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1. EDUCATION

Doctor of Philosophy (Ph.D.) - 2001

Brunel University, United Kingdom, Department of Information Systems and Computing (DISC)

Title of Dissertation: *Virtual Store Atmosphere in Internet Retailing: Measuring Virtual Retail Store Layout Effects on Consumer Buying Behaviour*

Master in Business Administration (M.B.A.) - 1995

Major: Marketing - Field Study Project: Business Plan for an Educational Institution
Athens Laboratory of Business Administration (ALBA), Athens, Greece

Bachelor of Science (B.Sc.) in Information Systems - 1994

Athens University of Economics and Business (AUEB), Department of Informatics

2. RESEARCH, TEACHING & PROFESSIONAL WORKING EXPERIENCE

Sep. 2008 – today: Assistant Professor - Athens University of Economics and Business, Department of Management Science and Technology.

Sep 2008 – today: Associate Teaching Staff Member – Greek Open University, School of Social Sciences, “Business Administration” Program, Course: Marketing II.

Jul. 2003 – today: Lecturer – Athens University of Economics and Business, Department of Management Science and Technology.

Mar. 2002 – Jan. 2004: Adjunct Lecturer - Athens University of Economics and Business, Department of Management Science and Technology.

Dec. 2003 –today: Deputy Director of the “ELTRUN – The E-Business Center” and Scientific Coordinator of the “ELTRUN-IMES” (Interactive Marketing and Electronic Services) Research Group - Athens University of Economics and Business, Department of Management Science and Technology, Greece.

Sep. 2002 – Aug. 2004: Research Collaboration with Prof. R.O’Keefe, University of Surrey, School of Management, United Kingdom.

Jan. 2002 – Jan. 2004: Senior Researcher at the Research Center of the Athens University of Economics and Business.

Oct. 1999 – Aug. 2002: Researcher at the “Electronic Business Interaction” (EBI), Research Center, Department of Information Systems and Computing (DISC), Brunel University, United Kingdom.

Sep. 1998 – Sep. 1999: Researcher at the Research Center of the Athens University of Economics and Business.

Dec. 1997 – Aug. 1998: Researcher in European Commission funded R&D projects, CYBERCE Business Consultants, Athens, Greece.

Oct. 2000 – Sep. 2001: Technological Educational Institute of Athens (“TEI”), School of Management and Economy, Department of Business Administration, Visiting Professor, Athens, Greece.

Sep. 98 – Jun. 99: Institute of Professional Qualification (“IEK”), Visiting Professor, Athens, Greece.

1994 – 1997: Marketing/Sales Executive at: L’Oreal, Boutari Group, Soft Cares – Athens, Greece.

Nov. 1995 – May 1997: Greek Army – Speciality: “Specialist Scientist” and “Selected Athlete”.

1989 – 1995: Public Relations Services & Organization of Events in the Entertainment Industry.

3. TEACHING

3.1 Teaching Experience (Courses Taught)

Undergraduate

Digital Marketing - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2005-2006, 2006-2007, 2007-2008 and 2008-2009.

Electronic Business - Athens University of Economics and Business, Department of Accounting and Finance, Academic Years 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009.

Sales Management - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009.

Field Practice - Athens University of Economics and Business, Department of Management Science and Technology, (Winter Semester) – Project Manager (with P. Dimitratos) & Students’ Supervision, Academic Years, 2006-2007, 2007-2008, 2008-2009.

Data Management for Marketing and Sales - Athens University of Economics and Business, Department of Management Science and Technology, Academic Year 2003-2004, 2004-2005 (with D. Chatziantoniou).

Advanced Selling Techniques and Technologies - Athens University of Economics and Business, Department of Management Science and Technology, Academic Year

2003-2004 (with K. Pramataris) and 2004-2005 (Independent Assignments' Supervision).

Management of Information Systems - Athens University of Economics and Business, Department of Business Administration, Academic Years 2002-2003 and 2003-2004 (with K. Pramataris in 2003-2004).

Electronic Commerce - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2002-2003 and 2003-2004 (with G. Doukidis).

Modern Topics and Trends in Management and Technology - Athens University of Economics and Business, Department of Management Science and Technology, Academic Years 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009 – Guest Lectures in “Introduction to Electronic Commerce” and “Digital Marketing”.

Field Practice - Athens University of Economics and Business, Department of Management Science and Technology (Summer Semester), Students' Supervision, Academic Years, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009.

Field Study Thesis - Athens University of Economics and Business, Department of Management Science and Technology (Summer Semester), Students' Supervision, Academic Year, 2008-2009.

Electronic Marketing - Lectures in “Digital Marketing” in the context of the ERASMUS program, Athens University of Economics and Business, 11/2003.

Independent Assignment - Athens University of Economics and Business, Department of Management Science and Technology, Assignments' Supervision from 2004-2005 until today.

Marketing II. Greek Open University – School of Social Sciences, “Business Administration” Program, Academic Year 2008-2009.

Postgraduate

Digital Marketing and CRM - Athens University of Economics and Business, MBA International Program, Full-Time and Part-Time Programs, Academic Years 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009 (with S. Dimitriadis in 2005-2006, 2006-2007 and 2007-2008).

Electronic Commerce and Inter-Organizational Networks - Athens University of Economics and Business, MBA International Program, Full-Time and Part-Time Programs, Academic Year 2004-2005, 2005-2006, 2006-2007, 2007-2008 and 2008-2009 (with N. Pouloudi).

Special Topics in Mass Media and Entertainment - Athens University of Economics and Business, Department of Business Administration, M.Sc. in Services Management, Academic Year 2008-2009.

Digital Marketing and CRM - Athens University of Economics and Business, Department of Management Science and Technology, Master of Science Program in Decision Sciences, Full-Time and Part-Time Programs, Academic Years 2001-2002, 2002-2003 and 2003-2004.

Electronic Commerce and Inter-Organizational Networks - Athens University of Economics and Business, Department of Management Science and Technology, Master of Science Program in Decision Sciences, Full-Time and Part-Time Programs, Academic Year 2003-2004.

Electronic Commerce and Inter-Organizational Collaboration - National Technical University and Athens University of Economics and Business, Intercollegiate Master Program in Business Administration Program - Athens M.B.A., Academic Years 2001-2002 and 2002-2003 (with. K. Vasilopoulou).

Electronic Commerce - Athens University of Economics and Business, Master of Science in Information Systems, Academic Years 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006 and 2006-2007 – Series of Guest Lectures in Digital Marketing, Electronic Customer Relationship Management and Electronic Retailing.

Electronic Commerce, Athens University of Economics and Business, Executive MBA Program, Academic Year 2002-2003 – Guest Lecture in Digital Marketing, Electronic Customer Relationship Management and Electronic Retailing.

3.2 Other Teaching Experience

2008: Seminar for Business Executives organized by the Association of Greek Retail Companies titled: “Electronic Customer Relationship Management eCRM”, Athens 20 March 2008.

2007: Lecture titled “How to get a Phd in 3 Years? Practical Guidelines & Instructions for Quantitative Research Studies”, in the context of the “ELTRUN – The Research Center” Research Seminars series, Athens University of Economics and Business, Department of Management Science and Technology (2 hours).

2006: Executive Seminars “Business Technology Excellence” series, ELTRUN – The Research Center, Athens University of Economics and Business, Department of Management Science and Technology – Courses taught: (1) Digital Marketing and CRM (10 hours), (2) Advertising on the Internet, Mobile and Interactive Digital TV (10 hours) and (3) New Technologies and Practices in Sales Management and Personal Selling Techniques (10 hours) and (4) Electronic Customer Relationship Management (10 hours)

2004-2005: Executive Seminars “Business Technology Excellence” series, ELTRUN – The Research Center, Athens University of Economics and Business, Department of Management Science and Technology – Courses taught: (1) Electronic Data Processing for Marketing and Sales (2 Seminars X 10 hours = 20 hours).

2005: Lecture titled “Customer Relationship Management” in the context of the World Mediterranean - MBA seminar series, Athens University of Economics and Business.

2004: Lecture titled “Testing Research Hypotheses through Multiple Regression”, in the context of the “ELTRUN – The Research Center” Research Seminars series, Athens University of Economics and Business, Department of Management Science and Technology (3 hours).

2003: Lecture titled “ANOVA and MANOVA for Research Designs” in the context of the Human Recourses Development Seminar of the PhD program of the Department of Management Science and Technology of the Athens University of Economics and Business (3 hours).

2003: Lecture titled “Testing Ph.D. Research Methodology: a Marketing Research Approach”, in the context of the “ELTRUN – The Research Center” Research Seminars series, Athens University of Economics and Business, Department of Management Science and Technology (3 hours).

2002: “GODIGITAL” Program of the Greek Ministry of Development - Seminar Lectures in “Electronic Commerce” - National Technical University and Technological Institute of Athens (12 hours).

1999-2002: Series of research presentations in the area of “Consumer Behaviour in Electronic Retailing” in the context of the Research Seminars of the “Electronic Business Interaction” (EBI), Research Center, Department of Information Systems and Computing (DISC), Brunel University, United Kingdom .

1999-2000: Guest Lectures in Electronic Retailing and Digital Marketing in the context of the Athens M.B.A Intercollegiate Master Program of the National Technical University and Athens University of Economics and Business.

2000: “Euro-Mediterranean Network Project of the International Trade Promotion Bodies - INTERNATIONAL TRAINING ACTIVITIES”: Seminar Title: “Management of Business Information”, Cyprus Productivity Center, Nicosia, Cyprus (18 hours).

2000-2001: Course: “Electronic Commerce” - Technological Educational Institute of Athens (“TEI”), School of Management and Economy, Department of Business Administration, Academic Year 2000-2001 (Winter and Summer Semester).

1999: Lectures in “Electronic Commerce” and “Digital Marketing”, Piraeus Prefecture Committee of Public Training (“N.E.A.E.”) seminar, funded by the Greek Ministry of Development Training Programme (10 hours).

1999: Lectures in “Electronic Commerce”, “Digital Marketing” and “Efficient Consumer Response” (ECR), Research Center of University of Piraeus (RC-UP), seminar conducted in the context of the Piraeus Prefecture Training Programme (60 hours).

