

SPYRIDON MAMALIS
PROFESSOR OF MARKETING
INTERNATIONAL HELLENIC UNIVERSITY
DEPARTMENT OF MANAGEMENT SCIENCE AND TECHNOLOGY
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ΤΙΤΛΟΙ ΣΠΟΥΔΩΝ

- 1998- 2003: Ph.D. in Food Service Marketing.
"Consumer Attitudes towards Fast Food Restaurants in Greece: An Investigation of Store Image, Consumer Satisfaction and Loyalty",
University of Newcastle Upon Tyne.
- 1996-1997: MSc, in International Agricultural and Food Marketing.
University of Newcastle Upon Tyne.
- 1990-1995 : DEGREE: AGRICULTURAL ECONOMICS, DEPARTMENT OF
AGRICULTURE, ARISTOTLE UNIVERSITY OF THESSALONIKI.

Teaching

- 18/09/2007- Marketing Professor, Department of Management Science and Technology
IHU.
- 1/10/2005-1/10/2011 Lecturer Department of Economics Aristotle University of Thessaloniki
- 1/10/2005- Visiting Professor, Greek Open University.
- 1/10/2008-1/10/2009 Lecturer, Department of Marketing University of Macedonia
- 1/10/2006-1/10/2007 Lecturer, Department of rural Development, Democritus University (407/80).

Postgraduate Teaching

- Master in Business Administration'' NEAPOLIS UNIVERSITY IN CYPRUS 2020-21
- Digital Marketing 2019-...
- Master in Business Administration'', TEI EMT 2013-2019
- Σπουδές στη Ν.Α., ΔΠΘ 2009-2018
- MSc in Innovation technology and entrepreneurship TEI EMT
- Greek open University, MSc in Tourism Management

Erasmus Teaching

- Marketing Management

Professional Experience

- | | |
|-----------------------|---|
| 12/3/2009 -30/11/2017 | 1. Head of Department, Oenology and Beverage Technology |
| 1/2/2005 – 30/09/2005 | 2. Olympos Dairy Company, Consultant |
| 15/4/2004-19/1/2005 | 3. Hellenic Parliament. Consultant |
| 9/8/2000-14/9/2000 | 4. <i>E. A. F. A.</i> |
| 1/1/1995-1/5/1997 | 5. ΕΛ.ΒΙ.Ζ. Salesman |

Research Projects

- | | |
|--------------------|---|
| 1/1/2019- | 1. Head of Project ΕΤΒΑΠ |
| 24/9/2018-4/9/2019 | 2. Head of Project "Απόκτηση Ακαδημαϊκής Εμπειρίας σε νέους Επιστήμονες Κατόχους Διδακτορικού 2018-19 ΤΕΙ ΑΜΘ |

- 1/1/2017-31/12/2019 3. Head of Research Project “The wine Lab – Generating Innovation Between practice and Research (TWL)
- 29/10/2018-
24/12/2018 4. Research Assistant “Support of Social Enterprises and Enhancement of Development (Socede)
- 1/4/2016-31/10/2018 5. Research Assistant “Πρακτική Άσκηση Τριτοβάθμιας εκπαίδευσης του ΤΕΙ Ανατολικής Μακεδονίας και Θράκης
- 1/8/2012-30/6/2015 6. Internal Audit
Μονάδα καινοτομίας και Επιχειρηματικότητας ΤΕΙ Καβάλας
- 1/3/2013-30/6/2013 7. Research Assistant
1/3/14-18/7/14 Μονάδα καινοτομίας και Επιχειρηματικότητας ΤΕΙ Καβάλας
16/3/15-15/7/2015
- 2/7/2012-30/6/2015 8. Research Assistant “Αρχιμήδης” ΤΕΙ Western Macedonia
- 10/11/11-17/11/13 9. Head of Research Project “Interegg “Geopromotion”
- 15/06/08 έως
31/10/2008 **10. Head of Research project “Development of Youth Entrprises”**
- 21/03/08 ως 30/06/08 11. Research assistant EQUAL:

- 9/11/05 ως 31/12/2006 12. Research Asistant EQUAL
- 9/11/05 ως 31/07/07 13. Research Assistant EQUAL
- 9/11/05 -31/10/06 14. Research Assistant EQUAL

ΒΙΒΛΙΑ (7)

