

# Scientific Conferences

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## PRESENTATIONS IN SCIENTIFIC CONFERENCES

### 2010 – PRESENT

1. **Tsiotsou, R.H.** (2014). The social aspects of consumption as predictors of consumer loyalty: Online vs. offline services. Proceedings of the 8<sup>th</sup> AMA SERVSIG 2014 –International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.
2. Sudharshan, **Tsiotsou, R.H.**, Liu, B.S., and Furrer, O. (2014). Designing to serve: Integrating design and marketing in service science. Proceedings of the 8<sup>th</sup> AMA SERVSIG 2014 –International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.
3. Palla, P., **Tsiotsou, R.H.** and Zotos, Y. (2014). Gaining satisfaction and trust in a brand website. Proceedings of the 8<sup>th</sup> AMA SERVSIG 2014 –International Service Research Conference, Rodoula H. Tsiotsou and Yannis Hajidimitriou (eds), ISBN 978-960-98740-9-0, (p.1-5) Thessaloniki, June 13-15, 2014, Greece.
4. Palla, P., **Tsiotsou, R.H.** and Zotos, Y. (2014). Truly Interactive Websites; An Eye Tracking Approach. 13th International Conferences on Research in Advertising (ICORIA), in Advances in Advertising Research, Banks, I. and Okazaki, S., eds. June 26 – 28, 2014, Amsterdam, The Netherlands.

5. **Tsiotsou, R.H.** (2013). The Role of Social and Parasocial Relationships on Social Networking Sites. Proceedings of the XXIII International RESER Conference, European Association for Research on Services (RESER), pp. 1-15. September 19-21, 2013, Aix en Provence, France.
6. **Tsiotsou, R.H.** (2013). Parasocial Relationships and Tribal Behavior: Delineating their Link. Proceedings of the 16th AMS World Marketing Congress, pp. 633-636. 17-20 July, 2013, Melbourne, Australia.
7. Palla, P., **Tsiotsou, R.H.** and Zotos, Y. (2013). Effective Interactive Websites: Examining the Moderating Role of Involvement. Proceedings of the 16th AMS World Marketing Congress, pp. 354-357. 17-20 July, 2013, Melbourne, Australia.
8. **Tsiotsou, R.H.** (2013). The Role of Brand Relationships and Tribal Behavior on Brand Loyalty. Proceedings of the AMA Winter Marketing Educators' Conference 2013: Challenging the Bounds of Marketing Thought, Burroughs, J. (ed.) Vol. 24, pp. 366-373. February 15-17 2013, Las Vegas, U.S.A. ISBN: 9781627488877.
9. Palla, P., **Tsiotsou, R.H.** and Zotos, Y. (2012). Is website interactivity always beneficial? An Elaboration Likelihood Model approach. Proceedings of the 11th International Conference on Research in Advertising (ICORIA), June 28-30, 2012, Stockholm, Sweden.
10. **Tsiotsou, R. H.** and Veloutsou, C. (2012). TRIBE: Measuring tribal behavior in service brands. Proceedings of the AMA SERVSIG 2012 International Service Research Conference, June 7-9, 2012, Helsinki, Finland.
11. **Tsiotsou, R.H.** and Chatzopoulou, E. (2012). Employees' perceptions of Corporate Social Responsibility in a retailing setting, Proceedings of the 11th International Congress on Public and Non-Profit Marketing. June 14-15, 2012, Vilnius, Lithuania.
12. Palla, P., **Tsiotsou, R.H.** and Zotos, Y. (2012). Is website interactivity beneficial for low involvement products? Proceedings of the 10th World Media Economics

and Management Conference, (Eds: G.Tsourvakas, A. Powels kai Z. Vukanovitz) Publisher: Media xii: Lisboa. May 23-27, Thessaloniki, Greece.

