



**IRENE (EIRINI) KAMENIDOU,  
PhD, MSc, B.Sc., B.Sc., BA  
PROFESSOR OF MARKETING**

International Hellenic University (IHU)  
School of Business and Economics,  
Department of Management Science and Technology,  
Agios Loukas, 65404, Kavala, Greece  
[rkam@mst.ihu.gr](mailto:rkam@mst.ihu.gr)  
Tel (office): (+30) 2510 462 157  
Skype: rena.kam

**EDUCATION**

1999 PhD. Food Marketing	Aristotle University of Thessaloniki, School of Agricultural Sciences, Dept. of Agriculture, Division of Agricultural Economics, Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives.  Specialization: Marketing of Food Products. Thesis: Market Research of Processed Peach products in the Urban Design Unit of Thessaloniki, Greece. p.400.
2020 & 1989 MSc & B.Sc. Integrated MSc in Agricultural Economics & BSc in Agriculture	Aristotle University of Thessaloniki, School of Agricultural Sciences, Dept. of Agriculture, Division of Agricultural Economics, Special Division: Marketing of Agricultural Products, Agricultural Policy and Cooperatives. 5-year study with integrated MSc (law 3231/22.08.2019).  Specialization: Marketing of Agricultural and Food Products. Thesis: Cost of processed industrial tomato products produced from the cooperative industry Lagada
1986-1988 B.A. Journalism	Center of Philosophical Education of Thessaloniki (Private College). Journalism

1985 B.Sc. Farm Management.	Alexander Technological Educational Institute of Thessaloniki., School of Applied Agriculture, Dept. of Farm Management.
-----------------------------------	--

## CONTINUING EDUCATION

1996 SPSS	Hellenic Center of Productivity (Thessaloniki). Statistics with SPSS for Windows. (1 month).
1991 Educating Educators.	National Center of Cultural and Professional Applications. Educating Educators. (2 months).
1988 Export Marketing.	Promotional Organization for Exports (OPE). Export Marketing and procedures. (10 months).
1984 Consumer Cooperatives.	Hellenic Center of Productivity (Thessaloniki). Organization and Functionality of Consumer Cooperatives. (2 months)

## WORKING EXPERIENCE: NON-ACADEMIC

2002-2005 Evaluator and Inspector	Regional Administration of Central Macedonia, Dept. of Agricultural Development, Thessaloniki, Greece. Position: Evaluator and Inspector. Subject: Marketing of Agricultural Products: Evaluation and Inspection of the Programs of the 3rd European Union related with Product Marketing, Foods, Agriculture Transformation and Agritourism.
1999-2001 Personal Business Company	PEGASUS Marketing Company, Thessaloniki, Greece. Personal Business Company (Owner). Subject: Marketing, Marketing Research, Studies and Education on marketing issues.
1991-1997 Public Relations - Chief Editor	KATANALOTIS-KONSUM-COOP. Cooperative retailing group (S/M) of Thessaloniki. Director of Public Relations and Chief Editor of the Trade Magazine "KATANALOTIS".

1983-1990  
Part time staff. Cooperatives and Industries as a part time staff at the marketing department and quality control (SEKOBÉ, OMOSPONDIA, COOP. UNION of LAGADA, AMVROSIA, MELISSA).

## WORKING EXPERIENCE: ACADEMIC

### DEAN

2014-2017  
(20/10/2017) Dean of School of Business and Economics of the Eastern Macedonia and Thrace Institute of Technology (EMaTTech). Resigned (conflict of interest: Law 4485/4-8-2017, regarding the Hellenic Open University)

### UNDERGRADUATE LEVEL

2019 –  
Professor of Marketing **International Hellenic University (IHU)**. School of Economics and Management, Department of Management Science and Technology

2005-2019 (May)  
Professor of Marketing **Eastern Macedonia and Thrace Institute of Technology (EMaTTech)**. School of Management and Economics, Department of Business Administration, Division of Marketing. Professor (2012-2019)  
Associate Professor (2005-2012)

2002- 2017  
2020-2021  
Adjunct faculty **Hellenic Open University**. School of Social Sciences, Dept. of Business Administration. Adjunct Academic Staff. Modules: Marketing I (2002-2003; 2004-2010) & Marketing II (2002-2004; 2010-2017).

2000-2005  
Adjunct faculty **Technological Educational Institute of Thessaloniki**. School of Business and Economics, Dept. of Marketing and Advertising. Adjunct Assistant Professor.

2001-2003  
Adjunct faculty **Democritus University of Thrace**. School of Agricultural Development (Orestiada). Adjunct Assistant Professor.

2000-2002  
Adjunct faculty  
**Technological Educational Institute of Western Macedonia.**  
School of Agriculture, Dept. of Marketing and Quality Control  
of Agricultural Products (Florina). Adjunct Assistant Professor.

## POSTGRADUATE LEVEL

2019-  
Professor of  
Marketing  
**International Hellenic University (IHU).** *School of Management and Economics, Department of Management Science and Technology.* MBA executive program and MSc in Digital Marketing

2013-2019  
Professor of  
Marketing  
**Eastern Macedonia and Thrace Institute of Technology (EMaTTech).**  
*School of Management and Economics, Department of Business Administration, MBA program.*  
Teaching core and electives marketing courses at postgraduate level, supervising MBA thesis and member of MBA thesis evaluation committee.

*School of Technological Engineering, Department of Electrical Engineering, postgraduate program: Master in Innovation in Technology & Entrepreneurship.*  
From the course: Design and Marketing of Innovative Products:

2010  
Adjunct  
Professor  
**Democritus University of Thrace**  
*Department of Forestry, Environmental Management and Natural Resources,* MSc program Sustainable Management of the Environment and Natural Resources.  
Visiting Professor.