1999: Lectures in “Electronic Commerce” and “Electronic Retailing”, National Confederation of Greek Commerce (“E.Σ.E.E.”), seminars organized under the aegis of the Athens University of Economics and Business.

1999: Research Center of Athens University of Economics & Business (RC-AUEB) – Lectures in:

- “Electronic Commerce” seminar conducted in the context of the “EPEAEK Certification” programme funded by the Greek Ministry of Development (25 hours).

- “Efficient Consumer Response and Electronic Retailing” seminar conducted in the “EPEAK-NORMA” Training Programme funded by the Greek Ministry of Development. Supervision of theses on “ECR-Scorecard” (25 hours).
- “EDI & Electronic Commerce” seminar funded by the Greek Ministry of Development (30 hours).
- “Logistics & Electronic Commerce” seminar funded by the Greek Ministry of Development (30 hours).

1999: Guest Lectures in “Electronic Commerce and Digital Marketing”, National Technical University (NTU) Doctoral Programme.

1998-1999: Series of Lectures in “Microsoft Office” and “Knowledge Management”, Treasury of the Greek General Army Civil Employees Permanent Staff (“T.A.M.I.Y.”), seminars organized under the aegis of the Athens University of Economics and Business.

1998-1999: “Computers’ Use”, Institute of Professional Qualification (“IEK”), Winter and Summer Semesters, Athens, Greece.

1998-1999: Lectures in “Windows, Microsoft Office, Internet and Electronic Commerce”, Research Center of the Athens University of Economics & Business (RC-AUEB), seminars funded by the Greek Ministry of Education (210 hours).

4. RESEARCH ACTIVITY

4.1 Research Interests

Areas

- Digital Marketing and Electronic Retailing
- Consumer Behaviour and Services Marketing in Multichannel Retailing
- Electronic Customer Relationship Management (eCRM)
- Personal Selling Techniques
- Human Computer Interaction

Indicative Research Subjects

- Store Atmosphere effects on Consumer Behaviour in Multichannel Retailing (i.e. Web, Mobile, Digital iTV, Virtual Reality).
- Consumer Behaviour in Digital Media (i.e. Internet, Web, Mobile, Digital iTV).
- Measurement of Perceived Service Quality, Satisfaction, Value, Corporate Social Responsibility, etc. relationships with consumer Trust and Loyalty
- Application of Electronic Customer Relationship Management (eCRM) philosophy and systems in personal selling
- Design and evaluation of Electronic Consumer Services

Methods and Research Tools

- *Conceptual and Empirical (quantitative and qualitative) research*
- *Research types:*
 - ❖ Desk Research
 - ❖ Exploratory through questionnaires, interviews, focus groups, expert interviews, POS Data, etc.
 - ❖ Conclusive for testing research hypotheses

- Descriptive through questionnaires, POS Data, etc.
- Causal through Lab or Field Experiments
- *Data Analysis tools*: SPSS (Multiple Regression, ANOVA, Factor Analysis, t-Test, Cluster and Multiple Discriminant Analysis, etc.), AMOS & LISREL (Structural Equation Modeling).

4.2 Participation in Funded Research Projects (1998 – today)

PENED (2006-2009) – Greek Secretary of Research and Technology (GSRT) – Title: Consumer Behaviour Analysis towards Location Based Services in the context of Entertainment Industry – Scientific Coordinator.

Information Systems Studies Support (“EPEAEK” - Ministry of National Education and Religious Affairs) - Department of Management Science and Technology, Athens University of Economics and Business (2006-2008) – (a) Development of Knowledge Portals on “Digital Marketing” and “Sales Management and Retailing”, (b) Development of Interactive Case Study on Electronic Customer Relationship Management (e-CRM). Researcher.

Research funded by the **ECR Europe International Commerce Institute (ICI) – Unilever Research Grant 2007** (2007-2008) – Research title “Emotional Attachment in the Consumer-Retailer Dyad” - Scientific coordinator.

PITHAGORAS (2005-2008) - European Social Fund and National Resources (Ministry of Education) Pythagoras II – EPEAEK – Title: Development of Consumer Behaviour Models in the context of Mobile 3G Networks Internet Services: Investigation of relationships between Perceived Service Quality, Perceived Satisfaction, and Perceived Value through Structural Equation Modeling – Scientific Coordinator (with G. Doukidis).

Ministry of National Education and Religious Affairs (2004-2005) - E-Commerce Software Development for Library Management (with G. Doukidis).

MUSICAL (2002-2004)- MULTimedia Streaming of Interactive Content Across mobile networks: Personalized Music Services through Digital Media (eContent Programme), funded by EC. Scientific Coordinator.

ACTIVE SMEs (2002-2003) - Advertising and Commerce through the Internet in the Context of the Virtual Enterprise for Small-and-Medium Enterprises (Ten Telecom - Trans European Telecommunications Networks Programme) funded by EC. Scientific Coordinator.

MYGROCER (2002-2003) - Mobile Shopping of Electronically Referenced Grocery Products (Information Society Technologies Programme) funded by EC. Senior Researcher.

I-MEDIA (2002-2003)- Intelligent Mediation Environment for Digital Interactive Advertising (Information Society Technologies Programme) funded by EC. Senior Researcher.

GEMINI (2001-2002) - Global Electronic Medium Constellation for Dynamic Content Integration (Information Society Technologies Programme) funded by EC. Senior Researcher.

MOBICOM (2001-2002) - Evolution Scenarios for Emerging m-Commerce Services (Information Society Technologies Programme) funded by EC. Senior Researcher.

HERMES (1999-2000) – Human Network of Knowledge Dissemination for Electronic Retailing and Efficient Consumer Response (funded by the General Secretary of Research and Technology, Greek Ministry of Development). Project Manager & Researcher.

ACTIVE (1998-1999) - Advertising and Commerce Through the Internet in the context of the Virtual Enterprise (ESPRIT Programme) funded by EC. Researcher.

4.3 Participation in non-funded Research Projects

2009: Consumer Behaviour Survey in Virtual Reality Retailing. Scientific coordinator

2005-2007: “Value Creation Beyond Price” & “Emotional Link” – Efficient Consumer Response Hellas. Scientific coordinator (with K. Pramataris).

2006: “Consumers’ Perceptions for Innovative Branded Fast Moving Consumer Goods” – ELTRUN – The Research Center, ELTRUN-IMES Research Group. Scientific coordinator (with G. Doukidis)

2004-2006: Consumer Behaviour in Grocery Retailing in Greece - Efficient Consumer Response (ECR) Hellas– Scientific coordinator (with K. Pramataris)

2004-2005: “WMDS - World Mobile Data Survey”– With a worldwide participation of Universities and Research Institutions. Scientific coordinator (with G. Giaglis).

2003-2004: “WMIS - World Mobile Internet Survey”– With a worldwide participation of Universities and Research Institutions (with G. Giaglis).

4.4 Participation and Execution of Other Surveys

2008: Case Studies on “Electronic Customer Relationship Management (e-CRM): Current Situation and Emerging Trends in the Greek Market”.

2006: Study of “Electronic Advertising through the Internet in Greece”.

2002: “Greek Aluminium 2002” Exhibition – Consumer Behaviour Survey (November 2002). Scientific coordinator

1999: Internet Consumers Survey: Characteristics, Shopping Habits and Preferences of Internet Consumers.

4.5 PhD Supervision

Nov. 2002 – May 2006 (completed successfully): Ph.D. Thesis – Athens University of Economics and Business, Department of Management Science and Technology –

Supervision of Ph.D. Candidate P. Vlachos – Title of Dissertation: “*Service Evaluation Trust Determinants in Consumer Relational Exchanges*”.

Oct. 2003 – Jun. 2009 (completed successfully): Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology - Supervision of Ph.D. Candidate A. Tsamakos - Title of Dissertation: “*Corporate Associations in Mobile Communication Services: Corporate Social Responsibility, Consumer Attributions and the Mediating Role of Trust*”.

Oct. 2005 – Jun. 2009 (completed successfully): Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology - Supervision of Ph.D. Candidate V. Koutsouris - Title of Dissertation: “*Consumer Behaviour towards Location Based Mobile Services in the Context of the Entertainment Industry*”.

Oct. 2003 – today: Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology - Supervision of Ph.D. Candidate E. Kevoork - Title of Dissertation: “*E-Servicescape and e-CRM in the Banking Sector*”.

Apr. 2006 – today: Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology - Supervision of Ph.D. Candidate E. Mantzari - Title of Dissertation: “*Dependency in Consumer Social TV Relations: An Application to Virtual Communities*”.

Oct. 2008 – today: Ph.D. Thesis - Athens University of Economics and Business, Department of Management Science and Technology - Supervision of Ph.D. Candidate I. Krasnikoulakis - Title of Dissertation: “*Virtual Reality Internet Retailing: Experimental Examination of Interactive Shopping Interface – Store Atmosphere Effects on User-Consumer Behaviour*”

4.6 Master Theses Supervision

Jun. 2009 – today: M.Sc. Thesis – Athens University of Economics and Business, Department of Business Administration, Master of Sciences Program in Services Management – Supervision of 5 M.Sc. Theses (L. Dimitrakopoulou, E. Didaskalopoulou, T. Vardaki, C.-O. Prassou and N. Kavadia).

July 2009 – today: International MBA Field Study Project – Athens University of Economics and Business – Supervision of 1 Team (Company/Organization: Virtual Trip).

May 2008 – Jan. 2009: M.Sc. Thesis – Athens University of Economics and Business, Department of Informatics, Master of Sciences Program in Information Systems – Supervision of 2 M.Sc. Theses (E. Mourath and E. Stergiani).

Jun. 2008 – Nov. 2008: International MBA Field Study Project - Athens University of Economics and Business – Supervision of 1 Team (Company/Organization: National Bank of Greece).

May 2007 – Jan. 2008: Athens University of Economics and Business, M.Sc. Program in Information Systems – 1 Thesis Supervision: K. Apostolou.

Jun. 2007 – Nov. 2007: International MBA, Athens University of Economics and Business – Supervision of 2 Field Study Projects (Companies/Organizations: Sun, Eurobank).

