



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

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EDUCATION

1999 PhD. Food Marketing	Aristotle University of Thessaloniki, School of Agricultural Sciences, <i>Dept. of Agriculture, Division of Agricultural Economics</i> , Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. Specialization: <i>Marketing of Food Products</i> . Thesis: Market Research of Processed Peach Products in the Urban Design Unit of Thessaloniki, Greece. p.400.
2020 & 1989 MSc & B.Sc. Integrated MSc in Agricultural Economics & BSc in Agriculture	Aristotle University of Thessaloniki, School of Agricultural Sciences, <i>Dept. of Agriculture, Division of Agricultural Economics</i> , Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. 5-year study with integrated MSc (law 3231/22.08.2019). Specialization: <i>Marketing of Agricultural and Food Products</i> . Thesis: Cost of Processed Industrial Tomato Products Produced from the Cooperative Industry Lagada
1986-1988 B.A. Journalism	Center of Philosophical Education of Thessaloniki (Private College). <i>Journalism</i>
1985 B.Sc. Farm Management.	Alexander Technological Educational Institute of Thessaloniki, School of Applied Agriculture, <i>Dept. of Farm Management</i> .

LANGUAGES

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

CONTINUING EDUCATION

1996 SPSS	Hellenic Center of Productivity (Thessaloniki). Statistics with SPSS for Windows. (1 month).
1991 Educating Educators.	National Center of Cultural and Professional Applications. Educating Educators. (2 months).
1988 Export Marketing.	Promotional Organization for Exports (OPE). Export Marketing and Procedures. (10 months).
1984 Consumer Cooperatives.	Hellenic Center of Productivity (Thessaloniki). Organization and Functionality of Consumer Cooperatives. (2 months)

WORKING EXPERIENCE: NON-ACADEMIC

2002-2005 Evaluator and Inspector	Regional Administration of Central Macedonia, Dept. of Agricultural Development, Thessaloniki, Greece. Position: marketing of Agricultural products. Duties: Evaluator and Inspector. 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 Public Relations - Chief Editor	KATANALOTIS-KONSUM-COOP. Cooperative Retailing Group (S/M) of Thessaloniki. Director of Public Relations and Chief Editor of the Trade Magazine "KATANALOTIS".

1983-1990
Part time staff. Cooperatives and Industries as a part time staff at the marketing department and quality control (SEKOBÉ, 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).
2013-2017	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)
2014-2017	Member of the EMaTTech Institute's Administration and Senate
2014-2017	Member of the Disciplinary Committee of EMaTTech

2009-2014	Member of the Internal Evaluation Team of the Department of Business Administration (OMEA)
2012-2014	Deputy Member of the Research Committee of EMaTTech
2009-2014	Head of the Business Administration direction
2010-2012	Member of the Research Committee of EMaTTech
2010-2020	Member of the student internship committee and internship supervisor at the Nursing Department of EMaTTech
2009-2020	Member of the student internship committee and internship supervisor for the Department of Business Administration of EMaTTech
2006-2018	Member of the evaluation committee of the adjunct lecturers' candidates of the Department of Oenology and Beverage Technology of EMaTTech
2009-2015	Member of the evaluation committee of the adjunct lecturers' candidates of the Department of Business Administration of EMaTTech

TEACHING

POSTGRADUATE LEVEL

2019-2024	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 of Marketing
3/2024 – 30/8/2025	Democritus University of Thrace (DUTH). School of Management Science and Accounting, Department of Management Science and Technology. Professor of Marketing
2019 – 3/2024	International Hellenic University (IHU). School of Economics and Management, Department of Management Science and Technology. Professor of Marketing
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).
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

