

CURRICULUM VITAE

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PROFESSION	Professor in the Direction of Marketing, Department of Business Administration, Business Administration and Economics School, ATEI of Thessaloniki
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EDUCATION and QUALIFICATIONS

- 1976: Graduated from the Technological Educational Institution (TEI) of Thessaloniki, School of Business Administration and Economics, Department of Marketing. Duration of Studies: 2 years
- 1983: Graduated from the University of Macedonia, Department of Business Administration. Duration of Studies: 4 years
- 1989: Postgraduate Master Degree in Business Administration, Department of Economics, School of Law & Economics, Aristotle's University of Thessaloniki. Duration of Studies: 2 years.
- 2001: Ph.D. in Marketing Studies. Title: *"Ecologically Conscious Consumer Behaviour"*, Sunderland Business School, University of Sunderland, UK.

FOREIGN LANGUAGES

ENGLISH: 1982, Certificate of Proficiency, University of Michigan.
 ITALIAN: Fair knowledge of the language.

EMPLOYMENT EXPERIENCE

- 1976 - 1980: Marketing Manager at "I. VOUDOURIS - CH. VOUDOURIS O.E", Advertising Agency.
- 1980 – today: Member of the academic staff of TEI of Thessaloniki.
- 1/9/94 - 31/8/97 Head of the Marketing Department.
 - Professor of the Marketing Department of the A. TEI of Thessaloniki until 2012.

- Currently Professor of the Direction of Marketing of the Department of Business Administration of the ATEI of Thessaloniki

She gives lectures on Marketing Research, Marketing Strategy and Marketing Management.

TEXTBOOKS

1. *Computers in Marketing and the BASIC language*, TEI publications, Thessaloniki, 1988
2. *Applied Marketing Management*, TEI publications, 1989
3. *Industrial Marketing*, TEI publications, 1990
4. *Applied Marketing Research*, TEI publications, 1993
5. *Marketing Management*, TEI publications, 1995
6. *Marketing Research*, Global Books, Thessaloniki, 1996, 1999
7. *Postmodern Marketing: Re-view? Universtiy Studio Press, 2003*
8. *Marketing Research: Theoretical approach and applications*, Ellinika Grammata, Athens, 2004
9. *Marketing Research: Theoretical background – Planning – Implementation*, Sofia Publishing, Thessaloniki, 2011
10. *Ecological Marketing: A Research Approach*. Sofia Publishing. Thessaloniki 2008

PUBLICATIONS – Refereed journal articles

1. Tilikidou I. and Zotos, Y. (1999). Ecological Consumer Behaviour: Review and suggestions for future research. *MEDIT*, vol. 10, no. 1, pp. 14-21.
2. Sarmaniotis, C., Petridis, D. and Tilikidou, I. (1999). Determinants of Consumer Recycling Behaviour. *Journal of Administrative News*, September, pp. 104-112.
3. Sarmaniotis, C. and Tilikidou, I. (1999). Dimensions of the Ecological Consumer Behaviour: A research study in the area of Thessaloniki. *Applied Research Review*, vol. IV, no. 1, pp. 5-23.
4. Sarmaniotis, C. and Tilikidou, I. (2000). Consumer Attitudes towards Recycling: Construction of a Reliable and Valid Multi-item Measure. *MEDIT*, no. 2, pp. 48-51.
5. Tilikidou, I. (2001). Is Marketing Environmentally ‘Friendly’ or ‘Harmful’? Three decades of debate. *Economic Sciences Review*, vol.1, pp.157-175.
6. Sarmaniotis, C., Tilikidou, I. and Samathrakakis, V. (2001). Socially Responsible Consumer Behaviour: Measurement Problems. *Journal of Administrative News*, vol. 21, pp.53-65.
7. Tilikidou, I. and Delistavrou, A. (2001). Utilization of Selected Demographics and Psychographics in Recycling Behaviour Understanding: A Focus on Materialism. *Greener Management International Journal*, Issue 34, summer, pp. 75-93.

