

Personal Data

Dr. Thomas Fotiadis, Professor (Full) of Marketing, Department of Production and Management Engineering, Polytechnic School, Democritus University of Thrace. Vice President of the Department of Production Engineering and Management, and Director of the Marketing Lab.

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Birth Date: 14 of September 1973

Brief

Thomas A. Fotiadis is a Professor (full) of Marketing, Head of the Marketing Laboratory, and Vice President of the Department of Production Engineering and Management, of the Polytechnic School of the Democritus University of Thrace in Greece. He is also a member of the coordinating committee of the Master's Program titled "Master in Innovation, Technology and Business Management", offered by the Dept. of Production and Management Engineering. He is the Coordinator and cooperating educational and teaching staff of both the Open University of Cyprus (OUC)-MBA Program, and the Hellenic Open University (EAP)-Business Administration Program.

He holds a post-doctoral degree (Post. Doc.) in "Modern Advanced Statistical Methods for the Science of Marketing", and a Ph.D. in Marketing (High Technology). In addition, he holds a master's degree in Business Administration, and a master's degree in Business Computing, while he has successfully completed several modules on distant learning. His first degree is in Economic Sciences.

Has more than 23 years of teaching experience (more than 18.000 hours of teaching) at both undergraduate and postgraduate level, in several Greek and International Universities and Higher Technological Institutions.

His scientific work has been published in highly esteemed international scientific journals, including the Journal of Industrial Marketing Management, the Journal of World Business, the Journal of Tourism Management, the Journal of International Marketing, the Journal of International Business Review, the Psychology and Marketing Journal, the Journal of International Marketing Review, the Journal of Applied Business Research, Foods, Logistics, British Food Journal, Sustainability, etc.

He has published more than 120 articles in journals, international conferences and book chapters, among which, his monograph entitled "Strategic Marketing for High Technology Products: An Integrated Approach", (Routledge Publishing House, 2018), "Marketing of High- Technology and Industrial Products" (Broken Hill Publishers, 2019) "Marketing and Supply Chain Management: A Systemic Approach" (Routledge Publishing House, 2017), "The Customer Value Chain: Integrating Marketing and Supply Chain Management" (Routledge Publishing House, 2021), "Industrial Marketing", (SAGE Publishing, 2023), and has edited and co-authored, in the Greek language, "Marketing" (Grewal, D., Levy, M., Leonidou, L., and Fotiadis, T., Marketing (2022). 1st Greek edition, Kritiki Publishing), and "Marketing in the Public Sector: A Roadmap for Improved Performance" (Ph. Kotler, N. Lee, and Fotiadis Th., Marketing in the Public Sector: A Roadmap for Improved Performance. 1st Greek edition, 2023, Broken Hill Publishers), and edited in Greek language "International Marketing" (Ph. Cateora, R.B. Money, M.C. Gilly, and Graham L.J., (2022, 1st Greek Edition), "Marketing: Concepts and Strategies" (Sally Dibb, Lyndon Simkin, William.M Pride, and Ferrell O.C., 2021, 1st Greek edition, Broken Hill Publishers), "Introduction to Statistical Investigations" (Nathan L. Tintle, Beth L. Chance, George W. Cobb, Alan J. Rossman, Soma Roy, Todd M. Swanson, and Jill L. VanderStoep, 2021, 1st Greek edition, Gutenberg).

Moreover, he has contributed to the development of educational material for state distance learning – Open Universities (Open University of Cyprus, and Hellenic Open University).

