

CURRICULUM VITAE

Professor **GEORGIOS LEKAKOS**

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1. ACADEMIC QUALIFICATIONS

- 2004: **Ph.D.** in Machine Learning algorithms, Athens University of Economics and Business (AUEB), Department of Management Science and Technology.
- 1992: **M.Sc. in Advanced Methods in Computer Science.** Stream: Formal Methods in Software Engineering. Queen Mary College, University of London.
- 1991: **B.Sc. in Mathematics.** Aristotle University of Thessaloniki, Thessaloniki, Greece

2. ADMINISTRATIVE/MANAGERIAL POSITIONS

- 2020-2024 : **Vice Rector of Research and Life-long Learning** (elected), Athens University of Economics and Business. Member (AUEB) of the Senate and the Council of AUEB.
- 2020-2024 : **President, Research Center of the Athens University of Economics and Business**
- 2020-2024 : **President, Lifelong and e-Learning Center** of the Athens University of Economics and Business.
- 2024- : **Director, Professional MSc in Digital Transformation**, funded by Eurobank S.A. This is **the first Professional MSc** in the Athens University of Economics and Business and the second one of its type in Greece. Its operations will start in September 2024.
- 2017-now : **Director, MSc in Management Science and Technology**, Athens University of Economics and Business. **The MSc is ranked in 2024 as the 12th best MSc in Europe** in E-business and Digital Marketing by Eduniversal best Masters ranking.
- 2020-2024 : Member of the Board, Property Management and Development S.A., Athens University of Economics and Business
- 2020 : Director, Lifelong and e-Learning Center of the Athens University of Economics and Business

3. ACADEMIC POSITIONS

- 2022- : Professor, Department of Management Science and Technology, Athens University of Economics and Business, Athens, Greece
- 2015 - : Associate Professor, Department of Management Science and Technology, Athens University of Economics and Business, Athens, Greece
- 2017 - : Director, FinTech Lab, School of Business, Athens University of Economics and Business
- 2010 - 2015 : Assistant Professor, Department of Management Science and Technology, Athens University of Economics and Business, Athens, Greece
- 2010- : Scientific Coordinator, Intelligent Media Lab research group within the e-Business

Research Center (ELTRUN), Athens University of Economics and Business

- 2008 - 2010 : Assistant Professor, Department of Information and Communication Systems Engineering, University of the Aegean, Samos Island, Greece.
- 2017-19 : Adjunct Teaching Staff, Open University of Cyprus
- 2008- 9, : Adjunct Teaching Staff, Hellenic Open University.
2011-2017,
2019-20
- 2005-2009 : Adjunct Lecturer, Department of Management Science and Technology, Athens University of Economics and Business, Athens, Greece.
- 2006-2007 : Visiting Lecturer, Department of Computer Science, University of Cyprus.
- 2004-2005 : Adjunct Lecturer, Department of Technology Education and Digital Systems, University of Piraeus, Piraeus, Greece.
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4. RESEARCH ACTIVITIES

4.1 RESEARCH INTERESTS

- Big Data, AI Strategy
- Big Data, Behavioral Analytics, Recommender Systems and algorithms
- Financial Technology, e-payments
- Human-Computer Interaction and Intelligent User Interfaces
- E-business, e-commerce, e-government

4.2 PARTICIPATION IN R&D PROJECTS (INDICATIVELY)

- 2024 - : **AquaSpice**, Horizon 2020 Research Project. It aims at materializing circular water use in European Process Industries, fostering awareness in resource-efficiency and delivering compact solutions for industrial applications.
- 2023- : **DigiGOV-Innovation hub**. The GR DigiGov-innoHUB project is co-funded by the European Commission under the Digital Europe programme and the Operational Programme for Competitiveness 2021-2027. The GR digiGOV-innoHUB will augment the development of new generation of Public Services for the Central Administration, the Local Governments, and the productive sectors of the economy, utilizing advanced Digital Technologies (AI, Blockchain, IoT, mobile Internet, Cloud & High Performance Computing (HPC), etc.) and entrepreneurial actors, facilitating the growth of an innovation ecosystem for the development of e-government as an open platform.
- 2020 - : **Digymatex**, H2020-SC6 Project. The overall goal of DIGYMATEX is to provide evidence-based tools that will assist in understanding and measuring children's digital maturity. These tools are intended to establish and implement a comprehensive understanding and taxonomy of children's digital maturity leading to the prediction and explanation of benefits and risks regarding children's ICT-related behaviour

