

Chris Lazaris



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Academic Qualifications

- 2013 - 2018 **Doctor of Philosophy (PhD), dissertation entitled: “Integrating Physical & Web Shopping Environments: The Interplay of Omnichannel Retailing & Store Atmosphere on Consumer Behaviour in Social-Local-Mobile Settings”**
Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2000 - 2001 **Master of Science (MSc) in Decision Sciences (International MBA),**
E-Commerce Specialization (Honors), Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 1994 - 2000 **Bachelor’s Degree (BSc) in Physics,**
Information & Communication Technologies Specialization, Physics Department, School of Sciences, National & Kapodistrian University of Athens

Working Experience

- 2019 - Today **Laboratory Teaching Faculty**
Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2014 - 2019 **Laboratory Technical Faculty**
Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2006 - 2014 **Educational Laboratory of Informatics Coordinator**
Department of Management Science & Technology, Athens University of Economics & Business
- 2003 - 2006 **Scientific Associate**
Department of Management Science & Technology, Athens University of Economics & Business
- 2005 - 2006 **Information & Communication Technologies (ICT) Educator**
Institute of Continuing Education for Adults, Greek Ministry of Education, Research and Religious Affairs
- 2000 - 2003 **Researcher**
ELTRUN E-Business Research Center, Athens University of Economics & Business
- 1998 - 2000 **E-Commerce Consultant**
Polyekdotiki, Athens

Academic Teaching Experience

- Undergraduate Courses Full Time Teaching**
- 2023 - 2024 Analysis & Design of Information Systems (4th Semester), Department of Management Science & Technology, Athens University of Economics & Business
- 2020 - 2022 Management and Information Technology (5th Semester), Department of Management Science & Technology, Athens University of Economics & Business
- Undergraduate Courses Co-Teaching**
- 2024 - 2025 Analysis & Design of Information Systems (4th Semester), Department of Management Science & Technology, Athens University of Economics & Business

2023 - 2025	Management and Information Technology (5 th Semester), Department of Management Science & Technology, Athens University of Economics & Business
	Tutoring and Laboratory Teaching in Undergraduate Courses
2019 - Today	Analysis and Design of Information Systems (4 th Semester), Department of Management Science & Technology, Athens University of Economics & Business. Teaching subjects: Use Case & Class Diagrams (UML)
2013 - Today	Digital Marketing (7 th Semester), Department of Management Science & Technology, Athens University of Economics & Business. Teaching subjects: Customer Relationship Management (CRM), Quantitative Research Methods, SEO, Web Analytics, Search Engine Marketing, E-Mail Marketing, Social Media Marketing, Omnichannel Marketing
2003 - 2010	Preparatory Laboratory Course (1 st Semester), Department of Management Science & Technology, Athens University of Economics & Business. Teaching subjects: Windows Server Operating System, MS Office Applications
	Postgraduate Courses Full Time Teaching
2024 - 2025	Digital Transformation & Business Strategy, Professional Master Program in Digital Transformation, Athens University of Economics & Business (Teaching language: English).
2024 - 2025	Systems Analysis & Design, Professional Master Program in Digital Transformation, Athens University of Economics & Business (Teaching language: English).
2020 - Today	Management of Information Systems Full Time, International MBA, Athens University of Economics & Business (Teaching language: English).
2021 - Today	Management of Information Systems Part Time, International MBA, Athens University of Economics & Business (Teaching language: English).
	Tutoring and Laboratory Teaching in Postgraduate Courses
2015 - Today	Digital Marketing, MSc in Management Science & Technology, Department of Management Science & Technology, Athens University of Economics & Business. Teaching subjects: Customer Relationship Management (CRM), Quantitative Research Methods, SEO, Web Analytics, Search Engine Marketing, E-Mail Marketing, Social Media Marketing
2017 - 2024	Digital Marketing, Web Analytics & Social Media Workshops, PRIMA International Marketing Study Program, Athens University of Economics & Business. Teaching subjects: CRM, E-Mail Marketing, Search, Display & Social Media Advertising, Google Analytics (Teaching language: English)
2017 - 2018	CRM & Google Analytics Workshops, International MBA, Athens University of Economics & Business. Teaching subjects: CRM, Google Analytics (Teaching language: English)
2001 - 2002	e-Technology, MSc in Global e-Management, Executive MBA, Athens University of Economics & Business. Teaching subjects: E-Commerce Technologies
2000 - 2001	Management of Information Systems, MSc in Decision Sciences, E-Commerce Specialization, Athens University of Economics & Business. Teaching subjects: Management of Information Systems, E-Commerce Technologies & Infrastructures, E-Commerce & Interorganizational Networks (Teaching language: English)

Research Experience

2022 - Today	❑ Member of Business Analytics Laboratory , established at the Department of Management Science and Technology of the Athens University of Economics and Business, and headed by Diomidis Spinellis.
2020 - 2021	❑ Post-doctoral researcher participating in research entitled: “Integrating Offline & Online Shopping Environments: The Impact of Socio-Cyber-Physical Products on Omnichannel Servicescapes (Omniscapes) and Consumer Behaviour” . The research was funded by Athens University of Economics and Business Research Center, as part of the Action 2 Initiative (Strengthening Research at the Athens University of Economics and Business with a view to Extroversion and Excellence).

