. 19, Issue 4, pp. 1321–1354.
6. Kioses, L., Vlachos, P., Doukidis, G. and Vrechopoulos, A. (2021) "Phasing Out Single-Use Plastics in Grocery Retailing", *California Management Review - Topics: Sustainability, Insight/Note*.
7. Lazaris, C., Sarantopoulos, P. Vrechopoulos, A. and Doukidis, G. (2021) Effects of Increased Omnichannel Integration on Customer Satisfaction and Loyalty Intentions, *International Journal of Electronic Commerce*, Vol. 25, Issue 4, pp. 440-468.
8. Krasonikolakis, I., Vrechopoulos, A., Pouloudi, A. and Dimitriadis, S. (2018) "Store Layout Effects on Consumer Behavior in 3D Online Stores", *European Journal of Marketing*, Vol. 52, Issue 5/6, pp. 1223 – 1256.
9. Lazaris, C., Vrechopoulos, A. and Doukidis, G. (2017) "Physical Web Atmospherics: Utilizing Internet of Things to Conceptualize Store Atmosphere in Omnichannel Retailing", *International Journal of Technology Marketing*, Vol. 12, No. 4, pp. 389-416.

10. Koutsouris, V., Vrechopoulos, A. and Doukidis, G. (2016) Classifying, Profiling and Predicting User Behavior in the context of Location Based Services, *Journal of Electronic Commerce Research*, Vol. 17, No. 4, pp. 340-357.
11. Krasonikolakis, I., Vrechopoulos, A. and Pouloudi, A. (2014) "Store Selection Criteria and Sales Prediction in Virtual Worlds", *Information & Management*, Vol. 51, Issue 5, pp.641-652.
12. Manganari, E., Siomkos, G., and Vrechopoulos, A. (2014) Perceived Consumer Navigational Control in Travel Websites, *Journal of Hospitality & Tourism Research*, Vol. 38, Issue 1, pp. 3-22.
13. Benou, P., Vassilakis, C. and Vrechopoulos, A. (2012) Context management for m-commerce applications: determinants, methodology and the role of marketing, *Information Technology and Management*, Vol. 13, Issue 2, pp. 91-111.
14. Vlachos, P. and Vrechopoulos, A. (2012) Consumer-Retailer Love and Attachment: Antecedents and Personality Moderators, *Journal of Retailing and Consumer Services*, Vol. 19, Issue 2, pp. 218-228.
15. Manganari, E., Siomkos, G., Rigopoulou, I. and Vrechopoulos, A. (2011) Virtual Store Layout Effects on Consumer Behaviour: Applying an Environmental Psychology Approach in the Online Travel Industry, *Internet Research*, Vol. 21, Issue 3, pp. 326-346.
16. Vlachos, P., Giaglis, G., Lee, I. and Vrechopoulos, P. (2011) Perceived Electronic Service Quality: Some Preliminary Results from a Cross-National Study in Mobile Internet Services, *International Journal of Human-Computer Interaction*, Vol. 27, No. 3, pp. 217-244.
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## 7.2. Publications in Refereed International Conference Proceedings

1. Kioses, L., Vrechopoulos A., Koukopoulos A. and Doukidis, G. (2023) "Shopping Trends and COVID-19 Pandemic: Evidence from the Greek Retail Sector", *EMAC Regional Conference 2023*, September 27-29, 2023, Athens, Greece.
2. Katiadj P., Koukopoulos A., Farmakis, T., Pramataris K. and Vrechopoulos A. (2023) "Mapping Brand Personification: A Systematic Cartography of the Literature", *EMAC Regional Conference 2023*, September 27-29, 2023, Athens, Greece.
3. Koukopoulos A., Lounis S., Farmakis T., Vrechopoulos A. and Doukidis G. (2023) "D&C for EU Funded Projects: Towards an Integrated Omnichannel Dissemination and Communication Framework", *11<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)* 2023, July 12-14, 2023, Corfu, Greece.
4. Koukopoulos A., Vrechopoulos A. and Lazaris Chris (2023), Personal Selling in the Era of Artificial Intelligence: A Multivocal Literature Review, *Leading and Managing in the Digital Era (LMDE) International Conference*, June 19-20, 2023, Athens, Greece.
5. Sfakianaki E., Vrechopoulos A. and Lazaris C. (2022) Can Green Marketing Strategies Affect Customer Experience? Insights from Green Hotels, *10<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)*, 8-10 July 2022 Naxos, Greece.
6. Sfakianaki, E., Vrechopoulos, A. and Manolopoulos, D. (2021) Storytelling effects on Customer Experience, *9<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)* 2021, 3-5 September 2021 (conducted virtually due to the pandemic).
7. Sfakianaki, E., Vrechopoulos, A. and Lazaris, C. (2020) Environmentally Sensitive Strategies and Customer Experience in Omnichannel Retailing, *8<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)* 2020, 11-13 September 2020 (conducted virtually due to the pandemic).
8. Koukopoulos, A. and Vrechopoulos, A. (2020) Integrated Marketing Communications: Pushing the Boundaries through Digital Technologies, *8<sup>th</sup> International Conference on Contemporary Marketing*



Issues (ICCM) 2020, 11-13 September 2020 (conducted virtually due to the pandemic).