Jun. 2007 – Nov. 2007: International MBA, Athens University of Economics and Business – Supervision of 1 Field Study Project (Companies/Organizations: Armentel).

May 2006 – Jan. 2007: Athens University of Economics and Business, M.Sc. Program in Information Systems – 2 Theses Supervision: C. Polychronopoulos, R. Tsama

Jun. 2005 – Nov. 2005: International MBA, Athens University of Economics and Business – Supervision of 4 Field Study Projects (Companies/Organizations: Bank of Piraeus, Virtual Trip X 2, Individual Assignment)

May 2005 – Jan. 2006: Athens University of Economics and Business, M.Sc. Program in Information Systems – 2 Theses Supervision: Atherinos V. and F. Tzanakis.

June 2004 – today: Athens University of Economics and Business, M.Sc. Program in Decision Sciences– Supervision of 2 Field Study Project (Companies/Organizations: ELOT, National Bank of Greece).

June 2004 – Nov. 2004: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. Thesis Supervision: Michalakopoulos, M.

May 2004 – Jan. 2005: Athens University of Economics and Business, M.Sc. Program in Information Systems – 2 Theses Supervision: Matsoukas, F., Kottaridi, K.

Jul. 2003 – Dec. 2003: Athens University of Economics and Business, M.Sc. Program in Information Systems – 1 Thesis Supervision: Koutsouris, K.

Jun. 2003 – Nov. 2003: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. Thesis Supervision: Carameros, P.

Jul. 2002 – Nov. 2002: Athens University of Economics and Business, M.Sc. Program in Decision Sciences – 2 Field Study Project Supervision (Companies/Organizations: Yellow Engine, Computer Project SA).

Jun. 2002 – Nov. 2002: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. Thesis Supervision: Vlachos, P.

Jun. 2001 – Nov. 2001: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. – 5 Thesis Supervision: (1) Dragou, M. and Marava, K., (2) Prasopoulou, E., (3) Padras, M., (4) Lianou, S., & (5) Aspioti, A.

Jun. 2000 – Nov. 2000: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. – 1 Thesis Supervision: Sarris, P and Tsolka S.

Jun. 1999 – Nov. 1999: National Technical University and Athens University of Economics and Business joint Master Program in Business Administration (Athens M.B.A.) – M.B.A. – 1 Thesis Supervision: Couvas, C.

4.7 Member of PhD Committees

Member of PhD Supervision Committees of the following PhD candidates: Vlachos, P. (completed successfully), Drosos, D. (completed successfully), Tsamakos, A., Koutsouris (completed successfully), V., Theotokis, A. (completed successfully), Tsiaousis, A. (completed successfully), Kevork, E., Mantzari, E, and Krasonikolakis, I. of the Department of Management Science and Technology and Manganari, E. (completed successfully) of the Department of Business Administration both at the Athens University of Economics and Business and R. Benou of the Department of Computer Technology Science of the University of Peloponnese.

Member of PhD Examination Committees of the following PhD candidates: Lekakos, G., Vlachos, P., Nikas, A., Drosos, D. Tsamakos, A., Tsiaousis, A., Theotokis, A. and Koutsouris, V. of the Department of Management Science and Technology and Tsiamis, J. and Magganari, E. of the Department of Business Administration both at the Athens University of Economics and Business.

4.8 Other

Member of the Examination Committee of the Master Thesis of Georgakopoulos, F.G. titled: “Location-based Communication Media” of the Master of Science Program of the Department of Communication and Mass Media at the University of Athens.

5. SCIENTIFIC ACTIVITIES AND DISTINCTIONS

5.1 Awards and Distinctions

The paper entitled, "Enhancing Loyalty through Consumer-Firm Emotional Attachment: Some Antecedents and the Moderating Role of Attachment Anxiety" (co-authored by Vlachos, P., Theotokis, A., Pramataris, K. and Vrechopoulos, A.) was listed on SSRN's Top Ten download list for MKTG Subject Matter Journals and MRN Marketing Network, July 2008.

International Commerce Institute (ICI) Research Grant (“Unilever Research Grant”) for supporting the execution of the research project titled “Retailer-Consumer Emotional Attachment: Antecedents, Consequences and the Role of Adult Attachment Styles”, July 2007.

The research papers titled “Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail” (*Journal of Retailing*) and “Mass Customization Challenges in Internet Retailing through Information Management” (*International Journal of Information Management*) were listed among the “Top 25” in terms of readership (i.e. downloads). Specifically, the paper in the *Journal of Retailing* concerns the periods 7/2004-6/2005 and 10/2005-3/2006 and the paper in the *International Journal of Information Management* the period 7/2004-12/2004.

“Remarkable Collaboration in Conducting Joint Research” Award with the context of “The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science”, Budapest, Hungary, 9-12 July, 2006.

“Gold Award” in “Efficient Consumer Response in a Global Economy - Third ECR European Academic Award (ECR Europe Academic Partnership)” - Title of Research Paper: “An Emerging Store Layout for Internet Grocery Retailing” – Barcelona, Spain, 3000 Participants, April 2002.

5.2 Citations

According to Google Scholar’s search results (last update: April 2008), there are 134 citations in Journals (90), Conference proceedings (27), books (17) (*from authors that the present author does not have common research publications*) – available upon request.

5.3 Reviewer in Scientific Journals and Conferences (in many of them more than once - in several conferences annual review)

Journals (Ad hoc reviewer)

- *IT & People*
- *European Management Journal*
- *European Journal of Marketing*
- *Journal of Retailing and Consumer Services*
- *European Journal of Information Systems*
- *Business Process Management Journal*
- *International Journal of Internet Marketing and Advertising*
- *International Journal of Electronic Business*
- *International Journal of Mobile Communications*
- *International Journal of Internet and Enterprise Management*
- *Electronic Markets - The International Journal (Associate Reviewer και Μέλος Editorial Board)*
- *International Journal of Electronic Commerce*
- *Logistics Information Management*
- *International Journal of Technology Management*
- *Journal of Retailing*
- *International Journal of Information Management*
- *Management Research News*
- *Behaviour and Information Technology*
- *Journal of Organizational Computing and Electronic Commerce*
- *International Review of Retail Distribution and Consumer Research*

Conferences

- *ICETE - ICE-B - International Joint Conference on e-Business and Telecommunications*
- *International Conference on e-Business (ICEB)*
- *Bled Electronic Commerce Conference*
- *European Conference on Information Systems*
- *International Conference on Mobile Business*
- *5th International Conference of Decision Science Institute*

- *Americas Conference on Information Systems*
- *IADIS International Conference e-Society*
- *IADIS International Conference e-Commerce Society*
- *European Association of Education and Research in Commercial Distribution (EAERCD)*
- *International Conference on Information Systems (ICIS)*
- *ECR Conference - Academic Partnership Award*
- *1st, 2nd, 3rd, 4th and 5th Student Research Conference of the Department of Management Science and Technology of the Athens University of Economics and Business*
- *Mediterranean Conference on Information Systems (MCIS)*

Edited Books

- *Advances in E-Business Research*
- *Handbook of Research on Mobile Marketing Management*
- *Consumer Information Systems and Relationship Management: Design, Implementation and Use*
- *E-Strategies for Resource Management Systems: Planning and Implementation*

5.4 Member of Scientific Conference and Journal Committees

- Editorial Board Member of the "*Electronic Markets - The International Journal*"
- Special Issue Guest Editor of the "*International Journal of Internet Marketing and Advertising*". This special issue is based on a collection of best papers presented in the "Information Systems and Marketing" track at the "*4th Mediterranean Conference on Information Systems (MCIS 2009)*".
- Member of the Scientific Program Committee of the "*9th International Conference on Mobile Business (ICMB) and the 9th Global Mobility Roundtable (GMR)*" Greece, 27-29 June 2010.
- Member of the Scientific Program Committee of the "*Biennial International Conference on Services Marketing*", Thessaloniki, 4-6 November 2009.
- Member of the Scientific Program Committee of the "*4th Mediterranean Conference on Information Systems*", Athens 25-27 September 2009.
- International Program Committee Associate Editor of the "*17th European Conference on Information Systems (ECIS)*", Verona, Italy, 8-10 June 2009.
- Member of the Technical Organizing Committee of the "*International Workshop on E-Systems and Applications*" organized under the aegis of IEEE, London, UK, 2009.
- Member of the International Advisory Board of the "*International Congress on Pervasive Computing and Management (ICPCM 2008)*", New Delhi, Dec. 12-14, 2008.
- Associate Reviewer of the *International Journal of Electronic Markets* (2006-2008).
- Member of the Scientific Program Committee of the "*ICE-B 2009 - International Conference on e-Business*", July 7-10, 2009, Milan, Italy.

- Member of the Scientific Program Committee of the “ICETE - ICE-B 2008 - *International Joint Conference on e-Business and Telecommunications*”, 3rd edition of ICE-B July 26-29, 2008, Porto, Portugal.
- Member of the Scientific Program Committee of the *6th European Interactive TV Conference EuroITV 2008 - Changing Television Environments*, July 3rd to 4th 2008, Salzburg, Austria
- Member of the Scientific Program Committee of the “ICETE - ICE-B 2007 - *International Joint Conference on e-Business and Telecommunications*” (organized by INSTICC, technically co-sponsored by the IEEE Systems, Man, and Cybernetics (SMC) Society and in cooperation with ACM SIGMIS), Barcelona, Spain, July 2007.
- Member of the Scientific Program Committee of the “*12th European Conference on Information Systems (ECIS)*”, Germany, May 2005.
- Member of the Scientific Program Committee of the “*International Conference e-Society*” hold under the aegis of the International Association for Development of the Information Society (IADIS) in 2004, 2005, 2006, 2007, 2008, 2009 and 2010.
- Member of the Scientific Program Committee of the *1st, 2nd, 3rd, 4th, 5th and 6th Student Research Conference* of the Department of Management Science and Technology of the Athens University of Economics and Business, Athens, 2004, 2005, 2006, 2007, 2008 and 2009, respectively.
- Member of the Scientific Program Committee of the “*International Conference e-Commerce*” hold under the aegis of the International Association for Development of the Information Society (IADIS) to 2004, 2005, 2006, 2007, 2008 and 2009.
- Member of the Scientific Program Committee of the “*IADIS Multi Conference on Computer Science and Information Systems*” hold under the aegis of the International Association for Development of the Information Society (IADIS) Lisbon, Portugal, 2007.

