

MAMALIS SPYRIDON

Date of Birth: 03/05/1972

Home Address: Alistrati serron T.K 62045

Tel: 0030 6974 437621, 0030 2510462195, Fax: 0030 2521060414

E-mail : mamalis@econ.auth.gr

- 1998- 2003: Ph.D. in Food Service Marketing.  
"Consumer Attitudes towards Fast Food Restaurants in Greece: An Investigation of Store Image, Consumer Satisfaction and Loyalty",  
University of Newcastle Upon Tyne.
- 1996-1997: MSc, in International Agricultural and Food Marketing.  
University of Newcastle Upon Tyne.
- 1990-1995 : Undergraduate Degree: Agricultural Economics, Agriculture School  
Department of Agricultural Economics Aristotle University of  
Thessaloniki.

TEACHING EXPERIENCE:

- 18/09/2007- Assistant Professor in Marketing, Kavala Business School, Department  
of Business Administration, Kavala Institute of Technology.
- 1/10/2005- Assistant Professor in Marketing (Adjunct Faculty) Department of  
Economics, Aristotle University of Thessaloniki.
- 1/10/2005- Lecturer in Marketing (Adjunct Faculty) Hellenic Open University.
- 1/10/2008-1/10/2009 Lecturer in Marketing (Adjunct Faculty) Department of Marketing ,  
University of Macedonia.
- 1/10/2006-1/10/2007 Lecturer in Marketing (Adjunct Faculty) Department of Agriculture ,  
Democritus University of Thrace.
- 1/10/2005-1/07/2007 Lecturer in Marketing (Adjunct Faculty) Department of Business  
Administration, Serres Institute of Technology

1/10/2002:1/07/2006      Lecturer in Marketing (Adjunct Faculty) Department of Food  
Technology and Marketing, West Macedonia, Institute of Technology

***WORKING EXPERIENCE:***

1/7/2008-1/12/2008      Senior Research fellow ‘‘Competitiveness’’ founded by Greek Ministry  
of Education.

1/2/2005-1/12/2005      Marketing Assistant in the ‘‘OLYMPOS DAIRY INDUSTRY OF  
LARISSA SA’’.

1/10/2005-31/08/2008      Research Assistant: Institute for lifelong Education: founded by Greek  
Ministry of Education.

9/11/2005-30/06/2008      Kethi ‘‘Institute for Research in Equality’’: Research Assistant in 5  
EQUAL Programmes, Founded by E.U.

15/4/2004-15/1/2005      Research Fellow in Greek Parliament

1/11/2002-30/4/2003      Research Assistant in Aristotle University of Thessaloniki.  
‘‘Development of XYTA’’

1/11/1994-1/4/1997 :      Sales Director of ‘‘EΛ.BI.Z.’’ in the Prefecture of Serres

1/1/1993- 1/12/1993 :      Research Assistant in Aristotle University of Thessaloniki.  
‘‘Development of Agroturism in the prefecture of Kilkis’’.