9. Vrechopoulos Adam, Lazaris Chris, Doukidis Georgios (2019), From Omnichannel Retailing to "Diachronic Retailing": Blending Digital Technologies with Traditional Marketing Strategies and Practices, 48<sup>th</sup> Annual European Marketing Academy Conference (EMAC), Hamburg, Germany, May 28, 2019.
10. Lazaris, C., Vrechopoulos, A. and Doukidis, G. (2018) Consumer Acceptance of Proximity-Based Location Services in Omnichannel Retailing: Exploring Implications for Mobile Channels & Store Atmosphere, 6<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM) 2018, 27-29 June, Athens, Greece.
11. Lazaris, C., Vrechopoulos, A. and Doukidis, G. (2016) Store Atmosphere in "Physical Web" Retailing: An IoT Disruption to Omnichannel Evolution. International Conference on Contemporary Marketing Issues (ICCM) 2016 Heraklion, Greece, 22-24 June, 2016,
12. Lazaris, C., Vrechopoulos, A., Doukidis, G. and Fraidaki, K. (2015) Mobile Apps for Omnichannel Retailing: Revealing the Emerging Showrooming Phenomenon, 9<sup>th</sup> Mediterranean Conference on Information Systems (MCIS 2015), Samos, Greece, 3-5 October 2015.
13. Lazaris, C., Vrechopoulos, A., Doukidis, G. and Fraidaki, K. (2015) The Interplay of Omniretailing & Store Atmosphere on Consumer's Purchase Intention Towards the Physical Retail Store, European, Mediterranean & Middle Eastern Conference on Information Systems 2015 (EMCIS2015), Athens, Greece, 1-2 June 2015.
14. Lazaris, C., Vrechopoulos, A., Fraidaki, K. and Doukidis, G. (2014) Exploring the "Omnichannel" Shopper Behaviour, AMA SERVSIG 2014 International Service Research Conference, Thessaloniki, Greece, 13-15 June 2014.
15. Lazaris, C. and Vrechopoulos, A. (2014) Human-Computer vs. Consumer-Store Interaction in a Multichannel Retail Environment: Some Multidisciplinary Research Directions, 16<sup>th</sup> International Conference on Human-Computer Interaction - HCI International 2014, Crete, Greece, 22-27 June 2014.

16. Lazaris, C. and Vrechopoulos, A. (2014) From Multichannel to “Omnichannel” Retailing: Review of the Literature and Calls for Research, International Conference on Contemporary Marketing Issues (ICCMi) 2014, Athens, Greece, 18-20 June 2014.
17. Krasonikolakis, I., Vrechopoulos, A., Pouloudi, A. and Goula, K. (2013) Designing Visual Exemplars of 3D Online Store Layout Types, I3E 2013 – The 12<sup>th</sup> IFIP Conference on e-Business, e-Services and e-Society “Collaborative, trusted and privacy aware e/m-services”, April 25-26, 2013, Athens, Greece.
18. Kevork, E. and Vrechopoulos, A. (2011), Web Servicescape Personalisation Potential in Web Banking: A Customer Relationship Management Approach, 3rd Biennial International Conference on Service Marketing, 7-9 September, Cesme, Izmir, Turkey.
19. Krasonikolakis, I., Vrechopoulos, A, and Pouloudi, A. (2011) Retail Store Design Classification in Conventional and Online (2D and 3D) Environments, 6th Mediterranean Conference on Information Systems, Cyprus, September.
20. Kevork, E. and Vrechopoulos, A. (2011) THE DYNAMICS OF SERVICESCAPE AS A CUSTOMER RELATIONSHIP MANAGEMENT DIMENSION IN WEB RETAILING: AN INDERDISCIPLINARY APPROACH, 16<sup>th</sup> International Conference on Marketing and Corporate Communications, April, Athens, Greece.
21. Krasonikolakis, I., Vrechopoulos, A, and Pouloudi, A. (2011) 3D Retail Store Typology, 16<sup>th</sup> International Conference on Marketing and Corporate Communications, April, Athens, Greece (extended abstract).
22. Krasonikolakis, I., Vrechopoulos, A, and Pouloudi, A. (2010) VIRTUAL REALITY INTERNET RETAILING: EXPERIMENTAL EXAMINATION OF INTERACTIVE SHOPPING INTERFACE – STORE ATMOSPHERE EFFECTS ON USER-CONSUMER BEHAVIOUR, 5th Mediterranean Conference on Information Systems (MCIS 2010), Tel Aviv, Israel, September 12-14, 2010.
23. Krasonikolakis, I., Vrechopoulos A., and Pouloudi N. (2010). Users’ Personality traits in the Context of Virtual Reality. Proceedings of the International Conference on E-Business, 26-28 July 2010, Athens, Greece. CD-ROM. ISBN: 978-989-8425-17-1.

24. Vlachos, P. A., & Vrechopoulos, A. P. (2010). Estimation Methods For Detecting Non-Additive Effects In Structural Equation Models: An Exhibition Of The Two Step-Single Indicant And Two-Stage Least Squares Methods In The Context Of Consumer Service Evaluation Networks, In Sakas, D. and Konstantopoulos, N. (Eds.) *Marketing And Management Sciences* (pp. 172-176), *Proceedings of the International Conference on ICMMS 2008*, Athens, Greece, 23 – 25 May 2008.
25. Kevork, E. and Vrechopoulos, A. (2009) Electronic Servicescape as a Customer Relationship Management Tool in Web Banking, *2nd Biennial International Conference on Services Marketing - Orchestrating the Service Experience: Music to the Ears of our Customers*, 4-6 November, Thessaloniki, Greece.
26. Krasonikolakis, I., Vrechopoulos, A. and Christoforou, D. (2009) An Empirical Investigation of Users' Characteristics in Virtual Reality Retailing, *2nd Biennial Conference - Orchestrating the Service Experience: Music to the Ears of our Customers*, 4-6 November, Thessaloniki, Greece.
27. Koutsiouris, V. and Vrechopoulos, A. (2009) Consumer Behavior in Location-Based mobile retail Services: a multidisciplinary approach, *European Association of Education and Research in Commercial Distribution (EAERCD) 15th International Conference*, Surrey, UK, 15-17 July.
28. Krasonikolakis, I. and Vrechopoulos, A. (2009) Virtual Reality Internet Retailing (VRIR): experimental investigation of interactive shopping interface – store atmosphere effects on user-consumer behavior, *Images of Virtuality – International Workshop*, Athens, 23-24 April.
29. Koutsiouris, V. and Vrechopoulos, A. (2009) Developing a User Typology in the context of Location Based Mobile Services: A Multidisciplinary Research Approach, *Mediterranean Conference on Information Systems*, Athens September 2009.
30. Krasonikolakis, I. and Vrechopoulos A. (2009) Setting the Research Agenda for Store Atmosphere Studies in Virtual Reality Retailing: An Interdisciplinary Approach, *Mediterranean Conference on Information Systems*, Athens September 2009.

