

IRENE (EIRINI) CH. KAMENIDOU, PhD, B.Sc., B.Sc., BA

PROFESSOR OF MARKETING

Eastern Macedonia and Thrace Institute of Technology (EMaTTech),
School of Business and Economics,
Department of Business Administration,
Division of Marketing,
Agios Loukas, 65404, Kavala, Greece
rkam@teiemt.gr
Tel (office): (+30) 2510 462 157
Skype: rena.kam

EDUCATION

- | | |
|---|--|
| 1999
PhD.
Food Marketing | 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.

Specialization: Marketing of Food Products.
Thesis: Market Research of Processed Peach products in the Urban Design Unit of Thessaloniki, Greece. p.400. |
| 1989
B.Sc.
Agricultural Economics | 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.

Specialization: Marketing of Agricultural and Food Products.
Thesis: Cost of processed industrial tomato products produced from the cooperative industry Lagada |
| 1988
B.A. Journalism | Center of Philosophical Education of Thessaloniki (Private College). Journalism |
| 1985
B.Sc.
Farm Management. | Alexander Technological Educational Institute of Thessaloniki.,
School of Applied Agriculture, Dept. of Farm Management. |

CURRENT POSITION

Professor of Marketing (2005-)
Director of MBA Marketing Orientation (2013-)
Eastern Macedonia and Thrace Institute of Technology (EMaTTEch or TEI EMT)
Former Kavala Institute of Technology, Kavala, Greece

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. (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: 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	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

DEAN

2014-2017 (20/10/2017) Dean of School of Business and Economics. Resigned (conflict of interest: Law 4485/4-8-2017, regarding the Hellenic Open University)

UNDERGRADUATE LEVEL

Eastern Macedonia and Thrace Institute of Technology (EMaTtech). School of Management and Economics, Department of Business Administration, Division of Marketing. Professor (2012-)
Associate Professor (2005-2012)
Teaching core and electives marketing courses, supervising BA thesis (more than 150) and member of the Bachelor Thesis Evaluation Committee.

Modules taught:

2005-present

Professor of Marketing

- ✓ Principles of Marketing
- ✓ Consumer Behaviour
- ✓ Market Research
- ✓ Communication and Advertisement
- ✓ Administration of Leisure Ventures
- ✓ Social Marketing
- ✓ Marketing of Agricultural Products, Food and Beverages
- ✓ Wholesaling and Retailing
- ✓ Industrial Marketing

Course development:

Core courses (for all divisions):

- ✓ Principles of Marketing
- ✓ Consumer Behavior
- ✓ Market Research

Core courses for the Marketing division:

- ✓ Social Marketing,
- ✓ Marketing of Agricultural Products, Food and Beverages
- ✓ Wholesaling and Retailing and
- ✓ Industrial Marketing

Hellenic Open University. School of Social Sciences, Dept. of Business Administration. Adjunct Academic Staff. Modules: Marketing I (2002-2003; 2004-2010) & Marketing II (2002-2004; 2010-2017). Modules:

Marketing I:

2002- 2017
Adjunct faculty

- ✓ Introduction to Marketing,
- ✓ Consumer Behavior,
- ✓ Distribution Channels,
- ✓ Industrial Marketing.

Marketing II:

- ✓ Service Marketing,
- ✓ Communication Techniques,
- ✓ Market Research,
- ✓ Strategic Marketing.

2000-2005
Adjunct faculty

Technological Educational Institute of Thessaloniki. School of Business and Economics, Dept. of Marketing and Advertising. Adjunct Assistant Professor. Modules:

- ✓ Industrial Marketing &
- ✓ Industrial Sales.

2001-2003
Adjunct faculty

Democritus University of Thrace. School of Agricultural Development (Orestiada). Adjunct Assistant Professor. Modules:

- ✓ Organization of Farm Enterprises
- ✓ Economics of Processing.