- 2013 - Today □ Senior Researcher at ELTRUN E-Business Research Center and the Digital Marketing & Electronic Retailing (DIMER) research group of Athens University of Economics & Business.
- 2003 - 2004 □ Researcher at Wireless Research Center (WRC) of Athens University of Economics & Business, participating at the “**WMDS - World Mobile Data Survey 2004**”, with a worldwide participation of Universities and Research Institutions.
- 2000 - 2003 □ Researcher at ELTRUN E-Business Research Center, participating in the following EU funded IST (Information Societies Technology) research projects IST (Information Societies Technology):
 - **MyGrocer**: Mobile Shopping of Electronically Referenced Grocery Products
 - **Gemini**: Global Electronic Medium Constellation for Dynamic Content Integration
 - **Estia**: Efficient Electronic Services for Tourists in Action
 - **iMedia**: Intelligent Mediation Environment for Digital Interactive Advertising
- 1997 - 2000 □ Researcher – Technical Assistant in Solid State Physics Department, School of Sciences, National & Kapodistrian University of Athens. Research and technical assistance was mainly concerned with **Earthquake Prediction**, following the V.A.N. method and utilizing Information Systems.

Publications

1. Ntousi, E., Lazaris, C., Katiaj, P., & Koukopoulos, A. (2025), “**Directed Consumer-Generated Content (DCGC) for Social Media Marketing: Analyzing Performance Metrics from a Field Experiment in the Publishing Industry**”, *Systems* [IF: 2.3, CiteScore: 2.8], 13(2), 124, Special Issue Complex Systems for E-commerce and Business Management. <https://doi.org/10.3390/systems13020124>
2. Koukopoulos, A., Vrechopoulos, A., Lazaris, C. (2024), “**Artificial Intelligence’s Impact on Personal Selling: A Profession in Danger?**”, In Prastacos, G. and Pouloudi, A. (eds) *Leading and Managing in the Digital Era*. LMDE 2023. Lecture Notes in Information Systems and Organisation, vol 69, Springer, Cham. https://doi.org/10.1007/978-3-031-65782-5_13
3. Koukopoulos A., Vrechopoulos A., Lazaris C. (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, Athens, Greece
4. Sfakianaki, E., Vrechopoulos, A., & Lazaris, C. (2023), “**Green Marketing and Customer Experience in an Omnichannel Environment: A Qualitative Study**”, *International Journal of Qualitative Research in Services*. <https://doi.org/10.1504/IJQRS.2022.10052811>
5. Vrechopoulos, A., Lazaris, C., & Theodoratos, S. (2022), “**Choosing Optimal Omnichannel Coupon Redeeming Options in Multiple Channel Settings**”, *Administrative Sciences*, Vol. 12, Page 131, 12(4), 131. <https://doi.org/10.3390/ADMSCI12040131>
6. Vrechopoulos, A., Lazaris, C. & Doukidis, G. (2022), “**Humans and Digital Technologies in in the Omnichannel Post COVID-19 Era**”, in Pego, A. (Ed.), *Handbook of Research on Global Networking Post-COVID-19*, IGI Global, ISBN13: 9781799888567, available at: <https://doi.org/10.4018/978-1-7998-8856-7>
7. Sfakianaki, E., Vrechopoulos, A. & Lazaris, C. (2022), “**Conceptualizing Green Strategies' Effects on Customer Experience in the Context of Omnichannel Retailing**”, *International Journal of Innovation and Technology Management*, <https://doi.org/10.1142/S0219877022410048> (online)
8. Sfakianiaki, E., Vrechopoulos, A. & Lazaris, C. (2022), “**Can Green Marketing Strategies Affect Customer Experience? Insights from Green Hotels**”, *10th International Conference on Contemporary Marketing Issues*, 8-10 July 2022, Naxos, Greece
9. Lazaris, C., Vrechopoulos, A., Sarantopoulos, P. & Doukidis, G. (2022), “**Additive Omnichannel Atmospheric Cues: The Mediating Effects of Cognitive and Affective Responses on Purchase Intention**”, *Journal of Retailing and Consumer Services* [ABS-2, IF: 4.219], Vol. 64, p. 102731
10. Lazaris, C., Sarantopoulos, P., Vrechopoulos, A. & Doukidis, G. (2021), “**Effects of Increased Omnichannel Integration on Customer Satisfaction and Loyalty Intentions**”, *International Journal of Electronic Commerce* [ABS-3, IF: 2.488], Vol. 25, No. 4, pp. 440–468
11. Lazaris, C., Vrechopoulos, A., Fraidaki K. & Doukidis, G. (2021), “**E-Commerce**”, in: Doukidis, G. &