8. Moreleli–Kakouri, M., Korobili–Xantinidou, S., Sarmaniotis, C. and Tilikidou, I. (2002). Strategic Planning as a Development Tool of the Thessaloniki TEI Library. *Applied Research Review*, vol.7, no.1, pp. 17-36.
9. Tilikidou, I., Adamson, I. and Sarmaniotis, C. (2002). The Measurement Instrument of Ecologically Conscious Consumer Behaviour. *MEDIT*, vol.1, no. 4, pp. 46-53.
10. Tilikidou, I., Petridis, D. and Belidis, A. (2003). Economic and Social Impact on the Life of a Small Town due to the Establishment of a Higher Educational Institute. *Economic Sciences Review*, vol. 4, pp. 83-102.
11. Korobili-Xantinidou, S., Moreleli-Cacouris, M., and Tilikidou, I. (2003). Concepts, Reality and Suggestions about Greek Library Management Education. *New Library World*, vol. 104, no. 1189, pp. 203-217.
12. Tilikidou – Stoyannis, I. (2004). Post-modern or Eternal Market? The case of Greece. *Social Science Tribune*, vol IA, no. 41, pp. 5-24.
13. Delistavrou, A. Tilikidou, I. and Sarmaniotis, C. (2005). The Role of Motivation in the Consumers' Recycling Behaviour. *Economic Sciences Review*, vol 8, pp. 245-261.
14. Korobili, S. and Tilikidou, I. (2005). The Necessity of the Information Literacy Education in a Marketing Department. *New Library World*, vol. 106, no. 1218/1219, pp. 519-531.
15. Tilikidou, I. and Delistavrou, A. (2005). Ecologically Conscious Consumer Behaviour in the Greek Market. *The Cyprus Journal of Science and Technology*, Vol. 4, no 3, pp. 20-38.
16. Korobili, S., Tilikidou, I. and Delistavrou, A. (2006). Factors that Influence the Use of Library Resources by Faculty Members. *Library Review* vol.55, no.2, pp.91-105.
17. Tilikidou, I. (2007).The Effects of Knowledge and Attitudes upon Greeks' Pro-environmental Purchasing Behaviour. *Corporate Social Responsibility and Environmental Management*, vol. 14, no. 3, pp. 121-134.
18. Tilikidou, I. and Delistavrou, A. (2007). Greece Needs and Wants to Welcome Fair Trade. *The Cyprus Journal of Science and Technology*, Vol. 5, no 3, pp. 70-80.
19. Tilikidou, I. and Delistavrou, A. (2008). Types and Influential Factors of the Consumers' Non-purchasing Ecological Behaviours. *Business Strategy and the Environment*, vol. 17, no. 1, pp.61-76
20. Fragkos, K. C., Frangos, C. C. Sotiropoulos, I., Giovanis, A. N. Tilikidou, I. and Manolopoulos, I. (2011). Prevalence and Risk Factors of Eating Disorders in Greek Undergraduate Students. *European Psychiatry*, Abstracts of the 19th European Congress of Psychiatry, Vol. 26, no. 1, p. 717.
21. Delistavrou, A. and Tilikidou, I. (2012). Exploring the Ethical Behaviour Adopted by Greek Consumers. *Journal of Marketing Vistas*, Vol. 1, no. 2, January-June 2012, pp. 22-35
22. Tilikidou, I. (2013). Evolutions in the Ecologically Conscious Consumer Behaviour in Greece. *Euromed Journal of Business*. Vol. 8, no. 1, pp. 17-35.

23. Tilikidou, I., Delistavrou, A. and Sapountzis, N., (2013). Customers' Ethical Behaviour towards Hotels. 5th International Conference "The Economies of Balkan and Eastern Europe Countries in the changed world" - EBEEC 2013, Istanbul, Turkey May 9-12, 2013, *Procedia Economics and Finance*, Vol. 9, pp. 425 – 432.
24. Tilikidou, I., Delistavrou, A. and Sarmaniotis, C. (2013). Intentions to Boycott 'Unethical' Hotels: A Conjoint Analysis. *TOURISMOS*, Vol. 8, no. 3, Special Issue: Tourism Destination Marketing & Management, pp. 21 -38.
25. Tilikidou, I. and Delistavrou, A. (2014). Pro-Environmental Purchasing Behaviour during the Years of Economic Crisis. *Marketing Intelligence and Planning*, Vol.32, no. 2, pp. 160-73.