2000-2002
Adjunct faculty

Technological Educational Institute of Western Macedonia. School of Agriculture, Dept. of Marketing and Quality Control of Agricultural Products (Florina). Adjunct Assistant Professor. Modules:

- ✓ Methodology of Scientific Writing

- ✓ Marketing of Agricultural Products
- ✓ Consumer Behavior, and
- ✓ Agricultural Cooperatives

POSTGRADUATE LEVEL

Eastern Macedonia and Thrace Institute of Technology (EMaTTech).

School of Management and Economics, Department of Business Administration, MBA program.

Teaching core and electives marketing courses at postgraduate level, supervising MBA thesis and member of MBA thesis evaluation committee.

2013-present
Professor of
Marketing

Core courses MBA- Marketing Orientation:

- ✓ Consumer Behavior
- ✓ Marketing Research, and
- ✓ Services Marketing

Core courses for the Marketing division:

- ✓ Consumer Behavior and
- ✓ Marketing Research

Department of Electrical Engineering, postgraduate program: Master in Innovation in Technology & Entrepreneurship.

From the course: Design and Marketing of Innovative Products:

- ✓ Marketing of Innovative products

Adjunct
Professor

Democritus University of Thrace

Department of Forestry, Environmental Management and Natural Resources, MSc program Sustainable Management of the Environment and Natural Resources.

Visiting Professor. Course:

- ✓ Market Research Methods
- ✓ Questionnaire development

2009-2010
Adjunct
Professor

Hellenic Open University

School of Social Sciences, Tourism Business Administration, MSc. Program.

Supervisor of two M.Sc. dissertations

2003-2005

Adjunct Professor **Technological Educational Institute of Larissa with Staffordshire University (UK)**
 Adjunct Professor. M.Sc. & MBA program
 Modules:

- ✓ Marketing Management
- ✓ Contemporary Directions in Marketing.
- ✓ Supervisor of 5 master thesis dissertations (3 with distinction).

HIGHER NATIONAL DIPLOMA

1999-2003
 &
 1993-1995
 Adjunct Professor **3rd Institute of Vocational Training (Thessaloniki)**
 Dept. of Statistics and Market Research,
 Dept. of Milk Processing Technicians; and
 Dept. of Wine Product Technicians.
 Modules:

- ✓ Development and Evaluation of Questionnaire Data,
- ✓ Methods of Market Research,
- ✓ Agricultural Economics,
- ✓ Agricultural Policy,
- ✓ Marketing of Dairy Products.

ADMINISTRATIVE EXPERIENCE

2014-2017 Dean of the Business School (2 Departments; 4 orientations; 26 tenures academic staff; 30 Adjunct faculty; 6 administrative staff; 5 technical staff; more than 3900 students). Responsibilities: supervision of course scheduling, course development, faculty selection, participation in faculty committee activities, ensuring high-quality education standards, promoting research and collaboration, close collaboration with the local community. Resigned October 21st due to conflict of interest (Law 4485/4-8-2017) with position of adjunct professor at the Hellenic Open University

2014-2017 Member of the EMaTTech Institute's Administration and Senate

2014-2017 Member of the EMaTTech Institute's Disciplinary Committee

2014-2017 Head of the EMaTTech Institute's Business School Board

2009-2014 Head of the Business Administration Group

2009-2014	Member of the Team of Internal Evaluation of the Department of Business Administration (OMEA)
2010-2012	Deputy Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-2011	Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-	Member of the traineeships committee for students and internship supervisor at the Department of Nursing of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2009-	Member of the evaluation committee for Adjunct Professors candidates for the Department of Oenology and Beverage Technology of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2006-	Member of the evaluation committee for Adjunct Professors candidates for the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2006-	Member of the traineeships committee for students and internship supervisor at the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)

FUNDED RESEARCH PROJECTS

2012-2013	INTERREG III: «Integrating the Greek – Bulgarian tourism product. Training Scenarios Specialist. Training of hotel businesses. 427,765 €
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.