13. **Tsiotsou, R.H.** (2011). Developing brand loyalty in services: A hierarchy of effects model. Proceedings of the 2011 AMA Summer Marketing Educators' Conference, American Marketing Association, (Eds: Noble, Stephaine M. and Noble, Charles H. , pp. 391-398, ISBN: 9781618396525) San Francisco (August 5-7, 2011), U.S.A.
14. **Tsiotsou, R.H.** (2011). Predicting sport team loyalty: High and low scenarios. Proceedings of the 2011 Academy of Marketing Science World Marketing Congress (Eds: Babin, B. J. and Borges, A., pp. 206-210) (July 19-23, 2011). Reims, France.
15. **Tsiotsou, R.H.** and Goldsmith, R. (2011). Exploring the Formation Process of Brand Love: A Comparison between Goods and Services. Proceedings of the 2011 Academy of Marketing Science World Marketing Congress (Eds: Babin, B. J. and Borges, A., pp. 557-561) (July 19-23, 2011). Reims, France.
16. **Tsiotsou, R.H.** and C. Veloutsou (2011). The role of brand personality on brand relationships and tribal behavior: an integrative model. Proceedings of the 40<sup>th</sup> European Marketing Academy Conference (May 24-27, 2011), Slovenia, pp. 1-8.
17. Mavragani E. and **Tsiotsou, R. H.** (2011). Marketing Mix Evaluation of the New Acropolis Museum Based on Social Media. Proceedings of the 10th International Congress of the International Association on Public and Non Profit Marketing, (Ed. Ines V. Pereira, pp. 80-85), ISBN: 978-989-20-2460-8), (June 16-17, 2011), Porto, Portugal.
18. Veloutsou, C. and **Tsiotsou, R.H.** (2011). Examining the Link between Brand Relationships and Tribal Behaviour: A Structural Model. Proceedings of the 7th Thought Leaders International Conference in Brand Management, (Eds. Merrilees, B., Buil, I. Wallace, E. de Chernatony, L.

Guest, D. p. 1-8) (March 10-12, 2011), Lugano, Switzerland.

19. Goldsmith, R. and **Tsiotsou, R.H.** (2011). Brand engagement in self-concept and engagement with a specific brand. Proceedings of the 2nd International Colloquium on Consumer/Brand Relationships. (March 17-19, 2011). Winter Park, Florida, U.S.A.
20. **Tsiotsou, R.H.** (2010). Building Brand Love in Services: An Exploratory Investigation. Proceedings of the 6<sup>th</sup> American Marketing Association SERVSIG International Service Research Conference, (17-19 June, 2010), Porto, Portugal.
21. **Tsiotsou, R.H.** (2010). Exploring the Role of Brand Love on Perceived Corporate Social Responsibility. Proceedings of the 9th International Congress of the International Association on Public and Non Profit Marketing, (June 10-11, 2010), p. 1-9, Bucharest, Romania.
22. **Tsiotsou, R.H.** (2010). Creativity in Social Advertising: Developing a Conceptual Framework. Proceedings of the 9th International Congress of the International Association on Public and Non Profit Marketing, (June 10-11, 2010), p. 1-9, Bucharest, Romania (with Alexandros Triantos and Emmanouella Plakoyiannaki).
23. **Tsiotsou, R.H.** (2010). Predicting the Adoption of Mobile Transactions: An exploratory Investigation in Greece. Proceedings of the **9th International Conference on Mobile Business** and the **9th Global Mobility Roundtable** (ICMB/GMR 2010) (with Theodora Zampou, Vaggelis Zaprikis and Maro Vlachopoulou), (June 13-15, 2010) p. 1-7, Athens, Greece.
24. **Tsiotsou, R.H.** (2010). Brand Loyalty through Brand Attachment and Brand Trust: A Relational Perspective. Proceedings of the 6th Thought Leaders International Conference in Brand Management, (April 18-20, 2010), p. 1-14. Lugano, Switzerland.

25. **Tsiotsou, R.H.** and Alexandris, K. (2010). Building Customer Based Brand Equity via Corporate Co-branding: The Case of Sponsorship. Proceedings of the 6th Thought Leaders International Conference in Brand Management, (April 18-20, 2010), p. 1-13. Lugano, Switzerland.
26. Boutsouki C., **Hatzithomas L.**, Ziamou P., and Gkatzampougiouki M. (2015), A cross-cultural analysis of message content in corporate Facebook posts: Message strategies and consumer response, EAA's 14th International Conference on Research in Advertising (ICORIA), London, UK.
27. **Hatzithomas L.**, Evagorou R., Boutsouki C., and Zotos Y. (2015), Guilt appeals in social ads: experimenting with Google AdWords, 44<sup>th</sup> Annual Conference of the European Marketing Academy, Leuven, Belgium.
28. Margariti K., Boutsouki C., and **Hatzithomas L.** (2015), Mass marketing strategies: do they affect consumers' perception towards luxury branding? International Conference on Contemporary Marketing Issues (ICCM), London, UK.
29. **Hatzithomas L.**, Boutsouki C., and Zotos Y. (2014), The Role of Economic Conditions on the Effectiveness of Greek Humorous TV Advertising, EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands, (Among the five nominees for the best paper award).
30. **Hatzithomas L.**, Pigadas V., Boutsouki C., and Zotos Y. (2014), A Model for Consumer Engagement in eWOM via Social Media, EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands.
31. Hatzithomas N., **Hatzithomas L.**, and Boutsouki C. (2012), Social Media Advertising Platforms: A Cross-cultural Study, World Media Economics and Management Conference, Thessaloniki, Greece.
32. Vlachopoulou E., Boutsouki C., **Hatzithomas L.** (2012),