CONFERENCE PAPERS AND PRESENTATIONS

1. Tilikidou, I., Petridis, D. and Belidis, A. (2001). The relationship between the Function of a Higher Educational Institute and the Development of a Small Town. In: Proceedings of the 1st International Conference of the TEI of Epirus "*The Development Potentials of the less developed regions of Europe*", Preveza 5, 24-25, 2001, pp. 302-317.
2. Sarmaniotis, C., Tilikidou, I. and Kokkinis, G. (2002). Customer Satisfaction and the Study of his Complaining Behaviour as Determinants of Company Competitiveness. In: Proceedings of the 8th International Conference of the Economic Society of Thessaloniki, "*Economic Growth and Competitiveness in Europe: Trends and Prospects*", Eds.: Michalopoulos, G. and Tsoulfidis L., University of Macedonia, Thessaloniki, 3-5 October, pp. 241-255.
3. Tilikidou, I. Sarmaniotis, C. and Delistavrou, A. (2003). Segmentation of the Greek Market on the basis of the Ecologically Conscious Consumer Behaviour. In: Proceedings of the 1st International Conference "*Quantitative Methods in Industry and Commerce*", TEI of Athens, Athens, pp. 559-573.
4. Tilikidou, I. and Delistavrou, A. (2004). The Influence of the Materialistic Values on Consumers' Pro-Environmental Post-Purchase Behavior. In: Cron, W.L. and Low, G.S. (Eds.) "*Marketing Theory and Applications*", Proceedings of the 2004 American Marketing Association Winter Educators' Conference, vol. 15, Chicago IL., A.M.A., pp. 42-49.
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8. Papadourakis, G., Soulis, S., Antoniou, S., Tilikidou, I and Kehagias, D. (2005). Assessment and future outlook of the horizontal action of the career offices of the Hellenic TEIs. Proceedings of the 4th International Conference “*New Horizons in Industry and Business – NHIBE 2005*”, August 25-26, Corfu, Greece, pp.116-121.
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17. Kokkinis, G., Tilikidou, I. and Delistavrou, A. (2010). Green Development in the Greek Reality: The Case of Energy. Proceedings of the 11th *International Conference of the Economic Society of Thessaloniki. Theme: World Crisis & Financial Policies*, Thessaloniki, 25-27 November 2010.
18. Sarmaniotis, C., Assimakopoulos, C., Papaioannou, E. and Tilikidou, I. (2011). Construction of a Measure of Hotel Management Attitudes towards Customer-Centric Orientation. *International Conference Special Interest Tourism & Destination Management, Kathmandu Nepal, 27-30 April*, pp.220-225.

19. Tilikidou, I. and Delistavrou, A. (2011). Which Unethical Hotel Practices Cause Consumers' Boycotts? *International Conference Special Interest Tourism & Destination Management*, Kathmandu Nepal, 27-30 April, pp.271-278.
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25. Delistavrou, A. and Tilikidou, I. (2014). Preferences towards Green Hotels: The Explanatory Power of TPB. *Proceedings of the 2nd International Conference on Contemporary Marketing Issues, (ICCM 2014)*, 18 – 20 June 2014, Athens, Greece, pp. 599-606.
26. Delistavrou, A. and Tilikidou, I. (2014). Ethical Unconcern Scale: Construction and Validation. International Conference on Economic Science and Business Administration. October 24-25, Spiru Haret University, Bucharest, Romania.

IN PROGRESS

1. Tilikidou, I. and Delistavrou, A. (---). Do Beliefs Affect Customers' Intentions to Choose Green Hotels?, *International Journal of Strategic Innovative Marketing*. **Under review.**
2. Tilikidou, I., and Delistavrou, A. (---). Ethical Consumer Behaviour Regarding Hotels: Types and Influential Factors. *Euromed Journal of Business*. **Under review**
3. Delistavrou, A. and Tilikidou, I. (---). Preferences towards Green Hotels: The Explanatory Power of TPB

MONOGRAPHS

1. Tilikidou, I. (2002). *Postmodernism and Marketing*. TEI Publications, Thessaloniki.
2. Tilikidou, I. (2003). *Post-modern Marketing: Re-view?* University Studio Press.

REFERENCES

Tilikidou, I. (1996). *Marketing Research*, Global books, Thessaloniki.