PROFESSIONAL RECOGNITION- SERVICE

Ad hoc reviewer for Academic Journals, some of which are:

- ✓ EuroMed Journal of Business,
- ✓ Tourismos: An International Journal,
- ✓ International Journal of Hospitality Management (IJHM),
- ✓ Psychological Reports Perceptual & Motor Skills
- ✓ African Journal of Business Management
- ✓ Journal of Development and Agricultural Economics
- ✓ Sustainability
- ✓ Water

Ad hoc reviewer for the International Scientific Conferences:

- ✓ Regional and Rural Development,
- ✓ Primary and Secondary Production & Consumption,
- ✓ Greek Association of Agricultural Economists (GAAE)
- ✓ Hellenic Scientific Association of Sport & Recreation Management (HSASMR)
- ✓ The Economies of Balkan and Eastern Europe Countries in the changed world (EBEEC)

Co-editor – Editorial Board:

- ✓ Co-editor of the International Journal of Business and Economics Scientific Applied Research (IJBESAR)
- ✓ Editorial Board of the International Journal of Strategic Innovative Marketing (IJSIM)

Scientific Conference Committee

1. 10th Pan-Hellenic Conference of the Greek Association of Athletic Management (2009)

2. 2nd International Scientific Conference “Advances in Hospitality and Tourism Marketing & Management” Corfu, Greece. 31st May- 3rd June, 2012.
3. HAICTA 2015. 7th International Conference on Information and Communication Technologies in Agriculture, Food and Environment (HAICTA 2015). September 17-20, 2015, Kavala, Greece
4. International Conferences on Tourism (ICOT) 2018 “Emerging Tourism Destinations: Working Towards Balanced Tourism Development” June 27-30, 2015, Kavala, Greece
5. TOURMAN 2018 2nd International Scientific Conference "In search of excellence in tourism, travel & hospitality management" 25-28 October 2018, Rhodes Greece

OTHER SCIENTIFIC AND ACADEMIC ACTIVITIES

From 1988 - present, **Instructor** at various seminars, organized by the Aegean University, The Pan Hellenic Consumers Union, The Technological Educational Institute of Thessaloniki, The Pan Hellenic Union of Agricultural Cooperatives, etc. Issues taught were: Principles of Marketing, Marketing of Agricultural Products, Retailing, Consumer Behavior, Development and Evaluation of Questionnaire Data, Pre-testing, Pilot testing, and Consumer Panels, Market Research (Qualitative research, Quantitative Research, Sensory Tests, Package Evaluation Tests).

Guest speaker-lecturer on marketing issues by the Chamber of Commerce in Kavala, independent peach producers in Pella, schools (High schools, Middle schools and elementary schools), and other Higher Institutions (i.e. Alexander Technological Institute of Thessaloniki, Democritus University of Thrace, Aristotle University of Thessaloniki).

PROFESSIONAL AFFILIATION

- ✓ Greek Academy of Business Administration.
- ✓ Greek Marketing Academy.
- ✓ European Marketing Academy (EMAC)
- ✓ Scientific Association of Agricultural Economics (ETAGRO).
- ✓ European Association of Agricultural Economists (EAAE).
- ✓ Center of Consumer Protection (KE.P.KA).
- ✓ Union of Scientists for the Standardization and Standardization (ENEPROT).
- ✓ Geotechnical Chamber of Greece.

SOCIAL – COMMUNITY INVOLVEMENT

- ✓ Engaged students to 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

PUBLICATIONS

80 peer-reviewed publications in international and national journals and conferences. More than 800 citations in international and national journals, MSc and PhD thesis (more than 350 Greek). Based on Harzing's Publish or Perish: Author impact: h-index: 10; g-index: 20, citations: 457

Refereed International Academic Journals: 34

1. Stavrianea, A., and **Kamenidou, I. (2016)**. Religion in the context of economic crisis: The generation's z perspective. *International Journal of Strategic Innovative Marketing*, 3(3): 56-68.
2. 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.
3. **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.
4. 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.
5. **Kamenidou, I.C.**, Mamalis, S. A., Priporas, C.V., and Kokkinis, G., **(2014)**. Segmenting customers based on perceived importance of wellness facilities. Paper presented at the EBEEC Conference, 9-12 of May 2013 in Istanbul, Turkey. *Procedia Economics and Finance*, 9: 417-424.
6. **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.
7. 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.

