

Scientific Journals

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PUBLICATIONS IN SCIENTIFIC JOURNALS

2010 – PRESENT

1. **Tsiotsou, R. H.** (2015). The Social Aspects of Consumption as Predictors of Consumer Loyalty: Online vs. Offline Services, *Journal of Service Management*, (forthcoming). 2014 Journal Impact Factor: 2.00
2. **Tsiotsou, R. H.** (2015). The Role of Social and Parasocial Relationships on Social Networking Sites Loyalty. *Computers in Human Behavior* Vol. 48, p. 401-414. 2014 Journal Impact Factor: 2.69
3. **Tsiotsou, R. H.**, Alexandris, K. and Cornwell, B. (2014). Using evaluative conditioning to explain corporate co-branding in the context of sport sponsorship. *International Journal of Advertising*. Vol. 33 (2) pp. 295-327. 2012 Journal Impact Factor: 2.31.
4. Tzoumaka, E., **Tsiotsou, R. H.**, and Siomkos, G. (2014). Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness. *Journal of Marketing Communications* (forthcoming – prepublication). ABS 2010=2.
5. **Tsiotsou, R. H.** (2013), Sport Team Loyalty: Integrating Relationship Marketing and a Hierarchy of Effects. *Journal of Services Marketing*, Vol. 27 (6), pp. 458-471. 2012 Journal Impact Factor: 0.66.
6. **Tsiotsou, R. H.** (2013). Investigating the role of enduring and situational involvement with the program context on advertising effectiveness. *Journal of Marketing Communications*, Vol. 19, No. 2, pp. 114-135. ABS 2009=2.

7. Alexandris, K. and **Tsiotsou, R. H.** (2012). Segmenting Soccer Spectators by Attachment Levels: A Psychographic Profile Based on Team Self-Expression and Involvement. *European Sport Management Quarterly*, Vol. 12 (1), 65-81, 2011 Journal Impact Factor: 0.88.
8. Alexandris, K., **Tsiotsou, R. H.** and James, J. (2012). Testing a Hierarchy of Effects Model of Sponsorship Effectiveness. *Journal of Sport Management* (forthcoming issue 26), 2011 Journal Impact Factor: 0.81.
9. **Tsiotsou, R. H.** (2012). Developing a Scale for Measuring the Personality of Sport Teams. *Journal of Services Marketing*, Vol. 26 (4), pp. 238-252. Emerald, 2011 Journal Impact Factor: 0.62.
10. **Tsiotsou, R. H.** (2011). A Stakeholder Approach to International and National Sport Sponsorship. *Journal of Business & Industrial Marketing*, Emerald Vol. 26 (8), pp. 557 – 565, 2010 Journal Impact Factor: 0.75.
11. **Tsiotsou, R. H.** and Vlachopoulou, M. (2011). Understanding the Effects of Market Orientation and E-Marketing on Service Performance. *Marketing Intelligence & Planning*. Emerald. 29 (2), 141-155, ABS 2010=1
12. **Tsiotsou, R. H.**, Rigopoulou, I., and Kehagias, I. (2010). Tracing Customer Orientation and Marketing Capabilities through Retailers' Websites: A Strategic Approach to Internet Marketing. *Journal of Targeting, Measurement & Analysis for Marketing*, Vol. 18 (2), 79-94. Palgrave Macmillan. ABS 2010=1
13. **Tsiotsou, R. H.** and Ratten, V. (2010). Future Research Directions in Tourism Marketing. *Marketing Intelligence & Planning*. Vol. 28 (4), 533-544. Emerald. ABS 2009=1
14. **Tsiotsou, R. H.** (2010). Delineating the Role of Market Orientation on Service Performance: A Component-Wise Approach. *The Service Industries Journal*. Vol. 30 No 3, pp. 357-403. Taylor & Francis, 2010 Journal Impact Factor: 1.07
15. **Hatzithomas L.**, Zotou, A. and Palla, P. (2016), Measuring the impact of Competitive Advertising

Environment and Ad-Exposure Time on 3D Posters' Effectiveness, *Journal of Customer Behaviour*, ABS 2015=1.

