



IRENE (EIRINI) KAMENIDOU,
PhD, MSc, B.Sc., B.Sc., BA
PROFESSOR OF MARKETING
Democritus University of Thrace (DUTH)

School of Agricultural and Forestry Sciences
Department of Viticulture and Oenology,
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EDUCATION

- PhD. in Food Marketing (1999)**, Aristotle University of Thessaloniki, School of Agricultural Sciences, *Dept. of Agriculture, Division of Agricultural Economics*, Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. Thesis: Market Research of Processed Peach Products in the Urban Design Unit of Thessaloniki, Greece. p.400.
- MSc (Integrated MSc in Agricultural Economics; 2019) & BSc in Agricultural Economics (1989)**
Aristotle University of Thessaloniki, School of Agricultural Sciences, *Dept. of Agriculture, Division of Agricultural Economics*, Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. 5-year study with integrated MSc (law 3231/22.08.2019). Thesis: Cost of Processed Industrial Tomato Products Produced from the Cooperative Industry Lagada
- B.Sc. in Farm Management (1985)**. Alexander Technological Educational Institute of Thessaloniki, School of Applied Agriculture, *Dept. of Farm Management*.
- B.A. in Journalism (1986)**. Center of Philosophical Education of Thessaloniki (Private College). *Journalism*

LANGUAGES

- English:** Excellent (1970-1977 USA; Michigan Proficiency; Cambridge Lower).
- Chinese:** Elementary (HSK1, HSK2, HSKK1)
- French:** Basic communication

WORKING EXPERIENCE: NON-ACADEMIC

- 2002-2005: Regional Administration of Central Macedonia**, Dept. of Agricultural Development, Thessaloniki, Greece. Position: Evaluator and Inspector. Subject: Marketing of Agricultural

Products: Evaluation and Inspection of the Programs of the 3rd European Union related with Product Marketing, Foods, Agriculture Transformation and Agritourism.

1999-2001: Personal Business Company PEGASUS Marketing Company, Thessaloniki, Greece. Personal Business Company (Owner). Subject: Marketing, Marketing Research, Studies and Education on Marketing Issues.

1991-1997: KATANALOTIS-KONSUM-COOP. Cooperative retailing group (S/M) of Thessaloniki. Director of Public Relations and Chief Editor of the Trade Magazine "KATANALOTIS".

1983-1990: Cooperatives and Industries as a part time staff at the marketing department and quality control (SEKOB, OMOSPONDIA, COOP. UNION of LAGADA, AMVROSIA, MELISSA).

WORKING EXPERIENCE: ACADEMIC

ADMINISTRATIVE

30/9/2023- 31/8/2025	Vice president of the Department of Management Science & Technology, School of Management Science and Accounting of the Democritus University of Thrace
5/4/2024- 31/8/2025	Member of the temporary assembly of a department of Agricultural Biotechnology and Eneology of the School of Agricultural Sciences and Forestry, Democritus University of Thrace
2021-2025	Coordinating committee of the Executive MBA in Tourism (2021-2025) program of the School of Management and Economics, Department of Management Science and Technology, International Hellenic University and Democritus University of Thrace (2021-2025).
2024-2025	Coordinating committee of the Executive MBA program of the School of Management and Economics, Department of Management Science and Technology, Democritus University of Thrace (2019-2022).
2019-2022	Coordinating committee of the Digital Marketing MSc program of the School of Management and Economics, Department of Management Science and Technology International Hellenic University (2019-2022).
2014-2017 (20/10/2017)	Dean of School of Business and Economics of the Eastern Macedonia and Thrace Institute of Technology (EMaTTech). Resigned 20/10/2017 (conflict of interest: Law 4485/4-8-2017, regarding the Hellenic Open University).
2009-2017	Different administrative positions such as Head of the Marketing direction of the MBA program of the School of Management and Economics, Department of Business Administration of the Eastern Macedonia and Thrace Institute of Technology (EMaTTech), Member of the EMaTTech Institute's Administration and Senate, Member of the Disciplinary Committee of EMaTTech, Member of the Internal Evaluation Team of the Department of Business Administration (OMEA), Deputy Member of the Research Committee of EMaTTech, Head of the Business Administration direction, Member of the Research Committee of EMaTTech, Member of the student internship committee and internship supervisor at the Nursing Department of EMaTTech, Member of the student internship committee and internship supervisor for the Department of Business Administration of EMaTTech, Member of the evaluation committee of the adjunct lecturers' candidates of the Department of Oenology and Beverage Technology of EMaTTech, Member of

the evaluation committee of the adjunct lecturers' candidates of the Department of Business Administration of EMaTTech