5.5 Activities in Conferences

- Associate Editor of the “*18th European Conference on Information Systems (ECIS)*”, South Africa, 6-9 June 2010.
- Session chair in the context of the “European Association of *Education and Research in Commercial Distribution (EAERCD) 15th International Conference*, University of Surrey, UK, 15-17 July 2009.
- Session chair “Best Practices and E-Commerce Case Studies in Greece” in the context of the *2nd Pan-Hellenic Conference for B2C E-Commerce in Greece*, Athens, 10 June 2009.
- Organization of Conference Track and Session Chair titled “Information Systems and Marketing” in the context of the *4th Mediterranean Conference on Information Systems*, Athens 25-27 September 2009.
- Associate Editor of the “*17th European Conference on Information Systems (ECIS)*”, Verona, Italy, 8-10 June Βερόνα Ιταλία, 8-10 June 2009.

- Member of Panel Open Discussion titled: “The evolutions in consumer markets and packaging: (1) Packaging and demographic changes within a global environment, (2) Packaging, retailing and the consumer”, *1st Pan-Hellenic Packaging Conference*, Athens 17-18 March – (in greek).
- Session chair in the context of the *International Conference on Electronic Commerce and Electronic Business, E-TRGOViNA*, Palic, Serbia, 18-20 April 2007 (session: Customer Relationship Management).
- Session chair in the context of the *13th International Conference on Retailing and Services Science* πον organized by the European Institute of Retailing and Services Science (EIRASS), Budapest, Hungary, 9-12 July 2006.
- Session chair of two sessions in the context of the *4th EuroITV 2006 Conference – Beyond Usability, Broadcast and TV*, Athens, 25-26 May 2006 (Session A.4.2 - Applications and Systems and Session B.3.1 - Research in Progress 1).
- Associate Track Chair & Associate Editor (track: “e-work and Virtual Organizations”) of the “*12th European Conference on Information Systems*”, Germany, May 2005.
- Organization and Coordination of Session titled “*New Technologies and Advertising*” in the context of COMDEX Exhibition Greece, November 2004.
- Organization and Chair of the Session titled: “Operational Research for Electronic Services – Emerging Consumer Behavioural Patterns and Attitudes towards Mobile Commerce Services” of the EURO XX – *European Conference on Operational Research / Management of Electronic Services*, Rhodes, Greece, July 2004.
- Session Chair at the *1st, 2nd, 3rd and 4th Student Research Conference* of the Athens University of Economics and Business, Department of Management Science and Technology, 2004, 2005, 2006 and 2007, respectively.
- Member of the Organizing Committee of the “*3rd International ECR Research Symposium: Consumer Driver electronic transformation: applying new technologies to enthuse consumers*” jointly organized by ELTRUN – The E-Business Center of the Athens University of Economics and Business, Department of Management Science and Technology, with ECR Hellas, Athens, September 2003.
- Session Chair at the *First International Conference on Mobile Business (M-BUSINESS 2002)*, Athens, Greece, July 2002.
- Session Chair at the *IIIrd World Congress of Nonlinear Analysts*, Catania, Sicily, Italy July 2000.

5.6 Presentations and Activities in Symposia, Conferences and Research Meetings

- **2009:** Presentation of the Specialization “Information Systems and E-Business” of the Department of Management Science and Technology at the Athens University of Economics and Business in the context of an event organized by the Department’s students.

- **2008:** Invited Presentation titled “Information and Communication Technologies and Digital Marketing: Current and Emerging Research Approaches” within the context of “EPEAEK Program – Supporting Information Systems Studies” event titled “Innovation in Information Systems and Electronic Business” of the Department of Management Science and Technology of the Athens University of Economics and Business, June 27, Athens.
- **2008:** Speech on “Electronic Customer Relationship Management” within the context of the research team on E-CRM of the GRNET E-BUSINEES Forum, Athens, February 2008.
- **2007:** Invited Presentation titled “Electronic Customer Relationship Management (e-CRM): From Theory to Practice” in the context of the “7th International Conference on Electronic Commerce and Electronic Business”, E-TRGOViNA, Palic, Serbia, 18-20 April 2007.
- **2006:** Presentation titled “Store Atmosphere in Electronic Retailing” in the context of the “Retail Solutions Conference” organized by Bousias Communication, 15 June, Athens.
- **2006:** Organization and Coordination of Session titled “Shoppers’ Behaviour” in the context of the Conference titled “Customer Care 2006 – Conference & Expo – Know the Needs Create the Experience”, 5-6 April, Athens.
- **2005 and 2006:** Presentations titled “Master Programs in Marketing” in the context of the Alumni Information Day Event of the Department of Management Science and Technology of the Athens University of Economics and Business.
- **2005:** Presentation titled “Electronic Business: Modern Trends and Perspectives for Greek Companies” in the context of event jointly organized by the General Secretary of Commerce of the Ministry of Development and the European Center of Information for Businesses (EKPE) of the Greek Organization of SMEs, 25 April, Athens.
- **2004:** Presentation titled “Electronic Promotion of Products and Services: Emerging Trends, Risks and Challenges”, COMDEX Greece, November 2004.
- **2003:** Student Association for International Affairs (“SAFIA”), Event titled: “Protagonists or Spectators in the Show of the Future?” under the aegis of the Presidency of the Department of Political Science and Public Administration of the Athens University – Scientific Coordinator of the thematic area titled “The Development of Electronic Commerce in Greece” Public Administration School, Athens, Greece, December.
- **2003:** Festival “FOITISI”, under the aegis of the General Secretary of New Generation – Presentation titled “e-Business and Greek Reality”, Hotel Holiday Inn, Athens, Greece, November.
- **2003:** “3rd International ECR Research Symposium: Consumer Driven electronic transformation: applying new technologies to enthuse consumers” – Presentation titled “Technology Enabled Store Atmosphere in Physical and Virtual Retailing: Influence or Support the Customer”– Published paper titled “An Emerging Store Layout for Internet Grocery Retailing” in the Proceedings of the Symposium, Hotel Divani, Vouliagmeni, Athens, Greece, September.

- **2001:** “E-Commerce Show” – Title of Presentation: “Attitudes of Greek Consumers towards Distance and Internet Shopping”, Stadium of “Peace and Friendship,” Piraeus, Greece, June.
- **2001:** “E-Commerce Show” – Title of Presentation: “The Trends of the Greek e-Tailing in the Threshold of the 21st Century”, Stadium of “Peace and Friendship,” Piraeus, Greece, June.

6. OTHER ACTIVITIES

6.1 Member in Organizations

- European Association of Education and Research in Commercial Distribution (EAERCD)
- The European Institute of Retailing and Services Studies (EIRASS)
- European Marketing Academy (EMA)
- International Society of Marketing and Development (ICMD)
- Emerald's Literati Club
- Athens Laboratory of Business Administration (ALBA) Alumni
- Brunel University Alumni
- E-Business Forum of the Greek Network of Research and Technology (GRNET)
- Interactive Advertising Bureau (IAB Hellas)
- Honorary Member of the Department of Management Science and Technology Alumni
- Greek Company of Information Systems Scientists (“EPY”)
- “Hermes” Network of Knowledge Dissemination
- AUEB Faculty Union

6.2 Participation in Committees and Work Teams

- **2009:** External Evaluator of the Scientific Evaluation of Research Proposals aiming to promote Basic Research of the University of Macedonia.
- **2007-2008:** E-BUSINESS Forum, Ministry of Economics – Business Program of Information Society & Ministry of Development – General Secretary of Industry, “GRNET”. Coordinator of Team Work titled “Customer Relationship Management with Information Systems”.
- **2007:** OTENET Innovation Contest – Proposals Evaluation Committee Member of the 2nd and 3rd phase of the contest.
- **1998–2007:** ECR Hellas. Member of work teams in “Demand Side” research issues (e.g. Customer Relationship Management, Efficient Product Promotion, Emotional Intelligence, Value Beyond Price, etc.).
- **2004 & 2005:** Member of the Examination Committee of the National Public Administration School.
- **2004:** E-BUSINESS FORUM, Ministry of Economics – Business Program of Information Society & Ministry of Development – General Secretary of Industry, “GRNET”. Coordinator of Team Work titled “New Technologies and Advertising”, Athens, Greece.

- **2004:** eBusiness Support Network. European Commission, Enterprise Directorate General - E-Business, ICT industry and Services Unit. Member of Work Team titled “e-business metrics”
- **1999-2007:** HERMES – Human Network of Knowledge Dissemination for Electronic Retailing – Ministry of Development, General Secretary of Research and Technology, Athens, Greece.

6.3 Other Collaborations

- Collaboration with Interactive Advertising Bureau Hellas (IAB) in teaching, research, and certification activities.
- Collaboration with Oracle Hellas, Microsoft Hellas, ENTERSOFT and Interworks for software standardization for supporting Undergraduate and Postgraduate lab courses of the Athens University of Economics and Business in the following thematic areas: Digital Marketing, Customer Relationship Management (CRM), Sales Management and Personal Selling Techniques and Electronic Retailing.

6.4 Other Administrative Experience

2006-2009: Administrator (with P. Dimitratos) for the Field Study Assignments at the Department of Management Science and Technology, Athens University of Economics and Business.

2008: Member of Committees for evaluating through personal interviews candidates for the position of laboratory administrator for the Athens University of Economics and Business.

2006-2007: Representative of the Department of Management Science and Technology of the Athens University of Economics and Business at the University’s Senate.

2004-2008: Member of Body of Electors for Teaching and Research Staff Elections and Committee Member of PhD Candidates Registrations’ Evaluation.

2005-today: Deputy Representative of the Department of Management Science and Technology of the Athens University of Economics and Business at the Student Club of the University.