In:

1. Samathrakis, V. (1997). Attitudes towards Private Insurance Institution, *Labour Relations Review*, April, No. 6, pp. 28-55.
2. Sarmaniotis, C. (2000). *Management: The Administrative Process of Businesses*. Homerus Publishing, Thessaloniki, p. 94.
3. Kavoura, A. (2006). Application of Marketing Communications in the Promotion of English Language Teaching Books. How does it Work for British and Greek Publishing Houses? *Applied Research Review*, Vol. XI, no. 2, pp. 181-203.

Tilikidou, I. (2002). *Marketing Research*, 3rd ed., Global books, Thessaloniki.

In:

1. Kavoura, A. and Kiriakidis, S. (2008). A Critical Approach of th Projective techniques and the Research Tooll Target Group Index (TGI) in the Research of Advertisement. *Review of Economic Sciences*, Vol. 13, p. 62 – 82.

Tilikidou, I. (2004). *Marketing Research: Theoretical approach and applications*, Ellinika Grammata, Athens, 2004, pp. 28-31.

In:

1. Tsekouropoulos, Y. (2009). *Consumer Behaviour with regard to the Methods of Foods' Promotion*. Unpublished Doctoral Dissertation Aristotele's University of Thessaloniki Greece, p. 28.

Tilikidou-Stogianni, I., I. (2003). *Post-Modern Marketing: Re-view*; University Studio Press.

In:

1. Adami, A. and Kavoura, A. (2010). Regulating Advertising Communication, *Communication Issues*, Vol. 11, No. 2.
2. Kavoura, A. and Bitsani, E. (2010). Examination of the Relationship of Advertising Messages and Issues of Intellectual Property, 3rd International Seminar on Information Law 2010, An Information Law for the 21st Century, 25-26 June, Corfu.

Tilikidou, I. and Zotos, Y. (1999). *Ecological Consumer Behaviour: Review and suggestions for future research*. *MEDIT*, No. 1, January, pp. 14-21.

In:

1. Delistavrou, A. (1999). *Consumers' Recycling Behaviour in Thessaloniki Greece*, MSc. dissertation, University of Stirling, Scotland, U.K., pp. 19, 20, 26, 29.
3. Sarmaniotis, C. (2004). Consumers' Complaining Behaviour: Theoretical and methodological issues – Need for relevant research in Greece. *Economic Sciences Review*, Vol. 5, pp. 149-158.
4. Fotopoulos, C. and Krystallis, A. (2002). Purchasing Motives and Profile of the Greek Organic Consumer: A countrywide survey. *British Food Journal*, Vol. 104, No. 9, pp. 730-765.
5. Fotopoulos, C. and Krystallis, A. (2002). Organic Product Avoidance: Reasons for rejection and potential buyers' identification in a countrywide survey. *British Food Journal*, Vol. 104, No. 3/4/5, pp. 233-260.
6. Arvanitoyannis, I, S., Krystallis, A. and Kapirti, A. (2004). Health and Environmental Consciousness: Greek Consumers' Attitudes Toward the Organic, HACCP and ISO14000

Certifications on Food. *Journal of International Food and Agribusiness Marketing*, Vol. 15, issue 1 /2 pp. 93 – 136.

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9. Borghuis, J., Marks, I., Meijer, L. and Zebeda, S. (2005). Jongeren en Biologisch Voedsel: Een onderzoek naar de biologische consument en de jongere consument in het bijzonder. *Report*. Available online at: <http://library.wur.nl/wa/bestanden/clc/1759883.pdf> (accessed: 11/6/2007).
10. Arvanitoyiannis, I.S. and Krystallis, A. (2004). Current State of the Art of Legislation and Marketing Trends of Organic Food Worldwide. In: Baourakis, G. (ed) (2004), *Marketing Trends of Organic Food in the 21st Century*, Series on Computers and Operations Research Series, Vol. 3. pp. 67-88.
11. Baourakis, G. (2004). *Marketing Trend for Organic Food in the 21st Century*, Series on Computers and Operations Research – Vol. 3, World Scientific Publishing Co. Pte. Ltd., MA: Danvers.
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1. Delistavrou, A. (1999). *Consumers' Recycling Behaviour in Thessaloniki Greece*, MSc. dissertation, University of Stirling, Scotland, U.K., pp. 24, 27, 28.