1. ΜΠΡΩΝΗ Γ., ΜΑΜΑΛΗΣ Σ., ΒΕΛΕΝΤΖΑΣ Γ., (2020), ‘‘ΚΥΒΕΡΝΗΤΙΚΗ MANAGEMENT MARKETING ΣΤΡΑΤΗΓΙΚΗ ΚΑΙ ΟΡΓΑΝΩΣΙΑΚΗ ΣΥΜΠΕΡΙΦΟΡΑ ΕΠΙΧΕΙΡΗΣΕΩΝ’’, Εκδόσεις Ius, Θεσσαλονίκη.
Κωδικός Βιβλίου στον Εύδοξο: 94692129
2. ΒΕΛΕΝΤΖΑΣ Γ., ΛΑΠΠΑΣ Γ., ΜΑΜΑΛΗΣ Σ., ΜΠΡΩΝΗ Γ., (2014), ‘‘ΔΙΑΦΗΜΙΣΗ ΕΠΙΚΟΙΝΩΝΙΑΚΑΙ ΑΝΤΑΓΩΝΙΣΜΟΣ ΣΤΗΝ ΨΗΦΙΑΚΗ ΕΠΟΧΗ’’ ISBN 978-960-93-6141-5, Εκδόσεις ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ
Κωδικός Βιβλίου στον Εύδοξο: 77114220
3. ΒΕΛΕΝΤΖΑΣ Γ., ΜΑΜΑΛΗΣ Σ., ΜΠΡΩΝΗ Γ., (2014), ‘‘ ΣΥΜΠΕΡΙΦΟΡΑ ΚΑΤΑΝΑΛΩΤΗ ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ’’ ISBN 978-918-81373-0-1, Κωδικός Βιβλίου στον Εύδοξο: 68377502
4. ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, (2010), ‘‘ΕΠΙΚΟΙΝΩΝΙΑ - ΔΗΜΟΣΙΕΣ ΣΧΕΣΕΙΣ & ΔΙΑΦΗΜΙΣΗ’’, Εκδόσεις, IuS ΝΟΜΙΚΗ ΤΡΑΠΕΖΑ, ΑΘΗΝΑ
5. ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ (2017), ‘‘ Η ΕΠΙΚΟΙΝΩΝΙΑ ΚΑΙ ΟΙ ΕΚΦΑΝΣΕΙΣ ΤΗΣ Αρχές, μέθοδοι, μορφές’’, εφαρμογές, προστασία ISBN 978-618-81373-4-9 Εκδόσεις ΕΠΙΣΤΗΜΟΝΙΚΟ - ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον Εύδοξο: 77114360

6. ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, (2017), ‘‘MANAGEMENT MARKETING ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ’’ ιδίως τουριστικών και ξενοδοχειακών ‘‘ ISBN 978-618-81373-3-2 Εκδόσεις ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον Εύδοξο: 77114349

7. ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ(2017), ‘‘ ΗΓΕΣΙΑ ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ MANAGEMENT - ΚΥΒΕΡΝΗΤΙΚΗ ΔΙΟΙΚΗΣΗ ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ’’, ISBN 978-618-81373-5-6 Εκδόσεις ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον Εύδοξο: 77114343.

Publications

1. Kamenidou, I.(E)., Mamalis, S., Stavrianea, A., (2023). Exploring Gender Differences in Hotel Choice Safety Factors in the Early Post-COVID-19 Era. Proceedings of the 9th International Conference on ‘‘Tourism, Travel and Hospitality in a Smart and Sustainable World’’ (2022), in Editors: Vicky Katsoni, Andreea Claudia Șerban (SCOPUS), forthcoming. Online ISBN: forthcoming.