16. Chatzithomas, N., Boutsouki, C., **Hatzithomas, L.**, & Zotos, Y. (2015), Social Media Advertising Platforms: A Cross-cultural Study. *International Journal on Strategic Innovative Marketing*, 1(2).
17. Tsihla, E., **Hatzithomas L.**, and Boutsouki C. (2015), Gender differences in the interpretation of a Museum's web atmosphere: A Selectivity Hypothesis Approach, *Journal of Marketing Communications*, ABS 2010=2.
18. **Hatzithomas L.**, Zotos Y. and Boutsouki C. (2011), Humor and Cultural Values in Print Advertising: A Cross – Cultural Study, *International Marketing Review*, 28(1). 2015 Journal Impact Factor: 1,778, ABS 2015=3.
19. Gkorezis P., **Hatzithomas L.** and Petridou E. (2011), The impact of leader's humor on employees' psychological empowerment: the moderating role of tenure, *Journal of Managerial Issues*, 23(1). (in Journal Quality List).
20. Sklavounos, N.S., Rotsios, K.P. & **Hajidimitriou, Y.A.** (2015) Trust in ISAs: the role of foreign partners' knowledge transfer, senior management commitment, goal congruity and control, *Procedia Economics and Finance*, Forthcoming.
21. Sklavounos, N.S., Rotsios, K.P. & **Hajidimitriou, Y.A.** (2015) The impact of age, interdependence and perceived risk of opportunism on inter-partner trust in international strategic alliances, *Procedia Economics and Finance*, Vol. 19, p.p. 175 – 183.
22. Sklavounos, N.S. & **Hajidimitriou, Y.** (2014) Revisiting Trust at the Later Stages of International Joint Ventures: The Role of Longevity, Interdependence and Risk of Opportunism, *East West Journal of Economics and Business*, Vol.17, No. 2, p.p. 119 – 132.
23. Rotsios, K.P., Sklavounos, N.S. & **Hajidimitriou, Y.A.** (2014) Trust, Knowledge Transfer and Control in IJVs: The Case of Four Greek Firms, *Procedia Journal*, Vol. 9,

p.p. 231 – 241.

24. Azaria C.A., Houdeloudi E. & **Hajidimitriou Y.A.** (2014) Success Factors of Internet use for Exporting by Greek Companies during the Period of the Financial Crisis, MIBES Transactions International Journal, Vol. 8, p.p. 13 – 30.
25. **Hajidimitriou, Y.A.**, Sklavounos, N.S. & Rotsios, K.P. (2012) The Impact of Trust on Knowledge Transfer in International Business Systems, Scientific Bulletin – Economic Sciences, Vol. 11, Issue 2, p.p. 39 – 49.
26. Chatzipanagioti, M., Iakovou, E., Vlachos, D. & **Hajidimitriou, Y.** (2011) Trade Facilitation and Supply Chain Network Design, Operations & Supply Chain Management An International Journal, Vol. 4, No. 2/3, p.p. 99 – 107.
27. Sklavounos, N.S. & **Hajidimitriou, Y.A.** (2011) The Contextual Factors that Affect the Development of Trust at the Initial Stages of International Joint Ventures, MIBES Transactions International Journal, Vol. 5, Issue 2, p.p. 125 – 135.

BEFORE 2010

1. **Tsiotsou, R.H.** and Alexandris, K. (2009). Delineating the Outcomes of Sponsorship: Sponsor Image, Word of Mouth, and Purchase Intentions. International Journal of Retail & Distribution Management. Vol. 37 (4), 358-369. Emerald. ABS 2009=1
2. Rigopoulou, I., **Tsiotsou, R.H.** and Kehagias, I. (2008). Shopping orientation-defined segments based on store-choice criteria and satisfaction: an empirical investigation. Journal of Marketing Management. Vol. 24 No 9-10, pp. 979-996. ABS 2008=3
3. **Tsiotsou, R.H.** (2008). An Integrated Taxonomy of Consumers of Financial Services: The Role of Perceived Risk, Effort and Involvement. International Journal of

Risk Assessment and Management. Vol. 9 (1-2), pp. 135-147. Inderscience Publishers.

4. **Tsiotsou, R.H.** (2007). An empirically-based typology of intercollegiate athletic donors: High and low motivation scenarios. *Journal of Targeting, Measurement & Analysis for Marketing*, 15(2), 79-92. Palgrave Macmillan. ABS 2007=1
5. **Tsiotsou, R.H.** (2006). Investigating differences between female and male athletic donors: A comparative study. *International Journal of Nonprofit & Voluntary Sector Marketing*, 11(3), 209-223. Wiley InterScience. ABS 2006=1
6. **Tsiotsou, R.H.** and Vasioti, E. (2006). Satisfaction: A segmentation criterion for "short-term" visitors of mountainous destinations. *Journal of Travel & Tourism Marketing*. Vol. 20(1). 61-74, The Haworth Press, Inc. ABS 2006=1, 2010 Journal Impact Factor: 0.84
7. **Tsiotsou, R.H.** and Vasioti, E. (2006). Using demographics and leisure activities to predict satisfaction with tourism services in Greece. *Journal of Hospitality and Leisure Marketing*. Vol. 14 (2), 61-72. The Haworth Press, Inc.
8. **Tsiotsou, R.H.** (2006). Using visit frequency to segment ski resort customers. *Journal of Vacation Marketing*. Vol. 12 (1), 15-26. SAGE Publications. ABS 2006=1
9. **Tsiotsou, R.H.** (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*. Vol. 30(2), 207-217. Blackwell Publishing. ABS 2006=1
10. **Tsiotsou, R. H.** (2005). Varying perceived quality levels and their relation to involvement, satisfaction, and purchase intentions. *Marketing Bulletin*, Vol. 16, research note 4. <http://marketing-bulletin.massey.ac.nz>.
11. **Tsiotsou, R.H.** (2005). The effect of European Union regulations on marketing practices: The case of European football. *Journal of Euromarketing*, Vol. 15 (1), 75-93. International Business Press, The Haworth Press, Inc.