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1. Bhate, S. (2002). One world, one environment, one vision: Are we close to achieving this? An exploratory study on consumer environmental behaviour across three countries. *Journal of Consumer Behaviour*, December 2002, Vol. 2, No. 2, pp. 169 – 184.
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RESEARCH PROGRAMMES AND REPORTS

Participation in the following research programmes:

1. Katsoula, E., *et al.* (1989). *The Marketing Activities Development in the Industrial and Service Businesses of Thessaloniki Region*", TEI publications, Thessaloniki.

2. Tilikidou, I and Sarmaniotis, C. (1993). *Business Strategies and Consumer Behaviour in Sportswear*, under ERASMUS, TEI publications, Thessaloniki.
3. Sarmaniotis, C., and Tilikidou, I. (1994). *The Recycling of Product Packaging Material Waste sold by the S/M chain BISKAS Bros. S.A.*, under the programme: "Co-operation between Universities/TEIs and Companies", TEI publications, Thessaloniki.
4. Tilikidou, I., (1997). *Traditional Food Products Marketing*, under the 'European integrated action plan for promoting employment for women of mountainous regions in the field of standardisation and marketing of traditional food products', unpublished monograph, Thessaloniki, TEI publications, Thessaloniki.
5. Tilikidou, I., Sarmaniotis, C. Delistavrou, A. and Monastiridis, P. (1998). "Research upon the information needs among teachers and students". Exploratory research study under the task of «Modernization of the Central Library of TEI of Thessaloniki». First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
6. Sarmaniotis, C., Tilikidou, I. And Delistavrou, A. (1998). "Research on the Curriculum of the Automation Department of the Thessaloniki TEI". A research study under the task of 'Reformation of the Curriculum of Automation Department', First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
7. Tilikidou, I., Petridis, D. and Delistavrou, A. (2001). A Collaboration project between the Department of Aquaculture and Relevant Industries. A research study under the task "The Broadening of Tertiary Education", First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework, TEI publications, Thessaloniki.
8. Tilikidou, I. *et al.* (2013). "Investigating the aspects of the negative ethical consumerism. Emphasis on the determination of the factors influencing the choice of 'ethical or green' hotels by their potential customers". ATEI Thessaloniki, Research Committee. TEI Publications, Thessaloniki.

BOOK PRESENTATION

Tilikidou, I. (1996) *Marketing Research*, Global books, Thessaloniki, book review in: *The Consumer*, (1998), vol. 12, no. 87, February, p. 43.

OTHER RESEARCH ACTIVITIES

1. **Guest Editor of the Special Issue «e-Marketing and Social Media Marketing», *International Journal of Technology Marketing*, Vol.8, No 3, 2013.**
2. **Guest Editor of the Special Issue «e-Marketing and Social Media Marketing», *Marketing Intelligence and Planning*, Vol.8, No 3, 2015.**
3. Head of the Scientific Committee of the 1st International Conference on Contemporary Marketing Issues (ICCMi 2012), Thessaloniki, 13-15 June 2012.

4. Member of the Advisory Scientific Board of the 2nd International Conference on Contemporary Marketing Issues (ICCM I 2014), Athens, 18-20 June 2014.
5. Reviewer in a considerable number of journals (see among others: Marketing Intelligence and Planning, Euromed Journal of Business, Environment and Behaviour, Corporate Social Responsibility and Environmental Management International Journal of Economic Sciences and Applied Research, Anatolia Journal, Tourisimos Journal etc).
6. Member of the International Organising Committee of the 4th International Conference “New Horizons in Industry, Business and Education” (NHIBE 2005), August 25-26 2005, Corfu, Greece
7. Member of the Scientific Committee of the 1st Conference: “New Technology & Marketing” organised by: the Polytechnic School of the Aristotele’s University of Thessaloniki, Department of Applied Informatics and Multi-media Department of Marketing, TEI Crete, Ierapetra, May, 19 – 20 2005 Ierapetra Crete, Greece.
8. Member of the scientific committee of the task “Horizontal Action of the Carrier Offices of TEIs” under the First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework (2000-2005).
9. Member of the scientific committee of the task “Reformation of the curriculum for the Marketing Departments of Athens TEI and Thessaloniki TEI” under the First Operational Programme for Education and Initial Training (EPEAEK), Second Community Support Framework (1997-1999).

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