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Education

B.S., Aristoteles University of Thessaloniki, Greece
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She is the co-author with Prof. G. Avlonitis and S. Gounaris of the book *“Services Marketing: Management, Strategies and New Technologies”* (2016, Broken Hill – in Greek). Professor Tsiotsou has co-edited with Prof. Ronald Goldsmith the book *“Strategic Marketing in Tourism Services”* (2012, Emerald – in English).

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 is Associate Editor for the *Journal of Services Marketing* while 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*.

She has published more than 75 scientific publications in a variety of international scientific journals and conference proceedings 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*. Her research interests include services marketing, social media marketing, brand management, relationship marketing, nonprofit marketing, and digital marketing.