- 2020-2021: **Predicting Behavior of Cosmote customers.** A Cosmote funded project which focused on the identification of factors that influence consumers' decision making process towards Cosmote services and the development of predictive models based on transactional data to predict future customers' behaviors.
- 2020-2021: **COG-LO** (COGNitive Logistics Operations through secure, dynamic and ad-hoc collaborative networks). The project (H2020) aims to create a framework and appropriate tools for dynamic collaboration in the supply chain and transport "adding" cognitive behaviour to all players involved (systems, vehicles, etc.) and developing a collaborative environment for information exchange through secure and trusted networks.
- 2020-2021: **Specification of functional and technical requirements for the Hellenic Parliament's new Information System.** The aim of the project - funded by the Hellenic Parliament - is the study and specification of an IS that fully meets the functional and technical requirements of the Parliament services, providing modern functions, ensuring security, reliability, scalability based on modern and open technologies. [Scientific Coordinator]
- 2019-2020 : **Digital Transformation of the Financial Sector.** A Dianeosis funded study examining the current status and future developments of e-payments, e-invoicing, and blockchain in Greece [Scientific Coordinator].
- 2018 : **Fintech Observatory.** Funded by the National Bank of Greece the project's objective is to monitor and report FinTech developments in Greece on a monthly basis. [Scientific Coordinator].
- 2018 : **Municipality of Athens,** evaluation of e-government services (usability and user experience evaluation) [Scientific Coordinator]
- 2014-2017: **SERAMIS** - Sensor-Enabled Real-World Awareness for Management Information Systems (FP7). The goal of the project is to apply business analytics techniques on the vast amount of data that come from the monitoring of physical movement (within and beyond retail stores) or RFID enabled products in order to provide added value services to both retailers and consumers.
- 2015-2016: **User Experience evaluation** of the e-Banking System of the National Bank of Greece. The project (funded by the National bank of Greece) aims to utilize advanced user experience evaluation methods in order to identify potential problems in the current e-banking system of the National Bank as well as to provide insights for improvements. [Scientific Coordinator]
- 2014-2015: **Digital Economy and Businesses.** Study for the Hellenic Federation of Enterprises (SEV) funded by Google. The goal was to quantify the benefit for the market, consumers and the public by the implementation of selected digital services (e-invoicing, e-procurement, e-justice etc.). [Scientific Coordinator]
- 2012-2015: **PLUGIN.** Nationally funded project (Cooperation program). The project aims to develop a scalable interoperability platform for the provision of digital services to SMEs. [Scientific Coordinator]
- 2011-2014: **ARTISAN** - Energy-aware enterprise systems for low-carbon intelligent operations (FP7-ICT-2011 programme). The ARTISAN project envisions significant reductions (at least 10%) in energy consumption and CO2 emissions of the European Textile Industry by integrating data-capturing technologies, process-based energy measurement and real-time optimization of operations
- 2012-2014: **e-Save** - Energy Efficiency in the Supply Chain through Collaboration, Advanced Decision Support and Automatic Sensing (FP7-ICT-2011 programme). The e-SAVE project aims to contribute to an energy-efficient supply chain by providing the system, services, collaboration platform and management tools that will help companies monitor, manage and share energy

use and carbon footprint data in order to support operational as well as strategic decision making and supply chain design decisions.