8. **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 STIINIFIC - SERIA STIINIE ECONOMICE)*, 10 (2): 62-73.
9. **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.
10. 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.
11. **Kamenidou, I.**, and Arabatzis, G. (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.
12. **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.
13. **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.
14. **Kamenidou, I.**, Balkoulis, N., and Priporas, C.V. (2009). Hotel Business Travellers Satisfaction Based on Service Quality: A Segmentation approach in Inner City 5 Star Hotels. *International Journal of Leisure and Tourism Marketing*, 1(3): 152-172.
15. Aggelopoulos, S., **Kamenidou, I.**, and Pauloudi, A. (2008). Women's business activities in Greece: The case of agro-tourism. *TOURISM*, 56 (4): 371-384.
16. 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.
17. 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.
18. 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.
19. **Kamenidou, I.**, Milonakis, G., Balkoulis (2007). Factors Affecting Business Customers' Hotel Satisfaction: A Case Study on Greece. *The Icfai Journal Services Marketing*, (2): 6-19.
20. **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.
21. 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.

22. Galanopoulos K., Aggelopoulos S., Kamenidou I., Mattas K., (2006). Assessing the effects of managerial and production practices in the efficiency of commercial pig farming. *Agriculture Systems*, 88: 125-141.
23. Milonakis, G, **Kamenidou, I.**, Gouras, P., Baras, G., (2006). Socioeconomic Effects on Satisfaction and Recommendation from Second Language Programs. *The Social Sciences (eJournal)*, 1(2):164-167.
24. **Kamenidou, I.**, Milonakis, G., Baras, G., Gouras, P, (2006). Expectations and Satisfaction from an Education Service: The Case of Learning Greek as a Second Language. *Global Education Journal*, 1 (3): 79-90.
25. Aggelopoulos, S., Milonakis, G., **Kamenidou, I.**, (2006). Investigation of Business Dexterity in the Agricultural Sector: The case of Pig Holdings. *Agricultural Journal (eJournal)*, 1(3):156-159.
26. Milonakis, G., **Kamenidou, I.**, (2006). Fast food Restaurant Chains: Customers' Loyalty, Perceived Quality and Brand Image. *Business Journal for Entrepreneurs*, 2006 (4): 83-95.
27. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V. (2004). Bank Image: The Case of Agricultural Bank of Greece. *Journal of Business and Society*, 16(2):169-180.
28. **Kamenidou, I.**, Priporas C.V., Michailidis A., Mamalis S. (2003). Young Consumers' Perception of Food Quality: An Illustration from Greece. *Cahiers Options Mediterraneennes*. 61: 191-200.
29. Priporas, C.V. and **Kamenidou, I.**, (2003). Can Alternative Tourism be the Way Forward for the Development of Tourism in Northern Greece? *Tourism*, 57 (1): 53-62.
30. Michailidis A., Arabatzis G. and **Kamenidou I.** (2003). Evaluating the Demand Patterns for Irrigation Water: The Case of Western Macedonia. *Agricultural Economics Review*, 4 (2): 57-66.
31. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V., Tziakas, V. (2002). Greek Consumers Vs' Private Label Milk. *Agricoltura Mediterranea*, 132: 66-76.
32. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. (2002). Household Purchasing and Consumption Behaviour towards Processed Peach Products. *NEW MEDIT* 1 (1): 45-49.
33. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C. V., Tziakas, V. (2002). Private Label Milk and Greek Consumers' Behaviour. *NEW MEDIT*, 1(2): 29-33.
34. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C.V., Tziakas, V. (2002). Age and Gender Effects on Consumers' Awareness and Source of Awareness for Food-Related Private-Label Brands. *Agricultural Economics Review*, 3 (1): 23-36.

Book Chapter :1

1. **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.