01. Education

1. B.Sc. in Economics, Department of Economics, University of Macedonia, Greece (3/4/1998).
2. Master in Business Administration (MBA), Interdepartmental Program of Postgraduate Studies in Business Administration, University of Macedonia, Greece (19/10/2000).
3. M.Sc. in Business Computing, Interdepartmental Program of Postgraduate Studies in Computing and Administration, Aristotle University of Thessaloniki, Greece (28/9/2005).
4. Ph.D. in Marketing, Department of Business Administration, University of Macedonia, Greece (Dissertation: "Marketing of High Technology Products: Development of a decision-making procedure for the entrance of New High Technology Products") (30/6/2004).
5. Post- doc on “Contemporary Advanced Statistical Methods for the Science of Marketing” (27/02/2019).
6. PhD taught program (University of Macedonia), in the following fields (total score in written exams, 105/135):
 - Management (3 modules, 31/ 45).
 - Information Systems (3 modules, 39/ 45).
 - Marketing (3 modules, 35/ 45).
7. Successful completion of the modules EKE50, EKE51 and EKII65 of the Postgraduate course “Master’s in Adult Education M.Ed.” of the “School of Humanities”, at the Hellenic Open University.
8. Successful completion OF THE MODULE “Introduction to distant teaching, learning and evaluation”, at the Open University of Cyprus.
9. Successful completion OF THE MODULE “Open and Distant learning”, at the Hellenic Open University.

02. Awards

1. Best paper award for International Marketing, for “Emotional Intelligence as a facilitator of long-term orientation in exporter-importer relationships” (with Leonidou, L. C., Aykol, B.

and Christodoulides, P., Academy of Marketing.

03. Foreign languages

✓ Αγγλικά

1. Certificate of Proficiency in English language, University of Cambridge (B).
2. Certificate of Proficiency in English language, University of Michigan.
3. Test of English as a Foreign Language (TOEFL 630).
4. Graduate Management Admission Test (GMAT 590).

04. IT Skills

1. M.Sc. in Business Computing, Interdepartmental Program of Postgraduate studies on Computing and Administration of the Aristotle University of Thessaloniki, Greece (28/9/2005).

05. Seminar/ Conference Attendance

1. International Conference on Tourism Development and Planning. 11- 12 June, 2005, Patras, Greece.
2. “HERCMA2003” Conference, Athens University of Economics and Business, 2003.
3. “HERCMA2001” Conferences, Athens University of Economics and Business, 2001.
4. Seminar on Entrepreneurship: “Training and Entrepreneurship” organized by the Interdepartmental Program of Postgraduate Studies of the University of Macedonia (1999).
5. Conference “Preparing the manager of the 21st century” organized by the Interdepartmental Program of Postgraduate Studies of the University of Macedonia (1999).

06. Teaching experience at Post- Graduate Level

1. UNIVERSITY OF MACEDONIA - Interdepartmental Program of Postgraduate Studies in IT Systems:
 - Information Technology and Strategic Management (12 hrs per semester) (12 teaching hours per semester):
Winter semester, 2005-2006
Winter semester, 2004-2005.
2. UNIVERSITY OF STAFFORDSHIRE (UK) AND TECHNOLOGICAL EDUCATIONAL INSTITUTE [T.E.I.] OF LARISSA (collaboration) - Master of Science in Management:

- Corporate Communications:

Spring semester, 2005-2006

Spring semester, 2004-2005.

3. UNIVERSITY OF STAFFORDSHIRE (UK) AND TECHNOLOGICAL EDUCATIONAL INSTITUTE [T.E.I.] OF LARISSA (collaboration) - Master in Business Administration:

- Corporate Communications:

Spring semester, 2005-2006.

4. Open University of Cyprus (public H.E.I.) - Master in Business Administration:

- Master in Business Administration (MBA), Course: Marketing - Moderator. (Introduction to Marketing and Marketing Management, Sales Marketing, Services Marketing, Marketing Research):

Academic Year: 2017- 2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023.

- Master in Business Administration (MBA), Course: Marketing. (Introduction to Marketing and Marketing Management, Sales Marketing, Services Marketing, Marketing Research):

Academic Years: 2014- 2015, 2013- 2014, 2012- 2013.

5. TECHNOLOGICAL EDUCATIONAL INSTITUTE (T.E.I.) of East Macedonia and Thrace - MSC in Technology Innovation and Management Engineering:

- Design and Marketing of Innovative Products:

Academic Year: 2017- 2018.