TEACHING

POSTGRADUATE LEVEL

2019-2025	International Hellenic University (IHU). <i>School of Management and Economics, Department of Management Science and Technology.</i> MBA Executive (2019-), MSc in Digital Marketing (2019-2022), Executive MBA in Tourism (2021-2025)
2018-2019	Department of Business Administration of EMaTTech, MBA Executive Program and MSc in Digital Marketing
2013-2019	Eastern Macedonia and Thrace Institute of Technology (EMaTTech). <i>School of Management and Economics, Department of Business Administration, MBA program.</i> Teaching core and electives marketing courses at postgraduate level, supervising MBA thesis and member of MBA thesis evaluation committee.
2018-2020 & 2009-2010	Hellenic Open University, School of Social Sciences, Tourism Business Administration, MSc. Program. Supervisor of M.Sc. dissertations
2012-2017	Eastern Macedonia and Thrace Institute of Technology (EMaTTech) <i>School of Technological Engineering, Department of Electrical Engineering, postgraduate program: Master in Innovation in Technology & Entrepreneurship.</i>
2010	Democritus University of Thrace <i>Department of Forestry, Environmental Management and Natural Resources, MSc program Sustainable Management of the Environment and Natural Resources. Guest speaker</i>
2003-2005	Technological Educational Institute of Larissa with Staffordshire University (UK): M.Sc. & MBA program

UNDERGRADUATE LEVEL

1/9/2025-	Democritus University of Thrace (DUTH). School of Agricultural and Forestry Sciences, Department of Viticulture and Oenology. Professor
3/2024 – 30/8/2025	Democritus University of Thrace (DUTH). School of Management Science and Accounting, Department of Management Science and Technology. Professor
2019 – 3/2024	International Hellenic University (IHU). School of Economics and Management, Department of Management Science and Technology. Professor
2019-2002- 2017	Hellenic Open University. School of Social Sciences, Dept. of Business Administration. Adjunct Academic Staff. Modules: Marketing I (2002-2003; 2004-2010; 2019-) & Marketing II (2002-2004; 2010-2017). Professor

2005-2019 (May)	Eastern Macedonia and Thrace Institute of Technology (EMaTTech). School of Management and Economics, Department of Business Administration, Division of Marketing. Professor (2012-2019) & Associate Professor (2005-2012)
2000-2005 & 1990	Technological Educational Institute of Thessaloniki. School of Business and Economics, Dept. of Marketing and Advertising. Adjunct Assistant Professor.
2001-2003	Democritus University of Thrace. School of Agricultural Development (Orestiada). Adjunct Assistant Professor.
2000-2002	Technological Educational Institute of Western Macedonia. School of Agriculture, Dept. of Marketing and Quality Control of Agricultural Products (Florina). Adjunct Assistant Professor.

FUNDED RESEARCH PROJECTS: 2005-2023: Participation in different research programs, such as Drama terroir (project code: T2EAK-02974 Drama terroir), The wine Lab, INTERREG V-A GREECE – BULGARIA 2014-2020, INTERREG III: Integrating the Greek – Bulgarian tourism product, Research Project from the Ministry of Education and the General Secretariat for Youth, Project Trainer, EPEAEK II project on e-learning, Research Project of: Bank Choice Factors and Consumer Satisfaction in the city of Kavala and Customers Evaluation of Super Market Image in Kavala City.