- 2011 - 2012: **Complaints Management Data Analysis** (Piraeus bank funded project). Customer Complaints Data Analysis. [Scientific Coordinator]
- 2009-2010: **Study for the re-engineering of the General Secretariat for Information Systems services** (Ministry of Finance). Specification and design for the e-invoicing information system of the Hellenic Ministry of Finance. [Scientific Coordinator]
- 2007 – 2010: **SMART** (Intelligent Integration of Supply Chain Processes and Consumer Services based on Unique Product Identification (RFID) in a Networked Business Environment). The SMART research project aims to support intelligent business networking and consumer services based on effective and efficient information sharing and collaboration across supply chain partners, capitalizing on the fact that products are uniquely and automatically identified (at item, case or pallet level) with the use of RFID technology.
- 2002-2004: **GEMINI** (Global Electronic Medium Constellation for Dynamic Content Integration). EC funded research project (IST) concerning the design and development of a system that aims to fulfill viewer's demand within the context of Digital Television with focus on sport events, through the reuse of the inbound content from the various actors in various formats, exploiting the dynamic constellation form of cooperation.
- 2002-2003: **CONTESSA** (Content Transformation Engine Supporting Universal Access). EC funded research project (IST) concerning the design and development of a system for the provision of flexible mediation services enabling universal access to distributed content and transaction management systems through alternative emerging access devices (Digital TV, hand-held devices like Personal Digital Assistants, wireless devices, WAP-enabled phones, as well as HTML-based phones).
- 2001-2003: **MyGROCER**. (Mobile shopping of electronically referenced grocery products). EC funded research project (IST) concerning the design and development of a system which utilizes wireless access and mobile networks as well as RF-tagging technologies in order to facilitate various replenishment activities.
- 2000-2002: **iMEDIA** (Intelligent Mediated Environment for Digital Interactive Advertising). EC funded research project (IST) concerning the development of an intelligent mediation platform for the broadcasting of personalized interactive advertising in digital TV environment.
- 2000-2002: **ESTIA** (Efficient Electronic Services for Tourists in Action). EC funded research project (IST) concerning the development of a supportive mediation and brokerage system between product/service providers and tourists by combining the traditional physical trading activity with the advanced services of the mobile environment.
- 2001-2002: **Innovation and Technology Transfer**. A study on the implications of the evolution of the Internet in the Technology Transfer Process. Furthermore the results of the study include a number of Policy suggestions to the European Commission in order to support the exploitation of Internet as Technology Transfer means.
- 1999-2000: **OSIEL** (Integrated e-Commerce System for the retail sector). Research project funded by the Ministry of Development, concerning the design and development of an integrated e-commerce platform, which enables the full automation of B2B transactions in order to increase the effectiveness of the product replenishment process.

5. PUBLICATION LIST

5.1 BOOKS AND PROCEEDINGS

1. Paolo Paolini, Paolo Cremonesi, George Lekakos (Eds.): 11th European Conference on Interactive TV and Video, EuroITV '13, Como, Italy, June 24-26, 2013. ACM 2013, ISBN 978-1-4503-1951-5
2. Lekakos, G., Chorianopoulos, K., Doukidis, G. (eds). "Interactive Digital Television: Technologies and Applications". Idea Group Inc.
3. Chorianopoulos, K., Doukidis, G., Lekakos, G. (eds) "Proceedings of the 4th European interactive television conference EuroITV 2006". Athens University of Economics and Business, Athens, Greece.

5.2 JOURNAL ARTICLES (REFEREED)

1. Mikalef, P., Boura, M., Lekakos, G., Krogstie, J., (2019) "Big data analytics capabilities and innovation: The mediating role of dynamic capabilities and moderating effect of the environment", *British Journal of Management*, vol. 30, no 2, pp. 272-298.
2. Mikalef, P., Boura, M., Lekakos, G., Krogstie, J., (2019) "Big data analytics and firm performance: Findings from a mixed-method approach", *Journal of Business Research*, vol. 98, pp. 261-276
3. Pappas, I., Mikalef, P., Giannakos, M., Krogstie, J., Lekakos G. (2018) "Big data and business analytics ecosystems: paving the way towards digital transformation and sustainable societies", *Information Systems and e-Business Management* 16 (3) 479-491
4. Misirlis, N., Lekakos, G., Vlachopoulou, M. (2018). "Associating Facebook Measurable Activities with Personality Traits: a Fuzzy Sets Approach", *Journal of Tourism, Heritage & Services Marketing (JTHSM)*
5. Drossos, D., Lekakos, G., Voulgari, S. (2017) "Impacts of multimodal information on smartphones", *Int. J. of Electronic Marketing and Retailing*, vol.8, no.3, pp.258 – 282.
6. Pappas, I. Kourouthanassis, P., Giannakos. M., Lekakos, G. (2016) "The interplay of online shopping motivations and experiential factors on personalized e-commerce: a complexity theory approach", *Telematics and Informatics*, vol. 34, no 5, pp. 730-742.
7. Kourouthanassis, P., Lekakos, G., Gerakis, V. (2014) "Should I Stay Or Should I Go? The Moderating Effect of Self-Image Congruity and Trust On Social Networking Continued Use", *Behavior and Information Technology*, vol. 34, no 2, pp. 190-203.
8. Lekakos, G., Vlachos, P., Koritos, C. (2014) "Green is Good but is Usability Better? Consumer Reactions to Environmental Initiatives in e-Banking Services", *Ethics and Information Technology*, vol. 16, pp. 103-117.
9. Drossos, D., Giaglis, G., Vlachos, P., Zamani, E., Lekakos, G. (2013) "Consumer Responses to SMS Advertising: Antecedents and Consequences", *International Journal of Electronic Commerce (IJEC)*, vol. 18, no 1, pp. 105-136.
10. Kourouthanassis, P., Boletsis, C., Lekakos, G. (2013) "Demystifying the design of mobile augmented reality applications", *Multimedia Tools and Applications*, vol. 74, no 3, pp 1045-1066.
11. Vennou, P., Mantzari, E., Lekakos, G., (2012) "Evaluating program-embedded advertising format for Interactive Digital Television", *International Journal of Digital Television*, vol. 3, no. 2, pp. 213-237.
12. Nanou, T., Lekakos, G., Fouskas, K., (2010) "The effects of recommendations' presentation on persuasion and satisfaction in a movie recommender system", *Multimedia Systems Journal*, vol. 16, pp. 219-230.
13. Lekakos, G., (2009) "Extracting and Exploiting Lifestyle Indicators for the Personalization of Digital Television Advertisements", *Journal of Advertising Research*. vol. 49, no 4, pp. 404-418
14. Karagiannidis C., Koumpis A., Lekakos G., (2009) "Learning and Commerce in Pervasive Environments", *Electronic Journal for e-Commerce Tools and Applications*, vol 3, no 1.
15. Karagiannidis, C., Lekakos, G., Vasilakos, A., (2008) "Preference-Based Decision Making for Personalised Access to Learning Resources", *International Journal of Autonomous and Adaptive Communications Systems*, vol. 1, no3, pp.356-369.
16. Lekakos, G. and Caravelas, P. (2008) "A Hybrid approach for movie recommendation", *Multimedia Tools and Applications*, vol. 36, no 1-2, pp. 55-70.