2018-2020 &  
2009-2010  
Adjunct  
Professor  
**Hellenic Open University**  
School of Social Sciences, Tourism Business Administration, MSc. Program.  
Supervisor of two M.Sc. dissertations

2003-2005  
Adjunct  
Professor  
**Technological Educational Institute of Larissa with Staffordshire University (UK)**  
Adjunct Professor. M.Sc. & MBA program

## HIGHER NATIONAL DIPLOMA

1999-2003 & 1993-1995 Adjunct Professor	<b>3rd Institute of Vocational Training (Thessaloniki)</b> Dept. of Statistics and Market Research, Dept. of Milk Processing Technicians; and Dept. of Wine Product Technicians.
--	---

## ADMINISTRATIVE EXPERIENCE

2014-2017	<b>Dean of the Business School</b> (2 Departments; 4 orientations; 26 tenures academic staff; 30 Adjunct faculty; 6 administrative staff; 5 technical staff; more than 3900 students). Responsibilities: supervision of course scheduling, course development, faculty selection, participation in faculty committee activities, ensuring high-quality education standards, promoting research and collaboration, close collaboration with the local community. Resigned October 21 <sup>st</sup> due to conflict of interest (Law 4485/4-8-2017) with position of adjunct professor at the Hellenic Open University
2014-2017	Member of the EMaTTech Institute's Administration and Senate
2014-2017	Member of the EMaTTech Institute's Disciplinary Committee
2014-2017	Head of the EMaTTech Institute's Business School Board
2009-2014	Head of the Business Administration Group
2009-2014	Member of the Team of Internal Evaluation of the Department of Business Administration (OMEA)
2010-2012	Deputy Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-2011	Member of the Research Committee of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2010-	Member of the traineeships committee for students and internship supervisor at the Department of Nursing of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)
2009-	Member of the evaluation committee for Adjunct Professors candidates for the Department of Oenology and Beverage Technology

of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)

2006- Member of the evaluation committee for Adjunct Professors candidates for the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)

2006- Member of the traineeships committee for students and internship supervisor at the Department of Business Administration of the East Macedonia and Thrace Technological Educational Institute (former TEI Kavala)

### FUNDED RESEARCH PROJECTS

1/1/2017-31/12/2019 **The wine Lab** – Generating Innovation Between practice and Research (TWL)

28/2/2018-24/12/2018 **INTERREG V-A GREECE – BULGARIA 2014-2020**. Support of Social Enterprises and Enhancement of Development (Socede).

2012-2013 **INTERREG III:** «Integrating the Greek – Bulgarian tourism product. Training Scenarios Specialist. Training of hotel businesses. 427,765 €

2008 **Participation** in the Research Project from the Ministry of Education and the General Secretariat for Youth: "Operation Point of Raising and Streaming Data to Youth Entrepreneurship Observatory of the General Secretariat for Youth at the TEI of Kavala and study on the Youth Entrepreneurship trends in the Region of Eastern Macedonia". Co-investigator.

2012- 2016 **Project Trainer** in the Innovation and Entrepreneurship Unit, Program on Entrepreneurship training of students. 167,875 €.

2005-2010 **Participation in EPEAEK II** project on e-learning (Undergraduate program).

2008 -2009 **Scientific Coordinator** of the research project: Bank Choice Factors and Consumer Satisfaction in the city of Kavala. Length: 12 months, 3,000€. Principle investigator.

2007-2008

**Participation** in the Research Project Customers Evaluation of Super Market Image in Kavala City, 12 months, 3,000€. Co- investigator.

## **PROFESSIONAL RECOGNITION- SERVICE**

**Ad hoc reviewer for Academic Journals and International Conferences, some of which are:**

### **Peer-reviewed academic journals:**

- ✓ Journal of Business Research (JBR)
- ✓ Annals of Leisure Research
- ✓ Social Indicators Research
- ✓ EuroMed Journal of Business,
- ✓ Tourismos: An International Journal,
- ✓ Psychological Reports Perceptual & Motor Skills
- ✓ Frontiers in Psychology
- ✓ Preventive Medicine
- ✓ International Journal of Environmental Research and Public Health
- ✓ Sustainability
- ✓ Foods
- ✓ Water
- ✓ Nutrients
- ✓ Food and Nutrition
- ✓ International Journal of Hospitality Management (IJHM)
- ✓ International Journal of Electronic Marketing and Retailing (IJEMR)
- ✓ International Journal of Tourism Policy (IJTP)
- ✓ British Journal of Economics, Management & Trade (BJEM)
- ✓ Urban Science
- ✓ South Asian Journal of Social Studies and Economics (SAJSSE)
- ✓ Journal of Development and Agricultural Economics
- ✓ African Journal of Business Management
- ✓ International Journal of Economic Sciences and Applied Research IJESAR
- ✓ Journal of Scientific Research and Reports (JSRR)
- ✓ International Journal of Business and Economic Sciences Applied Research (IJBESAR),
- ✓ Advances in Economics and Business
- ✓ Asian Journal of Economics, Business and Accounting
- ✓ Asian Research Journal of Arts & Social Sciences
- ✓ South Asian Journal of Social Studies and Economics (SAJSSE)

### **Peer-reviewed international conferences:**

- ✓ EUROMED Academy of Business (EMAB) Conference
- ✓ ISCIMAT -International Conference on Strategic Innovative Marketing and Tourism

- ✓ Regional and Rural Development Conference
- ✓ Primary and Secondary Production & Consumption Conference,
- ✓ Greek Association of Agricultural Economists (GAAE)
- ✓ Hellenic Scientific Association of Sport & Recreation Management (HSASMR)
- ✓ The Economies of Balkan and Eastern Europe Countries in the changed world (EBEEC)
- ✓ HAICTA

#### **Co-editor – Editorial Board:**

- ✓ Co-editor of the International Journal of Business and Economics Scientific Applied Research (IJBESAR)
- ✓ Editorial Board of the International Journal of Strategic Innovative Marketing (IJSIM)

#### **SOCIAL – COMMUNITY INVOLVEMENT**

- ✓ Engaged students to social activities for people with special needs.
- ✓ Donator to churches for the free meal program for people stroked by the economic crisis.
- ✓ Donator to the Child Village SOS
- ✓ Member of the Association of children with dyslexia
- ✓ Member of the Association of children with autism
- ✓ Engage students into social marketing programs.