6. Democritus University of Thrace - Master in Innovation, Technology and Business Management:

- Innovation and High Tech Marketing

Academic Year: 2020-2021, 2021-2022

- Design, Marketing and Management of Services

Academic Year: 2020-2021, 2021-2022, 2022-2023.

07. Teaching Experience at Under- Graduate Level

1. Open University of Cyprus (public H.E.I.)

- Business Administration, Course: Contemporary Issues in Marketing/ Field: Contemporary Issues in Marketing:
Spring semester 2016-2017.
- Business Administration, Μάθημα: International Marketing/ Πεδίο: International Marketing - Moderator:
Winter semester 2016-2017.
- Business Administration, Μάθημα: Marketing/ Πεδίο: Αρχές του Μάρκετινγκ:
Winter semester 2014-2015.

2. UNIVERSITY OF MACEDONIA* - Department of Technology Management:

- Marketing of Products and Services:
Spring semester 2009-2010, Spring semester 2008-2009, Spring semester 2007-2008,
Spring semester 2005-2006.
- Business and Technology Management:
Winter semester 2006-2007, Winter semester 2005-2006, Winter semester 2004-2005.

3. UNIVERSITY OF MACEDONIA* - Department of Marketing and Operational Management:

- Marketing of New Products:
Spring semester 2008-2009, Spring semester 2007-2008.
- Marketing Research:
Spring semester 2006-2007.
- Introduction to Marketing & Strategic Marketing:
Winter semester 2006-2007.
- Introduction to Business Management:
Winter semester 2004-2005.

* 750 hours of total teaching time at the University of Macedonia, corresponding to the recognition of 30 months of past service.

4. DEMOCRITUS UNIVERSITY OF THRACE - Department of Production and Management Engineering:

- Marketing:
Winter Semester 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023.

- Industrial and Technological Marketing:
Winter Semester 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023.
- Market Research:
Spring Semester 2017-2018, 2019-2020, 2020-2021, 2021-2022.
- Strategic Marketing: Winter semester 2017-2018, Spring Semester 2019-2020, 2020-2021, 2021-2022, 2022-2023.
- Market Research, (β) Industrial and Technological Marketing:
Spring semester 2016- 2017.
- Strategic Marketing, (β) Marketing:
Winter semester 2016- 2017.
- (α) Strategic Marketing Plan, (β) Market Research:
Spring semester 2015- 2016.
- (α) Financial Management, (β) Marketing and Market Research:
Winter semester 2015- 2016.
- (α) Quality Control (co- teaching), (β) Operations Research (co- teaching):
Spring semester 2014- 2015.
- (α) Financial Management, (β) Marketing and Market Research:
Winter semester 2014- 2015.
- (α) Marketing, (β) Market Research:
Winter semester 2007-2008.

5. HELLENIC OPEN UNIVERSITY - Business Administration:

- Marketing II (Services Marketing, Integrated Marketing Communications, Marketing Research, Design of Marketing Programs) - Moderator:
Academic Year 2017- 2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023.
- Marketing II (Services Marketing, Integrated Marketing Communications, Marketing Research, Design of Marketing Programs) - Assistant Moderator:
Academic Years 2015-2016, 2014-2015.
- Marketing II (Services Marketing, Integrated Marketing Communications, Marketing Research, Design of Marketing Programs):
Academic Years 2009-2010, 2008-2009, 2007-2008, 2006-2007, 2005-2006.

6. UNIVERSITY OF CYPRUS (public H.E.I):

- Retail Management:
Spring semester 2015-2016, 2017- 2018, 2019-2020, 2020-2021.
- Principles of Marketing:
Winter semester 2013-2014.
- (α) Marketing Research, (β) Strategic Marketing:
Spring semester 2012- 2013.
- Retail Management:
Winter semester 2012- 2013.
- (α) Marketing Research, (β) Retail Management:
Spring semester 2011- 2012.