2023	Drama terroir: Participation. European Regional Development Fund of the European Union and Greek national funds through the Operational Program Competitiveness, Entrepreneurship, and Innovation, under the call RESEARCH—CREATE—INNOVATE (project code: T2EAK-02974 Drama terroir).
1/1/2017- 31/12/2019	The wine Lab – Generating Innovation Between practice and Research (TWL). Participation.
28/2/2018- 24/12/2018	INTERREG V-A GREECE – BULGARIA 2014-2020. Support of Social Enterprises and Enhancement of Development (Socede). Participation.
2012-2013	INTERREG III: «Integrating the Greek – Bulgarian tourism product. Training Scenarios Specialist. Training of hotel businesses. 427,765 €. Participation.
2008	Participation in the Research Project from the Ministry of Education and the General Secretariat for Youth: "Operation Point of Raising and Streaming Data to Youth Entrepreneurship Observatory of the General Secretariat for Youth at the TEI of Kavala and study on the Youth Entrepreneurship trends in the Region of Eastern Macedonia". Co-investigator.
2012- 2016	Project Trainer in the Innovation and Entrepreneurship Unit, Program on Entrepreneurship training of students. 167,875 €.
2005-2010	Participation in EPEAEK II project on e-learning (Undergraduate program).

2008 -2009	Scientific Coordinator of the research project: Bank Choice Factors and Consumer Satisfaction in the city of Kavala. Length: 12 months, 3,000€. Principle investigator.
2007-2008	Participation in the Research Project Customers Evaluation of Super Market Image in Kavala City, 12 months, 3,000€. Co- investigator.

PUBLICATIONS

Journals/conferences	Number
SCOPUS Journals and Conferences (in SCOPUS +forthcoming)	80 (74+6)
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
Scholar.google	2303
Scopus citations	972
Author impact: h-index (Scholar Google)	20
Author impact: i-index (Scholar Google)	35
Author impact: h-index (SCOPUS)	14
Author impact: h-index (Harzing's PP)	22
Author impact: g-index (Harzing's PP)	44
Refereed International Academic Journals	60
Book	1
Book Chapter	6
Article in Book Series	37
Book editing	1
Peer-reviewed International Conference Proceedings	49

Book of Abstracts	6
Peer-reviewed Greek Academic Journals	9
Peer-reviewed Academic Conference Proceedings (In Greek)	15
Other publications	12

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.

Reviewed International Academic Journals: 60

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

1. **Kamenidou, I.**, Mamalis, S., Gkitsas, S., Stavrianea, A., Mylona, I., & Pavlidis, S. (2025). Alternative Protein Sources: Generation Y's Food Neophobia, Entomophagy Acceptance, Self-Assessed Environmental Concern, and Intention to Recommend Entomophagy. *Proceedings* 117 (1): 16. MDPI. (SCOPUS)
2. 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)
3. Mamalis, S., **Kamenidou, I. E.**, Karampatea, A., Arseniou, S., Bouloumpasi, E., Skendi, A., & Fourkioti, G. (2024). Complying winery marketing strategies based on attitudes and perceptions towards winery terroir. *Journal of Tourism, Heritage & Services Marketing*, Vol. 10, No. 1, 2024, pp. 65-78 (SCOPUS; Cite score: 5.3, SJR: 0.395; SNIP:0.889)
4. Karampatea, A., Mamalis, S., Bouloumpasi, E., Skendi, A., & **Kamenidou, I.** (2024). Wine and Gastronomic Tourism in the Drama Region. *Tourism and Hospitality*, 5(3), 625-638. (SCOPUS: 3.7)
5. Amanatidis, D., Mylona, I., Dossis, M., **Kamenidou, I(E).**, and Mamalis, S. (2024). Consumers' social media engagement and online behavior: A structural equation modelling analysis. *Online Journal of Communication and Media Technologies* 14, no. 1 (2024): e202401 (SCOPUS: 3.4, IF: 0.7).
6. 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)