#### ***PUBLICATIONS***

More than 100 peer-reviewed publications in international and national journals and conferences. More than 1000 citations in international and national journals, MSc, and PhD thesis (>350 Greek citations). Based on Harzing's Publish or Perish: Author impact: h-index: 13; g-index: 27, citations: 807

#### **Refereed International Academic Journals: 48**

**SCOPUS= 22; CABS/ABS (1\*-3\*)= 6; SSCI/SCI=14**

1. **Kamenidou, I.E, Stavrianea, A., (2022).** Profiling Monastery Tourists based on Memorable Experiences, Place Identity, Satisfaction, Intention to Revisit and Intention to Recommend. *Review of Integrative Business and Economics Research*, 11(1), 86-110.  
[http://buscompress.com/uploads/3/4/9/8/34980536/riber\\_11-1\\_05\\_t21-036\\_86-110.pdf](http://buscompress.com/uploads/3/4/9/8/34980536/riber_11-1_05_t21-036_86-110.pdf)



2. Stavrianea, A. and **Kamenidou, I.** (2021). Complying digital transformation in online booking through experiential values of Generation Z. *European Journal of Tourism Research*, Accepted and forthcoming. (SCOPUS, EBSCO Hospitality and Tourism Complete; CABI Leisure, Recreation and Tourism, ProQuest Research Library) (accepted forthcoming)
3. Amanatidis, D., Mylona, I., **Kamenidou, I. E.**, Mamalis, S., & Stavrianea, A. (2021). Mining Textual and Imagery Instagram Data during the COVID-19 Pandemic. *Applied Sciences*, 11(9), 4281 (IF=2.474, SCI, SCOPUS)..
4. Stavrianea, A. and **Kamenidou, I.** (2021). Memorable tourism experiences, image, satisfaction, and behavioral intentions: An empirical study of Santorini Island. *EuroMed Journal of Business* (CABS=1\*; ABD: C; SJR: 0.63).
5. **Kamenidou, I.E.**, Stavrianea, A., Mamalis, S., & Mylona, I. (2020). Knowledge Assessment of COVID-19 Symptoms: Gender Differences and Communication Routes for the Generation Z Cohort. *International Journal of Environmental Research and Public Health*, 17(19), 6964 (IF=2.849, SSCI, SCOPUS).
6. Stavrianea, A., **Kamenidou, I.**, Kanaouti, S., Theodosis, A (2020). Stereotypes and gender-neutral advertising: perceptions of the generation Z and Y cohorts, *Asia Pacific Journal of Advanced Business and Social Studies*, 7 (1), 14-23  
<https://apiar.org.au/journal-paper/stereotypes-and-gender-neutral-advertising-perceptions-of-the-generation-z-and-y-cohorts/>
7. **Kamenidou, I.E.**, Stavrianea, A., & Liava, C. (2020). Achieving a Covid-19 Free Country: Citizens Preventive Measures and Communication Pathways. *International Journal of Environmental Research and Public Health*, 17(13), 4633 (IF=2.849, SSCI, SCOPUS).
8. **Kamenidou, I.E.**, Stavrianea, A., & Bara, E. Z. (2020). Generational Differences toward Organic Food Behavior: Insights from Five Generational Cohorts. *Sustainability*, 12(6), 2299. (IF=2.576)
9. Amanatidis, D., Mylona, I., Mamalis, S., & **Kamenidou, I. E.** (2020). Social media for cultural communication: A critical investigation of museums' Instagram practices. *Journal of Tourism, Heritage & Services Marketing*, 6(2), 38-44.
10. Priporas, C.V., Stylos, N., & **Kamenidou, I.** (2020). City image, city brand personality, and Generation Z residents' overall life satisfaction in economic crisis era: Predictors of city-related social media engagement. *Journal of Business Research* (ABS/ CABS=3\*, IF= 4.028, SCOPUS)

11. Priporas, C.V., **Kamenidou, I.**, & Nguyen, N. (2019). The impact of the macroenvironment on consumer skepticism towards cause-related marketing: Insights from the economic crisis. *International Marketing Review* (**ABS/ CABS=3\***, **IF= 3.447**, SCOPUS), DOI 10.1108/IMR-04-2019-0124.
  
12. **Kamenidou, I. C.**, Mamalis, S. A., Pavlidis, S., & Bara E.Z. (2019). Segmenting the Generation Z Cohort University Students Based on Sustainable Food Consumption Behavior: A Preliminary Study. *Sustainability*, 11(3): 837-858 (**IF=2.576**) (AGORA (FAO), AGRICOLA, AGRIS - CABI, CAB, SSCI, SCI, DOAJ, EconPapers (RePEc), FSTA). <https://www.mdpi.com/2071-1050/11/3/837>
  
13. **Kamenidou, I.E.C.**, Mamalis, S. A., & Dimitriadis, E. (2018). Generation Z perceptions of quality certification: A cross-national study. *International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM)*, 3(1): 23-41. (Cabell's Directories, Google Scholar, Ulrich's Periodicals Directory)
  
14. **Kamenidou, I.**, and Mamalis S., (2018). Engagement schemes in marketing courses: A case study from Greece. *Journal of Advances in Higher Education* 10 (1): 39-47
  
15. Stavrianea, A., and **Kamenidou, I.** (2016). Religion in the context of economic crisis: The generation's z perspective. *International Journal of Strategic Innovative Marketing (IJSIM)*, 3(3): 56-68.
  
16. Priporas, C.V., **Kamenidou, I.**, Kapoulas, A., Papadopoulou, F.M. (2015). Counterfeit purchase typologies during an economic crisis. *European Business Review*, 27 (1): 2–16. (**ABS\*2**, Emerging Sources Citation Index (Clarivate Analytics), EBSCO).
  