Teenagers and Social Media: The effect of personality, brand loyalty and peer group pressure, International Conference on Contemporary Marketing Issues (ICCM), Thessaloniki, Greece.

33. Tsihla E., **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2011), The Mediating Effect of Brand Personality on the Relationship between Online Atmospheric and Attitudes toward the Site, 40<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia.
34. **Hatzithomas L.**, Outra E., Zotos Y. and Boutsouki C. (2011), Is Humor a Countercyclical Advertising Strategy? International Corporate and Marketing Communications Conference (CMC), Athens, Greece.
35. Tsihla E., **Hatzithomas L.**, and Boutsouki C. (2011), Gender differences in the interpretation of a Museum's web atmosphere: A selectivity hypothesis approach, International Corporate and Marketing Communications Conference (CMC), Athens, Greece.
36. **Hatzithomas L.**, Outra E. and Zotos Y. (2010), Postmodern Advertising: A Longitudinal Study of Super Bowl Commercials, 39<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark.
37. Rotsios, K.P., Sklavounos, N.S. & **Hajidimitriou, Y.A.** (2014) Determining the relationship between knowledge transfer, trust, partner compatibility and prior experience in South-Eastern European IJVs, European International Business Academy (EIBA) Conference "The Future of Global Organizing", Conference Proceedings 2014, Upsala, Sweden.
38. Rotsios, K.P., Sklavounos, N.S. & **Hajidimitriou, Y.A.** (2013) Knowledge Transfer in Greek IJVs: The Role of Trust, Partner Compatibility and Prior Experience, European International Business Academy (EIBA) Conference "Transnational firms, Markets and Institutions", Conference Proceedings, 2013, Bremen, Germany.

39. Sklavounos, N. & **Hajidimitriou, Y.** (2012) The Contextual Factors that Affect the Expansion of Trust at the Later Stages of International Joint Ventures, International Conference on International Business (ICIB), Conference Proceedings, 2012.
40. Sklavounos, N.S. & **Hajidimitriou, Y.A.** (2011) The Contextual Factors that Affect the Development of Trust at the Initial Stages of International Joint Ventures, Management of International Business and Economics Systems Conference (MIBES), Conference Proceedings, 2011, TEIΛάρισσας.
41. **Hajidimitriou, Y.A.** & Rotsios, K.P. (2010) Effective Knowledge Transfer in International Joint Ventures, The European International Business Academy (EIBA) Conference "IB's Role in Building a Better and Stronger Global Economy", Conference Proceedings, 2010, Porto, Portugal

#### **BEFORE 2010**

1. **Tsiotsou, R.H.** and Vlachopoulou, M. (2009). E-Marketing Orientation: Conceptualization and Scale Development. Proceedings of the 2nd Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
2. **Tsiotsou, R.H.**, Moschidis, O. and Papathanasiou, I. (2009). Examining Customer Orientation in Hotels' Websites: A Comparative Study. Proceedings of the 2nd Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
3. **Tsiotsou, R.H.**, and Alexandris, K. (2009). Predicting Sport Team Attachment: High and Low Scenarios. Proceedings of the 2nd Biannual Conference on Services Marketing (November 4-6, 2009), p. 1-9 (CD) Thessaloniki, Greece.
4. **Tsiotsou, R.H.**, Papathanasiou, J., Moschidis, O. (2009).

Tracing Customer Orientation through Hotels' Websites. Proceedings of the 2009 International Conference on Tourism Development and Management (September 11-14, 2009), p. 1-5. Kos, Greece. ISBN 978-9963-9799-0-5.