7. Liava C, Ouranos K, Chatziioannou A, **Kamenidou I**, Katsanos G, Antoniadis N, Tsoulfas G, Akriviadis E, Sinakos E. (2023). Impact and Management of COVID-19 in Liver Transplant Candidates and Recipients. *Annals of Gastroenterology* 36(5), 477. (SCOPUS: 4.1; SJR:0.826; SNIP :0.796) (PubMed, PubMed Central, Scopus, ESCI, EMBASE/Excerpta Medica, EBSCO, SJR)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10433260/>
8. **Kamenidou, I.**, Mamalis, S., Gkitsas, S., Mylona, I., & Stavrianea, A. (2023). Is Generation Z Ready to Engage in Entomophagy? A Segmentation Analysis Study. *Nutrients*, 15(3), 525 (IF=5.0; SCOPUS: 9.1; SJR: Q1); (SCOPUS, SCIE, Embase, AGRICOLA, AGRIS, PubMed, SCIMAGOJR).
9. 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)
10. **Kamenidou, I(E)**, Mamalis, S. Stavrianea, A., Bara E-Z, Mylona, I., and Pavlidis, S. (2022). Risk Communication based on Gender Differences of COVID-19 Related Trusted Information Sources: Insights from the Generation Z Cohort. *Medical Research Archives European Society of Medicine (ESMED)*, [online] 10(4) DOI: <https://esmed.org/MRA/mra/article/view/2746/193546067>
11. 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).
12. **Kamenidou, I.E**, Stavrianea, A., (2022). Profiling Monastery Tourists based on Memorable Experiences, Place Identity, Satisfaction, Intention to Revisit and Intention to Recommend. *Review of Integrative Business and Economics Research*, 11(1), 86-110 (SCOPUS).
http://buscompress.com/uploads/3/4/9/8/34980536/riber_11-1_05_t21-036_86-110.pdf
13. Stavrianea, A. and **Kamenidou, I.** (2022). Complying digital transformation in online booking through experiential values of Generation Z. *European Journal of Tourism Research*, 30, 3003 (IF=0.42; SCOPUS, SCIE, EBSCO Hospitality and Tourism Complete; CABI Leisure, Recreation and Tourism, ProQuest Research Library) DOI: <https://doi.org/10.54055/ejtr.v30i.2590>

14. **Kamenidou, I.**, Mamalis, S.A., Mylona, I., Stavrianea, A., Bara EZ (2021) Perceptions of Environmental Benefits from Sustainable Food Consumption Patterns: Evidence from the Generation Z and Y Cohort. *Int. J. of Agriculture Resources, Governance and Ecology*, 18 (1-2):182-198. (SCOPUS, SCIMAGOJR)
15. Amanatidis, D., Mylona, I., **Kamenidou, I. E.**, Mamalis, S., & Stavrianea, A. (2021). Mining Textual and Imagery Instagram Data during the COVID-19 Pandemic. *Applied Sciences*, 11(9), 4281 (IF=2.7; SCOPUS:4.5; SJR: 0.492; SNIP:0.974) (SCOPUS; SJR; SNIP; SCIE, SafetyLit; AGRIS; EBSCO, World Health Organization-WHO).
16. Mylona, I., Amanatidis, D., Stavrianea, A, **Kamenidou, I**, & Mamalis, S. (2021). Promoting tourists' destinations in Greece with social media: The Case of Kimolos. *International Journal of Economics & Business Administration (IJEBA)*, 9(1), 347-361.
17. Stavrianea, A., **Kamenidou, I**, Kanaouti, S., Theodosis, A (2021). Stereotypes and gender-neutral advertising: perceptions of the generation Z and Y cohorts, *Asia Pacific Journal of Advanced Business and Social Studies*, 7 (1), 14-23
<https://apiar.org.au/journal-paper/stereotypes-and-gender-neutral-advertising-perceptions-of-the-generation-z-and-y-cohorts/>
18. **Kamenidou, I.E.**, Stavrianea, A., Mamalis, S., & Mylona, I. (2020). Knowledge Assessment of COVID-19 Symptoms: Gender Differences and Communication Routes for the Generation Z Cohort. *International Journal of Environmental Research and Public Health*, 17(19), 6964 (SCOPUS: 8.5; SNIP: 1.219; SJR:0.919) (SCOPUS, SNIP, SJR; ProQuest, WHO COVID-19 Research Database)
19. **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).
20. **Kamenidou, I.E.**, Stavrianea, A., & Bara, E. Z. (2020). Generational Differences toward Organic Food Behavior: Insights from Five Generational Cohorts. *Sustainability*, 12(6), 2299. (IF=3.9; SCOPUS:5.8; SNIP:1.198; SJR: 0.664) (AGORA (FAO), AGRICOLA, AGRIS - CABI, CAB, SSCI, SCI, SJR, SNIP, DOAJ, EconPapers (RePEc), FSTA).
21. 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)