7. FREDERICK UNIVERSITY (non- public H.E.I. Cyprus):

- (α) Consumer Behaviour, (β) Marketing Research and Information Systems:
Spring semester 2008-2009.
- (α) Principles of Marketing Communication, (β) Services Marketing:
Winter semester 2008-2009.

8. ALEXANDER TECHNOLOGICAL EDUCATIONAL INSTITUTE (T.E.I.) OF THESSALONIKI**:

- Business Administration (Faculty of Logistics):
Spring semester 2013- 2014.
- (α) Marketing (Faculty of Logistics), (β) Business Administration (Faculty of Logistics):
Spring semester 2012-2013.
- Customer Relationship Management (Faculty of Logistics):
Academic Year 2011- 2012.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Principles of Marketing (Faculty of Logistics):
Winter semester, 2011- 2012.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Principles of Marketing (Faculty of Clothing Design and Production), (δ) Principles of Marketing (Faculty of Logistics):
Academic Year 2010-2011.
- Customer Relationship Management (Faculty of Logistics):
Spring semester 2010- 2011.

- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Principles of Marketing (Faculty of Clothing Design and Production), (δ) Customer Relationship Management (Faculty of Logistics), (ε) Principles of Marketing (Faculty of Logistics):
Academic Year 2009- 2010.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Principles of Marketing (Faculty of Clothing Design and Production), (δ) Customer Relationship Management (Faculty of Logistics), (ε) Principles of Marketing (Faculty of Logistics):
Academic Year 2008- 2009.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Customer Relationship Management (Faculty of Logistics), (δ) Principles of Marketing (Faculty of Logistics):
Academic Year 2007- 2008.
- Business Administration (Faculty of Technological Applications):
Winter semester 2007- 2008.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Logistics), (γ) Business Administration (Faculty of Technological Applications), (δ) Customer Relationship Management (Faculty of Logistics), (ε) Principles of Marketing (Faculty of Logistics):
Academic Year 2006-2007.
- (α) Marketing (Faculty of Health and Provision Professions), (β) Business Administration (Faculty of Technological Applications), (γ) Principles of Marketing (Faculty of Logistics):
Academic Year 2005-2006.
- Business Administration (Faculty of Logistics):
Spring semester 2005- 2006.
- (α) Principles of Business Administration (Faculty of Logistics), (β) Principles of Marketing (Faculty of Logistics):
Academic Year 2004- 2005.
- (α) Principles of Business Administration (Agricultural Development and Agribusiness Management), (β) Organisation and Management of Agricultural Businesses (Agricultural Development and Agribusiness Management):

Academic Year 2003- 2004.

- (α) Organisation and Management of Agricultural Businesses (Agricultural Development and Agribusiness Management):

Academic Year 2002- 2003.

- (α) Organisation and Management of Agricultural Businesses (Agricultural Development and Agribusiness Management), (β) Financial Management (Agricultural Development and Agribusiness Management):

Spring semester 2002- 2003.

- Financial Management (Agricultural Development and Agribusiness Management):

Academic Year 2001- 2002.

****4183 hours of total teaching time at Alexander Technological Educational Institute, corresponding to the recognition of 5 years, 10 months and 15 days of past service.**

9. TECHNOLOGICAL EDUCATIONAL INSTITUTE (T.E.I.) OF CENTRAL MACEDONIA (SERRES)*:**

- (α) Business Administration, (β) Marketing, (γ) Διοίκηση Τεχνολογίας Καινοτομίας:

Academic Year 2005-2006.

- (α) Introduction to Advertising, (β) Principles of Business Administration:

Academic Year 2002-2003.

- (α) Introduction to Advertising, (β) International Marketing:

Academic Year 2001-2002.

- (α) Financial Management, (β) Management Economics:

Spring semester 2000-2001.

- Principles of Economics I:

Winter semester 2000- 2001.

*****Actual duration of past service at the Faculty of Technological Applications of the Technological Educational Institute of Central Macedonia, 1 month and 9 days.**

Total duration of past service at the School of Business Administration and Economics of the Technological Educational Institute of Central Macedonia, following reduction due to part-time employment, 1 year, 3 months and 3 days.