2004-today: Member of the Promotional Committee of the Department of Management Science and Technology of the Athens University of Economics and Business.

2004-today: Scientific Coordinator of the ELTRUN-IMES (Interactive Marketing & Electronic Services) with the participation of 3 PhD candidates and 3 Post-doc researchers (completed their PhDs within the group).

2004 – today: Deputy Director of the “ELTRUN – The Research Center” with active participation in the Center’s administrative activities (e.g. coordinator of research seminars, annual report, web site, κ.α.).

2003 –today: Member of Procurement Committees (i.e. hardware, books, software, consumables, etc.) of the Athens University of Economics and Business.

2006: Organization of Research Seminars Series on “Structural Equation Modeling” under the aegis of the ELTRUN-IMES research group with the participation of PhD candidates of the Department of Management Science and Technology of the Athens University of Economics and Business.

2005-2006 & 2006-2007: Execution of personal interviews with candidates of the E-Business Specialization of the “International MBA” (Full Time & Part Time) Program of the Athens University of Economics and Business.

1998-2004: Administrator for the design and configuration project of research laboratories of the “ELTRUN – The Research Center” of the Department of Informatics and then of the Department of Management Science and Technology of the Athens University of Economics and Business.

2001: Organization of the “Electronic Retailing” Business Conference within the context of the “HERMES” Human Network of Knowledge Dissemination, “E-Commerce Show 2001”, Stadium of “Peace and Friendship”, Piraeus, Greece, June 2001.

2001: Organization of the “Value Adding Platforms for the Digital Value Chain” Conference within the context of the “HERMITAGE” and the “HERMES” Human Networks or Knowledge Dissemination, funded by the Greek Secretary of Research and Technology (GSRT), “PARK Hotel”, - 400 participants, Athens, Greece, May 2001.

1999: Head of the Organizing Committee of the 5th International Conference in Decision Sciences (DSI '99) with 1200 participants, co-organized by the Athens University of Economics and Business and the Florida International University, Athens, Greece, July 1999.

1999: Design and Execution of 3 Educational Seminars (Efficient Consumer Response”, “EDI & Electronic Commerce”, “Logistics & Electronic Commerce”) - 450 teaching hours in total at the Research Center of Athens University of Economics & Business (RC-AUEB).

7. PUBLICATIONS

7.1 Papers in Refereed Journals

1. Vrechopoulos, A. and Atherinos, V. (2009) Web Banking Layout Effects on Consumer Behavioural Intentions, *International Journal of Bank Marketing*, Vol. 27, Issue 7 (forthcoming).
2. Vlachos, P., Theotokis, A., Pramataris, K. and Vrechopoulos, A. (2009) Consumer-Retailer Emotional Attachment: Some Antecedents and the Moderating Role of Attachment Anxiety, *European Journal of Marketing*, (forthcoming).

3. Manganari, E., Siomkos, G. and Vrechopoulos, A. (2009) Store Atmosphere in Web Retailing, *European Journal of Marketing – Special Issue on E-Tailing*, Vol. 43, No. 9/10, pp. 1140-1153 (forthcoming).
4. Vlachos, P., Tsamakos, A., Vrechopoulos, A. and Avramidis, P. (2009) Additive and Non-linear Effects of Consumer Corporate Associations on the Trust Outcome: Theory and Evidence, *Journal of the Academy of Marketing Science (JAMS)*, Vol. 37, No.2, June 2009, pp. 170-180.
5. Kevork, E. and Vrechopoulos, A. (2009) CRM LITERATURE: CONCEPTUAL AND FUNCTIONAL INSIGHTS BY KEYWORD ANALYSIS, *Marketing Intelligence and Planning*, Vol. 27, No.1, pp.48-85.
6. Vlachos P. and Vrechopoulos A. (2008) Determinants of Behavioral Intentions in the Mobile Internet Services Markets, *Journal of Services Marketing*, Vol. 22, Issue 4, pp. 280-291.
7. Kevork, E. and Vrechopoulos A. (2008) Research Insights in Customer Relationship Management: A Review of the Literature (2000 –2006), *International Journal of Electronic Customer Relationship Management*, Vol. 2, No. 4 (forthcoming)
8. Panos E. Kourouthanassis, George M. Giaglis, and Adam P. Vrechopoulos (2007), Enhancing User Experience through Pervasive Information Systems: The Case of Pervasive Retailing, *International Journal of Information Management*, Vol. 27, Issue 5, pp. 319-335.
9. Spinellis, D., Zaharias, P. and Vrechopoulos A. (2007) Coping with plagiarism and grading load: Randomized programming assignments and reflective grading, *Computer Applications in Engineering Education*, Vol. 15, No. 2, pp. 113-123.
10. Vlachos, P., Vrechopoulos, A. and Pateli, A. (2006) Drawing Emerging Business Models for the Mobile Music Industry, *International Journal of Electronic Markets*, Vol. 16, No.2, pp. 154-168.
11. George Lekakos and Adam Vrechopoulos (2006) Profiling Intended Users of Interactive and Personalized Digital TV Advertising Services in Greece, *International Journal of Internet Marketing and Advertising*, Vol. 3, No. 3, pp. 219-239.
12. Adam Vrechopoulos, George Siomkos and Georgios Doukidis (2005) Consumer Attitudes towards Internet Shopping Adoption in Greece, *Cultural Technology and Policy Journal*, Vol. 1, Issue 1 (available online).
13. Adam Vrechopoulos (2004) What should an Internet store look like? *International Commerce Review – ECR Journal*, Vol. 4, No. 2, pp. 42-49.
14. Adam Vrechopoulos, Robert O’Keefe, Georgios Doukidis and George Siomkos (2004) Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail, *Journal of Retailing*, Vol. 80, Is. 1, pp. 13-22.
15. Adam Vrechopoulos (2004) Mass Customization Challenges in Internet Retailing through Information Management, *International Journal of Information Management*, Vol. 24, Issue 1, pp. 59-71.

16. Adam Vrechopoulos, Katherine Pramataris, Georgios Doukidis and George Lekakos (2003) An Internet Retailing Data Framework for Supporting Consumers and Business Processes, *Information Systems Journal*, Vol. 13, No. 4, pp. 353-373.
17. Pavlos Vlachos, Adam Vrechopoulos and Georgios Doukidis (2003) Exploring Consumer Attitudes towards Mobile Music Services in Europe, *The International Journal on Media Management*, Vol.5, No.2, pp.138-148.
18. Adam Vrechopoulos, Ioanna Constantiou, Nikos Mylonopoulos, Ioannis Sideris and George Doukidis (2003) The Critical Role of Consumer Behavior Research in Mobile Commerce, *International Journal of Mobile Communications*, Vol.1, No.3, pp.329-340.
19. Adam Vrechopoulos, Katherine Pramataris, Georgios Doukidis and George Lekakos (2003) A User-Support Data Framework for Internet Retailing, *International Journal of Innovation and Learning*, Vol.1, No.1, pp.56-71.
20. George Siomkos and Adam Vrechopoulos (2002) Strategic Marketing Planning for Competitive Advantage in Electronic Commerce, *International Journal of Services Technology and Management*, Vol.3, No.1, pp.22-38.
21. Adam Vrechopoulos and George Siomkos (2002) Virtual Store Atmosphere in Non-Store Retailing, *Journal of Internet Marketing*, Vol.3, No.1.
Available online at: <http://www.arraydev.com/commerce/JIM/0207-03.htm>
22. Adam Vrechopoulos, George Siomkos and Georgios Doukidis (2001) Internet Shopping Adoption by Greek Consumers, *European Journal of Innovation Management*, Vol.4, No.3, pp.142-152.
23. Katherine Pramataris, Adam Vrechopoulos and Georgios Doukidis (2000) The Transformation of the Promotion Mix in the Virtual Retail Environment: An Initial Framework and Comparative Study, *International Journal of New Product Development and Innovation Management*, Vol.2, No.2, pp.163-178.
24. Adam Vrechopoulos, George Siomkos and Georgios Doukidis (2000) The Adoption of Internet Shopping by Electronic Retail Consumers in Greece: Some Preliminary Findings, *Journal of Internet Banking and Commerce*, Vol.5, No.2.
Available online at: http://www.arraydev.com/commerce/jibc/0012_02.htm

7.2 Papers in Refereed International Conference Proceedings

1. Koutsouris, V. and Vrechopoulos, A. (2009) Consumer Behavior in Location-Based mobile retail Services: a multidisciplinary approach, *European Association of Education and Research in Commercial Distribution (EAERCD) 15th International Conference*, University of Surrey, UK, 15-17 July 2009.
2. Krasnikolakis, I. and Vrechopoulos, A. (2009) Virtual Reality Internet Retailing (VRIR): experimental investigation of interactive shopping interface – store atmosphere effects on user-consumer behavior, *Images of Virtuality – International Workshop*, Αθήνα, 23-24 Απριλίου 2009.