22. 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**).
23. Priporas, C.V., **Kamenidou, I.**, & Nguyen, N. (2019). The impact of the macroenvironment on consumer skepticism towards cause-related marketing: Insights from the economic crisis. *International Marketing Review* (**ABS/ CABS: 3***, **IF= 5.326**, **SCOPUS:8.5**; **ABDC: B**; **SJR: 2.895**; **SNIP: 3.238**), DOI 10.1108/IMR-04-2019-0124.
24. **Kamenidou, I. C.**, Mamalis, S. A., Pavlidis, S., & Bara E.Z. (2019). Segmenting the Generation Z Cohort University Students Based on Sustainable Food Consumption Behavior: A Preliminary Study. *Sustainability*, 11(3): 837-858 (**IF=3.9**; **SCOPUS:5.8**; **SNIP:1.198**; **SJR: 0.664**) (AGORA (FAO), AGRICOLA, AGRIS - CABI, CAB, SSCI, SCI, SJR, SNIP, DOAJ, EconPapers (RePEc), FSTA). <https://www.mdpi.com/2071-1050/11/3/837>
25. **Kamenidou, I.E.C.**, Mamalis, S. A., & Dimitriadis, E. (2018). Generation Z perceptions of quality certification: A cross-national study. *International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM)*, 3(1): 23-41. (Cabell's Directories, Google Scholar, Ulrich's Periodicals Directory)
26. **Kamenidou, I.**, and Mamalis S., (2018). Engagement schemes in marketing courses: A case study from Greece. *Journal of Advances in Higher Education* 10 (1): 39-47
27. Stavrianea, A., and **Kamenidou, I.** (2016). Religion in the context of economic crisis: The generation's z perspective. *International Journal of Strategic Innovative Marketing (IJSIM)*, 3(3): 56-68.
28. Priporas, C.V., **Kamenidou, I.**, Kapoulas, A., Papadopoulou, F.M. (2015). Counterfeit purchase typologies during an economic crisis. *European Business Review*, 27 (1): 2–16. (**SCOPUS: 26.5**; **IF= 4.2**; **ABS: *2**; **ABDC LIST: B**; **SJR: 3.667**; **SNIP:6.267**; EBSCO; SSCI; SCIE; CABS- ABS)
29. **Kamenidou, I.** and Vourou, R. (2015). Motivation factors for visiting religious sites: The case of Lesbos Island. *European Journal of Tourism Research*, 9: 78-91. (SCOPUS, EBSCO Hospitality and Tourism Complete; CABI Leisure, Recreation and Tourism, ProQuest Research Library)
30. Papafotikas, I., Chatzoudes, D., and **Kamenidou, I.** (2014). Purchase decisions of Greek consumers: an empirical study. Paper presented at the EBEEC Conference, 9-12 of May 2013 in Istanbul, Turkey. *The Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC 2013)*. *Procedia Economics and Finance*, 9: 456-465. (Scholargoogle)