PUBLICATIONS

Journals/conferences	Number
SCOPUS Journals and Conferences (in SCOPUS +forthcoming)	76 (74+2)
Journals in Web of Science (Clarivate IF)	21
CABS/ABS (Journals: CABS/ABS: 1*-3*)	10
ABDC list (Journals)	14
SJR list (Journals)	35
SSCI/ SCI (Conferences)	8
Refereed International Academic Journals	60
Books	1
Book Chapters	6
Articles in Book Series	37
Book editing	1

PhD thesis: Kamenidou, I. (1999). Market Research of Processed Peaches in the Urban Design Unit of Thessaloniki, Greece. PhD Thesis, (in Greek). Aristotle University of Thessaloniki, School of Agricultural Sciences, Dept. of Agriculture, Division of Agricultural Economics, Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives.

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Reviewed International Academic Journals: 60:

SCOPUS= 35; CABS/ABS (1*-3*) = 10; SSCI/SCI=21- Indicatively:

1. Vassilikopoulou, A., **Kamenidou, I.**, & Priporas, C. V. (2024). Negative Airbnb reviews: an aspect-based sentiment analysis approach. *EuroMed Journal of Business*, 19(2), 191-207. (CABS: 1*; IF= 4.6; Scopus: 12.4; ABDC-JQL list: C*; SCIMAGOJR, CABS, EconLit)
2. Priporas, C. V., Nagarajan, D. V., & **Kamenidou, I. E.** (2023). A technology-people-integrated toolkit for retail care management during a crisis. *Journal of Retailing and Consumer Services*, 73, 103304. (IF=13.1; SCOPUS: 22.7; SJR: 3.439; SNIP:2.992; ABDC List: A; SCIMAGOJR: Q1) (CABS-ABS; REPEC; SNIP; SCOPUS; SSCIE; WHO COVID-19 Research Database)
3. Priporas, C.-V., Vellore-Nagarajan, D. and **Kamenidou, I.(E).** (2022). Stressful eating indulgence by generation Z: a cognitive conceptual framework of new age consumers' obesity. *European Journal of Marketing*, 56 (11):2978-3006. <https://doi.org/10.1108/EJM-06-2021-0386> (CABS: 3*; IF=5.181; Scopus: 8.1; ABDC list: A*; SCIMAGOJR: Q1)
4. Stavrianea, A. and **Kamenidou, I. (E)** (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business* 17 (1), 1-20. ((CABS: 1*; IF= 5.2; Scopus: 6.8; ABDC-JQL list: C*; SCIMAGOJR, CABS, EconLit).
5. **Kamenidou, I.E.**, Stavrianea, A., & Liava, C. (2020). Achieving a Covid-19 Free Country: Citizens Preventive Measures and Communication Pathways. *International Journal of Environmental Research and Public Health*, 17(13), 4633 (SCOPUS: 8.5; SNIP: 1.219; SJR:0.919) (SCOPUS, SNIP, SJR; ProQuest, WHO COVID-19 Research Database).
6. Amanatidis, D., Mylona, I., Mamalis, S., & **Kamenidou, I. E.** (2020). Social media for cultural communication: A critical investigation of museums' Instagram practices. *Journal of Tourism, Heritage & Services Marketing*, 6(2), 38-44. (SCOPUS: 5.8; SJR: 0.434; SNIP:0.761) (SCOPUS; SJR; SNIP; SSRN by Elsevier (Social Sciences Research Network; EBSCO)
7. Priporas, C.V., Stylos, N., & **Kamenidou, I.** (2020). City image, city brand personality, and Generation Z residents' overall life satisfaction in economic crisis era: Predictors of city-related social media engagement. *Journal of Business Research*, 119, 453-463 (ABS/ CABS: 3*; ABDC: A; IF= 11.3; SCOPUS: 16.0; SJR: 2.895; SNIP:3.238). (CABS-ABS; ABDC List; SCOPUS; SSCIE; PsycINFO; SJR; SNIP)