Article in Book Series: 2

1. **Kamenidou I.**, Mamalis S., Alexandrou Z. (2018) Tourism and Ecologically Sensitive Areas: The Case the Prefecture of Preveza from Citizens' Point of View. In: Karasavoglou A., Goić S., Polychronidou P., Delias P. (eds) Economy, Finance and Business in Southeastern and Central Europe. Springer Proceedings in Business and Economics. Springer, Cham
2. Stavrianea, A., and **Kamenidou, I.** (2017). Generation Z and religion in times of crisis. Springer Proceedings in Business and Economics. Strategic Innovative Marketing, 5th IC-SIM, Athens, Greece 2016, pp. 205-211

Peer-reviewed International Conference Proceedings: 21

1. **Kamenidou, I.**, Mamalis, S. and Kalaitzidou E. (2017). Russian Tourists' satisfaction from Greece as a vacation destination. In proceedings of the 5th International Conference on Contemporary Marketing Issues (ICCM), Thessaloniki, 21-23/6/2017, pp. 243-249
https://www.researchgate.net/profile/Meletios_Niros/publication/318110302_Effective_branding_strategies_using_the_CET-CC_matrix_in_foreign_markets_The_Role_of_Consumer_Ethnocentrism_and_Confidence_on_Purchase_Intention/links/595a3cfa458515a5406bf79/Effective-branding-strategies-using-the-CET-CC-matrix-in-foreign-markets-The-Role-of-Consumer-Ethnocentrism-and-Confidence-on-Purchase-Intention.pdf#page=243
2. **Kamenidou, I.**, and Mamalis, S. (2017). Students satisfaction from their Higher Education Institute, directions for improvement actions. *SPACE Conference Porto*, 26 - 28 APRIL 2017, SPACE International Network, In Paper Proceedings SPACE Network Conference Porto, pp.62-74
<http://www.space-network.org/wp-content/uploads/2017/06/SPACE-Network-Conference-2017-Porto-Paper-Proceedings.pdf#page=62>
3. **Kamenidou I.**, Mamalis S., and Dimitriadis, E. (2016). Generation Z perceptions of quality certification: A cross cultural study. Accepted for the *158 EAAE Seminar, Euro-Mediterranean Cooperation in Sustainable Agriculture and Food Security: Policies, Sustainability, Marketing and Trade*. 08 - 09 September, 2016 Chania, Crete, Greece, Mediterranean Agronomic Institute of Chania (CIHEAM - MAICH), (forthcoming in proceedings).
4. **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

http://orbi.ulg.ac.be/bitstream/2268/212329/2/2017_IDECON_Proceedings.pdf

5. **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 I)*, 22-24 June 2016, Heraklion, Greece. Forthcoming
6. **Kamenidou I.**, Mamalis S., and Alexandrou, Z. (2016). Tourism and ecologically sensitive areas: the case of the prefecture of Preveza. A citizens' point of view. EBEEC, 2016. 8th International Conference, The Economies of the Balkan and the Eastern European Countries in the changing world. Split, Croatia, May 6-8, 2016
7. **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.
8. **Kamenidou I.**, Mamalis, S. (2015). Tourists' destination image of Halkidiki: a segmentation analysis. *Conference Proceedings, 3rd International Conference on Contemporary Marketing Issues (ICCM I 2015)*, Kingstone University, London, 30 June-3 July, pp 316-321.
<https://istina.msu.ru/media/publications/article/27e/564/10554464/ICCM I2015Conference-Proceedings-FINAL-VERSION.pdf>
9. Priporas, C.V. and **Kamenidou, I.** (2014). The use of social marketing in smoking prevention: A study of Generation Y's smokers' suggestions. *Conference Proceedings 7th Annual Euro-Med Conference*, Kristiansand, Norway, 18-19 September 2014, pp.1507-1518.
10. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2013). Consumer bank selection criteria during economic crisis. *Recent Researches in Law Science and Finances*, pp. 248-256.
<http://www.wseas.us/e-library/conferences/2013/Chania/ICFA/ICFA-37.pdf>
11. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2013). Segmenting Customers Based on Satisfaction from Thermal Spring Bath Facilities. University of The Aegean *Conference Proceedings 5th International Scientific Conference "Tourism Trends and Advances in the 21st Century"* , May 30-June 2, 2013, Rhodes, Greece, pp.1-7.
12. **Kamenidou I.**, Mamalis, S., Kokkinis, G. (2012). Directions for Improving Hotel Performance based on Customer satisfaction. *2nd Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu Island, 31 May-3 June 2012
13. **Kamenidou I.**, Mamalis, S., Kokkinis, G., and Samara, I. (2012). Visitors expectations from the Thermal Spring Baths of Smokovo Karditsa. A factor analytic Approach. *4th International Conference 'The Economies of Balkan and Eastern Europe Countries in the changed world'*. Bulgaria, 11-13/5/2012
14. Kokkinis, G. and **Kamenidou I.** (2012). The Utilization of Private Label Products as Means of Enforcing Local Products' Brand Identity In Greece. *4th International Conference 'The*