17. **Kamenidou, I.** and Vourou, R. (2015). Motivation factors for visiting religious sites: The case of Lesvos Island. *European Journal of Tourism Research*, 9: 78-91. (SCOPUS, EBSCO Hospitality and Tourism Complete; CABI Leisure, Recreation and Tourism, ProQuest Research Library)
  
18. Papafotikas, I., Chatzoudes, D., and **Kamenidou, I.** (2014). Purchase decisions of Greek consumers: an empirical study. Paper presented at the EBEEC Conference, 9-12 of May 2013 in Istanbul, Turkey. *The Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC 2013)*. *Procedia Economics and Finance*, 9: 456-465. (SCOPUS, Scholargoogle)

19. **Kamenidou, I.C.**, Mamalis, S. A., Priporas, C.V., and Kokkinis, G., (2014). Segmenting customers based on perceived importance of wellness facilities. *Procedia Economics and Finance*, 9: 417-424. (SCOPUS, Scholargoogle)
  
20. **Kamenidou, I.C.**, Mamalis, S. A., Kokkinis, G., Geranis, C., (2013). Image Components of Nightlife-Clubbing Destinations. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 8 (3):99-111. (SCOPUS, CAB Abstracts (CABI), CitEc, DOAJ EBSCO Publishing)
  
21. Avdimiotis, Sp., Kokkinis, G., **Kamenidou, I.**, (2012). Sharing knowledge between the peers of a Winery Network: The case of wine routes in Northern Greece. *China-USA Business Review*, 11 (1): 38-51.
  
22. **Kamenidou I**, Mamalis, S., Kokkinis, G., and Intze, C (2011). Improvement Axons for Ardas Festival in Evros, Greece, based on attendees' perceptions. *Scientific Bulletin - Economic Sciences-(Buletin Stiinfic - Seria Stiinle Economice)*, 10 (2): 62-73.
  
23. **Kamenidou, I.**, Aggelopoulos, S., and Batzios A. C. (2011). Natural medical attributes and benefits of Spirulina: Segmentation based on consumers' knowledge. *Journal of Medicinal Plants Research*, 5(14): 3192-3199. (IF=0.590).  
ISI Web of Science (SCI), SCOPUS
  
24. Priporas, C.V and **Kamenidou I.** (2011). Perceptions of potential postgraduate Greek business students towards UK universities brand and brand reputation. *Journal of Brand Management*, 18(4/5): 264-273. (SCOPUS, ABS\* 2, IF: 1.828)
  
25. **Kamenidou, I.**, Arabatzis, G. and Batzios, AC. (2010). Natural vs. Artificial Christmas Trees: Age Effects on Households Decoration Behaviour. *International Journal of Food and Agriculture & Environment- IJFAE*, 8 (3-4/ part 2): 1378-1382. (IF=0.350). (SCI)
  
26. **Kamenidou, I.**, and Priporas, C.V. (2010). Factors Predicting Consumers Knowledge of Spirulina Health Benefits. *International Journal of Food and Agriculture & Environment- IJFAE*, 8 (1): 16-20. (IF=0.350). (SCI, SCOPUS)
  
27. **Kamenidou I.**, Mamalis, S., and Priporas, C.V. (2009). Measuring Destination Image and Consumer Choice Criteria. The Case of Mykonos Island. *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 4(3): 67-79. (SCOPUS, CAB Abstracts (CABI), CitEc, DOAJ EBSCO Publishing)

28. **Kamenidou, I.**, Balkoulis, N., and Priporas, C.V. (2009). Hotel Business Travelers Satisfaction Based on Service Quality: A Segmentation approach in Inner City 5 Star Hotels. *International Journal of Leisure and Tourism Marketing*, 1(2): 152-172.
  
29. Aggelopoulos, S., **Kamenidou, I.**, and Pauloudi, A. (2008). Women's business activities in Greece: The case of agro-tourism. *Turizam: međunarodni znanstveno-stručni časopis (Tourism: An International Interdisciplinary Journal)*, 56 (4): 371-384. (SCOPUS, EBSCO, C.I.R.E.T., Web of Science Core Collection - ESCI, Clarivate, USA, CAB Abstracts and Leisure Tourism Database)
  
30. Priporas, C.V., Laspa, C., and **Kamenidou, I.** (2008). Patient Satisfaction in Hospital Services. A Pilot Study. *Journal of Medical Marketing*, 8(4): 325-340. (SCOPUS, ABI/INFORM, EBSCO, ARC-AMA, ERA, Scholargoogle).
  
31. Aggelopoulos, S., Pavloudi, A., Manolopoulos, I., and **Kamenidou, I.** (2008). The Attitudes and Views of Farmers on the New Common Agricultural Policy and the Restructuring of Crops: The Case of Greece. *American-Eurasian Journal of Agricultural & Environmental Sciences*, 4 (4): 397-404.
  
32. Aggelopoulos S., Menexes G., **Kamenidou I.** (2007). Implications for the financing and sustainability of enterprises based on a ranking methodology for categorical financial data. *EuroMed Journal of Business*, (2) 2: 113-134. (**ARC-AMA-ABS\*1**, SCOPUS, EconLit, ESCI (Clarivate Analytics), Scimago)
  
33. **Kamenidou, I.**, Milonakis, G., Balkoulis (2007). Factors Affecting Business Customers' Hotel Satisfaction: A Case Study on Greece. *The Icfai Journal Services Marketing*, 5 (2): 6-19.
  
