

# Book Chapters

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## BOOK CHAPTERS

### 2010 – PRESENT

1. **Tsiotsou, R.H.** and Jochen Wirtz (2015), "The Three-Stage Model of Service Consumption," in: The Handbook of Service Business: Management, Marketing, Innovation and Internationalisation, by Bryson, J R and Daniels, P W (eds.) Cheltenham: Edward Elgar Publishing Ltd, UK. p. 105-128.
2. **Tsiotsou, R.H.** and Goldsmith, R.E. (2013). You're nothing without me: What consumers contribute to brands. In Psychology of Branding, Douglas W. Evans (ed.). pp. 55-74. NOVA. ISBN: 978-1-62618-817-4.
3. Polyxeni, P., **Tsiotsou, R. H.**, Zotos, Y. (2013). "Is website interactivity always beneficial? An elaboration likelihood model approach", In EAA Advances in Advertising Research, "The Changing Roles of Advertising" (Vol. IV, pp. 131-145), GABLER, Germany. ISBN 978-3-658-02364-5.
4. **Tsiotsou, R. H.** and Mavragani, E. (2013). *Marketing Strategy of Museums: The Case of the New Acropolis Museum in Athens*. In Best Practices in Marketing and their Impact in Quality of Life, Helena Alves and Jose Luis Vazquez (Eds). Book series on Applying Quality of Life Research: Best Practices. pp. 45-62 Springer Publications. ISBN 978 94 007 5877 3.
5. **Tsiotsou, R. H.** and Wirtz, J. (August 2012). Consumer behavior in a service context. In Handbook of New Developments in Consumer Behavior by Victoria Wells and Gordon Foxall, Edward Elgar Publishing Ltd, UK. ISBN:

**978 1 84980 244 4 (p. 147-201)**

6. **Tsiotsou, R. H.** (2012). Introduction to Strategic Marketing in Tourism. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
7. **Tsiotsou, R. H.** and Goldsmith, R.E. (2012). Target Marketing and its Application to Tourism. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
8. **Tsiotsou, R.H.**, Mild, A. and D. Sudharshan (2012). Social Interactions as Basis for Segmenting the Tourism Market. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
9. Goldsmith, R.E. and **Tsiotsou, R.H.** (2012). Implementing Relationship Marketing In Hospitality and Tourism Management. In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
10. Goldsmith, R.E. and **Tsiotsou, R.H.** (2012). Introduction to experiential marketing In Strategic Marketing in Tourism Services by Tsiotsou, Rodoula H. and Goldsmith, Ronald E. (eds) Emerald. ISBN 9781780520704.
11. **Tsiotsou, R.H.** (2011). *Branding*, In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823
12. **Tsiotsou, R.H.** (2011). *The Marketing Concept*. In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds, and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823
13. **Tsiotsou, R.H.** (2011), *Broadcasting Rights*. In Encyclopedia of Sports Management and Marketing. Eds. Linda E. Swayne, Mark Todds and Geoffrey J. Golson, Sage Publications, California, USA. ISBN: 9781412973823
14. **Tsiotsou, R.H.** (2011). *Entrepreneurship in Sports*

*Broadcasting (Chapter 8, p. 97-120)*. In *Sports Entrepreneurship: Theory and Practice* Editors: Simon Chadwick and Dorene Ciletti. Fitness Information Technology, U.S.A.

15. **Hatzithomas L.**, Boutsouki C., Pigadas V., Zotos Y. (2015), *PEER: Looking into Consumer Engagement in e-WOM through Social Media*, In *EAA Advances in Advertising Research*, Springer Gabler, Germany (Chapter), Vol. VI.

## **BEFORE 2010**

1. **Hatzithomas, L.** (2008). *Integrated Marketing Communications*, Chapter 2. In *Advertisinged*. Zotos, Y., pp. 55-72, University Studio Press: Thessaloniki.
2. **Hatzithomas, L.** (2008). *Humor Appeals in Advertising*, Chapter 10.4.7. In *Advertising* ed. Zotos, Y., pp. 252-269, University Studio Press: Thessaloniki.
3. **Hajidimitriou, Y.A.** & Azaria, A. (2007). *Prerequisites and Impediments to a More Intensive Use of the Internet by Exporting SMEs: The Greek Reality*, Honorary volume dedicated to Prof. A. Ignatidi, University of Macedonia Press, pp. 195 – 224.
4. **Hajidimitriou, Y.A.** & Lenoudia, E. (2003). *Success Factors of International Strategic Alliances*, Honorary volume dedicated to Prof. A. Lazari, University of Patra, 2nd Volume, pp. 591 – 613.
5. Koemtzi, M., Theodorakioglou, Y. & **Hajidimitriou, Y.A.** (2001). *The Value and Management of Information in Modern Enterprises*, in ‘‘Modernization of Enterprises: Factors, Strategies and Trends’’, University of Macedonia Press, Thessaloniki, pp. 7 – 19.
6. Koemtzi, M., Theodorakioglou, Y. & **Hajidimitriou, Y.A.** (2001) *The Role of Information in Modern Management Theories*, in ‘‘Modernization of Enterprises: Factors, Strategies and Trends’’, University of Macedonia Press, Thessaloniki, pp. 21–30.

7. **Hajidimitriou, Y.A.** & Porgianos, D.S. (2001). *Comparative Analysis of the fundamental theories of internationalization of business*, Honorary volume dedicated to Associate Prof. D. Kodosaki, University of Piraeus, pp. 985 – 1009.
8. **Hajidimitriou, Y.A.** & Georgiou, A.K. (1998). *International Site Selection Decisions in Balkan Using Multi-Objective Methods*, Honorary volume dedicated to V. Sarsenti, University of Piraeus, pp. 485 – 499.

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