Economies of Balkan and Eastern Europe Countries in the changed world¹. Bulgaria, 11-13/5/2012

15. **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.
16. 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)
17. **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.
18. Mamalis S., **Kamenidou E.** and Priporas K, (2009). Tourist Satisfaction from Nauplio as a tourist Destination. *1st International conference on tourism Development and Management: Tourism in a Changing World Prospects and Challenges*. September, pp. 292-296.
19. 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.
20. 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"*.
21. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. (2002). Canned Peaches in Syrup: Consumers Behaviour and Preferences. Πρακτικά του Συνεδρίου της *European Association of Agriculture Economics -EAAE: 70th EAAE Seminar: Problems and Prospects of Balkan Agriculture in a Restructuring Environment*, pp. 91-95.

Peer-reviewed Greek Academic Journals: 9

1. **Kamenidou, I.**, Souli, V. (2006). Consumer Factors for Choosing a Bank: The Case of the City of Kavala. *The Greek Academy of Business Administration Review*, 4(2): 41-53.
2. **Kamenidou, I.**, and Galanopoulos K. (2005). Market Research for Cured Meat Products: Purchasing, Consumption Behavior, Consumer Preferences and Attitudes. *The Greek Academy of Business Administration Review*, 3 (1): 19-28.
3. **Kamenidou, I.**, (2004). Student Satisfaction from their School of Study: A Pilot Research. *The Greek Academy of Business Administration Review*, 2(1): 5-16.

4. **Kamenidou, I** (2003). Research on Consumer Behavior towards Private Label Brands. *The Greek Academy of Business Administration Review*. 1 (1): 43-54.
5. **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2001). Reasons Why Greek Households do not Purchase Peach Marmalade. *GEOPONIKA*, Nov/Dec, Special Edition Scientific Papers, Year 2. 2 (402), 402: 2-7.
6. Tzimitra-Kalogianni, I., **Kamenidou, I.**, Priporas CV, Zigomanis, N. (2001). How do Producers Evaluate The Agricultural Bank of Greece. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (2): 1113-1125.
7. **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (1998). What do Consumers Want in Order to be Loyal towards a Food Brand? *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (1): 803-816.
8. **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (1998). Age and Gender Effect on the Reasons for not Purchasing Compote Peach. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (1): 735-748.
9. **Kamenidou, I.**, (1998). Omission of Breakfast and the Role of Marketing. *Scientific Yearbook of the Dept. of Forestry and Natural Environment* of the Aristotle University of Thessaloniki, MA/1, 4 (2): 1125-1134.