34. **Kamenidou, I.**, Milonakis, G., Nikolouli, K. (2007). An Exploratory Study on the Reasons for Purchasing Imported High Fashion Apparels: The case of Greece. *Journal of Fashion Marketing and Management*, 11 (1): 148-160. (**ABS\*=1; IF=1.645**; ARC-AMA, SCOPUS, ABI Inform; EBSCO)
  
35. Andronikidis, A., Vassiliadis, C., Priporas, C., **Kamenidou, I.** (2007). Examining Leisure Constraints for Ski Centre Visitors: Implications for Services Marketing. *Journal of Hospitality & Leisure Marketing*, 15 (4): 69-86 (Currently known as: *Journal of Hospitality Marketing & Management*, 2009-) (SCOPUS, ARC-AMA, JQL, CAB Abstracts, EBSCO)

36. Galanopoulos K., Aggelopoulos S., **Kamenidou I.**, Mattas K., (2006). Assessing the effects of managerial and production practices in the efficiency of commercial pig farming. *Agriculture Systems*, 88: 125-141. (IF: 4.131) (SCOPUS, SCI, AGRICOLA)
37. Milonakis, G, **Kamenidou, I.**, Gouras, P., Baras, G., (2006). Socioeconomic Effects on Satisfaction and Recommendation from Second Language Programs. *The Social Sciences (eJournal)*, 1(2):164-167.
38. **Kamenidou, I.**, Milonakis, G., Baras, G., Gouras, P, (2006). Expectations and Satisfaction from an Education Service: The Case of Learning Greek as a Second Language. *Global Education Journal*, 1 (3): 79-90.
39. Aggelopoulos, S., Milonakis, G., **Kamenidou, I.**, (2006). Investigation of Business Dexterity in the Agricultural Sector: The case of Pig Holdings. *Agricultural Journal (eJournal)*, 1(3):156-159. (Agro Asia, World Agri. Database, MedLit).
40. Milonakis, G., **Kamenidou, I.**, (2006). Fast food Restaurant Chains: Customers' Loyalty, Perceived Quality and Brand Image. *Business Journal for Entrepreneurs*, 2006 (4): 83-95. (Cabells, Library of Congress, Bowkers, Allied, Malaya, Ebsco, Harrassowitz, Sedona, Swets and the Ebsco International Data Base)
41. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V. (2003). Bank Image: The Case of Agricultural Bank of Greece. *Journal of Business and Society*, 16(2):169-180. (Sociological Abstracts (SA), Social Planning/Policy and Development Abstracts (SOPODA), BRS, DATA STAR, DIALOG, DIMDI)
42. **Kamenidou, I.**, Priporas C.V., Michailidis A., Mamalis S. (2003). Young Consumers' Perception of Food Quality: An Illustration from Greece. *Cahiers Options Mediterraneennes*. 61: 191-199. (CAB Abstracts, AgBiotech Net, E-journals, FAO.Org).
43. Priporas, C.V. and **Kamenidou, I.**, (2003). Can Alternative Tourism be the Way Forward for the Development of Tourism in Northern Greece? *Tourism- An International Interdisciplinary Journal*, 51 (1): 53-62. (SCOPUS, ERA, CIRET, SOPODA).
44. Michailidis A., Arabatzis G. and **Kamenidou I.** (2003). Evaluating the Demand Patterns for Irrigation Water: The Case of Western Macedonia. *Agricultural Economics Review*, 4 (2): 57-66. (SCOPUS, E-Jel, WebEc-The list of Economic Journals, edBioWorld-Agricultural Economics Journals, EBSCO, Agecon search, ProQuest)

45. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Priporas, C.V., Tziakas, V. (2002). Greek Consumers Vs' Private Label Milk. *Agricultura Mediterrenea*, 132: 66-76.
46. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. (2002). Household Purchasing and Consumption Behaviour towards Processed Peach Products. *NEW MEDIT* 1 (1): 45-49. (IF= 0.377; SCI), (SJR (SCImago Journal Rank): 0.487, SCOPUS and EMBASE, ISI Web of Science, CAB Abstracts, EconLit, AGRIS/FAO database)
47. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C. V., Tziakas, V. (2002). Private Label Milk and Greek Consumers' Behaviour. *NEW MEDIT*, 1(2): 29-33. (IF= 0.377), (SJR (SCImago Journal Rank): 0.487, SCOPUS and EMBASE, ISI Web of Science, CAB Abstracts, EconLit, AGRIS/FAO database)
48. Tzimitra –Kalogianni, I., **Kamenidou, I.**, Priporas, C.V., Tziakas, V. (2002). Age and Gender Effects on Consumers' Awareness and Source of Awareness for Food-Related Private-Label Brands. *Agricultural Economics Review*, 3 (1): 23-36. (SCOPUS, E-Jel, WebEc-The list of Economic Journals, edBioWorld-Agricultural Economics Journals, EBSCO, Agecon search, ProQuest)  
[https://www.eng.auth.gr/mattas/3\\_1\\_3.pdf](https://www.eng.auth.gr/mattas/3_1_3.pdf)

### **Book Chapter: 3**

1. **Kamenidou, I.**, Vassilikopoulou, A., and Priporas, CV (2021). New sheriff in town: Discovering Generation Z as tourists. In Stylos, N., Rahimi, R., and Okumus, B. (Eds), *Generation Z Marketing and Management Tourism and Hospitality*, Palgrave Macmillan (pp. 121-140). Palgrave Macmillan, Cham
2. Patsala, P., Priporas, CV, and **Kamenidou I(E)** (2021). Capturing marketing academics' conceptions of creativity: teaching practices and challenges in Pantano, E. (Eds), *Greek higher education in Creativity and Marketing: The Fuel for Success*. Emerald Publishing (forthcoming).
3. **Kamenidou, I.**, Rigas, K and Priporas, C.V. (2017). Household behavior on food security during economic crisis. In G. Mergos and M. Papanastassiou (Eds), *Investment and Financing along Agro-food Value Chains for Food Security and Sustainability*, Palgrave, London, pp. 243-261.