I served in the air forces from 3/2001 to 9/2002 as police air force officer

## Papers

1. Krystallis, A. Linardakis, M. and Mamalis, S. (2009) "Is there a Real "Health vs. Taste or Price" Controversy in Food Marketing? the Case of Functional Foods" in: Lindgreen, A. Hingley, M. and Vanhamme, J. (Eds) *The Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply*, pp. 171-195, Gower Publishing: Surrey, UK ISBN: 978-0-566-08812-4
2. Mamalis S., (2008), "Critical Success Factors of Food-Service Industry", ποδεκτή για δημοσίευση στο περιοδικό *Journal of International Food and Agribusiness Marketing*, Vol 21, N. 2-3, April- September, pp.191-207.
3. Krystallis, A. Linardakis, M. and Mamalis, S. "Implementation and Assessment of the Discrete Choice Methodology for New Product Development (NPD): the case of Functional Children Snacks", *Agribusiness* Forthcoming.
4. Athanasios Krystallis, George Maglaras & Spyridon Mamalis (2008), "Motivations and Cognitive Structures of Consumers in their Purchasing of Functional Foods", *Food Quality and Preferences* Vol. 19, pp. 525-538.
5. Melfou K., Loizou E, Mamalis S. and Michaelidis A. (2007), "Income Elasticity of Import Demand for Agricultural Products in Greece", *International Review of Applied Economic Research*, Vol. 2, Issue 1, June 2007, pp.69-78.
6. Michailidis, A., Samathrakis, V., Mamalis, S. and Theodosiou, G. (2006) "*Addressing Participation Constrains of Potential Skiers*". *Tourism Economics*, Vol. 12, No. 3, September, 2006, pp. 421-437.
7. Mamalis S., Ness M. Bourlakis M., "Standardization versus Customisation. The role of culture", Under Review: "Operational Research: An International Journal".
8. Athanasios Kampakas and Spyridon Mamalis, (2007), "Assessing the Distributional Impacts of Transferable Pollution Permits: The Case of Phosphorus Pollution Management at a river Basin Scale" *Agricultural Economics Review*, Vol. 8, No.1
9. Kamenidou, E., Priporas, K. V., Michailidis, A. and Mamalis, S. (2003) "*Young consumers' perceptions of food quality. An illustration from Greece*". *Cahier Options mediteraneennes*, Vol. 61, pp.191-201.

10. Mamalis S., Ness M. Bourlakis M. "Tangible and Intangible store Image Attributes in Consumer Decision Making : The Case of Fast Food Restaurants", (2005), WSEAS Transactions on Information Science and Applications , Issue 10, Vol. 2, pp. 1705-1714, 2005.
11. Bourlakis M. , Mamalis S., Sangster J. (2005), " An In Depth investigation of Consumer Behavior during Planned and Unplanned Grocery Purchasing", WSEAS Transactions on Information Science and Applications , Issue 10, Vol. 2, pp. 1697-1704, 2005.

## **Conference papers**

1. Kamenidou E. and Priporas K Mamalis S, (2009), "Segmenting Mykonos Tourists Based on Their Satisfaction", 2nd Biennial International Conference on Services Marketing (BIC II), Thessaloniki 4-6 November 2009, Conference proceedings forthcoming
2. Mamalis S., Ness M. Bourlakis M., (2009), "Canonical Correlation analysis of customer Satisfaction and loyalty in the Context of Fast-food Restaurants", International Conference on Applied Business and Economics Kavala, 1-3 October 2009, Conference proceedings pp. 170-171.
3. Aggelopoulos S., Mamalis S and Tabakis N., (2009), "Proposals for the financing and reformation of Greek Sheep farms: A typology Approach", International Conference on Applied Business and Economics Kavala, 1-3 October 2009, Conference proceedings pp. 171-172.
4. Kamenidou E., Mamalis S and Intze C., (2009), "Ardas River Festival, reasons for attending and activities of interest. Preliminary results", International Conference on Applied Business and Economics Kavala, 1-3 October 2009, Conference proceedings pp. 172-173.
5. Mamalis S., Kamenidou E. and Priporas K , (2009), "Tourist Satisfaction from Nauplio as a tourist Destination", 1<sup>st</sup> International conference on tourism Development and Management " Tourism in a changing world Prospects and Challenges" September 2009, Book of Abstracts pp.46-47, Conference proceedings forthcoming