5. Kouthouris, C., Alexandris, K., **Tsiotsou, R.H.**, and Priba, H. (2009). Predicting Behavioral Intentions from Motivation: A Case Study among Visitors of a Theme Park in Greece, Proceedings of the 2009 International Conference on Tourism Development and Management (September 11-14, 2009), p. 1-6. Kos, Greece. ISBN 978-9963-9799-0-5.
6. **Tsiotsou, R.H.** (2009). An Empirical Analysis of the Brand Personality Effect on Brand Involvement. Proceedings of the 8th International Conference of the International Association on Public and Non Profit Marketing (June 18-19, 2009), p. 1-9 (CD) Valencia, Spain.
7. **Tsiotsou, R.H.** (2008). Marketing Capabilities Advantages of Market-Driven Services. Proceedings of the 2008 Academy of Marketing Conference (7-10 July, 2008), p. 1-9, Aberdeen, Scotland.
8. Kehagias, I., **Tsiotsou, R.H.**, Rigopoulou, E. and Katsikea, E. (2008). Store-choice criteria and satisfaction on the development of shopping orientation segments. Proceedings of the 2008 Academy of Marketing Conference (7-10 July, 2008), p. 1-9, Aberdeen, Scotland.
9. **Tsiotsou, R.H.** and Gouri, N. (2008). The Effect of the Olympic Games on the Tourism Industry of the Host Country. Proceedings of the International Conference on Management and Marketing Sciences (24-25 May, 2008), p. 1-4. Athens, Greece.
10. **Tsiotsou, R.H.** (2007). Measuring marketing orientation in services firms across countries: An exploratory study of travel agencies. Proceedings of the 1st Biannual Conference on Services Marketing "Strategic Developments in Services Marketing" (September 27-29, 2007), p. 1-8



(CD) ISBN: 978-960-7475-41-1, Chios, Greece.

11. **Tsiotsou, R.H.** and Alexandris, K. (2007). A model of fan attachment: Antecedents and sponsorship outcomes. Proceedings of the 1st Biannual Conference on Services Marketing "Strategic Developments in Services Marketing" (September 27-29, 2007), p. 1-8 (CD) ISBN: 978-960-7475-41-1, Chios, Greece.
12. **Tsiotsou, R.H.** (2006). Current trends and practices of Greek travel agencies: Human resource management, marketing and use of new technologies. Proceedings of International Tourism Conference. European Tourism Association (June 15-17, 2006), p. 1-12 (website), Heraklio, Greece.
13. **Tsiotsou, R.H.** (2006). Segmenting Donors of Athletic Programs Based on their Motivation: An Exploratory Study of University Donors. Proceedings of the 35th European Marketing Academy Conference (May 23-26, 2006), p. 1-7 (CD), Athens, Greece.
14. **Tsiotsou, R.H.** (2005). The effects of values, involvement, perceived product quality and overall satisfaction on purchase intentions. Proceedings of the 9th International Conference on Marketing and Development, International Society for Marketing and Development (June 8 – 11, 2005), p. 1-11 (CD), Thessaloniki, Greece.
15. **Hatzithomas L.,** Boutsouki C. and Zotos Y. (2009), Cognitive Processing and Retrieval of Humorous Advertising Cues: Synergy between Print Advertising and Packaging, 38<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC), Nantes, France.
16. Palla P. and **Hatzithomas L.** (2009), Is Website Interactivity Always an Advantageous Construct?, 2<sup>nd</sup> Biennial International Conference on Services Marketing, Thessaloniki, Greece.
17. **Hatzithomas L.,** Stamelos I., Antoniadis I. and Fotiadis T. (2009), On the Success of ERP systems: A Comparative

study between Open Source and Commercial Systems, 4<sup>th</sup> Balkan Conference in Informatics (BCI 2009), Thessaloniki, Greece.