### **Article in Book Series: 13**

1. **Kamenidou, I.(E).**, Stavrianea, A., Mamalis, S., Mylona, I. (2021). Area of residence differences in COVID-19 effect on Greek citizens' life. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, (p. 29-37)
2. **Kamenidou, I.(E).**, Mamalis, S., Mylona, I., and Bara, EZ. (2021). Comparing five generational cohorts on their sustainable food consumption patterns: Recommendations for improvement through marketing communication. In Tsounis, N. and Vlachvei, A. (Eds) Advances in Longitudinal Data Methods in Applied Economic Research – 2020 International Conference on Applied Economics (ICOAE2020). Springer Proceedings in Business and Economics, (pp. 69-80)
3. Stavrianea, A., Besleme, E., and **Kamenidou, I.** (2021). Filter Or No Filter? An Instagram View on Modern Visual Culture. In Tsounis, N. and Vlachvei, A. (Eds) Advances in Longitudinal Data Methods in Applied Economic Research – 2020 International Conference on Applied Economics (ICOAE2020). Springer Proceedings in Business and Economics, (pp. 459-468)
4. Stavrianea, A., **Kamenidou, I.**, and Bara, EZ. (2020). Gender differences in satisfaction from hotel room attributes and characteristics: Insights from Generation Z. In Kavoura, A., Kefallonitis, E. and Theodoridis, P. (Eds), ICSIMAT (International Conference on Strategic Innovative Marketing and Tourism) Conference 17-21 July 2019. Chios, Mytilene Islands. Conference Proceedings (pp.139-147).
5. Stavrianea, A., Theodosia, A., and **Kamenidou, I.** (2020). Consumers' perceptions of gender-neutral advertising: An empirical study. In Kavoura, A., Kefallonitis, E. and Theodoridis, P. (Eds), ICSIMAT (International Conference on Strategic Innovative Marketing and Tourism) Conference 17-21 July 2019. Chios, Mytilene Islands. Conference Proceedings (pp. 799-804).
6. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2020). Quality perceptions of feta cheese. ICOAE (International Conference on Applied Economics), Milan, Italy, 4-6 July 2019. Conference Proceedings. In Tsounis, N. and Vlachvei, A. (Eds) Advances in Cross-Section Data Methods in Applied Economic Research: 2019 International Conference on Applied Economics (ICOAE 2019). Springer Proceedings in Business and Economics, Chapter 3, pp.43-58
7. Mamalis, S., Mylona, I., **Kamenidou, I (E)**, and Pavlidis, S. (2020). Exploring Consumers' Orientation Toward Fast Food Consumption in Greece. ICOAE (International Conference on Applied Economics), Milan, Italy, 4-6 July 2019. Conference Proceedings. In Tsounis, N. and Vlachvei, A. (Eds) Advances in Cross-Section Data Methods in Applied Economic Research: 2019 International Conference on Applied Economics (ICOAE 2019). Springer Proceedings in Business and Economics, Chapter 23, pp.373-384

8. Mamalis, S., Cavicchi, A., Paviotti, G., **Kamenidou I.** (2020). The Wine Lab Project Exploring the Views from Experts. In Kavoura, A., Kefallonitis, E. and Theodoridis, P. (Eds), ICSIMAT (International Conference on Strategic Innovative Marketing and Tourism) Conference 17-21 July 2019. Chios, Mytilene Islands. Conference Proceedings (pp.411-415).
9. Mamalis, S., **Kamenidou, I.**, Pavlidis, S., and Xatziaggelou, A. (2020). Perceptions of hospital quality: a case study from Greece. In Kavoura, A., Kefallonitis, E. and Theodoridis, P. (Eds), ICSIMAT (International Conference on Strategic Innovative Marketing and Tourism) Conference 17-21 July 2019. Chios, Mytilene Islands. Conference Proceedings (pp. 403-410).
10. **Kamenidou I.**, Mamalis S., Alexandrou Z. (2018) Tourism and Ecologically Sensitive Areas: The Case the Prefecture of Preveza from Citizens' Point of View. In: Karasavvoglou A., Goić S., Polychronidou P., Delias P. (eds) Economy, Finance and Business in Southeastern and Central Europe. Springer Proceedings in Business and Economics (pp. 523-535). Springer, Cham
11. **Kamenidou, I.**, Mamalis, S., Bara, E.Z., and Pavlidis, S., (2018). Hotel Satisfaction from Generation Y. In Kavoura, A., Kefallonitis, E., Giovanis, A. (Eds.), Springer Proceedings in Business and Economics, 7<sup>th</sup> Strategic Innovative Marketing and Tourism Conference (ICSIMAT) 2018, 17-20 October, Athens, Greece. (pp.1021-1028)
12. Mamalis, S., **Kamenidou, I.**, Cavicchi, A., Paviotti, G. (2018). The Wine Lab Generating Innovation Between Practice and Research. Exploring the Views from Wine Makers and Policy Makers. 7th International Conference on Strategic Innovative Marketing & Tourism (ICSIMAT), October 17-20, 2018, Springer Conference Proceedings.
13. Stavrianea, A., and **Kamenidou, I.** (2017). Generation Z and religion in times of crisis. Springer Proceedings in Business and Economics. Strategic Innovative Marketing, 5th IC-SIM, Athens, Greece 2016, pp. 205-211

#### **Peer-reviewed International Conference Proceedings: 37**

1. Kamenidou, I, Stavrianea, A., Bara, E-Z., Mamalis, S., and Mylona, I. (2021). Generational cohort differences in the Church's welfare role during economic crisis. Proceedings of the SIBR 2021 (Seoul) Conference on Interdisciplinary Business and Economics Research, 4th – 5th June 2021, Seoul, Korea (forthcoming).
2. Kamenidou, I, Stavrianea, A., Mamalis, S., and Mylona, I. (2021). Attitudes towards the Government and the Way that It Handled the COVID-19 Crisis: Generational Cohort