31. **Kamenidou, I.C.,** Mamalis, S. A., Priporas, C.V., and Kokkinis, G., (2014). Segmenting customers based on perceived importance of wellness facilities. *Procedia Economics and Finance*, 9: 417-424. (Scholargoogle)
32. **Kamenidou, I.C.,** Mamalis, S. A., Kokkinis, G., Geranis, C., (2013). Image Components of Nightlife-Clubbing Destinations. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 8 (3):99-111. (SCOPUS: 0.3; SJR: 0.196; SNIP: 0.275; CAB Abstracts (CABI), CitEc, DOAJ EBSCO Publishing)
33. Avdimiotis, Sp., Kokkinis, G., **Kamenidou, I.,** (2012). Sharing knowledge between the peers of a Winery Network: The case of wine routes in Northern Greece. *China-USA Business Review*, 11 (1): 38-51.
34. **Kamenidou I,** Mamalis, S., Kokkinis, G., and Intze, C (2011). Improvement Axons for Ardas Festival in Evros, Greece, based on attendees' perceptions. *Scientific Bulletin -Economic Sciences-(Buletin Stiințific - Seria Stiințe Economice)*, 10 (2): 62-73.
35. **Kamenidou, I.,** Aggelopoulos, S., and Batzios A. C. (2011). Natural medical attributes and benefits of Spirulina: Segmentation based on consumers' knowledge. *Journal of Medicinal Plants Research*, 5(14): 3192-3199. (IF=0.590).
36. Priporas, C.V and **Kamenidou I.** (2011). Perceptions of potential postgraduate Greek business students towards UK universities brand and brand reputation. *Journal of Brand Management*, 18(4/5): 264-273. (SCOPUS: 7.9; SJR: 1.09; ABS:* 2, IF= 4.1; SNIP: 1.402; ABDC: A) (SCOPUS; SJR; SSCI; SNIP; ABDC)
37. **Kamenidou, I.,** Arabatzis, G. and Batzios, AC. (2010). Natural vs. Artificial Christmas Trees: Age Effects on Households Decoration Behaviour. *International Journal of Food and Agriculture & Environment- IJFAE*, 8 (3-4/ part 2): 1378-1382. (SCOPUS: 0.7; SNIP:0.707; SJR: 0.152). (SCI; SCOPUS; SNIP; SJR)
38. **Kamenidou, I.,** and Priporas, C.V. (2010). Factors Predicting Consumers Knowledge of Spirulina Health Benefits. *International Journal of Food and Agriculture & Environment-IJFAE*, 8 (1): 16-20. (SCOPUS: 0.7; SNIP:0.707; SJR: 0.152)
39. **Kamenidou I.,** Mamalis, S., and Priporas, C.V. (2009). Measuring Destination Image and Consumer Choice Criteria. The Case of Mykonos Island. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 4(3): 67-79. (SCOPUS: 0.3; SJR: 0.196; SNIP: 0.275; CAB Abstracts (CABI), CitEc, DOAJ EBSCO Publishing)
40. **Kamenidou, I.,** Balkoulis, N., and Priporas, C.V. (2009). Hotel Business Travelers Satisfaction Based on Service Quality: A Segmentation approach in Inner City 5 Star Hotels. *International Journal of Leisure and Tourism Marketing*, 1(2): 152-172.