08. Laboratory Tutoring at the University of Macedonia

1. (α) Management Information Systems, (β) Information Systems Analysis & Design, (γ) Principles of Computer Science:

Winter semester 2002- 2003.

2. (α) Management Information Systems, (β) 2. Information Systems Analysis & Design, (γ) Principles of Computer Science, (δ) Strategic Marketing, (δ) Consumer Behavior, Principles of Marketing:

Academic Years 2001- 2002, 2000- 2001.

09. Seminar Lecturing at the University of Macedonia

1. Management and Financial Administration of Health Care Units (12 hrs):

Academic Year 2005-2006.

2. (α) Management and Financial Administration of Health Care Units (4 hrs), (β) Business Administration (8 hrs) (8 ώρες):

Academic Year 2004-2005.

10. Tutoring at Hellenic Public Vocational Training Institutes (I.E.K.)

1. (α) Marketing 2 (I.E.K. of Therme)- Market Research & Polls' Statistics, (β) Marketing 4 (I.E.K. of Epanomi)- Advertising, (γ) Management Principles (I.E.K. of Epanomi)- Expert in Computerized Accounting:

Spring semester 2000-2001.

2. (α) Principles of Economics (I.E.K. of Therme)- Expert in Stock Exchange Trading (β) Principles of Economics (I.E.K. of Epanomi)- Expert in Hotel & Food Services (γ) Marketing 3 (I.E.K. of Kalamaria)- Market Research & Polls' Statistics:

Winter semester 2000-2001.

11. Research Work - Ερευνητικά Προγράμματα

1. Participation in the Industry financed (Hellenic Airspace Industry) Project: "APXYTAS" regarding the R&D of V-tol UAV, (1/10/2022 – 31/5/2023).
2. Participation in the Greek state financed (general secretariat of research and innovation) Project: "Autonomous Robotic System for navigating through challenging indoor

spaces and for detecting humans”, (1/6/2023 – 29/11/2023).

3. Research for determining the profile of tourists in Northern Greece at the snow-ski resorts in Northern Greece (University of Macedonia, 2002).
4. Research associate of the University of Cyprus (Spring, 2012- 2013).
5. Participation in the Research Program (in Greek “Ε.Π.Ε.Α.Ε.Κ.”) entitled “Graduate Studies Reform Program of the Business Administration Department of the University of Macedonia for the Production of Educational Material” from 1/3/2005 to 31/12/2005.
6. Participation in the Research Program (in Greek “Ε.Π.Ε.Α.Ε.Κ.”) entitled “Graduate Studies Reform Program of the Business Administration Department of the University of Macedonia for the Production of Educational Material” from 1/4/2004 to 30/6/2004.

12. Advisory Expertise (Dissertation Supervision)

1. Hellenic Open University (Post-graduate program Tourism Business Administration):
Academic Year 2017- 2023: 3 dissertations.
2. OPEN UNIVERSITY OF CYPRUS (M.B.A.):
Academic Year 2013- 2022: 34 dissertations
3. A.T.E.I. OF THESSALONIKI- Department of Farming Management:
Academic Year 2003- 2004: 2 dissertations.
4. T.E.I. OF SERRES- Department of Management:
Academic Year 2001- 2003: 10 dissertations
5. DEMOCRITUS UNIVERSITY OF THRACE (Department of Production and Management Engineering):
Academic Year 2017 – 2021: 1 Doctoral Dissertation

13. Professional Experience

1. Accredited Director of Training – Head of Marketing at the Vocational Training Centre (K.E.K) “ARGO”, Accredited Director of Instruction at K.E.K “ARGO” and Accredited Director of Marketing at KEK “ARGO”, from 9/12/2004 until 31/05/2013.
2. From 1/5/1998 to 7/7/1999, employee at the Shipping Company “Economides S.A.”.

