



Academic Personnel Short Profile / Short CV

University:	UNIVERSITY OF PATRAS
Surname:	THEODORIDIS
Name:	PROKOPIS
Rank:	ASSOCIATE PROFESSOR
Faculty:	SCHOOL OF ECONOMICS AND BUSINESS
Department:	DEPARTMENT OF BUSINESS ADMINISTRATION OF FOOD AND AGRICULTURAL ENTERPRISES
Scientific Domain: *	MARKETING

* *Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
Ph. D.	2005	Athens University of Economics and Business	Department of Business Administration	Internal Market Orientation, External Market Orientation and Business Performance: The Case of Multiple Groceries (supermarket chains) in Greece
MSc. In Marketing	1996	University of Stirling, Scotland, U.K.	Marketing	Retailers' Perspectives of Shoplifting in Greece
Graduate in Business Administration	1994	Athens University of Economics and Business	Department of Business Administration	-
Graduate in Business Administration	1990	Technological Institute of Piraeus,	School of Administration and Economy, Department of Business Administration	-

Employment history – List by the three (3) most recent

Period of employment	Employer	Location	Position
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From	To			

Key <i>refereed</i> 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	How do personality traits affect visitor's experience, emotional stimulation and behaviour? The case of wine tourism	Ifigeneia Leri	Tourism Review	Vol. ahead-of-print No.	https://doi.org/10.1108/Tourism-05-2019-0148
2	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, Hungary		
3	2019	The Effects of the Winery Visitor Experience on Emotions, Satisfaction and on Post-visit Behaviour Intentions	Ifigeneia Leri	Tourism Review	74	480-502
4	2018	Revisiting innovation adoption theory through electronic public relations	Anastasios Panopoulos & Athanasios Poulis	Information Technology & People	31	21-40
5	2018	“The Endorser Credibility Model in a High Intensity Plot	Vasiliki Boukouvala	17th International Conference on		

		Connection Placement Context”,		Research in Advertising (ICORIA 2018), University–Business Foundation of the University of Valencia, Spain		
6	2016	R U #SoMoLo ready? Consumers and Brands in the Digital Era,	Stavros Papakonstantinidis & Athanasios Poulis	Business Expert Press, ISBN: 9781631572562.		
7	2013	Male and Female Attitudes towards Stereotypical Advertisements: A Paired Country Investigation	Antigone G. Kyrousi, Athina Y. Zotou and George G. Panigyrakis	Corporate Communications: An International Journal	18	135-160
8	2009	Internal Marketing Impact on Business Performance in a Retail Context	George G. Panigyrakis	International Journal of Retail & Distribution Management	37	600-628
9	2009	Store Image Attributes and Customer Satisfaction across Different Customer Profiles within The Supermarket Sector in Greece	Kalliopi C. Chatzipanagiotou	European Journal of Marketing	43	708-734
10	2007	Market Orientation and Performance: An Empirical Investigation in the Retail Industry in Greece	George G. Panigyrakis	Journal of Retailing and Consumer Services	14	137-149

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
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**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	2019-2020	«Regio_Gnosis – Partners: University of Patras, University of Piraeus, Scientific Director: Basilios Voutsinas, Professor.	European Commission Directorate General Regional and Urban Policy (80%)	Researcher (marketing advisor/expert),
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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	2013-today	Greek Marketing Academy	General Secretary	
2				
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5				

**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:
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***Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10)***

Ref. Number	Date	Title	Key Activities:
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