18. Gkorezis P., **Hatzithomas L.** and Petridou E. (2009), Humor as a Moderator of the Relationship between Leader-Member Exchange and Employee's Psychological Empowerment, Conference of International Academy of Management and Business (IAMB), Constantinople, Turkey.
19. **Hatzithomas L.** (2008), Humor as an Advertising Retrieval Cue: A Research Agenda, International Conference of Research in Advertising, Antwerp, Belgium.
20. Palla K.P., **Hatzithomas L.** and Zotou Y.A., (2008). Competitive Interference and Effectiveness of 3D Billboards: An Experimental Approach, International Conference of Research in Advertising, Antwerp, Belgium.
21. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2008), Humorous Message Taxonomy: exploring the role of the various humor types on advertising, 37<sup>th</sup> Annual Conference of the European Marketing Academy (EMAC), Brighton, UK.
22. Zotou Y. A., **Hatzithomas L.**, and Palla K. P. (2008). The Effects of 3D Billboards on Consumers' Attention and Awareness, International Corporate and Marketing Communications Conference (CMC), Ljubljana, Slovenia.
23. **Hatzithomas L.**, Zotou A., Tsourvakas G., Koutsia N. (2007). Motion Picture as a "Total-Product": The Effect of Movie Theater Atmospherics on the Word of Mouth for Motion Pictures, International Conference on Marketing and Development, Proceedings, Competitive paper, Washington, USA. (Η περίληψη της εργασίας δημοσιεύτηκε στο περιοδικό Journal of Macromarketing, 27(4), 426-427).
24. **Hatzithomas L.**, Boutsouki C. and Zotos Y. (2007). A Cross-Cultural Analysis of Humorous Print Advertising in the UK and Greece, International Conference on Marketing and Development, Proceedings, Washington, USA. (H

περίληψη της εργασίας δημοσιεύτηκε στο περιοδικό Journal of Macromarketing, 27(4), 432).

25. **Hatzithomas L.** and Stamelos I. (2006). "Enterprise Resource Planning" and "Customer Relationship Management" systems Success: An application of Delone and McLean's model, 10<sup>th</sup> International Conference of the Economic Society of Thessaloniki, Thessaloniki, Greece.
26. **Hatzithomas L.**, and Boutsouki C., (2006). Types of humour in advertising, Annual Conference of the European Marketing Academy (EMAC), Athens.
27. **Hatzithomas L.**, and Tsourvakas G. (2006). Stimulus – schema incongruity and humorous advertising effectiveness. The role of Integrated Marketing Communications, Annual Conference of the European Marketing Academy (EMAC), Athens.
28. Soubeniotis D., **Hatzithomas L.**, Fotiadis T. and Vasiliadis C. (2005). The importance of facilities in the success of integrated marketing communication of hotel enterprises, 9<sup>th</sup> International Conference on Marketing and Development, Proceedings, Competitive paper, Thessaloniki, Greece.
29. Fotiadis T., Vassiliadis C., **Hatzithomas L.** and Gkotzamanis E. (2005). An IT approach against brand positioning confusion on hospitality enterprises: The case of Greek Hotels, Information and Communication Technologies in Tourism 2005, ENTER 11, Competitive paper, Innsbruck, Austria, 371-382.
30. Vassiliadis C., Fotiadis T., **Hatzithomas L.**, Vassiliadis S. (2005). A proposed information system for evaluating 3-D multimedia tourist destinations that shows a high level of realistic representation, Information and Communication Technologies in Tourism 2005, ENTER 11, Work in Progress, Innsbruck, Austria.
31. Fotiadis T, Haramis G., Vassiliadis C., **Hatzithomas L.** and Gkotzamanis E. (2004). A Case Studies' approach on Marketing High Technology products; Application of an

innovative decision making procedure about new high tech products and their introduction into the highly uncertain, turbulent environment of the market, through a strategic-systemic approach of operational intradepartmental coexistence and cooperation, 8<sup>th</sup> International Workshop on Teamworking, EIASM, proceedings, Work in Progress, Trier, Germany.

32. **Hajidimitriou, Y.A.** & Azaria, A. (2009) Internet and Export Marketing: Impact of Internet Use on Export Revenues of Greek SMEs, The European International Business Academy (EIBA) Conference "Reshaping the Boundaries of the Firm in An Era of Global Interdependence", Conference Proceedings, 2009, Valencia, Spain.
33. **Hajidimitriou, Y.A.** & Rotsios, K.P. (2009) Effective Knowledge Transfer and Knowledge Acquisition in International Joint Ventures, Management of International Business and Economics Systems Conference (MIBES), Conference Proceedings, 2009.
34. **Hajidimitriou, Y.A.** & Rotsios, K.P. (2009) Types and Characteristics of Knowledge and Effective Knowledge Transfer in International Joint Ventures, 6<sup>th</sup> International Conference on New Horizons in Industry, Business and Education (NHIBE), Conference Proceedings, 2009.
35. **Hajidimitriou, Y.A.** & Sklavounos, N. (2008) The Trust Dimension in International Business Systems, Management of International Business and Economics Systems Conference (MIBES), Conference e-Book, Vol. 1, 2008.
36. **Hajidimitriou, Y.A.** & Sklavounos, N. (2007) The Creation of Trust in International Strategic Alliances, Management of International Business and Economics Systems Conference (MIBES), Conference Proceedings, 2007.
37. **Hajidimitriou, Y.A.** & Azaria, A. (2006) Determinants of Successful Internet Use for Exporting Purposes, The

European International Business Academy (EIBA) Conference "Regional and National Drivers of Business Location and Competitiveness", Conference Proceedings, 2006, Fribourg, Switzerland.