- Bardaki C. (Ed.), *“Strategy and Governance for the Next Day”* (pp. 145-157), Athens, Sideris Publications
12. Sfakianiaki, E., Vrechopoulos, A. & Lazaris, C. (2020), **“Environmentally Sensitive Strategies and Customer Experience in Omnichannel Retailing”**, *8th International Conference on Contemporary Marketing Issues*, 11-13 September 2020, Virtual Conference
 13. Lazaris, C., Vrechopoulos, A., Fraidaki K. & Doukidis, G. (2020), **“E-Commerce and E-Business in the Covid-19 era: Problems, Trends and Suggestions”**, in: *“Business Strategies to Cope with the COVID-19 Crisis”* (pp. 41-45), October 2020, ELTRUN, https://www.businessdaily.gr/sites/default/files/2020-10/ELTRUN_COVID-19_Policy_report_6Oct2020.pdf
 14. Vrechopoulos A., Lazaris C. & Doukidis G. (2019), **“From Omnichannel Retailing to “Diachronic Retailing”: Blending Digital Technologies with Traditional Marketing Strategies and Practices”**. *Proceedings of the European Marketing Academy*, 48th, May 24-27, Hamburg, Germany
 15. Vrechopoulos, A., Lazaris, C. & Fraidaki K. (2019), **“Digital Marketing: A Multidisciplinary Approach, Practices and Directions”**, *Digital Future, ELTRUN Anniversary Edition*. Athens, Sideris Publications
 16. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2019), **“Omnichannel Retail Transformation and its Impact on Consumer Behavior”**, *Digital Future, ELTRUN Anniversary Edition*. Athens, Sideris Publications
 17. Lazaris, C. (2018), **“Integrating Physical & Web Shopping Environments: The Interplay of Omnichannel Retailing & Store Atmosphere on Consumer Behaviour in Social-Local-Mobile Settings”**, in A. P. A. Poulymenakou (Ed.), *Doctoral Studies in Management Science & Technology* (Vol. III, pp. 221–237). Athens, Greece: AUEB Publishing
 18. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2018), **“Consumer Acceptance of Proximity-Based Location Services in Omnichannel Retailing: Exploring Implications for Mobile Channels & Store Atmosphere”**, *6th International Conference on Contemporary Marketing Issues, (ICMI)*, June 27-29, 2018, Athens, Greece
 19. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2018), **“Physical Web Atmospheric: Utilizing Internet of Things to Conceptualize Store Atmosphere in Omnichannel Retailing”**, *International Journal of Technology Marketing* [ABS-1, CiteScore: 1.2], Special Issue on: Marketing Communications Technology Revisited, its Future and Applications, Vol. 12, No. 4, pp. 389–416
 20. Lazaris, C. & Vrechopoulos, A. (2017), **“Surfing in the Physical Store Utilizing the Physical Web: An initial Exploratory Study”**, *Proceedings of the 14th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 27, 2017, Athens, Greece (In Greek)
 21. Lazaris, C., Vrechopoulos, A. & Doukidis, G. (2016), **“Store Atmosphere in “Physical Web” Retailing: An IoT Disruption to Omnichannel Evolution”**, *4th International Conference on Contemporary Marketing Issues, (ICMI)*, June 22-24, 2016, Heraklion, Crete, Greece
 22. Lazaris, C. & Vrechopoulos, A. (2016), **“Physical Web: Utilizing the Internet of Things (IoT) for Omnichannel Retailing”**, *Proceedings of the 13th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 12, 2016, Athens, Greece (In Greek)
 23. Lazaris, C., Vrechopoulos, A., Doukidis, G. & Fraidaki K. (2015), **“Mobile Apps for Omnichannel Retailing: Revealing the Emerging Showrooming Phenomenon”**, *9th Mediterranean Conference on Information Systems (MCIS)*, 3-5 October 2015, Samos, Greece
 24. Lazaris, C., Vrechopoulos, A., Doukidis, G. & Fraidaki K. (2015), **“The Interplay of Omniretailing & Store Atmosphere on Consumers’ Purchase Intention towards the Physical Retail Store”**, *12th European, Mediterranean & Middle Eastern Conference on Information Systems (EMCIS)*, June 1st – 2nd 2015, Athens, Greece
 25. Lazaris, C., Vrechopoulos, A. & Fraidaki K. (2015), **“E-Commerce Inside Physical Stores: The Preferences of Greek Internet Users”**, *Proceedings of the 12th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 14, 2015, Athens, Greece (In Greek)
 26. Lazaris, C. & Vrechopoulos, A. (2015), **“E-Commerce Inside Physical Stores: The Preferences of Greek Omnishoppers”**, *Self-Service Magazine*, Issue 454, October 2015, (In Greek)