41. Aggelopoulos, S., **Kamenidou, I.**, and Pauloudi, A. (2008). Women's business activities in Greece: The case of agro-tourism. *Turizam: međunarodni znanstvenostručni časopis (Tourism: An International Interdisciplinary Journal)*, 56 (4): 371-384. (SCOPUS: 2.5; SJR: 0.284; SNIP: 0.476; EBSCO, C.I.R.E.T., Web of Science Core Collection - ESCI, Clarivate, USA, CAB Abstracts and Leisure Tourism Database)
42. Priporas, C.V., Laspa, C., and **Kamenidou, I.** (2008). Patient Satisfaction in Hospital Services. A Pilot Study. *Journal of Medical Marketing*, 8(4): 325-340. (SCOPUS: 0.1; SJR: 0.108; SNIP: 0.000) (SCOPUS, ABI/INFORM, EBSCO, ARC-AMA, ERA, Scholargoogle).
43. Aggelopoulos, S., Pavloudi, A., Manolopoulos, I., and **Kamenidou, I.** (2008). The Attitudes and Views of Farmers on the New Common Agricultural Policy and the Restructuring of Crops: The Case of Greece. *American-Eurasian Journal of Agricultural & Environmental Sciences*, 4 (4): 397-404.
44. Aggelopoulos S., Menexes G., **Kamenidou I.** (2007). Implications for the financing and sustainability of enterprises based on a ranking methodology for categorical financial data. *EuroMed Journal of Business*, (2) 2: 113-134. (CABS: 1*; IF= 5.2; SCOPUS: 6.8; ABDC-JQL list: C*; SCIMAGOJR, CABS, EconLit, SCIE)
45. **Kamenidou, I.**, Milonakis, G., Balkoulis (2007). Factors Affecting Business Customers' Hotel Satisfaction: A Case Study on Greece. *The Icfai Journal Services Marketing*, 5 (2): 6-19.
46. **Kamenidou, I.**, Milonakis, G., Nikolouli, K. (2007). An Exploratory Study on the Reasons for Purchasing Imported High Fashion Apparels: The case of Greece. *Journal of Fashion Marketing and Management*, 11 (1): 148-160. (SCOPUS: 7.9; SJR: 1.271; SNIP: 1.764; CABS/ABS: 1*; IF=3.5; ABDC-JQL: B; ARC-AMA; ABI Inform; EBSCO)
47. Andronikidis, A., Vassiliadis, C., Priporas, C., **Kamenidou, I.** (2007). Examining Leisure Constraints for Ski Centre Visitors: Implications for Services Marketing. *Journal of Hospitality & Leisure Marketing*, 15 (4): 69-86 (Currently known as: *Journal of Hospitality Marketing & Management*, Francis and Taylor, 2009-) (IF=9.821; SCOPUS: 12.1; SJR: 1.999; SNIP: 2.218; ABDC List: A; CABS/ ABS: 1*; ARC-AMA, JQL, EBSCO)
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era of Global Pandemic”, ISBN: 978-0-9998551-5-7, 4-5 November 2020, Granada, Spain (pp.12803-12811).

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33. **Kamenidou I.**, Mamalis S., and Alexandrou, Z. (2016). Citizens views regarding improvement points for ecotourism in Preveza prefecture. *Conference Proceedings: 2nd International Conference in Development and Economics – I.CO.D.ECON.* (pp. 252-264).
34. **Kamenidou I.**, Mamalis S., and Vasiliadou, E. (2016). Points for improvement of the ecologically protected area of Florina Prefecture. *Conference Proceedings: 4th International Conference on Contemporary Marketing Issues (ICCM)*, 22-24 June 2016, Heraklion, Greece (pp. 341-348).
35. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2015). Segmentation based on evaluation of a clubbing destination: Ayia Napa. *Conference Proceedings: 8th Annual EuroMed Conference*, Verona, Italy, 16-18 September 2015 (pp. 936-948).
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43. **Kamenidou I**, Mamalis, S., Intze, C. (2011). Consumers' motivation and choice criteria towards a brand. The case of Ardas Festival in Ardas area Evros, Greece. *16th International Conference on Corporate and Marketing Communications: "The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications"*, Conference Proceedings, Athens University of Economics and Business, MBA Programme, Department of Business Administration-Department of Marketing Communication G. Panigyrakis, P. Theodoridis and A. Panopoulos (Eds.), pp. 113-124.
44. Priporas, C.V., Vassiliadis, C.A., **Kamenidou, I.** and Andronikidis, A. (2010). The relationship between bank advertising and bank customer satisfaction: A pilot study in Greece. *Proceedings of 3rd Annual EuroMed Conference*, Nicosia, Cyprus, November 4-5, pp. 893-906. (ISI Web of Science)
45. **Kamenidou I**, Priporas, C.V., and Mamalis, S. (2009). Segmenting Mykonos' Tourists Based on Their Satisfaction. *2nd Biennial Conference on Services Marketing, "Orchestrating the Service Experience: Music to the Ears of Our Customers"*, Thessaloniki, Greece, November 4-6. Conference proceedings, pp. 217-226.