31. Kevork, E. and Vrechopoulos, A. (2009) "MANAGING ELECTRONIC CUSTOMER RELATIONSHIPS THROUGH WEB SERVICESCAPE: AN INTERDISCIPLINARY APPROACH" 38<sup>th</sup> European Marketing Academy Conference (EMAC), Nantes, France, 26-29 May.
32. Mantzarh, E., Lekakos, G. and Vrechopoulos, A. (2008) Social TV: Introducing Socialization in the TV experience, First International Conference on Designing User Experiences for TV and Video – uxtv08, October 22-24, California, USA.
33. Vrechopoulos, A. (2008) Enhancing the Sales Function through the Effective Adoption of CRM Applications: Lessons Learned and Future Research Directions, 2nd Annual Global Sales Science Institute (GSSI), Athens, June 25-25.
34. Koutsiouris, V., Polyxronopoulos, K. and Vrechopoulos, A. (2007) Developing 3G Location Based Services: The Case of an Innovative Entertainment Guide Application, 6<sup>th</sup> International Conference on Mobile Business, Toronto, Canada, July.
35. Manganari, E., Siomkos, G. and Vrechopoulos, A. (2007) Online Store Atmosphere in Retailing: A Classification of Low Task-Relevant Cues, Academy of Marketing Conference, Kingston, UK, June.
36. Siomkos, G., Manganari, E., and Vrechopoulos, A. (2007), Store Atmosphere in Retailing: A Holistic Approach, Academy of Marketing Conference, Kingston, UK, June.
37. Manganari, E., Siomkos, G. and Vrechopoulos, A. (2007) Atmospheric Qualities in Mobile Commerce: An Initial Approach, 36th European Marketing Academy Conference, Reykjavik, Iceland, May.
38. Mantzari, E. and Vrechopoulos, A. (2007), "My Social Tube": User Generated Content and Communication on Interactive Digital Television, Euro iTV Conference, Amsterdam, Holland, May.
39. George Siomkos, Adam Vrechopoulos, Emmanuela Magganari (2006) Web-Atmospheric Effects on Online Consumer Behavior: A Review of the Literature, IADIS International Conference e-Commerce 2006, Barcelona, Spain, 9-11 December.

40. Adam Vrechopoulos, Margarita Albanizou, Symeon Symeonidis, George Vlavianos, Eleftherios Sofikitis (2006), Applying CRM Analytics in the Tourism Industry: A Data Mining Perspective, *The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science*, Budapest, Hungary, 9-12 July.
41. Pavlos Vlachos, Katerina Pramadari, Adam Vrechopoulos and Georgios Doukidis (2006), Consumers' Satisfaction and Trust towards the Supermarket Retail Channel, *The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science*, Budapest, Hungary, 9-12 July. (extended abstract)
42. Eleni Kevork and Adam Vrechopoulos (2006), Defining, manipulating and measuring Customer Relationship Management, *European Marketing Academy Conference*, 24-26 May, Athens, Greece.
43. Dimitris Drosos, Adam Vrechopoulos and Ioannis Ferles (2006), Predicting the "Click-Through Rate" Performance of Banner Advertisements on the Web, *European Marketing Academy Conference*, 24-26 May, Athens, Greece.
44. Pavlos Vlachos and Adam Vrechopoulos (2006) Online Entertainment Business Models: Some Preliminary Findings for the Mobile Music Industry and Research Calls for the iTV Landscape. In Doukidis, G., Chorianopoulos, K. and Lekakos, G. (Eds) *EuroITV 2006 – Beyond Usability, Broadcast and TV*, 25-26 May, Athens, Greece, pp. 390-404.
45. Adam Vrechopoulos (2005) Country Differences and Online Behavioural Patterns, Proceedings of the *9th International Conference on Marketing and Development*, Thessaloniki, Greece, July 8-11.
46. Adam Vrechopoulos (2005) Store Selection Criteria in Internet Grocery Retailing, Proceedings of the European Association of Education and Research in Commercial Distribution (EAERCD) *13th International Conference on Research in the Distributive Trades*, Lund, Sweden, June 29 – July 1.
47. Pavlos Vlachos and Adam Vrechopoulos (2005) Factors Influencing End-User Adoption of Mobile Music Services in Europe: A Field Study, *11th HCI International Conference*, 22-27 July, Las Vegas, Nevada.

48. C. Desiniotis, K. Lambropoulou, I. Talvitie, Ch. Vassiliou, P. Vlachos, and A. Vrechopoulos (2005) Advanced Mobile Streaming: Multimedia Streaming of Interactive Content Across Mobile networks, The IASTED International Conference on SOFTWARE ENGINEERING "SE 2005" as part of the Twenty-Third IASTED International Multi-Conference on APPLIED INFORMATICS, February 15-17, Innsbruck, Austria.
49. Pavlos Vlachos and Adam Vrechopoulos (2004) Emerging Customer Trends Towards Mobile Music Services, ACM Proceedings of the International Conference of Electronic Commerce, 25-27 October, Delft, The Netherlands.
50. Vlachos, P, Vrechopoulos, A. and Giaglis, G. Mobile Internet Services Usage Patterns: Evidence from the Emerging Hellenic Market, EURO XX 20<sup>th</sup> European Conference on Operational Research – OR and the Management of Electronic Services, July 2004, Rhodes, Greece. (abstract)
51. Vasilios Koutsouris, Pavlos Vlachos and Adam Vrechopoulos (2004) Developing and Evaluating Mobile Entertainment Applications: the case of the music industry, In Rauterberg, Matthias (Ed.) Proceedings: Lecture Notes in Computer Science LNCS Volume 3166, International Conference of Entertainment Computing, 1-3 September 2004, Eindhoven, The Netherlands (το άρθρο δημοσιεύτηκε σε edited book).
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53. Adam Vrechopoulos (2003) An Emerging Store Layout for Internet Grocery Retailing, 3<sup>rd</sup> International ECR Research Symposium, September 11-12, Athens, Greece.
54. Pavlos Vlachos and Adam Vrechopoulos (2003) Predictors of Consumer Attitudes towards Mobile Music Services: A Cross-Cultural Research Approach. In Giaglis, G. M., Werthner, H., Tschammer, V., Froeschl, K.A. (Eds.) Proceedings of the Second International Conference on Mobile Business, Austrian Computer Society, June 23-24, Austria, Vienna, Vol.169, pp. 403-416.