14. Administrative Experience

Participation in committees/administrative positions at the Department of Production and Management Engineering, Democritus University of Thrace, as Full Professor:

1. Vice President of the Department of Production and Management Engineering.
2. Member of the coordinating committee of the Masters Program titled “Master in Innovation, Technology and Business Management”, offered by the Dept. of Production and Management Engineering

Participation in committees of the Department of Production and Management Engineering, Democritus University of Thrace, as Assistant/Associate Professor:

3. Scrutineer of the electoral board, responsible for the election of a chairman for the Department of Production and Management Engineering, Democritus University of Thrace (2017).
4. Committee for the receipt of Textbooks:
 - Academic year 2017-2018.
 - Academic year 2016- 2017.
 - Academic year 2015- 2016.
 - Academic year 2018- 2019.
 - Academic year 2019- 2020.
 - Academic year 2020- 2021.
 - Academic year 2021- 2022.
 - Academic year 2022- 2023.
5. Committee on student issues:
 - Academic year 2017- 2018. (Chairman)
 - Academic year 2016- 2017. (Chairman)
 - Academic year 2015- 2016. (Chairman)
 - Academic year 2018- 2019.
6. Fast-track entry committee:
 - Academic year 2018-2019
 - Academic year 2017-2018.
 - Academic year 2016- 2017.

- Academic year 2015- 2016.
 - Academic year 2020- 2022.
7. Deputy member of the Fast-track entry committee for academic year 2014-2015.
 8. Summary call for tenders committee for the procurement of all kinds of apparatuses, goods and materials, the undertaking of small-scale works and the provision of services:
 - Fiscal year 2018.
 - Fiscal year 2017.
 - Fiscal year 2015.
 - Year 2015.
 - Fiscal year 2019.
 - Fiscal year 2020.
 9. Committee on the destruction-deletion of useless apparatuses, goods and materials (movable objects):
 - Fiscal year 2015.
 - Year 2015.
 - Fiscal year 2019.
 - Fiscal year 2021.
 - Fiscal year 2022.
 - Fiscal year 2023.
 10. Member of the Committee for the preparation and organization of the celebration of the 20 years of operation of the Department.
 - Academic year 2018-2019.
 11. Member of the coordinating committee of the Masters Program titled “Master in Innovation, Technology and Business Management”, offered by the Dept. of Production and Management Engineering
 - Academic year 2018-2020.

15. Additional Professional Qualifications- Participations in Committees

1. Quality Auditor for ISO 9001 and ISO 10011-1 certified by IRCA (Global Organization of Inspectors).

2. Member of the Hellenic Public Economic and Commercial Chambers (0071751).
3. Member of the Hellenic Institute of Management (0/73372).
4. Member of the Hellenic HRM Institute.
5. Member of the Hellenic Marketing Institute.
6. Member of the Hellenic Management Association (HMA).
7. Member of the Hellenic Institute of Financial Management (HIFM).
8. Certified member of the Hellenic National Accreditation Centre for Continuing Vocational Training (714536).
9. Licensed tutor at English language schools.
10. Proficient tutor of the English language.
11. Certification for the Open and Distance Education Training Course, by the Hellenic Open University Internal Evaluation and Training Unit (2017- 2018).
12. Successful completion OF THE MODULE “Introduction to distant teaching, learning and evaluation”, at the Open University of Cyprus.

16. Conference Committee Memberships

1. Committee of workshop Organizers at the 6th International Conference on Strategic Innovative Marketing, which took place in Pafos, Cyprus, September 6-9, 2017.
2. Invited Chairman of the Session "*Neural Networks and Applications*", having the Plenary Session Talk, with the topic *Information Systems Marketing*, at the 2nd International Conference on Neural, Parallel and Scientific Computations, Department of Mathematics, Morehouse College, Atlanta. U.S.A., August 2002, 7-10.
3. Member of the international scientific advisory committee of the International Conference “Sustainable Tourism 2006”, 6-8 September, Bologna, Italy.

17. Monograph- Books – Scientific Editing

(Published)

1. Ph. Kotler, N. Lee, and Fotiadis Th., Marketing in the Public Sector: A Roadmap for Improved Performance (1st Greek edition) (2023). Broken Hill Publishers. ISBN:

9789925350162.