6. Aggelopoulos S., Mamalis S., Soutsas K., (2009). "*Farmers' satisfaction with agricultural credit: The case of Greece*". 113<sup>th</sup> European Association of the Agricultural Economists (EAAE) Seminar, 03 – 06 September, 2009, Mediterranean Agronomic Institute of Chania (MAICh), Chania, Crete, Greece. Book of Abstracts pp.1, Conference proceedings forthcoming
7. Mamalis S., Kafetzopoulos D., Aggelopoulos S., (2009). "*The new food safety standard ISO 22000. Assessment, comparison and correlation with HACCP and ISO 9000:2000. The practical implementation in victual business*". 113<sup>th</sup> European Association of the Agricultural Economists (EAAE) Seminar, 03 – 06 September, 2009, Mediterranean Agronomic Institute of Chania (MAICh), Chania, Crete, Greece. Book of Abstracts pp.103, Conference proceedings forthcoming
8. Kamenidou E., Mamalis S and Priporas K , (2009), "Measuring Destination Image and Consumer Choice Criteria- The case of Mykonos Island", 4<sup>th</sup> International Scientific Conference "Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel and Hospitality" Rhodes island Greece, 3-5 April 2009 Conference Proceedings, Forhtcoming.
9. Mamalis S. "Scale Development and Validation in the Food-Service Industry", Proceedings of EuroMed Academy of Business 2008 Annual Conference at Marseille - ISBN - 978-9963-634-58-3
10. S. Aggelopoulos, V.Samathrakis, G. Menexes, S. Mamalis, (2007) "Typology of Agricultural Financing investment in Central Macedonia", Proceedings of the first International Innovation Entrepreneurship and Competitiveness in the Balkan and Black Sea Countries, 3-5 November, Kavala, pp. 1-16, ISBN: 960-287-090-7.
11. Mamalis S., Ness M. Bourlakis M., (2006), "Standardization versus Customisation. The role of culture", 98 EAAE Seminar, "Marketing Dynamics within the global trading system: New Perspectives", Book of Abstracts, page. 85, Chania, Greece, 29 June -2July, 2006.
12. Mamalis S., Ness M. Bourlakis M. (2005), "Tangible and Intagible factors of Store Image", 5<sup>th</sup> WSEAS International Conference on Distance Learning and Web Engineering,

Conference Proceedings, pp. 7-12. Corfu Greece, 23-25 August 2005.

13. Bourlakis M. Mamalis S., Sangster J. (2005), ‘‘Planned versus Unplanned Grocery Shopping Behavior An Empirical Study’’, 5<sup>th</sup> WSEAS International Conference on Distance Learning and Web Engineering, Conference Proceedings, pp. 1-6. , Corfu Greece, 23-25 August 2005.
14. Melfou K., Loizou E, and Mamalis S.. (2004), ‘‘Income Elasticity of Import Demand for Agricultural Products in Greece’’, 8<sup>th</sup> Hellenic Conference on Agricultural Economics Thessaloniki, 25-27 November 2004 pp.251-263.
15. Mamalis, S Michailidis, and Priporas K. (2003), *‘‘Critical Success factors of ski centers’’* 2<sup>st</sup> Conference for "Less Favored Areas Development" Department of Geography and nviromental studies, Lesvos November 2003, Conference Proceedings pp. 207-222.
16. Michailidis, A., Arambatzis, G. and Mamalis, S. (2003) "Intra-EU export patterns of honey" in the "Animal decision and natural resources utilization in the Mediterranean areas", pp. 605-609, EAAP Publications, *Wageningen Academic Publishers*.

*Seminars:*

1992	Development of Less Favored Areas
Membership	
2011-...	President of board in Geotechnical Chamber of Greece
2012-..	Member of Board in CEDIA (European Confederation of Agronomists associations)
2012	Member of Parliament Candidate
2001-...	Member of central committee of NEW DEMOCRACY Party
2004-2011	Member of Board in Geotechnical Chamber of Greece
2005-2008	Member of Board in Hellenic Insurance Organization for Agricultural Products
2008-2011	Member of Board in Hellenic Consumer Society
2005-...	Member of Board in Mediterranean Agricultural Institute of Chania.
1996-2000 :	I.K.Y. Scholarship for Postgraduate Studies
1997 :	2 <sup>nd</sup> place in MLC Annual Competition

1994 -1995

President of Students in School of Agriculture

1993-1995 :

Member of the senate of Aristotle University of Thessaloniki

### **LANGUAGES**

English

**SOFTWARE** Windows Vista, : Ofiice, SPSS, AMOS.