17. Doukidis, G., Pramataris, K., Lekakos, G., (2008) "OR and the Management of Electronic Services", *European Journal of Operational Research*, vol. 187, pp. 1296-1309.
18. Chorianopoulos, K and Lekakos, G. (2008) "Introduction to Social TV: Enhancing the shared experience with interactive TV". *International Journal of Human-Computer Interaction (IJHCI)*, vol. 24, no 2, pp. 113-120.
19. Lekakos, G. (2007) "Exploiting RFID Digital Information in Enterprise Collaboration", *Industrial Management and Data Systems*, vol. 107, No. 8, pp. 1110-1122.
20. Chorianopoulos, K. and Lekakos, G. (2007) "Methods and Applications in Interactive Broadcasting", *Journal of Virtual Reality and Broadcasting*, vol. 4, no 1, pp 1-8.
21. Lekakos, G. and Giaglis, G., (2007) "A hybrid approach for improving predictive accuracy of collaborative filtering algorithms", *User Modeling and User Adapted Interaction*, vol. 17, no 1-2, pp. 5-40.
22. Drosos, D., Giaglis, G., Lekakos, G., Kokkinaki, F., and Stavradi, M. (2007) "Determinants of effective SMS advertising: An experimental study", *Journal of Interactive Advertising*, vol. 7, no 2.
23. Chorianopoulos, K. and Lekakos, G. (2007) "Learn and Play with Interactive TV", *ACM Computers in Entertainment*, vol. 5, no 1, pp. 1-9.
24. Lekakos, G., Giaglis, G. (2006) "Improving Prediction Accuracy of Recommendation Algorithms: Approaches Anchored on Human Factors", *Interacting with Computers*, vol. 18, no 3, pp. 410-431.
25. Lekakos, G., Vrechopoulos, A. (2006) "Profiling Intended Users of Interactive and Personalized Digital TV Advertising Services in Greece", *International Journal of Internet Marketing and Advertising*, InderScience publishers, vol. 3, no 3, pp. 219-239.
26. Lekakos, G., Giaglis, G. (2004). "A Lifestyle-Based Approach for Delivering Personalized Advertisements in Digital Interactive Television", *Journal of Computer Mediated Communication*, vol. 9, no 2.
27. Vrechopoulos, A.P., Pramataris, K., Lekakos, G. (2003). "An Internet Retailing Data Framework for Supporting Consumers and Business Processes", *Information Systems Journal* vol. 13, no 4, pp 353-373
28. Vrechopoulos, A., Pramataris, K., Doukidis, G., Lekakos, G. (2003). "A User-Support Data Framework for Internet Retailing", *International Journal of Innovation and Learning*, vol. 1, no 1, pp. 56-71.
29. Zeimpekis V., Giaglis G., Lekakos G., (2003). "A Taxonomy of Indoor and Outdoor Positioning Techniques for Mobile Location Services", *ACM SIGecom Exchanges* vol. 3, No. 4, pp. 19-27.
30. Pramataris, K., Papakiriakopoulos, D., Lekakos, G., Mylonopoulos, N. (2001). "Personalised Interactive TV Advertising: The iMEDIA Business Model", *Electronic Markets Journal*, vol. 11, no. 1, pp.17-25.