2. Grewal, D., Levy, M., Leonidou, L., and Fotiadis, T., Marketing (2022). (1st Greek edition). Kritiki Publishing. ISBN: 9789605863807.
3. Th. Fotiadis, A. Lindgreen, G. Siomkos, Ch. Oberg, and Folinas D., (2022). Industrial Marketing (1st edition). SAGE Publishing. ISBN: 9781529778533.
4. Fotiadis, T., Folinas, D., Vasileiou, K., & Konstantoglou, A. (2022). Marketing and the Customer Value Chain: Integrating Marketing and Supply Chain Management. Routledge. Publications. ISBN: 978-1138394476.
5. Th. Fotiadis, D. Folinas, K. Vasileiou, and Konstantoglou A., (2021). Marketing and Supply Chain Management: A Systemic Approach (1st edition). Broken Hill Publishers. ISBN: 9789925576968.
6. Siomkos, G., Th. Fotiadis, Industrial Marketing (1st edition) (2020). Broken Hill Publishers. ISBN: 9789925588022.
7. Siomkos, G., Dr. Tsiamis, I. and Fotiadis, T., (2019). High- Tech and Industrial Marketing (1st edition). Broken Hill Publishers. ISBN: 978-9925-575-68-8.
8. Th. Fotiadis, (2018). Strategic Marketing for High Technology Products: An Integrated Approach (1st edition). Routledge Publications. ISBN: 978-1138559288.
9. D. Folinas, Th. Fotiadis, (2018). Supply Chain Management and Marketing (1st edition). Livanis Publications. ISBN: 978-960-14-3334-9.
10. D. Folinas, Th. Fotiadis, (2017). Marketing and Supply Chain Management: A Systemic Approach (1st edition). Routledge Publications. ISBN: 978-1138181656.
11. Siomkos, G., Dr. Tsiamis, I. and Fotiadis, T., (2017). Marketing of High- Technology and Industrial Products (1st edition). Livanis Publications. ISBN: 978-960-14-3208-3.

(Under Publication- comissioned)

1. K. Katsikeas, L. Leonidou, Th. Fotiadis, B. Aykol, and C. Leonidou, Strategic International Marketing: Theory and Practice. SAGE Publishing. ISBN: Paperback: 9781529768701, Hardback: 9781529768718.
2. A. Lindgreen, C. Pardo, D. Folinas, P. Naude, Th. Fotiadis, C.A. Di Benedetto. The Sage Handbook of Industrial Marketing Management. SAGE Publishing.

3. Th. Fotiadis, D. Folinas, A. Lindgreen, A. Gasteratos, Ch. Vassiliadis. Marketing and Supply Chain Management: A Systemic Approach (2nd edition). Routledge Publications.

(Scientific editing)

1. Ph. Cateora, R.B. Money, M.C. Gilly, and Graham L.J., (2022). International Marketing (1st Greek Edition). ISBN: 9789925588268.
2. Sally Dibb, Lyndon Simkin, William.M Pride, and Ferrell O.C.,(2021). Marketing: Concepts and Strategies (1st Greek edition). Broken Hill Publishers. ISBN: 9789925576388.
3. Nathan L. Tintle, Beth L. Chance, George W. Cobb, Alan J. Rossman, Soma Roy, Todd M. Swanson, and Jill L. VanderStoep, (2021). Introduction to Statistical Investigations (1st Greek edition). Gutenberg. ISBN: 978-960-01-2228-2.