Peer-reviewed Academic Conference Proceedings (In Greek): 14

1. Koukouris, K., and Kamenidou, I. (2006). Factors regarding the reasons for participating in orientation games. *Proceedings of the 7th Conference of Sport Management*: 81-83.
2. Vasiliadou, S., Batzios, Ch., **Kamenidou, I.**, Amvrosidou, G and Moutopoulos, D. (2005). *Smoked Sparus aurata L. With Thermal Smoke – Market Research for its Promotion*. 2nd Pan-Hellenic Conference Hydrobiology and Fishery: 115-138.
3. **Kamenidou, I**, Galanopoulos K, Priporas, C.V, (2004). Market Segmentation towards Cured Meat Product Consumption: A Pilot study in Thessaloniki and Orestiada. *Proceedings of the 17th Pan-Hellenic Conference on Statistics “Statistics and Environment”*: 209-216.
4. **Kamenidou, I.**, Priporas, C.–V., Galanopoulos K, (2004). Why do Students Smoke? *Application of Factor Analysis. Proceedings of the 17th Pan-Hellenic Conference on Statistics: “Statistics and Environment”*: 217-224.
5. Galanopoulos, K., **Kamenidou, I.**, Tziakas, V., Mitsopoulos, A., (2004). *Technological Progress in Agricultural Production: Analysis of Business Plans in Central Macedonia. Proceedings of the 8th Pan-Hellenic Conference on Agricultural Economics: “The Greek Agriculture and Countryside in the Extended European Union: New Challenges and Orientations”* : 79-89.

6. **Kamenidou, I.**, Michailidis A., Arabatzis G., Mattas, K. (2002). Factors for Consuming Mineral Water: The case of West Macedonia. Proceedings of the 7^{ou} Pan-Hellenic Conference on Agricultural Economics, "The Rural Society in a Changing Agricultural Space": 484-497.
7. **Kamenidou, I.**, Michailidis A., Arabatzis G., Mattas, K. (2002). *Factors of Consumer Knowledge Referring to the Attributes of Drinking Water. Proceedings of the 15^{ou} Pan-Hellenic Conference on Statistics: "Contribution of Statistics in Regional Development"*, Vol. A': 285-295.
8. Arabatzis G., Michailidis A., **Kamenidou, I.**, (2002). Estimation of Willingness to Pay of the Visitors of the Ski Center Kaimaktsalan of Mount Vora: An Application of the Method of CVM. *Proceedings of the 7th Pan-Hellenic Conference on Agricultural Economics "The Rural Society in a Changing Agricultural Space"*, Athens, November 21-23:227-238.
9. Arabatzis G., **Kamenidou I.**, Michailidis A., (2002). Attitudes, Opinions and Characteristics of Visitors of the Ski Center Kaimaktsalan of Mount Bora. *Proceedings of the 15^{ou} Pan-Hellenic Conference on Statistics: "Contribution of Statistics in Rural Development"*, Vol. A': 109-117.
10. **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2001) Impact of Income and Consumer Segmentation upon Attitudes towards Promotional Prices. *Proceedings of the 13th Pan-Hellenic Conference on Statistics: "Statistics in Education and Education in Statistics"*: 219-230.
11. Priporas, C. –V., **Kamenidou I.** and Menexes G. (2001). Methodology of Scale Construction in Tourism Satisfaction. *Reliability and Construct Validity Assessment. Proceedings of the 13th Pan-Hellenic Conference on Statistics: "Statistics in Education and Education in Statistics"*: 479-492.
12. **Kamenidou, I.**, Tzimitra-Kalogianni, I., Zotos, Y., Mattas, K. (2000). Consumer Segments upon the Attributes of Peach Juice. *Proceedings of the 6th Pan-Hellenic Conference on Agricultural Economics: "Seeking the Tomorrow of Greek Agriculture"*: 539-552.
13. **Kamenidou, I.**, and Tzimitra-Kalogianni, I. (1998). Taste Preference and Package Evaluations of Compote Peach in N. Greece. *Proceedings of the 5th Pan-Hellenic Conference on Agricultural Economics: "Reconstruction of the Agricultural Sector"*: 516-525.
14. **Kamenidou, I.**, and Tzimitra-Kalogianni, I. (1996). Consumers' Taste Preference towards Processed Peach Products in N. Greece. *Proceedings of the 4th Pan-Hellenic Conference on Agricultural Economics: "Competitiveness and Integrated Development of the Agricultural Sector: New Challenges for Greece"*: 163-173.

Other publications

12 articles published in non- academic, non -peer reviewed journals, regarding the European Union, Cooperatives and Journalism in the agricultural sector.