2. Kamenidou, I.(E)., Mamalis, S., Stavrianea, A., Bara, EZ, and Pavlidis, S. (2023). Segmenting Generation Z based on their intention to comply with non-mandatory governmental protection measures during the tourism period. In Springer Proceedings in Business and Economics (Electronic ISSN: 2198-7254; Print ISSN: 2198-7246) of the 2022 6th International Conference on Applied Economics and Business (ICAEB, 2022), forthcoming (SCOPUS). Electronic ISSN: 2198-7254; Print ISSN: 2198-7246

3. **Kamenidou, I.**, Mamalis, S.A., Mylona, I., Stavrianea, A., Bara EZ (2022) Perceptions of Environmental Benefits from Sustainable Food Consumption Patterns: Evidence from the Generation Z and Y Cohort. *Int. J. of Agriculture Resources, Governance and Ecology*, 18 (1-2): 182-198. (SCOPUS, Academic OneFile (Gale), AGRICOLA (National Agricultural Library), Current Awareness in Biological Sciences (Elsevier), BIOSIS (Clarivate Analytics)) 10.1504/IJARGE.2021.10042048.ISSN (print): 1462-4605•ISSN (online): 1741-5004

4. Kamenidou, I.(E)., Mamalis, S., Stavrianea, A., and Mylona, I. (2022). Differences in generational cohort satisfaction from a public hospital medical personnel: insights from generation cohorts X, Y, and Z. In Tsounis, N. and Vlachvei, A. (Eds) *Advances in in Quantitative Economic Research – 2021 International Conference on Applied Economics (ICOAE, 2021)*. Springer Proceedings in Business and Economics (SCOPUS), ahead of print (pp. 409-424) https://doi.org/10.1007/978-3-030-98179-2_28 eBook ISBN: 978-3-030-98179-2

5. Kamenidou, I.(E)., Mamalis, Bara, EZ, Mylona, I., and Pavlidis, S. (2022). Segmenting the Generation Z Cohort Based on Evaluation of Hotel's Environmental Policy. In Katsoni, V., & Şerban, A. C. (Eds). *Transcending Borders in Tourism Through Innovation and Cultural Heritage* (pp. 119-132). Publisher Springer Nature Switzerland AG, Gewerbestrasse. eBook ISBN:978-3-030-92491-1

6. Stavrianea, A., Kamenidou, I.(E)., Mamalis, S., and Mylona, I. (2022). Application of the Experiential Value Scale in Online Booking conditions: Are there Consumer Demographic Characteristic Differences? In Tsounis, N. and Vlachvei, A. (Eds) *Advances in in Quantitative Economic Research – 2021 International Conference on Applied Economics (ICOAE, 2021)*. Springer Proceedings in Business and Economics, (pp. 203-216) https://doi.org/10.1007/978-3-030-98179-2_15 (SCOPUS) eBook ISBN: 978-3-030-98179-2.

7. Maria Tsiouni, Spyridon Mamalis, Stamatis Aggelopoulos, (2022), *The Effect of Financial and Non-financial Factors on the Productivity and Profitability of the Goat Industry: A Modelling Approach to Structural Equations*, Food Policy Modelling, pp. 1-15

8. Aikaterini Stavrianea, Spyridon Mamalis, Ifigeneia Mylona, (2022), *Application of the Experiential Value Scale in Online Booking Conditions: Are There Consumer Demographic Characteristic Differences?*, International Conference on Applied Economics, pp. 203-216

9. Eleni Vrochidou, Christos Bazinas, Efthimia Mavridou, Theodore Pachidis, Spyridon Mamalis, Stefanos Koundouras, Theodoros Gkrimpizis, Vassilis G Kaburlasos (2022) *Considerations for a Multi-purpose Agrobot Design Toward Automating Skillful Viticultural Tasks: A Study in Northern Greece Vineyards*, ceur-ws.org, Vol.1-3293

10. 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=2.838, SCI, SCOPUS). EISSN 2076-3417

11. **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, (accepted, forthcoming)
12. Mylona, I., Amanatidis, D., Stavrianea, A, **Kamenidou, I**, & Mamalis, S. (2021). Promoting tourists' destinations in Greece with social media: The Case of Kimolos. *International Journal of Economics & Business Administration (IJEBA)*, 9(1), 347-361. ISSN: 2241-4754
13. 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) (SCOPUS) Online ISBN:978-3-030-66154-0
14. 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) (SCOPUS) Online ISBN: 978-3-030-63970-9
15. Chrysanthi Balomenou, Marianthi Maliari, Simeon Semasis, Stavros Pavlidis, Spyridon Mamalis (2021), Investing in Greek Agriculture: A Case Study on Farmers in the Regional Unity of Serres, *GreeceKnE Social Sciences* pp.215-217.
16. Eleni Vrochidou, Konstantinos Tziridis, Alexandros Nikolaou, Theofanis Kalampokas, George A Papakostas, Theodore P Pachidis, Spyridon Mamalis, Stefanos Koundouras, Vassilis G Kaburlasos (2021), An Autonomous Grape-Harvester Robot: Integrated System Architecture *Electronics* Vol.10, N.9, pp.1056-1059
17. **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=3.390, SSCI, SCOPUS**).