Book Chapters: 6

1. Mamalis, S., **Kamenidou, I.**, Karampatea, A., Bouloumpasi, E., & Skendi, A. (2024). Generational Cohort's Wine Choice: Is Terroir a Significant Factor?. In *Business in Uncertainty: Evolution, Transformation and Adaptation Across Disciplines and Typologies* (pp. 203-224). Cham: Springer Nature Switzerland.
2. **Kamenidou, I.**, Gkitsas, S., Mamalis, S., Mylona, I., Pavlidis, S., & Stavrianea, A. (2024). The Effect of Area of Residence and Income on Generation Z Cohort's Intention to Consume Insects. In *Business in Uncertainty: Evolution, Transformation and Adaptation Across Disciplines and Typologies* (pp. 161-181). Cham: Springer Nature Switzerland.
3. **Kamenidou, I (E)**, Menexes, G., and Gkitsas S. (2023). *Ch 15 Attitudes to sustainable food consumption (SFC): generational cohort differences*, *Consumers and food: Understanding and*

shaping consumer behaviour (ed. Prof. Marian Garcia Martinez), Burleigh Dodds Science Publishing, Cambridge, UK (47 pages), <https://doi.org/10.1201/9781003477020>

4. **Kamenidou, I.**, Vassilikopoulou, A., and Priporas, CV (2021). New sheriff in town: Discovering Generation Z as tourists. In Stylos, N., Rahimi, R., and Okumus, B. (Eds), Generation Z Marketing and Management Tourism and Hospitality, Palgrave Macmillan (pp. 121-140). Palgrave Macmillan, Cham
5. Patsala, P., Priporas, CV, Michali, M., and **Kamenidou I(E)** (2021). Capturing marketing academics' conceptions of creativity: teaching practices and challenges in Pantano, E. (Eds), Greek higher education in Creativity and Marketing: The Fuel for Success. Emerald Publishing Limited, Bingley, pp. 169-186. <https://doi.org/10.1108/978-1-80071-330-720211011>
6. **Kamenidou, I.**, Rigas, K and Priporas, C.V. (2017). Household behavior on food security during economic crisis. In G. Mergos and M. Papanastassiou (Eds), Investment and Financing along Agro-food Value Chains for Food Security and Sustainability, Palgrave, London, pp. 243-261.

Articles in Book Series: 37 (SCOPUS), Indicatively:

1. Mamalis, S., **Kamenidou, I.(E)**., Bouloumpasi, E., and Karampatea, A. (2026). Consumer attitudes towards visiting a wine destination. 188 th EAAE Seminar "Reorienting agri-food chains to hinder climate change and food security threats". Accepted for the Springer's book series "Cooperative Management". (accepted forthcoming) (SCOPUS)
2. **Kamenidou, I.**, Mamalis, S., Stavrianea, A., Mylona, I., Bara, EZ (2026). Intragenerational differences in information quality and credibility of Influencer Marketing: Insight from the generation Z student cohort. In: Kavoura A., et al. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, (accepted forthcoming) (SCOPUS)
3. Mamalis, S., and **Kamenidou, I.** (2026). Understanding Generational Differences in Wine Tourism Motivation: Implications for Targeted Marketing. International Conference on Applied Economics, (ICOAE 2025). Springer Proceedings in Business and Economics. Springer, Cham, (accepted forthcoming) (SCOPUS)
4. Bara, EZ, Mamalis, S., Stavrianea, A., and **Kamenidou, I.** (2026). Teachers Perspectives on the role of social marketing in Combating school bullying: results from the pilot study. In: Kavoura A., et al. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, (accepted forthcoming) (SCOPUS)
5. Mamalis, S., and **Kamenidou, I.** (2026). Understanding Wine Consumer Segments Through Extrinsic Cues Preference Analysis. In: Kavoura A., et al. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, (accepted forthcoming) (SCOPUS)