3. Koutsouris, V. and Vrechopoulos, A. (2009) Developing a User Typology in the context of Location Based Mobile Services: A Multidisciplinary Research Approach, *Mediterranean Conference on Information Systems*, Athens September 2009 (*forthcoming*).
4. Krasnikolakis, I., Vrechopoulos A. and Pouloudi, A. (2009) Setting the Research Agenda for Store Atmosphere Studies in Virtual Reality Retailing: An Interdisciplinary Approach, *Mediterranean Conference on Information Systems*, Athens September 2009 (*forthcoming*).
5. Kevork, E. and Vrechopoulos, A. (2009) “MANAGING ELECTRONIC CUSTOMER RELATIONSHIPS THROUGH WEB SERVICESCAPE: AN INTERDISCIPLINARY APPROACH” *38th European Marketing Academy Conference (EMAC)*, Nantes, France, 26-29 May 2009.
6. Mantzarh, E., Lekakos, G. and Vrechopoulos, A. (2008) Social TV: Introducing Socialization in the TV experience, *First International Conference on Designing User Experiences for TV and Video – uxtv08*, October 22-24 2008, Microsoft Conference Center, Mountain View, California, USA.
7. Vrechopoulos, A. (2008) Enhancing the Sales Function through the Effective Adoption of CRM Applications: Lessons Learned and Future Research Directions, *2nd Annual Global Sales Science Institute (GSSI)*, Athens, June 25-25, 2008.
8. Koutsouris, V., Polyxronopoulos, K. and Vrechopoulos, A. (2007) Developing 3G Location Based Services: The Case of an Innovative Entertainment Guide Application, *6th International Conference on Mobile Business*, Toronto Canada, July 2007.
9. Manganari, E., Siomkos, G. and Vrechopoulos, A. (2007) Online Store Atmosphere in Retailing: A Classification of Low Task-Relevant Cues, *Academy of Marketing Conference*, Kingston, UK, June 2007.
10. Siomkos, G., Manganari, E., and Vrechopoulos, A. (2007), Store Atmosphere in Retailing: A Holistic Approach, *Academy of Marketing Conference*, Kingston, UK, June 2007.
11. Manganari, E., Siomkos, G. and Vrechopoulos, A. (2007) Atmospheric Qualities in Mobile Commerce: An Initial Approach, *36th European Marketing Academy Conference*, Reykjavik, Iceland, May 2007.
12. Mantzari, E. and Vrechopoulos, A. (2007), “My Social Tube”: User Generated Content and Communication on Interactive Digital Television, *Euro iTV Conference*, Amsterdam, May 2007.
13. George Siomkos, Adam Vrechopoulos, Emmanuela Magganari (2006) Web-Atmospheric Effects on Online Consumer Behavior: A Review of the Literature, *IADIS International Conference e-Commerce 2006*, Barcelona, Spain, 9-11 December, 2006.
14. Adam Vrechopoulos, Margarita Albanizou, Symeon Symeonidis, George Vlavianos, Eleftherios Sofikitis (2006), Applying CRM Analytics in the Tourism Industry: A Data Mining Perspective, *The European Institute of Retailing and*

Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science, Budapest, Hungary, 9-12 July.

15. Pavlos Vlachos, Katerina Pramataris, Adam Vrechopoulos and Georgios Doukidis (2006), Consumers' Satisfaction and Trust towards the Supermarket Retail Channel, The European Institute of Retailing and Services Studies (EIRASS) 13th International Conference on Recent Advances in Retailing and Services Science, Budapest, Hungary, 9-12 July.
16. Eleni Kevork and Adam Vrechopoulos (2006), Defining, manipulating and measuring Customer Relationship Management, European Marketing Academy Conference, 24-26 May, Athens, Greece.
17. Dimitris Drosos, Adam Vrechopoulos and Ioannis Ferles (2006), Predicting the "Click-Through Rate" Performance of Banner Advertisements on the Web, European Marketing Academy Conference, 24-26 May, Athens, Greece.
18. Pavlos Vlachos and Adam Vrechopoulos (2006) Online Entertainment Business Models: Some Preliminary Findings for the Mobile Music Industry and Research Calls for the iTV Landscape. In Doukidis, G., Chorianopoulos, K. and Lekakos, G. (Eds) EuroITV 2006 – Beyond Usability, Broadcast and TV, 25-26 May, Athens, Greece, pp. 390-404.
19. Adam Vrechopoulos (2005) Country Differences and Online Behavioural Patterns, Proceedings of the 9th International Conference on Marketing and Development, Thessaloniki, Greece, July 8-11.
20. Adam Vrechopoulos (2005) Store Selection Criteria in Internet Grocery Retailing, Proceedings of the European Association of Education and Research in Commercial Distribution (EAERCD) 13th International Conference on Research in the Distributive Trades, School of Economics and Management, Lund University, Sweden, 29 June - 1st July.
21. Pavlos Vlachos and Adam Vrechopoulos (2005) Factors Influencing End-User Adoption of Mobile Music Services in Europe: A Field Study. 11th HCI International Conference, 22-27 July, Las Vegas, Nevada.
22. C. Desiniotis, K. Lambropoulou, I. Talvitie, Ch. Vassiliou, P. Vlachos, and A. Vrechopoulos (2005) Advanced Mobile Streaming: Multimedia Streaming of Interactive Content Across Mobile networks, The IASTED International Conference on SOFTWARE ENGINEERING "SE 2005" as part of the Twenty-Third IASTED International Multi-Conference on APPLIED INFORMATICS, February 15-17, Innsbruck, Austria.
23. Pavlos Vlachos and Adam Vrechopoulos (2004) Emerging Customer Trends Towards Mobile Music Services, ACM Proceedings of the International Conference of Electronic Commerce, 25-27 October, Delft, The Netherlands.
24. Vlachos, P., Vrechopoulos, A. and Giaglis, G. Mobile Internet Services Usage Patterns: Evidence from the Emerging Hellenic Market, EURO XX 20th European Conference on Operational Research – OR and the Management of Electronic Services, July 2004, Rhodes, Greece.

25. Vasilios Koutsouris, Pavlos Vlachos and Adam Vrechopoulos (2004) Developing and Evaluating Mobile Entertainment Applications: the case of the music industry, In Rauterberg, Matthias (Ed.) Proceedings: Lecture Notes in Computer Science LNCS Volume 3166, *International Conference of Entertainment Computing*, 1-3 September 2004, Eindhoven, The Netherlands. (*this article was published in an edited book*)
26. Pavlos Vlachos and Adam Vrechopoulos (2003) Key Success factors in the Emerging Landscape of Mobile Music Services. In Ng, K., Busch, C. and Nesi, P. (Eds.) *Proceedings of the 3rd International Conference on Web Delivering of Music (WEDELMUSIC 2003)*, IEEE Computer Society, Los Alamitos, California, 15-17 September 2003, Leeds, UK, pp.27-30.
27. Adam Vrechopoulos (2003) An Emerging Store Layout for Internet Grocery Retailing, *3rd International ECR Research Symposium, September 11 & 12, 2003, Athens, Greece*, pp. 61-69.
28. Pavlos Vlachos and Adam Vrechopoulos (2003) Predictors of Consumer Attitudes towards Mobile Music Services: A Cross-Cultural Research Approach. In Giaglis, G. M., Werthner, H., Tschammer, V., Froeschl, K.A. (Eds.) *Proceedings of the Second International Conference on Mobile Business*, Austrian Computer Society, 23-24 June 2003, Austria, Vienna, Vol.169, pp.403-416.
29. Chris Vasiliadis, George Siomkos and Adam Vrechopoulos (2003) Tourism Destination Analysis & Planning: An IT Application. In Frew, A., Hitz, M. and O' Connor, P. (Eds.) *Proceedings of the "Tenth International Conference of Information Technology and Travel & Tourism - ENTER 2003: Information and Communication Technologies in Tourism*. Springer Computer Science, 29-31 January 2003, Helsinki, Finland, pp.458-466.
30. Chris Lougos, Constantina Vassilopoulou and Adam Vrechopoulos (2002) Interactive Digital TV Services - Viewers' Perceptions. In Stanford-Smith, B., Chiozza, E. and Edin, M. (Eds.) *Proceedings of the eBusiness and eWork 2002 Conference: Challenges and Achievements in E-Business and E-work*, IOS Press, Amsterdam, 16-18 October 2002, Prague, The Czech Republic, pp.1441-1446 (*this article was published in an edited book*)
31. Adam Vrechopoulos, Ioanna Constantiou, Nikos Mylonopoulos and Ioannis Sideris (2002) Critical Success Factors for Accelerating Mobile Commerce Diffusion in Europe. In Loebbecke C., Wigand, R.T., Gricar, J., Pucihar, A. and Lenart, G. (Eds.) *Proceedings of the "15th Bled E-commerce Conference, e-Reality: Constructing the e-Economy*, 17-19 June 2002, Bled, Slovenia, pp.477-492.
32. Adam Vrechopoulos, Vasilios Kokodinis and George Papamichael (2002) Developing Alternative Virtual Store Layout Designs for Effective Digital Marketing. *12th Mini Euro Conference*, 3-5 April 2002, Brussels, Belgium..
33. Adam Vrechopoulos, Ioanna Constantiou and Ioannis Sideris (2002) Strategic Marketing Planning for Mobile Commerce Diffusion and Consumer Adoption. In *Proceedings of the First International Conference on Mobile Business: Evolution Scenarios for Emerging Mobile Commerce Services - M-BUSINESS 2002* (prepared in CD - Folder 9.4 - by Mobicom IST project and ELTRUN - The eBusiness Center of the Athens University of Economics and Business), 8-9 July 2002, Athens, Greece.

