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Rodoula H. Tsiotsou (Ph.D.) obtained her Ph.D. from Florida State University and is currently Associate 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.

