



Academic Personnel Short Profile / Short CV

University:	Neapolis University,Pafos (NUP)
Surname:	Zairis
Name:	Antonis
Rank:	Assistant Professor
Faculty:	School of Business
Department:	Business Administration
Scientific Domain: *	Business Administration – Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D. in Marketing (Distinguished Dissertation)	2011	Panteion University, Athens	Sociology	Consumer Behaviour and consumer attitudes in microeconomic environment
BA	1985	Panteion University,Athens	Political Science and Public Administration	Political Science and Public Administration.

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
7/10/2019	21/11/2019	Cyprus University of Technology (TEPAK)	Cyprus	Associate Scientific Supervisor of Educational Program
08/02/2018	30/07/2018	Athens University of Economics and Business	Athens	Special Assistant - Associate Scientific Supervisor of Educational Program
10/07/2015	31/10/2015	Hellenic Open University (EAP)	Athens	Participation in the preparation of a graduates' career development study

Key <u>refereed</u> journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2020	"Which macroeconomic determinants affect the sovereign risk in the E.U ?" <i>A brief case study</i>	G.A.Zairis	Lambert Academic Publishing	Academic book	62
2	2020	"Crisis Management and the Public Sector - Key trends and perspectives"	Christos Lemonakis	Edited by Dr Alexander Rozanov."IntechOpen's platform"	Collective book : "Public-sector Crises Management", ISBN 978-1-83880-982-9,	12
3	2019	"Critical thoughts in view of a new leadership model"		European Business Review editions	Monograph	20
4	2019	"The effective use of digital technology by SMEs"		IGI Global publications	Collective book : Entrepreneurial Development and Innovation in Family Businesses and SMEs.	12
5	2020	"Development Strategies and consumer behaviour in convenience retail points market : the day after"		2 nd Convenience Retailing Conference	Conference	

6	2016	"The main causes of the Greek Crisis and ways to emerge from it"	George Stamatis	Authors Participation in Published by Nova Science Publishers, Inc, New York, Apr. 2016, chapter 1 , pp.1-22 (ISBN :978-1-63484-406-2)	Collective work : "Greece economic crisis and Management",	22
7.	2015	"Social Media :The new trend in marketing communication ",	Paraskevi Lagia	Journal of Euromarketing , Vol.24/No 1 pp 62-80	Academic journal	18
8.	2015	"The course of foreign Direct Investment in the Greek Economy"		The International conference (Vol.3) ,Hellenic Open Business Administration,(H.O.B. A)".	Conference Proceedings	
9.	2015	"The Effects of the Financial Crisis on the Performance of Greek SME's"	Antonis Zairis	International Journal of Business, Humanities and Technology Vol. 5, No. 6,pp29-39	Academic journal	10
10	2014	"Consumer behavior toward convenience store chains in Greece"	Prontzas Evangelos	Euromed Journal of Business,Vol. 9, Iss : 2, pp175-197	Academic journal	22

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)					
Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
1	Dec. 7,8, 2019	Exhibition of greek honey and bee products	Local	Peace and friendship Stadium	Key note Speaker
2	June 6,7,2019	Organic Food and Eco Living	International	Madrid, Spain	Visitor
3	March, 16-18, 2019	Food Expo Greece	Local	Metropolitan Expo, Athens	Visitor
4	Feb, 08-02-2019	Trade Exhibition food service Horeca	Local	Metropolitan Expo, Athens	Visitor
5	March 15-18, 2018	Cosmoprof - Global Cosmetics and professional beauty industry	International	Bologna ,Italy	Visitor

**Specify venue, geographic location etc*

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1.	09-06-2020 to 19-06-2020	Conducting a Survey to record consumer trends in retail through a semi-annual retail climate survey which took place in the period 9-19 June 2020 on a sample of 865 consumers, with the scientific support of the ELTRUN laboratory of the Athens University of Economics and Business. For the first time, the retail consumer climate index is captured	Hellenic Retail of Business Association	Scientific and research team member
2.	01-10-2019 to 31-12-2019	Project "CS19_060_Lay's Oregano Greece" and in particular of the B wave of the research project, commissioned by the client IPSOS-Turkey to evaluate the new flavors in its "crisps" product Lay's brand in relation to their competition.	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA: IPSOS-Turkey	Advisory and research services
3.	19-10-2019 to 29-10-2019	Conducting research on "Consumer and retail trends" (Academic Officer of the survey Professor of Economic University of Athens G. Doukidis). The study was conducted on a representative sample of 1000 people.	Hellenic Retail of Business Association	Research Team Member

