

# Members

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## **FULL RESEARCH MEMBERS**

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**RODOULA H. TSIOTSOU (Ph.D.)**  
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**Rodoula H. Tsiotsou** (Ph.D.) obtained her Ph.D. from Florida State University and is currently Professor of Services Marketing at the Department of Business Administration, University of Macedonia, Greece. She has co-edited with Prof. Ronald Goldsmith the book *“Strategic Marketing in Tourism Services”* (Emerald) and she has guest co-edited special issues for the scientific journals: *Journal of Service Management*, *Journal of Service Theory and Practice*, the *Service Industries Journal*, *Marketing Intelligence & Planning* and *Asia Pacific Journal of Marketing and Logistics*. She has published more than 70 scientific publications in a variety of international conference proceedings and scientific journals such as the *Journal of Service Management*, *International Journal of Advertising*, *Computers in Human Behavior*, *The Service Industries Journal*, *Journal of Business & Industrial Marketing*, *Journal of Marketing Management*, *Journal of Services Marketing*, *Journal of Marketing Communications*, *International Journal of Retail and Distribution Management*, and *Journal of Sport Management*. She serves at the editorial boards of the *Service Industries Journal*, the *International Review on Public and Nonprofit Marketing*, *Tourismos* and *Central European Business Review*. Her research interests include services marketing (focused on tourism and sports), brand management, relationship marketing, nonprofit marketing, and e-marketing.

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## **LEONIDAS HATZITHOMAS (Ph.D.)**

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CV at my [Institution's Website](#)

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**Dr Leonidas Hatzithomas** is lecturer in the Department of Business Administration at University of Macedonia. He is, also, postdoctoral researcher (fellowship is awarded) in Social Media Communications at Aristotle University of Thessaloniki. He holds a PhD in "Integrated Marketing Communications", an M.Sc in "Business Computing" and a bachelor degree in "Business Administration" from Aristotle University of Thessaloniki. He has taught in universities and technological institutions in Greece and Cyprus since 2005. His research interests include advertising effectiveness,

social media communications and consumer behavior. His publications appeared, among others, in International Marketing Review, Journal of Marketing Communications, Journal of Customer Behaviour, Journal of Managerial Issues, Journal of Current issues and Research in Advertising and Journal of Applied Business Research. In addition, he is the author of "Humor in TV Advertising", a monograph for the use of humor in TV Advertising. He has presented his work at a number of international academic conferences, such as European Marketing Academy Conference (EMAC), International Conference on Research in Advertising (ICORIA) and International Conference on Corporate and Marketing Communications (CMC).

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#### **FULL ASSOCIATE MEMBERS**

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#### **YIANNIS HAJIDIMITRIOU**

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**Dr. Yannis Hajidimitriou** is Professor in International Business and Chairman of the Department of Business Administration and the Director of the Masters' Program in International Business University of Macedonia, Thessaloniki, Greece. He has served as Rector of the University of Macedonia (Sept. 2010 – Aug. 2014), as Chairman of the MBA Program, and Chairman of the Department of Marketing and Operations Management. Professor Hajidimitriou holds a B.A. in Economics from Athens University of Economics and Business, and an M.A. and a Ph.D. in Economics from the State University of New York (SUNY) at Stony Brook, USA. His research articles appear in the *Global Business and Organizational Excellence Journal*, *Journal of International Consumer Marketing*, *European Journal of Operational Research*, *European Business Review*, *Procedia Journal*, *Operations & Supply Chain Management* and *American Business Review*. He was Visiting Lecturer at the Sheffield University Management School, U.K. (1995-97), an Assistant Professor at the University of Kansas, Lawrence, USA (1984-86) and Adjunct Professor in the MBA programs of Fairleigh Dickinson University and Seton Hall University (1989-91), N.J., USA. Professor Hajidimitriou also worked in the Market Analysis and Forecasting Department (1986-92), and AT&T, USA. Since July 2000 he is an honorary member of the Board of

Directors of the Greek International Business Association (SEVE).

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**Loukas Tsironis** is an Assistant Professor of Operations Management at the Department of Business Administration of the

University of Macedonia, Greece. Previously he worked as Lecturer and Project Manager at the Management Systems Laboratory (MaLab), at the Department of Production Engineering & Management of the Technical University of Crete. He holds a first degree in Forestry and Natural Environment (Aristotelian University of Thessaloniki), M.Sc. and Ph.D. degrees in Systems Engineering Management from the Technical University of Crete. His research interests include Supply Chain Management, Production Management, Total Quality Management, Statistical Process Control, Business Process Management and Modeling, Project Management, Lean Six Sigma and Data Mining, on which he recently published several articles in journals and referred conferences.

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## RESEARCHERS

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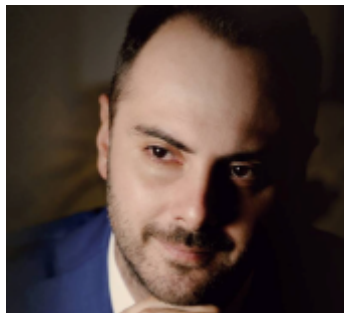


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#### **ASSOCIATE MEMBERS**

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**Margarita Rammou, Undergraduate Student**

**Dimitra Retzou, Undergraduate Student**

**Ilias Sapanidis, Undergraduate Student**

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