- Differences. Proceedings of the SIBR 2021 (Seoul) Conference on Interdisciplinary Business and Economics Research, 4th – 5th June 2021, Seoul, Korea (forthcoming).
3. Vassilikopoulou, A. Kamenidou, Irene (Eirini), and Stavrianea, A. (2021). "The Queen's Gambit" as a Contributor to the Repositioning of Chess: What are the Marketing Implications? Proceedings of the 37<sup>th</sup> IBIMA International Conference, Granada, Spain (forthcoming)
  4. Stavrianea, A., Kamenidou, I, Vassilikopoulou, A. (2021). Experiential Values in Online Booking: are there Gender Differences? SIBR 2021 (Tokyo) Conference on Interdisciplinary Business and Economics Research, 7th-8th January 2021, Tokyo, Japan (forthcoming).
  5. Kamenidou, I, Stavrianea, A., and Vassilikopoulou, A. (2021). Are there Memorable Experiences in Religious Tourism? Insights on Monastery Tourism based on a first-level segmentation approach. SIBR 2021 (Tokyo) Conference on Interdisciplinary Business and Economics Research, 7th-8th January 2021, Tokyo, Japan (forthcoming).
  6. **Kamenidou, I.**, Mamalis, S., Mylona, I., and Bara, E.Z. (2020). Complying marketing communication techniques based on patient's gender, age, and marital status effects on satisfaction from a public hospital. Proceedings of the 8th International Conference on Contemporary Marketing Issues, ICCMI-2020, September 11-13, Thessaloniki Greece. (pp. 298-305).
  7. **Kamenidou, I.**, Mamalis, S., Mylona, I., and Bara, E.Z. (2020). Environmental Impact Assessment of Sustainable Food Practices: insights from the Generation Z cohort. Proceedings of the International Conference on Information and Communication Technologies in Agriculture, Food & Environment (HAICTA), September 24-27, 2020, Thessaloniki, Greece (pp.294-299). <http://ceur-ws.org/Vol-2761/>
  8. Kamenidou, I., Mamalis, S., Chatziaggelou, A., Pavlidis, S., and Bara, E.Z. (2019). Patient satisfaction from a public hospital: The case of the General Hospital of Kavala, Greece. 7th International Conference on Contemporary Marketing Issues -ICCM I-2019, July 10-12, Hrakleion, Crete, Greece, Conference proceedings (pp. 173-180)
  9. Amanatidis, D., Mylona, I., Mamalis, S., and **Kamenidou, I.** (2019). Cultural communication through social media: Exploring Instagram Practices among Greek museums. In Christou, E., Alexandris, K., and Fotiadis, A. (Eds), TOURMAN 2019 Conference proceedings "Tourism, travel and hospitality at crossroads: The way ahead" (pp. 435-440), 24-27 October Thessaloniki, Greece.
  10. Stavrianea, A., **Kamenidou, I.**, Bara, EZ (2019). Gender differences in experiential values components in an online booking condition: Insights from generation Z. EuroMed 2019

- Conference. The 12<sup>TH</sup> Annual EUROMED Academy of Business (EMAB) Conference Business Management Theories and Practices in a Dynamic Competitive Environment, Thessaloniki, Greece, September 18-20, 2019. Conference Proceedings (pp. 1233-1245)
11. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2019). Developing attracting destinations for generation Z based on desired destination components. EuroMed 2019 Conference. The 12TH Annual EUROMED Academy of Business (EMAB) Conference Business Management Theories and Practices in a Dynamic Competitive Environment, Thessaloniki, Greece, September 18-20, 2019. Conference Proceedings (pp. 444-454)
  12. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2018). Desired destination image attributes as perceived by the Generation Y cohort. Presented at the 6th International Conference on Contemporary Marketing Issues -ICCMi-2018, June 27-29, Athens Greece, Conference proceedings pp.624-633.
  13. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2018). Perceived destination image components by baby boomers. I.CO.D.ECON. 2018, 3rd International Conference of Development and Economy, Kalamata, Greece, 3-6 May 2018, (pp.66-76)
  14. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2018). A multi-generational approach of destination components in actual destination choice. In Christou, E., Alexandris, K., and Fotiadis, A. (Eds), TOURMAN 2018 Conference proceedings "In search of excellence in tourism, travel & hospitality management" (pp. 435-440), 25-28 October Rhodes Greece.
  15. Dimitriadis, E., **Kamenidou, I.**, Mamalis, S., and Bara, E.Z. (2018). The mediating effect of Environmental Policy on the relationship between satisfaction and loyalty in the hotel industry. In Christou, E., Alexandris, K., and Fotiadis, A. (Eds), TOURMAN 2018 Conference proceedings "In search of excellence in tourism, travel & hospitality management" (pp. 74-83), 25-28 October Rhodes Greece.
  16. Stavrianea, A., Siomkos, G., **Kamenidou, I.**, and Bara, E.Z. (2018). Generation Z and Antecedents of Customer Loyalty: An empirical Study in the Hospitality Industry. In Christou, E., Alexandris, K., and Fotiadis, A. (Eds), TOURMAN 2018 Conference proceedings "In search of excellence in tourism, travel & hospitality management" (pp. 430-434), 25-28 October Rhodes Greece.
  17. **Kamenidou, I.**, Mamalis, S., Pavlidis, S., and Bara, E.Z. (2018). "Segmentation of the Generation X cohort based on destination choice criteria", Proceedings of International Conferences on Tourism (ICOT) 2018 "Emerging Tourism Destinations: Working Towards Balanced Tourism Development", 27-30 June Kavala, Greece. (pp. 68-78)
  18. **Kamenidou, I.**, Mamalis, S. and Kalaitzidou E. (2017). Russian Tourists' satisfaction from Greece as a vacation destination. In proceedings of the 5th International Conference on Contemporary Marketing Issues (ICCMi), Thessaloniki, 21-23/6/2017, pp. 243-249