4.	01-2-2019 to 01-04- 2019	Conducting research on “E-commerce in 2018-2019” in collaboration with the ELTRUN E-Commerce Laboratory of the Athens University of Economics and Business (Academic Officer of the survey Professor of Economic University of Athens G. Doukidis).The study was conducted on a representative sample of 1200 people	Hellenic Retail of Business Association	Research Team Member
5.	December 2018	Participation in Greek consumer and retail trends research in collaboration with the ELTRUN E-Commerce Laboratory of the Athens University of Economics and Business (Head of the survey G. Doukidis, Professor of Economic University of Athens).The survey was conducted on a representative sample of 1500 people and recorded the purchasing trends, the percentage of income spent by households, by product category, the frequency of purchases, the behavioral profiles and their financial status expectations.	Hellenic Retail of Business Association	Research Team Member

6..	01-02-2018 to 31-12- 2018	HELLENIC RESEARCH HOUSE SA: -the achievement of the objectives of the NPS study, namely the second wave of the research project, regarding the evaluation of the services of specific electronics stores aiming at the creation of indicators Service and Calculation of NPS (Net Promotion System)	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA - IPSOS-Korea Vodafone IQVIA-Medical Radar IPSOS -CHINA company	Research Team Member
7.	01-02-2018 to 31-12- 2018	the implementation of the project "On line Retail Survey" and aims at exploring the satisfaction of the purchase process at specific stores	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA:	Research Team Member

8.	01-02-2018 to 31-12-2018	the implementation of the "SPARF" project and aimed at investigating physicians' attitudes towards specific medications.	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA:	Research Team Member
9	01-02-2018 to 31-12-2018	the interpretation of the results from the "Lottery Project" survey the design and training of EMRC-IRAN staff on retail stores in Iran	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA:	Research Team Member
10.	01-02-2018 to 31-12-2018	the project "prototype product testing" assigned to the principal by NAE Comunicacions, S.L and concerns the evaluation of the quality of the internet in various areas of the country	CENTER FOR MARKET STUDIES AND JOINT OPINION SA with distinguished title HELLENIC RESEARCH HOUSE SA:	Research Team Member

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**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2015-2019	Sales Excellence Awards	Academic- Advisory Services	"Sales Excellence Awards 2015" (with evaluation criteria for effectiveness, innovation, best practices and fullness of text), awarded to multinational and Greek companies, under the auspices of the Hellenic Institute of Sales (RPF).
2	2013-2014	National Customer Service Awards - Hellenic Institute of Customer Service	Member of evaluation Committee	"Great Customer Service Manager of the Year" established by the Hellenic Customer Service Institute (EIEP). The awards are under the auspices of the Ministry of Development and Competitiveness, SEV ,SETE.
3.	4-4-2019	ELKE -OPA	Advisory services and academic teaching on sales training in the context of the "Sales training-RIP" project	Consulting and sales training
4.	2019	Ministry of Development and Investment	Member of the National Consumer and Market Council	Protection of consumer rights

5.	2005-2011	European Profiles S.A	Indipendent Consultant	Approximation of Competition rules in the Russian Federation 2005-2007, Technical Assistance for the internal market and trade reform-Montenegro, 2005-2006, Technical Assistance to support the department of civil services, Kosovo 2006, World Bank Project "Consultant on issues related to piloting of business processes of authorities of labour and social protection of population, Ukraine, 2010-2011."
6.	2009-2012	Greek Ministry of Finance	Public Commissionaire on banks	Liquidity in real economy Supervision of banking system
7.	2010-2011	the Ministry of Education	National Expert of at The National Accreditation Center	Accreditation for continuing training

Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)			
Ref. Number	Date	Title	Awarded by:
1	11/2013	National Alternative Representative in Intergovernmental Committee of experts for sustainable development	United Nations Organization (U.N.)

Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10)			
Ref. Number	Date	Title	Key Activities:
1	18-10-2017	Honorary Distinction "CONSTANTINE KALLIGAS" of the Union of European Journalists	Quality of the articles and the writing by the President of the Hellenic Republic
2	12-06-2015	Honorary distinction from the Social University of Moschato-Taurus Municipality by the Mayor of Moschato-Taurus	Voluntary teaching
3	16-01-2014	Honorable Mention for his important work by the School of Pedagogy and Technology	Developing and promoting Entrepreneurship
4	27-01-2013	Honorary Prize as a Honorary Member from the Graduate Association of the Ionian School of Piraeus.	Distinguished in important positions of responsibility and social contribution

5	1994	Prize of the international Leadership Academy of the United Nations University in the category "Best New Leaders 25 to 45 years old"	Leadership study
6.	Nov.2, 2019	Special prize of letters and sciences Adamantios Korais Literary Magazine "Kefalos"	Literary and scholarly work
7.	Dec., 2019	Prize Aristarchos within the Kavafis prizes by the International Art Society	Poetry