55. Chris Vasiliadis, George Siomkos and Adam Vrechopoulos (2003) Tourism Destination Analysis & Planning: An IT Application. In Frew, A., Hitz, M. and O' Connor, P. (Eds.) Proceedings of the "Tenth International Conference of Information Technology and Travel & Tourism - ENTER 2003: Information and Communication Technologies in Tourism. Springer Computer Science, 29-31 January, Helsinki, Finland, pp. 458-466.
56. Chris Lougos, Constantina Vassilopoulou and Adam Vrechopoulos (2002) Interactive Digital TV Services - Viewers' Perceptions. In Stanford-Smith, B., Chiozza, E. and Edin, M. (Eds.) Proceedings of the eBusiness and eWork 2002 Conference: Challenges and Achievements in E-Business and E-work, IOS Press, Amsterdam, 16-18 October, Prague, The Czech Republic, pp. 1441-1446. (the paper was published in edited book)
57. Adam Vrechopoulos, Ioanna Constantiou, Nikos Mylonopoulos and Ioannis Sideris (2002) Critical Success Factors for Accelerating Mobile Commerce Diffusion in Europe. In Loebbecke C., Wigand, R.T., Gricar, J., Pucihar, A. and Lenart, G. (Eds.) Proceedings of the 15th Bled E-commerce Conference, e-Reality: Constructing the e-Economy, 17-19 June, Bled, Slovenia, pp. 477-492.
58. Adam Vrechopoulos, Vasilios Kokodinis and George Papamichael (2002) Developing Alternative Virtual Store Layout Designs for Effective Digital Marketing. 12th Mini Euro Conference, 3-5 April, Brussels, Belgium (abstract).
59. Adam Vrechopoulos, Ioanna Constantiou and Ioannis Sideris (2002) Strategic Marketing Planning for Mobile Commerce Diffusion and Consumer Adoption. In Proceedings of the First International Conference on Mobile Business: Evolution Scenarios for Emerging Mobile Commerce Services - M-BUSINESS 2002 (prepared in CD - Folder 9.4 - by Mobicom IST project and ELTRUN - The eBusiness Center of the Athens University of Economics and Business), 8-9 July, Athens, Greece.
60. Marinos Themistocleous, Zahir Irani, Kostas Psannis and Adam Vrechopoulos (2001) Application Integration of Information Technology: Classification of Benefits and Barriers. Proceedings of the International Workshop on New Models of Business: Managerial Aspects

and Enabling Technology, School of Management, St. Petersburg State University, June 28-29, St. Petersburg, Russia, pp. 156-164.

61. Adam Vrechopoulos, George Papamichael and Georgios Doukidis (2001) Identifying Usage Internet Retail Store Layouts. Financial Engineering E-Commerce and Supply Chain International Conference, May 24-27, Athens, Greece (the paper was published in edited book).
62. Katherine Pramataris, Adam Vrechopoulos, Nikos Mylonopoulos, George Papamichail and Angeliki Poulymenakou (2000) Personalised Services and Promotions in Internet Retailing. In Stanford-Smith, B. and Kidd, P.T. (Eds.), Proceedings of the eBusiness and eWork 2000 (EMMSEC 2000) Conference: E-business Key Issues, Applications, Technologies, IOS Press, October 18-20, Madrid, Spain, pp. 796-802 (the paper was published in edited book).
63. George Haramis, Kostas Agorastos, George Siomkos and Adam Vrechopoulos (2000) An Integrated Telemarketing System for Hotel Reservations. Illrd World Congress of Nonlinear Analysts, July 19-26, Catania, Sicily, Italy.
64. Kostas Agorastos, George Haramis, George Siomkos and Adam Vrechopoulos (2000) Information Systems: Risk and Change Management. Illrd World Congress of Nonlinear Analysts, July 19-26, Catania, Sicily, Italy.
65. Adam Vrechopoulos, Robert O'Keefe and Georgios Doukidis (2000) Virtual Store Atmosphere in Internet Retailing. In Klein, S., O' Keefe, B., Gricar, J. and Podlogar, M. (Eds.), Proceedings of the 13<sup>th</sup> Bled Electronic Commerce Conference: The End of the Beginning, June 19-21, Bled, Slovenia, pp. 445-458.
66. Charikleia Falkou, George Lytras and Adam Vrechopoulos (1999) Putting the Consumer on "TOP": Traditional Online Products Store. In Despotis, D.K. and Zopounidis, C. (Eds.), Proceedings of the 5th International Conference of Decision Science Institute (DSI'99), 4-7 July 1999, Athens, Greece, pp. 367-369.
67. Katherine Pramataris, Adam Vrechopoulos and Georgios Doukidis (1999) The Transformation of the Promotion Mix in the Virtual Retail Environment: An Initial Framework and Comparative Study. In Leng, P., Grant, S., Keane, J., Macaulay, L. and Wood, B. (Eds.), Proceedings of the



2<sup>nd</sup> International Conference IeC' 99 - Innovation Through Electronic Commerce, November 1-3, Manchester, United Kingdom, pp. 155-167 (the paper was published in *Journal*).

68. Adam Vrechopoulos, George Siomkos and Georgios Doukidis (1999) Electronic Marketing: Information Requirements and Implications for Retail Management in the New Millennium. In Agorastos, K. (Ed.), Proceedings of the International Conference Preparing the Manager of the 21<sup>st</sup> Century, December 16-18, Thessaloniki, Greece, pp. 55-66.
69. Charikleia Falkou, George Lytras, Katherine Pramataris and Adam Vrechopoulos (1999) Putting the Consumer on "TOP": Traditional Online Products Store. In Pries-Heje, J., Ciborra, C., Kautz, K, Valor, J., Christiaanse, E., Avison, D. and Heje, C. (Eds.), Proceedings of the "7<sup>th</sup> European Conference on Information Systems (ECIS), Copenhagen Business School, June 23-25, Copenhagen, Denmark, pp. 142-155.
70. Adam Vrechopoulos, Katherine Pramataris and Georgios Doukidis (1999) Utilizing Information Technology for Enhancing Value: Towards a Model for Supporting Business and Consumers within an Internet Retailing Environment. In Klein, S., Gricar, J. and Pucihar, A. (Eds.), Proceedings of the 12<sup>th</sup> International Bled Electronic Commerce Conference: Global Networked Organizations, June 7-9, Bled, Slovenia, pp. 424-438.