18. 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. ISSN: 2529-1947
19. 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 (SCOPUS) Online ISBN: 978-3-030-38253-7
20. 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 (SCOPUS) Online ISBN: 978-3-030-38253-7
21. 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) (SCOPUS). Online ISBN:978-3-030-36126-6
22. 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) (SCOPUS). Online ISBN:978-3-030-36126-6
23. **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=3.889**) (AGORA (FAO), AGRICOLA, AGRIS - CABI, CAB, SSCI, SCI, DOAJ, EconPapers)

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24. Kamenidou, I., Mamalis, S., Bara, E.Z., and Pavlidis, S., (2019). Hotel Satisfaction from Generation Y. In Kavoura, A., Kefallonitis, E., Giovanis, A. (Eds.), Springer Proceedings in Business and Economics, 7th Strategic Innovative Marketing and Tourism Conference (ICSIMAT) 2018, 17-20 October, Athens, Greece. (pp.1021-1028) eBook ISBN:978-3-030-12453-3
25. Chrysanthi Balomenou, Marianthi Maliari, Simeon Semasis, Spyridon Mamalis, Stavros Pavlidis (2019), “ Rural subsidizes and revealing moral hazards”, International Journal of Business and Economic Sciences Applied Research, Vol.12 pp. 24-35
26. Aikaterini Stavrianea, Evangelia-Zoi Bara, Spyridon Mamalis (2019), Reasons for Using Daily Deal Sites Strategic Innovative Marketing and Tourism, pp. 653-658
27. Kamenidou I., Mamalis S., Alexandrou Z. (2018) Tourism and Ecologically Sensitive Areas: The Case the Prefecture of Preveza from Citizens’ Point of View. In: Karasavoglou 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 (SCOPUS) Online ISBN: 978-3-319-70377-0
28. 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. eBook ISBN:978-3-030-12453-3
29. Chaima Derbali, Drakos Periklis, Mamalis Spyridon, Gert van Dijk, George Angelakis, (2018), “ Factors That Influence Consumer Buying Behavior of Fresh Packaged Food in Tunisia”, **International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM) 3(2)**
30. Malek Hammami, John L. Stanton, Drakos Periklis, George Baourakis, Gert van Dijk, Spyridon Mamalis, (2018) “**Tourist’s Behaviour Towards Local Cretan Food**”, In Sustainable Agriculture and Food Security, Aspects of the Euromediterranean Business co-operation, pp 49-61

31. Stavrianea, A., and Kamenidou, I. Mamalis S., (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 Online ISBN:978-3-319-56288-9
32. Hammami Abdel Malek, Drakos Periklis, Mamalis Spyridon, George Baourakis ‘‘Measuring tourist attitudes and perceptions: a Comparative Behavioral Approach through Confirmatory Factor Analysis (CFA) and Multiple Correspondence Analysis (MCA)’’, in Enhancing Sustainable Tourism in Adriatic-Ionian Region through co-creation: the role of Simone Betti, Andrea Caligiuri, Alessio Cavicchi, Mara Cerquetti, Francesca Coltrinari, Luigi Lacchè, Roberto Perna, Francesca Spigarelli, pp.51-71, Isbn 978-88-6056-552-5 Prima edizione: gennaio 2018
33. Kamenidou I and Mamalis S., (2018), ‘‘ENGAGEMENT SCHEMES IN MARKETING COURSES: A CASE STUDY FROM GREECE’’, Journal of Advances in Higher Education Vol.10, Issue 1, pp. 39-47
34. Mamalis S., (2016), ‘‘The non-return of Young People to the Greek Countryside’’, CIHEAM WATCH LETTER 36 ‘‘Crisis and Resilience in the Mediterranean’’,
35. T. Perrea, T., Melfou, K., Mamalis, S. and Papanagiotou, P. (2016). Customer Value Perceptions: Testing of a Conceptual Model in the Frame of Own-Country Geographic Indication Foods. *International Journal of Food and Beverage Manufacturing and Business Models*, 1(1), p.p. 1-11’’,
36. T. Perrea S. Mamalis K. Melfou P. Papanagiotou A. Krystallis (2015) ‘‘Exploring The Moderating Role of Consumer Ethnocentrism on Consumer Value Perceptions Towards Own-Country Geographic Indication (GI) Foods’’, in Intellectual Property Rights for Geographical Indications : What is at Stake Edited by Filippo Arfini, Maria Cecilia Mancini, Mario Veneziani Cambridge Scholars Publishing, pp. 116-142.
37. 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
38. 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
39. Tsantopoulos G., Tsoulakaki D., Tampakis S., Karelakis C., and Mamalis S., (2013), ‘‘Alternative Crops-Problems and Prospects: a Comparative Research of