5.3 EDITED BOOK CHAPTERS (REFEREED)

1. Lekakos, G., Charami, M., Caravelas, P. (2009) "Personalized Movie Recommendation" in Furht, B. (Ed.) *Handbook of Digital Media in Entertainment and Arts*, Springer.
2. Mantzari E., Lekakos, G., Vrechopoulos, A., (2009) "Social TV: Building Virtual Communities to Enhance the Digital Interactive Television Viewing Experience", in Akoumianakis, D. (Ed): *Virtual Communities of Practice and Social Interactive Technologies: Lifecycle and Workflow Analysis*, Idea Group publications.
3. Lekakos G., Chorianopoulos K. (2009) "Interactive and Personalized Advertisements in the Digital Television Context", in Pagani M. (Ed.): *Encyclopedia of Multimedia Technology and Networking*, Idea Group publications.
4. Lekakos, G. (2009) "Investigating the applicability of content-based filtering on digital television advertisements", in Jose J. Pazos Arias, Carlos Delgado-Kloos, Martin Lopez-Nores (Eds): *Personalization of Interactive Multimedia Services: A Research and Development Perspective*, Nova Science publishers.
5. Lekakos G., Giaglis G. M. (2005). "Personalization of Advertisements in the Digital TV Context", in Chen S., and Magoulas G., (Eds): *Adaptable and Adaptive Hypermedia Systems*, Idea Group publications.

5.4 PUBLICATIONS IN CONFERENCE PROCEEDINGS (REFEREED)

1. Koniakou, Vasiliki; Chronaki, Vasiliki; Pouloudi, Nancy; and Lekakos, George, "Digital Wellbeing Applications through the Eyes of Children and Adolescents]" (2023). *ICIS 2023 TREOS*. 97.