### **7.3. Publications in Refereed National Conference Proceedings**

1. Lazaris, C. and Vrechopoulos, A. (2017), Serfing the Physical Store Exploiting the Physical Web: An Initial Exploratory Study, 14<sup>h</sup> Student Conference of the Department of Management Science and Technology, 27 April 2017, Athens, Greece (in greek).
2. Lazaris, C. and Vrechopoulos, A. (2016), Physical Web: Exploiting the Internet of Things for Omnichannel Retailing, 13<sup>h</sup> Student Conference of the Department of Management Science and Technology, 12 May 2016, Athens, Greece (in greek).
3. Lazaris, C., Vrechopoulos, A. and Fraidaki, K. (2015), Electronic Commerce within Physical Stores: The Preferences of Greek Internet Users, 12<sup>h</sup> Student Conference of the Department of Management Science and Technology, 14 May 2015, Athens, Greece (in greek).

4. Lazaris, C. and Vrechopoulos, A. (2014), Exploring the Store Atmosphere Concept in Omnichannel Retailing, 11<sup>th</sup> Student Conference of the Department of Management Science and Technology, 13 May 2014, Athens, Greece (*in greek*).
5. Krasnikolakis, I., Vrechopoulos A. and Pouloudi, N. (2013) "3D Internet Retailing: Development of Standard 3D Internet Stores and Studying their Influence on Consumer Behaviour", 10<sup>th</sup> Student Conference of the Department of Management Science and Technology, 13 May 2014, Athens, Greece (*in greek*) - Best Paper Award.
6. Kevork, E. and Vrechopoulos, A. (2011) The Role of Electronic Services Provision Web Sites' Atmosphere as a Customer Relationship Management Tool, 8<sup>th</sup> Student Conference of the Department of Management Science and Technology, Athens, May (*in greek*).
7. Krasnikolakis, I., Vrechopoulos, A. and Pouloudi, A. (2010) Consumer Behaviour Study in the context of Virtual Reality through the Internet, 7<sup>th</sup> Student Conference of the Department of Management Science and Technology, Greece, Athens, May 13 (*in greek*).
8. Kevork, E. and Vrechopoulos, A. (2009) Defining web servicescape and measuring the predictive power of its determinants, 6<sup>th</sup> Student Conference of the Department of Management Science and Technology, 7 May, Athens (*in greek*).
9. Krasnikolakis, I. and Vrechopoulos, A. (2009) Virtual Reality Store Atmosphere (VRSA): Research Challenges and Emerging Business Models, 6<sup>th</sup> Student Conference of the Department of Management Science and Technology, 7 May, Athens (*in greek*).
10. Mourath, E., Koutsiouris, V. And Vrechopoulos, A. (2009) Mobile Location Based Marketing: Development and Evaluation of Consumer Services and Promotional Activities 6<sup>th</sup> Student Conference of the Department of Management Science and Technology, 7 May, Athens (*in greek*).
11. Stergianieli, E., Koutsiouris, V. and Vrechopoulos, A. (2009) Study, Design and Implementation of Location Based Services in the

Tourism Industry, 6<sup>th</sup> Student Conference of the Department of Management Science and Technology, 7 May, Athens (in greek).

12. Apostolou, K., Koutsiouris, V. and Vrechopoulos, A. (2008) Retail Store Atmosphere Effects on Consumer Behavior in the Context of Virtual Reality, 5<sup>th</sup> Student Research Conference of Management Science and Technology, Athens, 8 May 2008 (in greek).
13. Kevork, E. and Vrechopoulos, A. (2008) Effects of Servicescape on Consumer Behavior in the Retail Context, 5<sup>th</sup> Student Research Conference of Management Science and Technology, Athens, 8 May 2008 (in greek).
14. Vrechopoulos, A., Mantzari, E., Koutsiouris, V. and Doukidis, G. (2008), Perceptions of Greek Consumers for Innovative Branded Fast Moving Consumer Goods, 1<sup>st</sup> Pan-Hellenic Packaging Conference, Athens 17-18 March (in greek).
15. Argouslidis, P., Vrechopoulos, A. and Baltas, G. (2008) Development in the Retail Sector through New Technologies Usage, 1<sup>st</sup> Scientific Conference "Teaching, Development and Production", 17-18 April 2008, Amfissa, Greece.
16. Vrechopoulos, A. (2007) Digital Media and Personalized Services, "Pan-Hellenic Conference of New Technologies and Marketing", Ierapetra, Crete, 24-25 May 2007 (in greek).
17. Polychronopoulos, C., Koutsiouris, V. and Vrechopoulos, A. (2007), Entertainment Informational Guide – Location-based service for 3G Networks, 4<sup>th</sup> Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
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19. Kevork, E. and Vrechopoulos, A. (2007) Web Atmospheric's Effects on Consumer Behaviour: A Relationship Management Perspective, 4<sup>th</sup> Student Research Conference of Management Science and Technology

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#### **7.4. Chapters in Scientific Edited Volumes and Books**

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2. Vrechopoulos Adam, Lazaris Chris, Doukidis Georgios (2022) Humans and Digital Technologies in the Omnichannel Post COVID-19 Era, Handbook of Research on Global Networking Post-COVID-19 (Ed. Ana Pego), Business & Management Books, IGI Global, DOI: 10.4018/978-1-7998-8856-7.