34. Marinos Themistocleous, Zahir Irani, Kostas Psannis and Adam Vrechopoulos (2001) Application Integration of Information Technology: Classification of Benefits and Barriers. *Proceedings of the International Workshop on New Models of Business: Managerial Aspects and Enabling Technology*, School of Management, St. Petersburg State University, 28-29 June 2001, St. Petersburg, Russia, pp. 153 – 161.
35. Adam Vrechopoulos, George Papamichael and Georgios Doukidis (2001) Identifying Usage Internet Retail Store Layouts. *Financial Engineering E-Commerce and Supply Chain International Conference*, 24-27 May 2001, Athens, Greece (this article was published in an edited book).
36. Katherine Pramataris, Adam Vrechopoulos, Nikos Mylonopoulos, George Papamichail and Angeliki Poulymenakou (2000) Personalised Services and Promotions in Internet Retailing. In Stanford-Smith, B. and Kidd, P.T. (Eds.), *Proceedings of the eBusiness and eWork 2000 (EMMSEC 2000) Conference: E-business Key Issues, Applications, Technologies*, IOS Press, 18-20 October 2000, Madrid, Spain, pp.796-802. (this article was published in an edited book)
37. George Haramis, Kostas Agorastos, George Siomkos and Adam Vrechopoulos (2000) An Integrated Telemarketing System for Hotel Reservations. *IIIrd World Congress of Nonlinear Analysts*, 19-26 July 2000, Catania, Sicily, Italy.
38. Kostas Agorastos, George Haramis, George Siomkos and Adam Vrechopoulos (2000) Information Systems: Risk and Change Management. *IIIrd World Congress of Nonlinear Analysts*, 19-26 July 2000, Catania, Sicily, Italy.
39. Adam Vrechopoulos, Robert O’Keefe and Georgios Doukidis (2000) Virtual Store Atmosphere in Internet Retailing. In Klein, S., O’Keefe, B., Gricar, J. and Podlogar, M. (Eds.), *Proceedings of the 13th Bled Electronic Commerce Conference: The End of the Beginning*, 19-21 June 2000, Bled, Slovenia, pp.445-458.
40. Xarikleia Falkou, George Lytras and Adam Vrechopoulos (1999) Putting the Consumer on “TOP”: Traditional Online Products Store. In Despotis, D.K. and Zopounidis, C. (Eds.), *Proceedings of the 5th International Conference of Decision Science Institute (DSI’99)*, 4-7 July 1999, Athens, Greece, pp.367-369.
41. Katherine Pramataris, Adam Vrechopoulos and Georgios Doukidis (1999) The Transformation of the Promotion Mix in the Virtual Retail Environment: An Initial Framework and Comparative Study. In Leng, P., Grant, S., Keane, J., Macaulay, L. and Wood, B. (Eds.), *Proceedings of the 2nd International Conference IeC’ 99 - Innovation Through Electronic Commerce*, 1-3 November 1999, Manchester, United Kingdom, pp.155-167. (the paper was also published in Journal).
42. Adam Vrechopoulos, George Siomkos and Georgios Doukidis (1999) Electronic Marketing: Information Requirements and Implications for Retail Management in the New Millennium. In Agorastos, K. (Ed.), *Proceedings of the International Conference Preparing the Manager of the 21st Century*, 16-18 December 1999, Thessaloniki, Greece, pp.55-66.
43. Xarikleia Falkou, George Lytras, Katherine Pramataris and Adam Vrechopoulos (1999) Putting the Consumer on “TOP”: Traditional Online Products Store. In Pries-Heje, J., Ciborra, C., Kautz, K., Valor, J., Christiaanse, E., Avison, D. and Heje, C.

(Eds.), Proceedings of the “7th European Conference on Information Systems (ECIS), Copenhagen Business School, 23-25 June 1999, Copenhagen, Denmark, pp.142-155.

44. Adam Vrechopoulos, Katherine Pramataris and Georgios Doukidis (1999) Utilizing Information Technology for Enhancing Value: Towards a Model for Supporting Business and Consumers within an Internet Retailing Environment. In Klein, S., Gricar, J. and Pucihar, A. (Eds.), Proceedings of the 12th International Bled Electronic Commerce Conference: Global Networked Organizations, 7-9 June 1999, Bled, Slovenia, pp.424-438.

7.3 Papers in Refereed National Conference Proceedings

1. Kevork., E. And Vrechopoulos, A. (2009) Defining web servicescape and measuring the predictive power of its determinants, 6th Student Conference of the Department of Management Science and Technology, 7 May, Athens (in greek).
2. Krasnikoulakis, I. and Vrechopoulos, A. (2009) Virtual Reality Store Atmosphere (VRSA): Research Challenges and Emerging Business Models, ερευνητικές προκλήσεις και αναδυόμενα επιχειρηματική μοντέλα, 6th Student Conference of the Department of Management Science and Technology, 7 May, Athens (in greek).
3. Mourath, E., Koutsiouris, V. And Vrechopoulos, A. (2009) Mobile Location Based Marketing: Development and Evaluation of Consumer Services and Promotional Activities 6th Student Conference of the Department of Management Science and Technology, 7 May, Athens (in greek).
4. Stergiani, E., Koutsiouris, V. and Vrechopoulos, A. (2009) Study, Design and Implementation of Location Based Services in the Tourism Industry, 6th Student Conference of the Department of Management Science and Technology, 7 May, Athens (in greek).
5. Apostolou, K., Koutsiouris, V. and Vrechopoulos, A. (2008) Retail Store Atmosphere Effects on Consumer Behavior in the Context of Virtual Reality, 5th Student Research Conference of Management Science and Technology, Athens, 8 May 2008 (in greek).
6. Kevork, E. and Vrechopoulos, A. (2008) Effects of Servicescape on Consumer Behavior in the Retail Context, 5th Student Research Conference of Management Science and Technology, Athens, 8 May 2008 (in greek).
7. Vrechopoulos, A., Mantzari, E., Koutsiouris, V. and Doukidis, G. (2008), Perceptions of Greek Consumers for Innovative Branded Fast Moving Consumer Goods, 1st Pan-Hellenic Packaging Conference, Athens 17-18 March – (in greek).
8. Argouslidis, P., Vrechopoulos, A. and Baltas, G. (2008) Development in the Retail Sector through New Technologies Usage, 1st Scientific Conference “Teaching, Development and Production”, 17-18 April 2008, Amfissa, Greece.
9. Vrechopoulos, A. (2007) Digital Media and Personalized Services, “Pan-Hellenic Conference of New Technologies and Marketing”, Ierapetra, Crete, 24-25 May 2007 (in greek).

10. Polychronopoulos, C., Koutsiouris, V. and Vrechopoulos, A. (2007), Entertainment Informational Guide – Location-based service for 3G Networks, 4th Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
11. Mantzari, E. and Vrechopoulos, A. (2007), Social and Business Potential of Digital Interactive TV, 4th Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
12. Kevork, E. and Vrechopoulos, A. (2007) Web Atmospherics' Effects on Consumer Behaviour: A Relationship Management Perspective, 4th Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
13. Tsamakos, A., Vlachos, P. and Vrechopoulos, A. (2007) Trust and Perceptions of Consumers for Corporate Social Responsibility in the context of Mobile Telephony, 4th Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
14. Atsaros, G., Vagiakos, E. and Vrechopoulos, A. (2007) Current Business Practice and Improvement Margins of Sales Processes in the agrarian sector, 4th Student Research Conference of Management Science and Technology – Management Science and Corporate Social Responsibility, Athens, 17 May 2007 (in greek).
15. Eleni Kevork and Adam Vrechopoulos (2006) Customer Relationship Management (CRM) in the Services Sector, 3rd Student Conference of Management Science and Technology – Entrepreneurship and Technology: Key for Competitiveness, 10 May, Athens, Greece (in greek).
16. Kostas Psannis and Adam Vrechopoulos (2006) Interactive Services in Modern Wireless Networks: Technical Challenges and Potential Business Benefits, 3rd Student Conference of Management Science and Technology – Entrepreneurship and Technology: Key for Competitiveness, 10 May, Athens, Greece (in greek).

7.4 Papers in Referred Edited Volumes

1. Vrechopoulos, A., Manganari, E. and Siomkos, G. (2009) MOBILE STORE ENVIRONMENT DYNAMICS: AN INTERDISCIPLINARY APPROACH". In Wiedemann, D. (Ed.) "Handbook of Research on Mobile Marketing Management", IGI Global (forthcoming).
2. Koutsiouris, V., Vrechopoulos, A. And Polyxronopoulos K. (2009), Investigating Consumer's Behavior in Location Based Services, In Ahson, S. and Ilyas M. (ed.), Location Based Services Handbook: Applications, Technologies, and Security. (forthcoming). (the paper was presented at a conference).
3. Mantzari, E., Lekakos, G. and Vrechopoulos, A. (2009) Social TV: Building Virtual Communities to Enhance the Digital Interactive Television Viewing Experience, In

- Akoumianakis, D. (Ed.) “Virtual Community Practices and Social Interactive Media: Technology Lifecycle and Workflow”, IGI Global.
4. Vrechopoulos, A. and Batikas, M. (2009) “Predicting the Adoption of Mobile Government Services”. In Head, M. (Ed.) “Mobile and Ubiquitous Commerce: Advanced E-Business Methods”, Volume 4 of Advances in Electronic Business Series, IGI Global (forthcoming).
 5. Adam Vrechopoulos (2005) Developing Alternative Store Layouts for Internet Retailing. In Doukidis, G. and Vrechopoulos, A. (Eds.) Consumer Driven Electronic Transformation: Apply New Technologies to Enthuse Consumers, Springer.
 6. Vasilios Koutsouris, Pavlos Vlachos and Adam Vrechopoulos (2004) Developing and Evaluating Mobile Entertainment Applications: the case of the music industry, In Rauterberg, Matthias (Ed.), Lecture Notes in Computer Science LNCS Volume 3166, International Conference of Entertainment Computing, 1-3 September 2004, Eindhoven, The Netherlands. **IMPACT FACTOR (2005): 0.402** (the paper was presented at conference)
 7. Adam Vrechopoulos, George Papamichail and Georgios Doukidis (2002) Identifying Patterns in Internet Retail Store Layouts. In Pardalos, P. and Tsitsiringos V. (Eds.), Financial Engineering, E-Commerce and Supply Chain” - Book Series “Applied Optimization, Kluwer Academic Publishers, Chapter 14, Vol.70, pp.231-246 (2002). (the paper was presented at conference)
 8. Chris Lougos, Constantina Vassilopoulou and Adam Vrechopoulos (2002) Interactive Digital TV Services - Viewers' Perceptions. In Stanford-Smith, B., Chiozza, E. and Edin, M. (Eds.) Challenges and Achievements in E-Business and E-work, IOS Press, Amsterdam, 16-18 October 2002, Prague, The Czech Republic, pp.1441-1446. (the paper was presented at conference)
 9. Adam Vrechopoulos, George Siomkos and Petros Malliaris (2001) Toward a Methodological Approach for the Design of an Effective Business-to-Consumer Virtual Retail Environment. Essays in Honour of the Late Professor Demetrios Kodosakis, University of Piraeus, pp.95-107 (2001).
 10. Katherine Pramataris, Adam Vrechopoulos, Nikos Mylonopoulos, George Papamichail and Angeliki Poulymenakou (2000) Personalised Services and Promotions in Internet Retailing. In Stanford-Smith, B. and Kidd, P.T. (Eds.), E-business Key Issues, Applications, Technologies, IOS Press, 18-20 October 2000, Madrid, Spain, pp.796-802. (the paper was presented at conference)

7.5 Books

1. Vrechopoulos A. (2008) “Electronic Customer Relationship Management (eCRM): Current Situation and Emerging Trends in the Greek Market”.
2. Vrechopoulos A.P. and Pramataris, K. (2001) “Internet Consumer Survey: Characteristics, Shopping Habits and Preferences of Internet Shoppers.” Electronic Commerce and e-Business Center (ELTRUN) of the Athens University of Economics and Business. Publisher “ROTA Ltd. – ISBN 960-86911-0-9, Athens, Greece (pages 51; in Greek).