38. **Hajidimitriou, Y.A.** & Azaria, A. (2006) Fundamental Problems and the Exporting Initiation Process of SMEs: An Investigation of Existing Research Studies, 10<sup>th</sup> International Conference of the Economic Society of Thessaloniki "The Challenges of a Wider European Union", Conference Proceedings, 2006, Thessaloniki.
39. **Hajidimitriou, Y.A.** & Sklavounos, N. (2006) The Importance of Trust for the Success of International Strategic Alliances, Management of International Business and Economics Systems Conference (MIBES), Conference Proceedings, 2006.
40. **Hajidimitriou, Y.A.** & Azaria, A. (2006) Internet Use for Exporting Purposes: The Challenge for Greek SMEs, in Proc. 9<sup>th</sup> International Conference, Economic Society of Thessaloniki, University of Macedonia, Thessaloniki, 2004, pp. 79 – 104.
41. **Hajidimitriou, Y.A.** & Georgiou, A.C. (2005) Critical Success Factors in Exporting: The Case of Greek SMEs, 4<sup>th</sup> International Conference on "New Horizons in Industry, Business and Education (NHIBE)", Conference Proceedings, 2005, Corfu, pp. 641 – 46.
42. **Hajidimitriou, Y.A.** & Azaria, A. (2005) International Marketing and Internet: Identified Stages of Internet Use at Company Level, 9<sup>th</sup> International Conference on Marketing and Development, International Society of Marketing and Development, Conference Proceedings, Aristotle University, Thessaloniki, 2005.
43. Nakos, G. & **Hajidimitriou, Y.A.** (2003) The Impact of National Animosity on Consumer Purchases: The Modifying Factor of Personal Characteristics, in Proc. 29<sup>th</sup> European International Business Academy Conference, Copenhagen

Business School, Copenhagen, Denmark, 2003.

44. Georgiou, A.C., **Hajidimitriou, Y.A.** & Porgianos, D.E. (2002) The Selection of Foreign Market Entry Strategies for European Firms, in Proc. 28<sup>th</sup> European International Business Academy Conference, Athens University of Economics and Business, Athens, 2002.
45. **Hajidimitriou, Y.A.** & Georgiou, A.C. (2001) International Location Planning for a Franchising Firm in the Balkan Region, in Proc. 1<sup>st</sup> International Conference on ‘‘Recent Economic Developments and Problems in the Transition Economies’’, Association of South Eastern Europe Economic Universities (ASECU), University of Macedonia, Thessaloniki, 2000, pp. 483 – 492.
46. **Hajidimitriou, Y.A.** & Koufidou, S. (2000) The Importance of Cultural Factors for the Success of International Strategic Alliances, in Proc. International Conference on ‘‘Managing Cultural Diversity: Implications for the EU Integration Environment’’, Centre for Organizational and Human Resource Analysis, University of Ljubljana, 1999, pp. 38 – 48.
47. **Hajidimitriou, Y.A.** & Georgiou, A.C. (1999) Partner Selection in International Joint Ventures: A Multi-Objective Approach, in Proc. 5<sup>th</sup> International Conference of the Decision Sciences Institute ‘‘Integrating Technology and Human Decisions: Global Bridges into the 21<sup>st</sup> Century’’, Athens, 1999, vol. 2, pp. 1450–52.
48. **Hajidimitriou, Y.A.** & Georgiou, A.C. (1998) Investigation of International Location Planning Techniques for the Balkan Region, in Proc. 4<sup>th</sup> Balkan Conference on Operational Research, Hellenic Operational Research Society, Aristotle University of Thessaloniki, Thessaloniki, 1997, pp. 996 – 1018.
49. **Hajidimitriou, Y.A.** (1993) Multinationals and the

European Monetary Unification, in Proc. 3<sup>rd</sup> International  
Congress, Economic Society of Thessaloniki,  
Thessaloniki, 1992.

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