3. Dimitriou, I., Lekakos, G., Vrechopoulos, A. and Poulymenakou, A. (2021) Public Governance, Chapter in the Edited Book "Strategy and Governance", Editors: Doukidis, G. and Bardaki, K., Sideris Publications.
4. Lazaris, C., Vrechopoulos, A., Fraidaki, K. and Doukidis, G. (2021) Electronic Commerce, Chapter in the Edited Book "Strategy and Governance", Editors: Doukidis, G. and Bardaki, K., Sideris Publications.
5. Vrechopoulos, A., Koukopoulos, A., Kioses, L. and Doukidis, G. (2021) Consumers Behaviour, Chapter in the Edited Book "Strategy and Governance", Editors: Doukidis, G. and Bardaki, K., Sideris Publications.
6. Vrechopoulos, A., Lazaris, C. and Fraidaki, K. (2019) Digital Marketing: Interdisciplinary Approach, Practices and Directions, Chapter in the Anniversary Book Edition of the ELTRUN E-Business Research Center titled "The Digital Future", Editor: Doukidis, G., Sideris Publications.
7. Lazaris, C., Vrechopoulos, A. and Doukidis, G. (2019) *The Transformation of Multichannel Retailing to Omnichannel and its effects on Consumer Behaviour*, Chapter in the Anniversary Book Edition of the ELTRUN E-Business Research Center titled "The Digital Future", Editor: Doukidis, G., Sideris Publications.
8. Vrechopoulos, A. (2016) "*The Characteristics of the Greek Online Shopper-Consumer*", Section in the textbook: Siomkos, G. (2016) "Consumer Behavior", Livani Publications (*in greek*).
9. Vrechopoulos, A. (2011), "*The Characteristics of the Greek Online Shopper-Consumer*", Section 15.8 (pp. 438-440) in the textbook: Siomkos, G. (2011) "Consumer Behavior and Marketing Strategy", 3<sup>rd</sup> Edition, Stamoulis, Ath. Publications, Greece, Athens (*in greek*).
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11. Mantzari, E., Lekakos, G. and Vrechopoulos, A. (2009) Social TV: Building Virtual Communities to Enhance the Digital Interactive Television Viewing Experience, In Akoumianakis, D. (Ed.) "Virtual Community Practices and Social Interactive Media: Technology Lifecycle and Workflow", IGI Global, pp. 126-144.

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14. Vasilios Koutsiouris, Pavlos Vlachos and Adam Vrechopoulos (2004) Developing and Evaluating Mobile Entertainment Applications: the case of the music industry, In Rauterberg, Matthias (Ed.), Lecture Notes in Computer Science LNCS Volume 3166, "International Conference of Entertainment Computing", 1-3 September 2004, Eindhoven, The Netherlands (το paper παρουσιάστηκε σε συνέδριο).
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17. Adam Vrechopoulos, George Siomkos and Petros Malliaris (2001) Toward a Methodological Approach for the Design of an Effective Business-to-Consumer Virtual Retail Environment. "Essays in Honour of the Late Professor Demetrios Kodosakis", University of Piraeus, pp.95-107 (2001).
18. Katherine Pramataris, Adam Vrechopoulos, Nikos Mylonopoulos, George Papamichail and Angeliki Poulymenakou (2000) Personalised Services and Promotions in Internet Retailing. In Stanford-Smith, B. and Kidd, P.T. (Eds.), "E-business Key Issues, Applications, Technologies,

IOS Press, 18-20 October 2000, Madrid, Spain, pp. 796-802 (το *paper* παρουσιάστηκε σε συνέδριο).

## 7.5. Books and Volume Editing

1. Vrechopoulos A. (2008), *“Electronic Customer Relationship Management (eCRM): Current Situation and Emerging Trends in the Greek Market”*, Sideris Publications, Greece, Athens (in greek).
2. Vrechopoulos A. and Pramadari, K. (2001), *“Internet Consumer Survey: Characteristics, Shopping Habits and Preferences of Internet Shoppers.”* Electronic Commerce and e-Business Center (ELTRUN) of the Athens University of Economics and Business. Publisher ROTA Ltd., Athens, Greece (in greek).
3. Doukidis, G. and Vrechopoulos, A. (Eds) (2005) *Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers and Transform the Supply Chain*, Springer-Verlag, (2005) – based on selected papers of the 3<sup>rd</sup> International ECR Research Symposium, September 11 & 12, 2003, Athens, Greece.

## 7.6. Educational Material and Lecture Notes

1. Development of educational material in digital format (2012-2013) titled “Digital Marketing Practices” of the “Electronic Commerce” program in the context of the “E-Learning” project of AUEB.
2. Development of Educational Material (2012): (1) Development of a prototype business plan (with I. Krasonikolakis), (2) Development of a case study (with Z. Mavroidi and I. Krasonikolakis). In the context of the “ESPA 2007-2013” action “Innovation and Entrepreneurship of the Athens University of Economics and Business”.
3. Development of Digital Educational Material (2008): (a) Knowledge Portals on “Digital Marketing” and “Sales Management and Retailing” (with K. Pramadari), (b) Interactive Case Study on Electronic Customer Relationship Management (e-CRM). In the context of the Informatics’ Studies Support (“EPEAEK” - Ministry of National Education and Religious Affairs) - Athens University of Economics and Business, Department of Management Science and Technology.

4. Notes for undergraduate, master, doctoral and seminar courses (1998 - today).

### **7.7. Book Reviews**

1. Vlachos, P. and Vrechopoulos, A. (2007) Mobile Marketing – Achieving Competitive Advantage through Wireless Technology. Book Review in the *Journal of Services Marketing*, Vol. 21, No. 7, pp. 539-541.
2. Geoffrey, E. (2006) Review of the Edited Volume *Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers and Transform the Supply Chain*, Springer-Verlag, (2005) of Georgios Doukidis and Adam Vrechopoulos (Eds.), *European Journal of Information Systems*, Vol. 15, Issue 1, pages 108-108.

