



## Academic Personnel Short Profile / Short CV

<b>University:</b>	Frederick University
<b>Surname:</b>	Theodoridis
<b>Name:</b>	Prokopis
<b>Rank/Position:</b>	Visiting Associate Professor /Collaborating Academic staff
<b>School:</b>	Business & Law
<b>Department:</b>	Business Administration
<b>Scientific Domain:</b>	<b>Marketing</b>

Academic qualifications				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2005	Athens University of Economics and Business	Business Administration	
MSc in Marketing	1996	University of Stirling	Marketing	
Graduate in Business Administration	1994	Athens University of Economics and Business	Business Administration	
Graduate in Business Administration	1990	Technological Institute of Piraeus	Business Administration	

Employment history in Academic Institutions/Research Centers				
Period of employment		Employer	Location	Position
From	To			
2024	today	Frederick University	Cyprus	Collaborating Academic staff
2022	today	Hellenic Open University	Greece-Patras	Associate Professor
2008	2022	University of Patras	Greece-Patras	Associate Professor

<b>Key refereed journal papers, monographs, books, conference publications etc.</b>						
<b>Ref. Number</b>	<b>Year</b>	<b>Title</b>	<b>Other authors</b>	<b>Journal and Publisher / Conference</b>	<b>Vol.</b>	<b>Pages</b>
1	2023	Consumer behaviour and household food waste in Greece <a href="https://doi.org/10.1108/BFJ-02-2023-0141">https://doi.org/10.1108/BFJ-02-2023-0141</a>	Zacharatos, T. and Boukouvala, V	British Food Journal,	ahead-of-print	ahead-of-print.
2	2023	Influencing Green Purchase Intention through Eco Labels and User-Generated Content <a href="https://doi.org/10.3390/su15010764">https://doi.org/10.3390/su15010764</a>	Panopoulos Anastasios, Athanasios Poulis, and Antonios Kalampakas	Sustainability	5 (1)	
3	2022	Enhanced Marketing Decision Making for Consumer Behaviour Classification Using Binary Decision Trees and a Genetic Algorithm Wrapper <a href="https://doi.org/10.3390/informatics9020045">https://doi.org/10.3390/informatics9020045</a> .	Gkikas, Dimitris C., and Grigorios N. Beligiannis	Informatics	9 (2)	
4	2022	How do text characteristics impact user engagement in social media posts: Modelling content readability, length, and hashtags number in Facebook, Volume, <a href="https://doi.org/10.1016/j.jjime.2022.100067">https://doi.org/10.1016/j.jjime.2022.100067</a> .	Dimitris C. Gkikas, Katerina Tzafilkou, Aristogiannis Garmpis, Marios C. Gkikas	International Journal of Information Management Data Insights	2 (1)	
5	2021	How do personality traits affect visitor's experience, emotional stimulation and behaviour? The case of wine tourism <a href="https://doi.org/10.1108/TR-05-2019-0148">https://doi.org/10.1108/TR-05-2019-0148</a>	Ifigeneia Leri	Tourism Review,	76 (5)	1013-1049

6	2021	AI in Consumer Behavior <a href="https://doi.org/10.1007/978-3-030-80571-5_10">https://doi.org/10.1007/978-3-030-80571-5_10</a>	Gkikas D.	In Virvou M., Tsihrintzis G.A., Tsoukalas L.H., Jain L.C. (eds), Advances in Artificial Intelligence-based Technologies. Learning and Analytics in Intelligent Systems, vol 22. Springer, Cham.		
7	2021	How Facebook Photo Post's Text Impacts User Engagement in Fashion – A Machine Learning Approach	Gkikas Dimitris, and Vlachopoulou Maro	50th Annual Conference, European Marketing Academy (EMAC), Online, ESIC Business & Marketing School, Μάιος 25-28.		
8	2020	Online Consumer Behaviour in Social Media Post Types: A Data Mining Approach	Gkikas D.C.	49th Annual Conference, European Marketing Academy (EMAC), Corvinus University of Budapest, Ουγγαρία.		
9	2019	The Effects of the Winery Visitor Experience on Emotions, Satisfaction and on Post-visit Behaviour Intentions <a href="https://doi.org/10.1108/TR-07-2018-0092">https://doi.org/10.1108/TR-07-2018-0092</a>	Ifigeneia Leri	Tourism Review	74 (3)	480-502
10	2018	Revisiting innovation adoption theory through electronic public relations <a href="https://doi.org/10.1108/ITP-05-2016-0101">https://doi.org/10.1108/ITP-05-2016-0101</a> .	Anastasios Panopoulos, and Athanasios Poulis	Information Technology & People	31 (1)	21-40
11	2016	R U #SoMoLo ready? Consumers and Brands in the Digital Era,	Stavros Papakonstantinidis and Athanasios Poulis	Business Expert Press, ISBN: 9781631572562.		

<b>Research Projects</b>				
<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Funded by</b>	<b>Project Role</b>
1	2020 - 2022	Research & information campaign to reduce food waste in Greek households	GREEN FUND - "Innovative actions with citizens" in the framework of the financial program "PHYSICAL ENVIRONMENT & INNOVATIVE ACTIONS 2020".	Scientific Director
2	04/2019 - 10/2020	Regio_Gnosis - Information and update on the cohesion policy in Greece	European Commission Directorate General Regional and Urban Policy (80%).	Marketing advisor/expert

<b>Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees</b>				
<b>Ref. Number</b>	<b>Period</b>	<b>Organization</b>	<b>Title of Position or Service</b>	<b>Key Activities</b>
1	2020-2022	Department of Business Administration of Food and Agricultural Enterprises	Head of the Department	

2	2019-2022	MBA Food Business Management - Department of Business Administration of Food and Agricultural Enterprises	Director of the MBA	
3	2016-2022	Laboratory of Agribusiness Management - Department of Business Administration of Food and Agricultural Enterprises	Director	