2. Feloutzis, Nikolaos and Lekakos, Georgios, "Blockchain Adoption in Greece: Which are the Resources Needed? Which is the Role of Dynamic Capabilities" (2023). MCIS 2023 Proceedings. 25.
 3. Koniakou, Vasiliki; Pouloudi, Nancy; Chronaki, Vasiliki; and Lekakos, George, "Bringing in the silent stakeholder: Engaging children in the design of applications for their use" (2023). AMCIS 2023 TREOs. 16.
 4. Feloutzis, N., Lekakos, G. (2023). Is Blockchain a Disruptive Innovation? a Systematic Literature Review. In: de la Iglesia, D.H., de Paz Santana, J.F., López Rivero, A.J. (eds) New Trends in Disruptive Technologies, Tech Ethics and Artificial Intelligence. DiTTEt 2023. Advances in Intelligent Systems and Computing, vol 1452. Springer, Cham.
 5. Koniakou, Vasiliki; Nancy, Pouloudi; Lekakos, George; Chronaki, Vasiliki; and Karagiannaki, Angeliki, "CHILDREN AND ADOLESCENTS' CONSUMER BEHAVIOUR: ONLINE SHOPPING AND SOCIAL MEDIA INFLUENCE FOLLOWING THE COVID-19 ERA" (2022). MCIS 2022 Proceedings. 5.
 6. Mikalef, P., Boura, M., Lekakos, G., Krogstie, J., (2019), "Configurations of Big Data Analytics for Firm Performance: an FsQCA approach. American Conference on Information Systems 2019.
 7. Mikalef, P., Boura, M., Lekakos, G., Krogstie, J., (2018) "Complementarities between Information Governance and Big Data Analytics Capabilities on Innovation", European Conference on Information Systems, Porstsmouth, UK, June 2018.
 8. Gkika, S., Skiada, M., Lekakos, G., Kourouthanassis, P. (2016) "Investigating the Role of Personality Traits and Influence Strategies on the Persuasive Effect of Personalized Recommendations", EMPIRE Workshop at the 10th International Conference on Recommender Systems (RecSys) 2016, Boston, MA.
 9. Skiada, M., Lekakos, G., Gkika S., Bardaki, K (2016) "Garment Recommendation for online and offline consumers", MCIS 2016
 10. Mikalef, P., Pappas, Giannakos, M., I., Krogstie, J., Lekakos, G. (2016) "Big Data and Strategy: a Research Framework", MCIS 2016
 11. Kalaidopoulou, K., Romanou A., Lekakos, G. (2015) "Extracting Greek elections tweets characteristics", Mediterranean Conference on Information Systems (MCIS) 2015.
 12. Gkika, S. Skiada, M., Lekakos, G. (2015) "Factors affecting Recommendations' Acceptance in off-line environment", Mediterranean Conference on Information Systems (MCIS) 2015.
 13. Gkika, S., Lekakos, G. (2014) "Investigating the Effectiveness of Persuasion Strategies on Recommender systems", 9th International Workshop on Semantic and Social Media Adaptation and Personalization (SMAP 2014)
 14. Gkika, S., Lekakos, G. (2014) "The persuasive role of Explanations in Recommender Systems", In Spagnolli A., Chittaro L., Gamberini L. (Eds) Persuasive Technology. 9th International Conference, PERSUASIVE 2014, Padua, Italy, May 21-23, 2014. Proceedings. Lecture Notes in Computer Science, Vol. 8462. London: Springer
 15. Asikis, T. Lekakos, G. (2014) "Operations Research and Recommender Systems", HCI International 2014, Crete, Greece.
 16. Lymperopoulos, I., Lekakos, G. (2013) « Analysis of Social Network Dynamics with Models from the Theory of Complex Adaptive Systems », 12th IFIP Conference on e-business, e-services, and e-society, 2013, Athens, Greece, pp. 124-140.
- Best paper award**
17. Vennou, P., Mantzari, E., Lekakos, G. (2011) « Evaluating program-embedded advertisement format in interactive digital TV». In Proceedings of the 9th EuroiTV Conference, Lisbon, Portugal, pp. 145-154
 18. Lekakos, G., Kourouthanassis, P., Mantzari, E. (2011) "Re-engineering citizen-to-public payments: a case study of the Greek certificate of payments method", 6th Medditeranean Conference on Information Systems, 3-5 September 2011, Nicosia, Cyprus, paper 104.
 19. Koniaris, G., Lekakos, G. (2009) "Investigating Intention to Use an Interactive Television Game", Medditeranean Conference on Information Systems, Athens, Greece, pp. 509-516.
 20. Charami, S., Lekakos, G. (2009) "Applying recommendation techniques to Conventional Retailing", Medditeranean Conference on Information Systems, Athens, Greece, paper 135.