### **7.8. Other publications and references to research results (magazines and press)**

1. "The exit strategy of businesses from the COVID-19 crisis". Reference to the research conducted by the ELTRUN E-Business Center for the Sunday newspaper "Βήμα της Κυριακής" (18/10/2020) - Reportage: Vasilis Kotsis.
2. "Electronic Commerce within Physical Stores: The Preferences of Greek Omnichannel Consumers" (with C. Lazaris), self-service, Issue 455, November 2015- in greek.
3. "Second life: The Consumer Behaviour in the World of Avatars" (with Krasonikolakis, I. and Pouloudi, A.), self-service, Issue 396, June 30, 2010 (and in the electronic version of the magazine). (in greek).
4. "Who controls electronic store atmosphere customization? Research questions with critical business extensions", Retail Technology, Issue 43, April – May 2009 (in greek)
5. "Greek Consumers' Perceptions of Innovative Branded Fast Moving Consumer Goods" (with Mantzarh, E., Koutsouris, V. and Doukidis, G.) All Pack Magazine, 2008 (in greek).



6. "Research Approaches in eCRM", Retail Technology, February – March 2008, Issue 36 (*in greek*).
7. "Supply Chain and eCRM: Critical Success Factors", Supply Chain & Logistics – The Magazine for the Value Chain, Issue 15 (forthcoming – *in greek*).
8. "Research Approaches in eCRM", Greek Retail Weekly (electronic publication), April 2008.
9. "New Technologies and Customer Satisfaction in Retailing", Retail Technologies (2007) – with P. Argouslidis.
10. "Electronic Commerce and Conventional Retailing Shopping Environment", FOOD AND DRINKS, 12/2006.
11. "Exploiting Information and Communication Technologies for Personalizing the Shopping Environment", Scientific Marketing, 2006.
12. Economic Newspapers "NAFTEMPORIKI", "KERDOS" και "EXPRESS": Publications of results of the research study titled "The Perception of Greek Consumers for the Innovative Branded Fast Moving Consumer Goods", 12/10/2006.
13. "Loyalty Management Solutions for Retailing", NetWeek, 2006.
14. Newspaper "Eleftherotipia" - Publications of results of the research study conducted in the area of "Electronic Advertising", 23/7/2006.
15. "Atmosphere of Electronic Stores on the Web and Consumer Behaviour Satisfaction", Retail Technology, 2005.
16. "Mobile Telephony, Services and Emerging Business Models", "SEPE News, Volume 13, January-March 2005.
17. Publication of results of the World Mobile Internet Survey (WMIS) by L. Kalamara, Newspaper "O KOSMOS TOU EPENDITI, Saturday 10 – Sunday 11 July 2004.
18. Publication of results of the World Mobile Internet Survey (WMIS), Newspaper "TO VIMA THS KURIAKIS", July 11, 2004.

19. "Electronic Commerce and Intermediaries," VIP-NOREL AGORA, Summer 2001, Number 12, pp. 128-130.
20. "In Which Direction is the Internet Moving in Greece," Infoplus, June 2001, Number 39, pp. 35-58 (presentation of an Internet Consumer survey findings in the article of Sofia Mitta).
21. "The Profile of the Internet User", Newspaper ETHNOS, Monday 7 May 2001, pp. 36-37 (presentation of an Internet Consumer survey findings in the article of Efi Karageorgiou).
22. "The Role of Intermediaries in Electronic Commerce," e-net, May 2001, Number 44, pp. 100-103.
23. "Internet Shopping Adoption by Greek Consumers: Results from a Consumer Survey," e-net, April 2001, Number 43, pp. 88-91.
24. "The Critical Success Factors for Success over the Internet," TROFIMA-POTA – Annual Special Edition of the Economic Newspaper KERDOS, February 2001, pp. 10-11.
25. "The Key for Success in E-Commerce," e-Business ("Status" magazine's inset newspaper), January 2001, Number 11, p. 12.
26. "Electronic Commerce and Consumer Behaviour," e-net, January 2001, Number 41, pp. 102-104.
27. "Distance Shopping and Greek Consumers," VIP-NOREL, November-December 2000, Number 9, pp. 74-76.
28. "Electronic Commerce and Digital Marketing," VIP-NOREL, September– October 2000, Number 8, pp. 64-66.
29. "Scientific Research and Business Activity within the context of E-Commerce," Infoplus, July – August 2000, Number 30, pp. 106-107.
30. "Information Exploitation in E-Commerce," Infoplus, June 2000, Number 29, pp. 108-109.
31. "Virtual Store Atmosphere over the Internet and Consumer Behaviour," Infoplus, May 2000, Number 28, pp. 68-69.

32. "Electronic Sales and Consumer Behaviour," Infoplus, April 2000, Number 27, pp. 74-75.
33. "How Business Make Profit from E-Commerce," Infoplus, March 2000, Number 26, pp. 50-52.
34. "Electronic Commerce: Evolutions, Challenges and Trends," TROFIMA-POTA – Annual Special Edition of the Newspaper KERDOS, February 2000, pp. 14-15.
35. "E-Commerce and Greek Consumers," Retail BUSINESS, November 1999, Number 61, pp. 10-12 (with G. Doukidis).
36. "E-Commerce and Greek Consumers," Newspaper H KATHIMERINH, Sunday 17 October 1999, pp. 80 (with G. Doukidis).
37. "The First Virtual Super-Market," self service, February 1999, No. 266, pp. 47-50 (interview in the article of N. Papadimitriou)
38. Interviews in other electronic media (TV and Radio).

## **7.9. Other publications and references to research results**

1. "Business challenges and strategies in a pandemic era" (Part B), References to the results of the study conducted by the ELTRUN E-Business Center in the article of Prof. G. Doukidis, *AUEB News*, Issue 37, January-February 2021.
2. "Business challenges and strategies in a pandemic era" (Part A), References to the results of the study conducted by the ELTRUN E-Business Center in the article of Prof. G. Doukidis, *AUEB News*, Issue 36, November-December 2020.
3. "Evolution Awards 2013 Report" Doukidis, G., Lekakos, G. and Vrechopoulos, A. (2013) Special Issue *ELTRUN HERMES Newsletter*.
4. "Virtual Reality Retailing Store Atmosphere Configuration: Initial Results, Research Challenges and Business Opportunities" Krasonikolakis, I. and Vrechopoulos A., *ELTRUN HERMES Newsletter* Issue 57 (August – September 2009).