Book: 1 (in Greek): Siomkos, G., Vassiliadis, C., Giovanis, A., Kamenidou, I(E), Karayanni, D., Mamalis, S., Boutsouki, C., Salamoura, M., Fotiadis, T. (2025) MARKETING: From Basic Principles to Modern Challenges. Ed. 1st, Klidarithmos, Athens, ISBN: 978-960-645-650-3] [Σιώμκος, Γ., Βασιλειάδης, Χ., Γιοβανής, Α., Καμενίδου, Ε., Καραγιαννής, Δ., Μαμαλής, Σ., Μπουτσουκή, Χ., Σαλαμουρά, Μ., Φωτιάδης, Θ. (2024). «MARKETING: Από τις Βασικές Αρχές στις Σύγχρονες Προκλήσεις». Έκδοση: 1 η, ΚΛΕΙΔΑΡΙΘΜΟΣ Αθήνα, ISBN: 978-960-645-650-3]

Book Editing: 1 (in Greek): Dibb S., Simkin L., Pride W.M., Ferrell O.C (2021). Marketing Concepts & Strategies. General editing: **Kamenidou, Eirini;** Kokkinis, George; and Fotiadis, Thomas (Textbook, p. 948) ISBN: 9789925576388, Broken Hill Publishers (In Greek)

Peer-reviewed International Conference Proceedings: 49, Indicatively:

1. Mamalis, S., Kamenidou, I.(E)., Karampatea, A., Bouloumpasi, E., and Skendi, A. (2024). Do wine consumers know the meaning of wine terroir? Preliminary results from ongoing research in Greece. Proceedings of the 11th ICCMI (International Conference on Contemporary Marketing Issues), 12-14 of July 2023 Corfu Greece. (pp. 12-16)
2. Kamenidou, I.(E)., Gkitsas, S., Mamalis, S., Mylona, I., Pavlidis, S., and Stavrianea, A. (2023). Area of Residence and Income Intragenerational Cohort Differences of Generation Z In Intention to Try Edible Insects. Proceedings of the EuroMed Academy of Business Conference Book of Proceedings (Book Series) – ISSN 2547-8516, THE 15th Annual EUROMED Academy of Business (EMAB) Conference: Sustainable Business Concepts and Practices (pp.282-294) ISBN: 978-9963-711-98-7 (SSCI)
3. Mamalis, S., Kamenidou, I.(E)., Karampatea, A., Bouloumpasi, E., and Skendi, A. (2023). Are Wine Terroir Characteristics Important? Generational Cohort Differences. Proceedings of the EuroMed Academy of Business Conference Book of Proceedings (Book Series) – ISSN 2547-8516, THE 15th Annual EUROMED Academy of Business (EMAB) Conference: Sustainable Business Concepts and Practices (pp.443-454) ISBN: 978-9963-711-98-7. (SSCI)
4. Mamalis, S; Kamenidou, I(E); Pavlidis, S., Eytixidou, A. (2022). Generation Z knowledge and purchasing behavior towards products with geographical identification. Proceedings of the 10th International Conference on ICT in Agriculture, Food and Environment: HAICTA 2022, (SCOPUS), Vol-3293, p. 332-336. <https://ceur-ws.org/Vol-3293/>
5. Kamenidou, I.(E)., Stavrianea, A., Mamalis, S., Gkitsas, S., and Pavlidis, S. (2022). Organic food decision making segmentation: preliminary findings. Proceedings of the EuroMed Academy of Business Conference Book of Proceedings (Book Series) – ISSN 2547-8516, The 15th Annual EUROMED Academy of Business (EMAB) Conference: Sustainable Business Concepts and Practices (pp.462-473) (SSCI)

- ✓ Book of Abstracts: 6
- ✓ Peer-reviewed Greek Academic Journals: 9
- ✓ Peer-reviewed Academic Conference Proceedings (In Greek): 14
- ✓ Other publications: 12

Professional Recognition- Service:

- ✓ Scholar.google citations: 2267; SCOPUS citations: 957
- ✓ Author impact: h-index (Scholar Google): 22
- ✓ Author impact: i10-index (Scholar Google): 36
- ✓ Author impact: h-index (SCOPUS): 15
- ✓ Evaluator of European and Greek funded projects from 2014-2019, Reviewer for International Conferences and Academic Journals such as Journal of Business Research (JBR), European Journal of Marketing, Co-editor – Editorial Board in academic journals, Membership in Scientific Organizations - Companies – Associations, and Social – Community involvement