21. Giotis, P., Lekakos, G. (2009) "Effectiveness of Interactive Advertising Presentation Models". In Proceedings of the 7th EuroITV Conference, Lueven, Belgium, pp. 157-159.
22. Mantzari, E., Lekakos, G., Vrechopoulos, A., (2008) «Social tv: introducing virtual socialization in the TV experience», Proceeding of the 1st international conference on Designing interactive user experiences for TV and video, pp. 81-84.
23. Drosos, D., Giaglis, G., Lekakos, G. (2007) "An Empirical Assessment of Factors that Influence the Effectiveness of SMS Advertising". In Proceedings of the 40th Hawaii International Conference on System Sciences (HICSS-40).
24. Caravelas, P., Lekakos, G. (2006). "MoRe: a Recommendation Systems combining Content-based and Collaborative filtering". In Proceedings of the 4th EuroITV conference, Athens, Greece, pp. 183-188.
25. Chorianopoulos, K., Lekakos, G., Spinellis, D., (2003). "Intelligent user interfaces in the living room: Usability design for personalized television applications". In Proceedings of the 7th International ACM Conference on Intelligent User Interfaces, Miami, Florida, pp. 230-232.
26. Vassilopoulou, K., Lekakos, G. (2003) "Investigating Digital TV design issues: A usability test of Interactive Advertising". In Proceedings of the 10th International Conference on Human-Computer Interaction, Crete, Greece.
27. Chorianopoulos, K., Lekakos, G., Spinellis, D., (2003). "The Virtual Channel Model for Personalized Television". In Proceedings of the European Conference on Interactive Television: from Viewers to Actors?, Brighton, U.K., pp 59-67.
28. Lekakos G., Giaglis G., (2002). "Delivering Personalized Advertisements in Digital Television: A Methodology and Empirical Evaluation". In Proceedings of the AH2002 "Personalization in Future TV" workshop, Malaga, Spain, pp. 119-129.
29. Lekakos, G, Chorianopoulos, K, Spinellis, D, (2001). "Information Systems in the Living Room: A Case Study of Personalized Interactive TV Design". In Proceedings of the 9th European Conference on Information Systems, Bled, Slovenia, pp. 319-329.
30. Bozios, T., Lekakos, G., Skoularidou, V., Chorianopoulos, K. (2001). "Advanced Techniques for Personalized Advertising in a Digital TV Environment: The iMEDIA System". In proceedings of the 2001 eBusiness and eWork Conference, Venice, Italy, pp. 1025-1031.
31. Lekakos, G., Kourouthanassis, P., Tuominen, J. (2001). "Redesigning the traditional retail value chain: MyGROCER innovative business and technology framework". In proceedings of the 2001 eBusiness and eWork Conference, Venice, Italy.
32. Lekakos, G., Papakyriakopoulos, D., Chorianopoulos, K. (2001). "An Integrated Approach to Interactive and Personalized TV Advertising". In Proceedings of the UM2001 "Personalization in Future TV" workshop, Sonthofen, Germany.
33. Roussos, G., Kourouthanasis, P., Lekakos, G., and Doukidis, G. (2001), "Challenges for Automatic Home Supply Replenishment in e-Retailing", e-Commerce Frontiers 2001, Cheshirehenbury, Macclesfield, UK
34. Pramataris, K., Papakiriakopoulos, D., Lekakos, G., Doukidis, G. (2000). "Interactive Advertisement in Internet Retail Environments: An Auction Based Mechanism for Banner Booking". In proceedings of the 13th Bled eCommerce Conference, Bled, Slovenia

CITATIONS: >5000 (Google Scholar), h-index: 32

6. ACADEMIC ACTIVITIES

6.1 ACADEMIC COMMITTEES/BOARDS MEMBERSHIP

- Associate Editor, International Journal of Virtual Reality and Broadcasting
- Editorial Board Member of the Open Systemics and Cybernetics Journal
- Editorial Board Member of the Open Ergonomics Journal

- Guest co-editor (with Pappas, I., Mikalef, P., Krogstie, J., Giannakos, M.) of the Special Issue of the Information Systems and E-business Management Journal (2017)
- Co-organizer (with Pappas, I., Mikalef, P., Krogstie, J., Giannakos, M.) of the Big Data and Business Analytics Ecosystems (DeBASE 2016) workshop, Business Information Systems conference 2016.
- Track co-chair, Big Data Analytics Ecosystems, MCIS 2016
- PC Member of the "Mobile Persuasive Technologies to Support Sustainable Behaviour" Workshop, 18th International Conference on Human-Computer Interaction with Mobile Devices and Services (2016)
- PC member, Immersive Media Experiences 2014, 2015
- PC member of the 2nd International Workshop of Data-driven Self-regulating Systems - DSS 2016
- Guest Editor (with H. Knoche, Ecole Polytechnique Fédérale de Lausanne and Teresa Chambel, University of Lisbon, Portugal) Springer Multimedia Systems Journal (IF: 1,175), Special Issue on "Social Recommendation and Delivery Systems for Video and TV Content"
- Track co-Chair (with G. Giaglis and P. Kourouthanassis), Social Media Analytics and Intelligence, MCIS 2014, 3-5 September 2014, Verona, Italy.
- EuroiTV 2013 Conference co-chair, Como, Italy, June 2013
- PhD Consortium co-chair, EuroiTV 2012, Berlin, Germany.
- Demonstration chair, EuroiTV 2011, Lisbon, Portugal
- External Examiner of the PhD thesis of Ana Vitoria Joly, University of Brighton, titled: "Interactive Television for young children: developing design principles", 2010
- External Evaluator of the University of Nicosia MBA Program, Cyprus, 2009-2010
- Member of the IFIP WG 14.6 on Interactive Television
- Member of the Steering Committee of the EuroiTV organization (<http://www.euroitv.org>)
- Conference chair, 4th International Conference EuroiTV 2006, May 25-26, Athens, Greece.
- Editorial Board Member, The Open Cybernetics and Systemics Journal, Bentham Science Publishers
- Program Committee member, 3rd International Conference EuroiTV 2005, Aalborg, Denmark.
- Program Committee member, 1st International Conference in Cross Media Service Delivery, Santorini, Greece, 2003.