27. Lazaris, C. & Vrechopoulos, A. (2014), **“Exploring the Notion of Store Atmosphere in Omnichannel Retailing”**, *Proceedings of the 11th Student Conference of the Department of Management Science & Technology, Athens University of Economics & Business*, May 13, 2014, Athens, Greece (In Greek)
28. Lazaris, C. & Vrechopoulos, A. (2014), **“Human-Computer vs. Consumer-Store Interaction in a Multichannel Retail Environment: Some Multidisciplinary Research Directions”**, *16th International Conference on Human-Computer Interaction*, 22 - 27 June 2014, Creta Maris, Heraklion, Crete, Greece
29. Lazaris, C., Vrechopoulos, A., Fraidaki K. & Doukidis, G. (2014), **“Exploring the “Omnichannel” Shopper Behaviour”**, *AMA SERVSIG 2014, International Service Research Conference*, June 13-15, 2014, Thessaloniki, Greece
30. Lazaris, C. & Vrechopoulos, A. (2014), **“From Multichannel to “Omnichannel” Retailing: Review of the Literature and Calls for Research”**, *2nd International Conference on Contemporary Marketing Issues, (ICMI)*, June 18-20, 2014, Athens, Greece
31. Kourouthanassis, P., Koukara L., Lazaris C. & Thiveos, K. (2001), **“Last-mile Supply Chain Management: Mygrocer innovative business and technology framework”**, In *Proceedings of the 17th International Logistics Congress: Strategies and Applications*, pp. 264–273

Scientific Activities

- ❑ Ad-hoc reviewer in the following journals: “International Journal of Electronic Commerce”, “Journal of Retailing & Consumer Services”, “International Journal of Retail & Distribution Management”, “Information”, “KSII Transactions on Internet and Information Systems”, “Information Systems and e-Business Management”, “Sustainability”, “Administrative Sciences” και “Information Systems Management”, as well as in the “European Conference on Information Systems (ECIS)”.
- ❑ Member of the Judging Committee of the proposals submitted in the context of “Mobile Excellence Awards 2010”, “E-volution Awards 2020”, “E-volution Awards 2021”, “E-volution Awards 2022”, “E-volution Awards 2023”, “E-volution Awards 2024” & “E-volution Awards 2025”
- ❑ Speaker at the Shopper Marketing & Category Management Conference 2015 – Shopper Insights in Action, 1 December 2015.
- ❑ Session Chair of Digital Marketing track, 11th Annual Student Academic Conference, Department of Management Science & Technology, 13 May 2014, Athens.

Research Impact (February 2025)

Bibliographic Database	Publications	Citations	Reads	H-index
Google Scholar	18	764	N/A	9
ResearchGate	20	462	110,153	9

Distinctions & Awards

2024	Award for outstanding performance in teaching the course "Information Systems Management" for the academic year 2022-23 at the International MBA of Athens University of Economics & Business.
2019 - Today	Honors for teaching the Salesforce CRM and integrating it into the academic curriculum for the first time in Greece, guiding numerous undergraduate students in obtaining related certifications through the Trailhead e-learning platform
2018	Best ranking at program admission for post-doctoral studies at Action 2 Initiative (Strengthening Research at the Athens University of Economics and Business with a view to Extroversion and Excellence). The ranking was provided by an external academic committee.
2001	Award (for highest grade) for the Field Study Project entitled: “Intelligent Shopping” (studying RFID & Tablet-enabled Shopping Carts), sponsored by Procter & Gamble, during the postgraduate studies

- in Decision Sciences (International MBA), Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2001 Honors for achieving high performance (4th highest) during the postgraduate studies in Decision Sciences (International MBA), e-Business Specialization, Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2000 Scholarship (for best ranking at program admission) for postgraduate studies in Decision Sciences (International MBA), e-Business Specialization, Department of Management Science & Technology, School of Business, Athens University of Economics & Business
- 2000 Distinction (for highest grade) for the BSc thesis entitled: "RF Modem Design", during undergraduate studies in Physics, Physics Department, School of Sciences, National & Kapodistrian University of Athens
- 1988 - 1993 Accolade & Awards in each of 5 years of High School education (grades ranging 19.2-19.5)