18. Book Chapters

1. V. Tsolidou, D. Folinas, Th. Fotiadis, (2022). “Application of VSM as a process management model in a Seaport Container Terminal”, accepted at International Conference on Business Intelligence and Modelling, and will be included in Springer Proceedings in Business and Economics.
2. Th. Fotiadis, M. Athanasiadou, A. Diamantidis, L. Hatzithomas and A. Gasteratos, (2022). “Trust in e-government and successful information management in the public sector during a pandemic: proposing an extended framework”, accepted at International Conference on Business Intelligence and Modelling, and will be included in Springer Proceedings in Business and Economics.
3. M. Athanasiadou, A. Diamantidis, Th. Fotiadis, A. Gasteratos and L. Hatzithomas, (2022). “Exploring the relations between the information system success model and Trust in e-government in the Greek public sector during the pandemic: an empirical research”, accepted at International Conference on Business Intelligence and Modelling, and will be included in Springer Proceedings in Business and Economics.
4. G. Siomkos, Ch. Vassiliadis, Th. Fotiadis, (2004). Segmenting and Targeting European Package Travelers. Included in: “Sustainable Tourism 2004”, (sponsored by the Ministry of Environment, Regional Government of Castilla y Leon, Spain, and organized by the Wessex Institute of Technology, the Inter-University Department of Ecology of Madrid (involving the Universities Complutense, Autonoma and Alcala) and EUROPARC

Espana, WIT press (ISBN: 1-85312-724-8, ISSN: 1476-9581).

5. G. Siomkos, Ch. Vassiliadis, Th. Fotiadis, (2004). Destination Management and Strategic Market Planning: A Strategic Planning Technique of the Total Tourism Product with the Assistance of Section Elevation Diagrams. Included in: “Sustainable Tourism 2004”, (sponsored by the Ministry of Environment, Regional Government of Castilla y Leon, Spain, and organized by the Wessex Institute of Technology, the Inter- University Department of Ecology of Madrid involving the Universities Complutense, Autonoma and Alcala) and EUROPARC Espana, WIT press (ISBN: 1-85312-724-8, ISSN: 1476-9581).
6. G. Haramis, G. Pavlidis, Th. Fotiadis, Ch. Vassiliadis, Ch. Tsialtas, (2004). Information Systems Design: A Procedural Approach. Included in: “MIS 2004”, WIT press (ISBN: 1-85312-728-0, ISSN: 1470-6326).
7. Th. Fotiadis, G. Haramis, G. Siomkos, Ch. Vassiliadis, Ch. Tsialtas, (2004). A Proposed Theoretical Strategic Framework For The Successful Entrance of New Products of High Technology. Included in: ‘MIS 2004’, WIT press (ISBN: 1-85312-728-0, ISSN: 1470-6326).
8. G. Haramis and Th. Fotiadis, (2003). Information Systems Development. Time – network Planning. Included in: “Electrical Engineering and Electromagnetics”, WIT press (ISBN: 1-85312-981-X, ISSN: 1463-0451).
9. Th. Fotiadis and G. Haramis, (2002). Information Systems Maintenance. Included in: “Applications of High Performance Computing in Engineering VII”, WIT press (ISBN: 1-85312-924-0, ISSN: 1368-7638).

19. Under Review/ Design/ Accepted for Publication-Presentation

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3. L.C. Leonidou, B. Aykol, T. Fotiadis, and P. Christodoulides. Drivers of hotel – foreign travel agent relationship effectiveness under crisis: Customer satisfaction effects during the

Covid-19 pandemic. Target: Tourism Management.

4. L.C., Leonidou, C.S. Katsikeas, T. Fotiadis, and P. Christodoulides. Examining the impact of intelligence quotient and emotional intelligence on salesperson's tasks and performance. Target: Journal of Marketing.
5. Konstantoglou, A., Fotiadis, T., Folinas, D., Rotsios, K., Falaras, A. Creating the profile of the Deposit Refund System user in Greece and enhancing the system's efficiency. Accepted for publication (minor review) on The International Journal of Social Sustainability in Economic, Social, and Cultural Context.
6. Rotsios, K., Fotiadis, T., Folinas, D. Refundable recycling of food packaging: An integrated approach of marketing and supply chain management. 5th Olympus International Conference on Supply Chains, May 24-26, 2024, Katerini, Greece. Accepted for presentation and inclusion in the conference proceedings.

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21. Conferences

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