6.2 Journal/conference reviewer (indicatively)

1. ACM Multimedia Systems Journal
2. Journal of Advertising Research
3. European Journal of Information Systems (EJIS)
4. IEEE Transactions on Transactions on Systems, Man, and Cybernetics
5. AI Communications
6. ACM Computers in Entertainment
7. Journal of Computer Systems, Networks, and Communications
8. International Journal of E-Services and Mobile Applications
9. Information Systems and e-Business Management
10. Mediterranean Conference in Information Systems (MCIS)
11. IADIS Mobile Learning conference
12. International Workshop on Ubiquitous TV
13. The 13th World Multi-Conference on Systemics, Cybernetics and Informatics
14. IEEE International Conference on Advanced Learning Technologies (ICALT)
15. International Conference on Mobile Business
16. European Conference in Information Systems
17. World Multiconference on Systemics, Cybernetics and Informatics
18. International Conference on Computing, Communication and Control Technologies
19. International Conference Cross Media Service Delivery, Σαντορίνη, Ελλάδα
20. Hawaii International Conference on System Sciences (HICSS)
21. EuroiTV conference, Salzburg, Austria,
22. International Conference on Designing Interactive User Experiences for TV and Video, Silicon Valley (San Francisco Bay Area) California, USA

6.3 Invited Presentations/Participation in initiatives and events

- “Big Data and Strategy for the Banking Industry”, Attica Bank Innovation Contest, 2018
- “Technology Jobs and the Future”, Side events, Job pair, Athens, 2018
- “The online consumers in Greece”, Presentation at the BoD of Eurobank, 9/2016
- Organizing committee member of the 12th e-business forum, co-organized by EEDE and ELTRUN, 2016
- Mentor: Eurobank’s FinTech Hackathon, 2017 and 2016; Viva Nest innovation program, 2016
- Infocom 2016 panel Member
- “Exploiting Digital Services for the growth of the Greek Economy during the crisis”, Keynote Speaker, ICT Forum 2015, Athens, Greece
- “Digital Economy as a catalyst for development”, presentation at a conference organized by the Hellenic Federation of Enterprises concerning the growth of the Greek Economy, 23/4/2015, Athens, Greece.
- “Greek online consumers and e-shops”, presentation at the 2nd e-business world conference, Athens, June 2013
- Participation at the Commerce Money Show in the panel concerning “E-commerce: the market experience”, 2011.
- Keynote Speaker στην Infocom 2011, 25/10/2011, με θέμα της ψηφιακή τηλεόραση
- “Digital Interactive Television Services”, Athens Digital Week, Talk Zone, October 2010
- «Personalization in Interactive Environments», 1st Interactive Advertising Bureau (IAB) Forum, invited presentation, Athens, 7 December 2002.
- «Intelligent product identification and Home Networking». Tutorial session (after judgment), 6th European ECR (Efficient Consumer Response) Conference, Glasgow, 15-17 May, 2001.
- «Digital TV opportunities», invited presentation, E-commerce Show, Athens, 6-7 June, 2001.
- «Mobile shopping of electronically referenced products», invited presentation, 4th Concertation Meeting of Mobile/Wireless/Satellite IST projects and associated clusters, Brussels, 9-10 April, 2001.
- «Digital television and interactive services», invited hourly discussion at the public radio station (ERA) July, 2002.
- «iMedia: door-to-door advertising in digital television». Invited full-page article in newspaper “Imerisia”, 29 July, 2001.

7. MEMBER OF TECHNICAL COMMITTEES (INDICATIVELY)

- Member of the working group on e-invoicing (Ministry of Finance)
- Member of the Independent Authority for Public Revenue committee for e-invoicing
- f. Member of Technical Consulting Committee of the IT Development Office of the Ministry of the Interior, which as the responsible body for approving large IT projects (>3M euros)
- Member of several committees of the Ministry of Finance and Ministry of Commerce concerning the development of activities related to the adoption of e-invoicing and e-payments in Greece
- Member of several e-invoicing and e-payments technical committees of the Hellenic Federation of Greek Enterprises (SEV)
- Member of several public committees for the evaluation of IT projects