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47. Priporas, C.V, Theodoridis, C.D. and **Kamenidou I.** (2004). Are Really the Grocery End-Users Ready to Place Orders via Internet? *Proceedings of the 2nd International Conference on Information Systems & Innovative Technologies in Agriculture, Food and Environment: HAICTA 2004*, pp. 15-21.
48. Baras, G., Gouras, P., **Kamenidou, I.**, (2004). Learning Programmes of the Greek Language: Expectations and Satisfaction of Greek Pallinostountes. *Proceedings of the 7th International Conference on Cross-cultural Education: "Greek as a second Language"*.
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- ✓ Book of Abstracts: 6
- ✓ Peer-reviewed Greek Academic Journals: 9
- ✓ Peer-reviewed Academic Conference Proceedings (In Greek): 14
- ✓ Other publications: 12

PROFESSIONAL RECOGNITION- SERVICE

Member of doctoral theses committee

- ✓ Examining committee in three international doctorates that have been completed
- ✓ Examining committee in one Greek doctorate that has been completed
- ✓ Member of a three-member supervisory committee of a doctorate that is in progress

Evaluation of Funded Projects

Year	Projects' call for proposal
2019	Support for researchers with an emphasis on young researchers - cycle B', Ministry of Economy and Development, Special Secretariat for the Management of Sectoral Operational Programs of the European Social Fund
2018	Human Resource Development, Education and Lifelong Learning" of NSRF 2014-2020, Ministry of Economy and Development.

- 2017 EDBM34 "Supporting researchers with an emphasis on young researchers", Ministry of Economy and Development.
- 2014 Greek Academic Electronic Textbooks and Aids, within the framework of the "Kallippos" Action

Reviewer for Academic Journals and International Conferences:

Reviewer of papers on Marketing topics for academic journals and conferences, and a member of scientific conferences committees, such as (indicatively):

Academic journals (indicatively):

Journal of Business Research (JBR), European Journal of Marketing, Annals of Leisure Research, Social Indicators Research, EuroMed Journal of Business, International Journal of Environmental Research and Public Health, Nutrients, British Journal of Economics, Sustainability, Foods.

International conferences:

- ✓ EUROMED Academy of Business (EMAB) Conference
- ✓ ICSIMAT -International Conference on Strategic Innovative Marketing and Tourism
- ✓ Regional and Rural Development Conference
- ✓ Primary and Secondary Production & Consumption Conference
- ✓ Greek Association of Agricultural Economists (GAAE) conference
- ✓ Hellenic Scientific Association of Sport & Recreation Management (HSASMR)
- ✓ The Economies of Balkan and Eastern Europe Countries in the changed world (EBEEC)
- ✓ Hellenic Association of Information and Communication Technology in Agriculture, Food and Environment (HAICTA)

Co-editor – Editorial Board:

- ✓ Editorial Board of the International Journal of Strategic Innovative Marketing (IJSIM)
- ✓ Co-editor of the International Journal of Business and Economics Scientific Applied Research (IJBESAR: 2015-2018)
- ✓ Editorial Board of the International Journal of Economics Scientific Applied Research (IJESAR: 2008-2014)

MEMBERSHIP IN SCIENTIFIC ORGANIZATIONS - COMPANIES - ASSOCIATIONS

1. Hellenic Academy of Marketing (ELAM)
2. Hellenic Academy of Business Administration (EADE)
3. European Marketing Academy (EMAC)
4. European Association of Agricultural Economists (EAAE).
5. Scientific Society of Agricultural Economy (ETAGRO).
6. Consumer Protection Center (K.E.P.KA).
7. Union of Scientists for Standardization and Standardization (ENEPROT).
8. Geotechnical Chamber of Greece.

SOCIAL – COMMUNITY INVOLVEMENT

- ✓ Engage students with social activities for people with special needs.
- ✓ Donator to churches for the free meal program for people stroked by the economic crisis.
- ✓ Donator to the Child Village SOS
- ✓ Member of the Association of children with dyslexia
- ✓ Member of the Association of children with autism
- ✓ Engage students into social marketing programs.