19. **Kamenidou, I.**, and Mamalis, S. (2017). Students satisfaction from their Higher Education Institute, directions for improvement actions. *SPACE Conference Porto, 26 - 28 APRIL 2017*, SPACE International Network, In Paper Proceedings SPACE Network Conference Porto, pp.62-74
20. **Kamenidou I.**, Mamalis S., and Alexandrou, Z. (2016). Citizens views regarding improvement points for ecotourism in Preveza prefecture. *Conference Proceedings: 2nd International Conference in Development and Economics – I.CO.D.ECON.*, pp. 252-264
21. **Kamenidou I.**, Mamalis S., and Dimitriadis, E. (2016). Generation Z perceptions of quality certification: A cross cultural study. Accepted for the *158 EAAE Seminar, Euro-Mediterranean Cooperation in Sustainable Agriculture and Food Security: Policies, Sustainability, Marketing and Trade*. 08 - 09 September, 2016 Chania, Crete, Greece, Mediterranean Agronomic Institute of Chania (CIHEAM - MAICH), (forthcoming in proceedings).
22. **Kamenidou I.**, Mamalis S., and Vasiliadou, E. (2016). Points for improvement of the ecologically protected area of Florina Prefecture. *Conference Proceedings: 4th International Conference on Contemporary Marketing Issues (ICCMi)*, 22-24 June 2016, Heraklion, Greece. Forthcoming
23. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2015). Segmentation based on evaluation of a clubbing destination: Ayia Napa. *Conference Proceedings: 8th Annual EuroMed Conference*, Verona, Italy, 16-18 September 2015, pp. 936-948.
24. **Kamenidou I.**, Mamalis, S. (2015). Tourists' destination image of Halkidiki: a segmentation analysis. *Conference Proceedings, 3rd International Conference on Contemporary Marketing Issues (ICCMi 2015)*, Kingstone University, London, 30 June-3 July, pp 316-321.
25. Priporas, C.V. and **Kamenidou, I.** (2014). The use of social marketing in smoking prevention: A study of Generation Y's smokers' suggestions. *Conference Proceedings 7th Annual Euro- Med Conference*, Kristiansand, Norway, 18-19 September 2014, pp.1507-1518.
26. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2013). Consumer bank selection criteria during economic crisis. *Recent Researches in Law Science and Finances*, pp. 248-256.
27. **Kamenidou I.**, Mamalis, S., Priporas, C.V., (2013). Segmenting Customers Based on Satisfaction from Thermal Spring Bath Facilities. *University of The Aegean Conference Proceedings 5<sup>th</sup> International Scientific Conference "Tourism Trends and Advances in the 21st Century"* , May 30-June 2, 2013, Rhodes, Greece, pp.1-7.
28. **Kamenidou I.**, Mamalis, S., Kokkinis, G. (2012). Directions for Improving Hotel Performance based on Customer satisfaction. *2nd Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu Island, 31 May-3 June 2012

29. **Kamenidou I**, Mamalis, S., Kokkinis, G., and Samara, I. (2012). Visitors expectations from the Thermal Spring Baths of Smokovo Karditsa. A factor analytic Approach. *4th International Conference 'The Economies of Balkan and Eastern Europe Countries in the changed world'*. Bulgaria, 11-13/5/2012
30. Kokkinis, G. and **Kamenidou I**, (2012). The Utilization of Private Label Products as Means of Enforcing Local Products' Brand Identity In Greece. *4th International Conference 'The Economies of Balkan and Eastern Europe Countries in the changed world'*. Bulgaria, 11-13/5/2012
31. **Kamenidou I**, Mamalis, S., Intze, C. (2011). Consumers' motivation and choice criteria towards a brand. The case of Ardas Festival in Ardas area Evros, Greece. *16th International Conference on Corporate and Marketing Communications: "The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications"*, Conference Proceedings, Athens University of Economics and Business, MBA Programme, Department of Business Administration-Department of Marketing Communication G. Panigyrakis, P. Theodoridis and A. Panopoulos (Eds.), pp. 113-124.
32. Priporas, C.V., Vassiliadis, C.A., **Kamenidou, I** and Andronikidis, A. (2010). The relationship between bank advertising and bank customer satisfaction: A pilot study in Greece. Proceedings of 3<sup>rd</sup> Annual EuroMed Conference, Nicosia, Cyprus, November 4-5, pp. 893-906. (ISI Web of Science)
33. **Kamenidou I**, Priporas, C.V., and Mamalis, S. (2009). Segmenting Mykonos' Tourists Based on Their Satisfaction. *2<sup>nd</sup> Biennial Conference on Services Marketing, "Orchestrating the Service Experience: Music to the Ears of Our Customers"*, Thessaloniki, Greece, November 4-6. Conference proceedings, pp. 217-226.
34. Mamalis S., **Kamenidou E.** and Priporas K, (2009). Tourist Satisfaction from Nauplio as a tourist Destination. *1<sup>st</sup> International conference on tourism Development and Management: Tourism in a Changing World Prospects and Challenges*. September, pp. 292-296.
35. Priporas, C.V, Theodoridis, C.D. and **Kamenidou I**. (2004). Are Really the Grocery End-Users Ready to Place Orders via Internet? Proceedings of the *2<sup>nd</sup> International Conference on Information Systems & Innovative Technologies in Agriculture, Food and Environment: HAICTA 2004*, pp. 15-21.
36. Baras, G., Gouras, P., **Kamenidou, I.**, (2004). Learning Programmes of the Greek Language: Expectations and Satisfaction of Greek Pallinostountes. Proceedings of the *7<sup>th</sup> International Conference on Cross-cultural Education: "Greek as a second Language"*.
37. **Kamenidou, I.**, Tzimitra –Kalogianni, I., Zotos Y. and Mattas K. (2002). Canned Peaches in Syrup: Consumers Behaviour and Preferences. Πρακτικά του Συνεδρίου της *European Association of Agriculture Economics -EAAE: 70<sup>th</sup> EAAE Seminar: Problems and Prospects of Balkan Agriculture in a Restructuring Environment*, pp. 91-95.

**Book of Abstracts: 4**

**Peer-reviewed Greek Academic Journals: 9**

**Peer-reviewed Academic Conference Proceedings (In Greek): 14**

**Other publications: 12**

12 articles published in non- academic, non -peer reviewed journals, regarding the European Union, Cooperatives and Journalism in the agricultural sector.