5. Electronic Customer Relationship Management (eCRM), Kevork, E. and Vrechopoulos, A. *ELTRUN HERMES Newsletter*, Issue No. 49 (March – April 2008).
6. Location Based Services in Action: Developing an Entertainment Location Based Guide, V. Koutsiouris, C. Polychronopoulos and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 45 (July - August 2007).
7. Good Science with Structural Equation Models: The Case of Non-Financial Performance Measurement Systems, P. Vlachos and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 39 (July - August 2006).
8. Consumers' Behavioral Intentions in the Mobile Internet Services Market, P. Vlachos and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 33 (July – August 2005).
9. Electronic Retailing & eMarketing, K. Pramataris, G. Doukidis and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 6 (November – December 2000).
10. Electronic Retailing & eMarketing, A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 5 (September –October 2000).

## **8. OTHER INTERESTS AND ACTIVITIES**

### **Sports**

- ❖ 1988-2000: Member of the Greek National Karate Team – “Greek Karate Federation” - Participation in World and European Championships of the World Karate Federation (WKF – former WUKO) and European Karate Federation (EKF), respectively, Balkan Games of the Federation Balkan Karate (FBK), Mediterranean Games (all sports in 1993), Mediterranean and World Cups and various International Tournaments.
- ❖ 1988-2000: Member of the National Team of the “Greek Federation of Wado Karate” National Team - Participation in World and European Championships.
- ❖ 1988 - 2025: Participation in National Sport Karate Events (e.g. participation in 20 annual National Male Karate Championships, +18 years old category).

- ❖ 6<sup>th</sup> Dan of the Greek Karate Federation ("ΕΛΟΚ") (March 2024) & 6<sup>th</sup> Dan of the Greek Federation of Wado Karate (October 2023).
- ❖ Main Distinctions and Awards in Sport Karate (1988 - 2025):
  - 2<sup>nd</sup> World Wado Champion – Team Kumite (Athens Greece, 1993)
  - 3<sup>rd</sup> European Wado Champion - Individual Kumite (Dublin Ireland, 1991).
  - 3<sup>rd</sup> Mediterranean Champion - Individual Kumite (Alexandria Egypt, 1992).
  - 1<sup>st</sup> and 3<sup>rd</sup> Balkan Champion - Team & Individual Kumite (Athens Greece, 1994).
  - 1<sup>st</sup> and 3<sup>rd</sup> Balkan Champion - Team & Individual Kumite (Sofia Bulgaria, 1995).
  - 2<sup>nd</sup> and 3<sup>rd</sup> Balkan Champion - Team & Individual Kumite (Athens Greece, 1997).
  - 29 times ranked 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> in the annual National Karate Championship – Team, Individual Kumite & Kata (from 1988 to 1999).
  - Placed in 5<sup>th</sup> – 6<sup>th</sup> positions in the Greek National Championship – Individual Kumite (2007).
  - Silver Medal in the Regional Championship of Central Greece and Islands - Individual Kumite (2007).
  - Silver Medal in the Greek National "Wado - Ryu" Cup, Individual Kumite +84 kg, Athens, 20-21 June 2015.
  - Silver and Bronze Medal in the National Wado Karate Cup (Team Kumite +18 years and Individual Kumite +18 years, +84kg, respectively), Athens, 11 and 12 June 2016.
  - Gold and Silver Medal in the Karate Cup Open - Wado 2017 (Individual Kumite +18 years, +84kg and Team Kumite +18 years, respectively), Athens 14-15 January 2017.
  - Placed in the 5<sup>th</sup> position in the National Karate Championship of the Greek Karate Federation (Individual Kumite, +18 years, +84kg), Athens, 5 March 2017.
  - Placed in the 7<sup>th</sup> position in the National Karate Championship of the Greek Karate Federation (Individual Kumite, +18 years, +84kg), Athens, 24 February 2018.
  - Placed in the 7<sup>th</sup> position in the National Karate Championship of the Greek Karate Federation (Individual Kumite, +18 years, +84kg), Athens, 19 January 2020.
  - Placed in the 7<sup>th</sup> position in the National Karate Championship of the Greek Karate Federation (Individual Kumite, +18 years, +84kg), Athens, 25 September 2021.
  - Silver Medal in the Karate Cup of Attica, Aegean Islands & Euboia (Individual Kumite, +18 years, +84kg), Athens, 8-9 December 2018.
  - Gold Medal in the International tournament "ALEXANDRIA" - Individual Kumite (Thessaloniki Greece, 1995).

- Bronze Medal in the International tournament "Rhodes Cup" - Individual Kumite (Rhodes Greece, 1997).
  - Bronze Medal in the International tournament "SOFIA CUP" - Individual Kumite (Sofia Bulgaria, 1993).
  - Gold Medal in the Romania-Greece Meeting - Individual Kumite (Bucurest Romania, 1993).
  - Gold medals in the "Greek Armed Forces Championship" - Individual Kumite & Kata (Athens Greece, 1997).
  - Award from the "Armed Forces Sports Council" ("Α.Σ.Α.Ε.Δ."), Greece, Athens, March 1997.
  - Series of awards from the "Greek Karate Federation" and from the Hellinikon Karate Club.
  - Joint award from the "Greek Karate Federation" and the "Manola College"
  - References in printed and electronic media
- ❖ Athletics:
- Member of the "Athens National Gymnastics Club" - "ΕΘΝΙΚΟΣ" (1979-2003) - Athlete in Decathlon and Shot Put.
  - Member of the "Greek Masters Athletics Federation" ("Ο.Ε.Β.Α.Σ.") – Athens Association (2009 – today) – Athlete in Discus and Shot Put. Best distinctions: (a) Silver medal in Discus and Bronze medal in Shot Put in the 2010 Balkan Championship, Larissa, Greece, September 18-19, 2010 (b) ranked 1-3 in National Championships

## 9. PERSONAL DATA

- ❖ Family Status: Married with one child
- ❖ Date of Birth: June 15<sup>th</sup>, 1971
- ❖ Place of Birth: Athens, Greece
- ❖ Nationality: Greek (EU)

[Last Update: February 2025]