Landowners' views in the prefecture of Rodopi and Evros'' in 6th international Conference on Information and Communication Technologies in Agriculture, Food and Environment, September 19-22 Conference proceedings published by Elsevier, Procedia Technology 8 (2013) 300 – 305

40. Agelopoulos S., Mamalis S., Soutsas K., (2011), "Farmers' satisfaction with agricultural credit: The case of Greece'', Food Economics, Vol.8, Issue 4., pp.233-242.
41. Kamenidou I, Mamalis, S., Kokkinis, G., and Intze, C (2011). *Improvement Actions for Ardas Festival in Evros, Greece, based on attendees perception ''*, Scientific Bulletin - Economic Sciences vol. 10 (2): 62-73.
42. Mamalis S., (2010),'' Cultural differences as a marketing tool. a case study in the food-service industry, Advances in Higher Education, Vol.1 , No.1, pp.153-168
43. Krystallis, A. Linadrakis, M. and Mamalis, S. (2010), "Implementation and Assessment of the Discrete Choice Methodology for New Product Development (NPD): the case of Functional Children Snacks'', *Agribusiness* Volume 26, Issue 1 , (Winter 2010), pp. 100-121
44. Kamenidou E., Mamalis S and Priporas K., (2009), "Measuring Destination Image and Consumer Choice Criteria- The case of Mykonos Island'', *Tourismos*, Vol. 4, No.3, pp. 65-79.
45. Krystallis, A. Linardakis, M. and Mamalis, S. (2009) "Is there a Real "Health vs. Taste or Price" Controversy in Food Marketing? the Case of Functional Foods" in: Lindgreen, A. Hingley, M. and Vanhamme, J. (Eds) *The Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply*, pp. 171-195, Gower Publishing: Surrey, UK ISBN: 978-0-566-08812-4
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48. Melfou K., Loizou E, Mamalis S. and Michaelidis A. (2007), "Income Elasticity of Import Demand for Agricultural Products in Greece'', *International Review of Applied Economic Research*, Vol. 2, Issue 1, June 2007, pp.69-78
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Member

- **Cedia board member**
- **MAICH board member**
- **SPACE council member**
- **European Association of Agricultural Economists (2006-2021)**
- **EuroMed Research Business Institute (EMBRI)**

Administrative experience

1. **Senate Member Hellenic International University**
2. **Head of Department Oenology and Beverage Technology (2009-2017)**

3. **Member of Senate TEI EMT (2015-2017)**
4. **Director in “Marketing Research and New Product Development” Lab.
31/8/2016-31/8/2019**

Administration Experience

1. **President of Geotechnical Chamber of Greece (2011-...)**
2. **Member of Board ΕΛΓΟ ΔΗΜΗΤΡΑ (2013-...)**
3. **Member of Governing Board CHIEAM (Paris 2020-...)**
4. **Member of Consulting Committee M. A. I.CH-XANIA. (2005-...)**
5. **Member of Board CEDIA (European Federation of Agronomist Association
2012-...)**
6. **Member of Board Geotechnical Chamber of Greece (2003-2011)**
7. **Member of Board ELGA (2005-2008)**

Other

- **Member of organizing committee in “Δραμοινογνωσία” 2015, 2016, 2018**
- **Member of Board international Consumer Council Σεργών**
- **Cedia board member**
- **MAICH board member**
- **SPACE council member**
- **European Association of Agricultural Economists (2006-2021)**
- **EuroMed Research Business Institute (EMBRI)**