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12. **Tsiotsou, R.H.** and Lalountas, D. (2005). Applying event study analysis to assess the impact of marketing communication strategies: The case of sponsorship. *Applied Financial Economics Letters*, Vol. 1 (4), 259-262. Taylor and Francis Publishers.
13. **Tsiotsou, R.H.** (2004). The role of involvement and income in predicting small and large donations to college athletics. *International Journal of Sports Marketing & Sponsorship*, Vol. 6 (2), 117-123. International Marketing Reports Ltd.
14. **Tsiotsou, R.H.** (2004). Cause related marketing: The role of values on donor behavior. *The Southeuropean Review of Business Finance and Accounting*. Vol. 2 (2), 101-112.
15. **Tsiotsou, R.H.** (1998). A survey of sport club programs. *Recreational Sports Journal (National Intramural-Recreational Sports Association)*, Vol. 22(2), p. 38-41.
16. **Tsiotsou, R.H.** (1998). Motivations for donation to athletic programs, *The Cyber Journal of Sport Marketing*, Vol. 2(2), www.ausport.gov.au/fulltext/1998/cjism/v2n2/tsiotsou22.htm
17. **Tsiotsou, R.H.** (1997). The effect of emotions on the memory of TV commercials, *The Cyber Journal of Sport Marketing*, Vol. 1 (4), www.ausport.gov.au/fulltext/1997/cjism/v1n4/tsiotsou.htm.
18. Hatzithomas L., Boutsouki C. and Zotos Y. (2009), The effects of culture and product type on the use of humor in Greek TV advertising: An application of Speck's Humorous Message Taxonomy, *Journal of Current Issues & Research in Advertising*, 31(1): 43-61.
19. Hatzithomas L., Stamelos I., Fotiadis T. and Mylonakis J. (2007). Quality and effectiveness of ERP – CRM systems: Implications for Information Systems Marketing Strategies, *Journal of Applied Business Research*, 23(3):33-52.
20. Soubeniotis D., Fotiadis T., Mylonakis J., Hatzithomas L. and Vassiliadis C., (2007), The Importance of

Facilities in the Success of Integrated Marketing Communication of Hotel Enterprises, *European Journal of Scientific Research*, 17(1), 106-116. Journal Impact Factor: 0,74.

21. Soubeniotis D., Hatzithomas L., Fotiadis T. (2007), The Combination of Marketing and Knowledge Management Strategies in Travel Agencies, *The Cyprus Journal of Sciences*, 5 (Summer): 201-218.
22. Soubeniotis D., Mylonakis J., Fotiadis T., and Hatzithomas L., Mertzimekis C. (2006), Evaluation of mergers & acquisitions in Greece. *International Research Journal of Finance and Economics*, 2006(4), 92-104.
23. Vassiliadis C., Fotiadis T., Hatzithomas L., Vassiliadis S. (2006). A proposed information system for evaluating 3-D multimedia tourist destinations that shows a high level of realistic representation, *Global Education Journal*, 2006(2).
24. Nakos, G. & Hajidimitriou, Y.A. (2009) *Conducting Business in Greece: A Brief for International Managers Series*, *Global Business and Organizational Excellence: A Review of Research and Best Practices*, Vol. 28 (5), p.p. 70 – 83.
25. Nakos, G. & Hajidimitriou, Y.A. (2007) *The Impact of National Animosity on Consumer Purchases: The Modifying Factor of Personal Characteristics*, *Journal of International Consumer Marketing*, vol. 19(3), p.p. 53 – 72.
26. Hajidimitriou, Y.A. & Georgiou, A.C. (2002) *A Goal Programming Model for Partner Selection Decisions in International Joint Ventures*, *European Journal of Operational Research*, vol. 138(3), p.p. 649 – 662.
27. Hajidimitriou, Y.A. & Georgiou, A.C. (2000) *International Site Selection Decisions Using Multi-Objective Methods*, *American Business Review*, vol. 18(2), pp. 87 – 95.
28. Hajidimitriou, Y.A. & Mourdoukoutas, P. (1999) *Window of Opportunity in Asia: Economic Turmoil Offers a Second*

Chance to EU Companies, European Business Review, vol. 99(2), p.p. 68 – 79.

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