3. Georgios Doukidis and Adam Vrechopoulos (Eds). Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers and Transform the Supply Chain, Springer-Verlag, (2005) – based on selected papers of the 3rd International ECR Research Symposium, September 11 & 12, 2003, Athens, Greece.

7.6 Book Reviews

1. Vlachos, P. and Vrechopoulos, A. (2007) Mobile Marketing – Achieving Competitive Advantage through Wireless Technology. Book Review in the Journal of Services Marketing, Vol. 21, No. 7, pp. 539-541.
2. Geoffrey, E. (2006) Review of Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers and Transform the Supply Chain, Springer-Verlag, (2005) by Georgios Doukidis and Adam Vrechopoulos (Eds), European Journal of Information Systems, Vol. 15, Issue 1, pages 108-108.

7.7 Business Publications (newspapers and magazines) - in greek

1. “Who controls electronic store atmosphere customization? Research questions with critical business extensions”, Retail Technology, Issue 43, April – May 2009 (forthcoming – in greek)
2. “Greek Consumers’ Perceptions of Innovative Branded Fast Moving Consumer Goods” (with Mantzarh, E., Koutsouris, V. and Doukidis, G.) All Pack Magazine, 2008 (in greek).
3. “Research Approaches in eCRM”, Retail Technology, February – March 2008, Issue 36 (in greek).
4. “Supply Chain and eCRM: Critical Success Factors”, Supply Chain & Logistics – The Magazine for the Value Chain, Issue 15 (forthcoming – in greek).
5. “Research Approaches in eCRM”, Greek Retail Weekly (electronic publication), April 2008.
6. “New Technologies and Customer Satisfaction in Retailing”, Retail Technologies (2007) – with P. Argouslidis.
7. “Electronic Commerce and Conventional Retailing Shopping Environment”, FOOD AND DRINKS, 12/2006.
8. “Exploiting Information and Communication Technologies for Personalizing the Shopping Environment”, Scientific Marketing, 2006.
9. Economic Newspapers “NAFTEMPORIKI”, “KERDOS” και “EXPRESS”: Publications of results of the research study titled “The Perception of Greek Consumers for the Innovative Branded Fast Moving Consumer Goods”, 12/10/2006.
10. “Loyalty Management Solutions for Retailing”, NetWeek, 2006.

11. Newspaper “Eleftherotipia” - Publications of results of the research study conducted in the area of “Electronic Advertising”, 23/7/2006.
12. “Atmosphere of Electronic Stores on the Web and Consumer Behaviour Satisfaction”, Retail Technology, 2005.
13. “Mobile Telephony, Services and Emerging Business Models”, “SEPE News, Volume 13, January-March 2005.
14. Publication of results of the World Mobile Internet Survey (WMIS) by L. Kalamara, Newspaper “O KOSMOS TOU EPENDITI, Saturday 10 – Sunday 11 July 2004.
15. Publication of results of the World Mobile Internet Survey (WMIS), Newspaper “TO VIMA THS KURIAKIS”, July 11, 2004.
16. “Electronic Commerce and Intermediaries,” VIP-NOREL AGORA, Summer 2001, Number 12, pp. 128-130.
17. “In Which Direction is the Internet Moving in Greece,” Infoplus, June 2001, Number 39, pp. 35-58 (presentation of an Internet Consumer survey findings in the article of Sofia Mitta).
18. “The Profile of the Internet User”, Newspaper ETHNOS, Monday 7 May 2001, pp. 36-37 (presentation of an Internet Consumer survey findings in the article of Efi Karageorgiou).
19. “The Role of Intermediaries in Electronic Commerce,” e-net, May 2001, Number 44, pp. 100-103.
20. “Internet Shopping Adoption by Greek Consumers: Results from a Consumer Survey,” e-net, April 2001, Number 43, pp. 88-91.
21. “The Critical Success Factors for Success over the Internet,” TROFIMA-POTA – Annual Special Edition of the Economic Newspaper KERDOS, February 2001, pp. 10-11.
22. “The Key for Success in E-Commerce,” e-Business (“Status” magazine’s inset newspaper), January 2001, Number 11, p. 12.
23. “Electronic Commerce and Consumer Behaviour,” e-net, January 2001, Number 41, pp. 102-104.
24. “Distance Shopping and Greek Consumers,” VIP-NOREL, November-December 2000, Number 9, pp. 74-76.
25. “Electronic Commerce and Digital Marketing,” VIP-NOREL, September– October 2000, Number 8, pp. 64-66.
26. “Scientific Research and Business Activity within the context of E-Commerce,” Infoplus, July – August 2000, Number 30, pp. 106-107.
27. “Information Exploitation in E-Commerce,” Infoplus, June 2000, Number 29, pp. 108-109.

28. "Virtual Store Atmosphere over the Internet and Consumer Behaviour," Infoplus, May 2000, Number 28, pp. 68-69.
29. "Electronic Sales and Consumer Behaviour," Infoplus, April 2000, Number 27, pp. 74-75.
30. "How Business Make Profit from E-Commerce," Infoplus, March 2000, Number 26, pp. 50-52.
31. "Electronic Commerce: Evolutions, Challenges and Trends," TROFIMA-POTA – Annual Special Edition of the Newspaper KERDOS, February 2000, pp. 14-15.
32. "E-Commerce and Greek Consumers," Retail BUSINESS, November 1999, Number 61, pp. 10-12 (with G. Doukidis).
33. "E-Commerce and Greek Consumers," Newspaper H KATHIMERINH, Sunday 17 October 1999, pp. 80 (with G. Doukidis).
34. "The First Virtual Super-Market," self service, February 1999, No. 266, pp. 47-50 (interview in the article of N. Papadimitriou)

7.8 Other Publications

1. Electronic Customer Relationship Management (eCRM), Kevork, E. and Vrechopoulos, A. *ELTRUN HERMES Newsletter*, Issue No. 49 (March – April 2008).
2. Location Based Services in Action: Developing an Entertainment Location Based Guide, V. Koutsouris, C. Polychronopoulos & A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 45 (July - August 2007).
3. Good Science with Structural Equation Models: The Case of Non-Financial Performance Measurement Systems, P. Vlachos, A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 39 (July - August 2006).
4. Consumers' Behavioral Intentions in the Mobile Internet Services Market, P. Vlachos and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 33 (July – August 2005).
5. Electronic Retailing & eMarketing, K. Pramataris, G. Doukidis and A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 6 (November – December 2000).
6. Electronic Retailing & eMarketing, A. Vrechopoulos, *ELTRUN HERMES Newsletter*, Issue No. 5 (September –October 2000).

7.9 Interviews in Electronic Media (TV and Radio)

Alpha TV: Greek Consumers' Behaviour in the context of Virtual Reality: The Case of Second Life – interview with a member of the ELTRUN-IMES research group Koutsouris V. (2009).

SKY Radio – Topic: Perceptions of Greek Consumers for the Innovative Branded Fast Moving Consumer Goods (2006).

Satellite Business Channel – Topic: Electronic Advertising in Greece and Abroad: Current Situation and Emerging Trends (2006).

Greek Business Channel (TV) – **Topic:** Perceptions of Greek Consumers for the Innovative Branded Fast Moving Consumer Goods (2006).

SKY Radio – Topic: Results of Survey Investigating the Behaviour of Greek Consumers towards Distance and Internet Shopping Activities (2001).

Mega Channel – Topic: Attitudes of Greek Consumers towards Distance Shopping Activities (2001).

7.10 Undergraduate and Postgraduate Teaching Material

1. Power Point slides for the following undergraduate courses: (1) Digital Marketing, (2) Sales Management, (3) Electronic Business, (4) Data Management for Marketing and Sales, (5) Advanced Selling Techniques and Technologies and for the following postgraduate courses: (1) Electronic Commerce and Interorganizational Networks, (2) Digital Marketing and CRM, (3) Electronic Commerce and Interorganizational Collaboration, (4) Special Topics in Mass Media and Entertainment.
2. Doukidis G. and Vrechopoulos, A. University Notes in “Electronic Business”, Athens University of Economics and Business Publications, Athens, March 2004.
3. Vrechopoulos, A. Notes for the course “Electronic Commerce” at the Technological Educational Institute of Athens, 2000.

8. OTHER INTERESTS AND ACTIVITIES

8.1 Sports

- ❖ 1989-1999: Member of the Greek National Karate Team (all Karate styles) – Greel Karate Federation (www.elok.org) - Participation in Championships and Cups of World Karate Federation (WKF – former WUKO), European Karate Federation (EKU), Federation Balkan Karate (FBK), Mediterranean Games and other tournaments.
- ❖ 1989-1999: Member of the “Greek Federation of Wado Karate” National Team - Participation in World and European Wado Ryu Championships and Cups.
- ❖ Karate Instructor (4th DAN) – Greek Karate Federation (May 2007) & Greek Wado Karate Federation (April 2007).
- ❖ Achievements and Awards in Sport Karate (1988 - 2007):
 - 2nd World Champion – Team Kumite (Athens Greece, 1993)
 - 3rd European Champion - Individual Kumite (Dublin Ireland, 1991).
 - 3rd Mediterranean Champion - Individual Kumite (Alexandria Egypt, 1992).
 - 1st and 3rd Balkan Champion - Team & Individual Kumite (Athens Greece, 1994).
 - 1st and 3rd Balkan Champion - Team & Individual Kumite (Sofia Bulgaria, 1995).
 - 2nd and 3rd Balkan Champion - Team & Individual Kumite (Athens Greece, 1997).
 - 29 times Greek Champion (i.e. ranked 1st, 2nd or 3rd) – Team, Individual Kumite & Kata (from 1988 to 1999).

- Placed in 5th – 6th positions in the National Championship – Individual Kumite (2007).
 - 2ⁿ
 - Silver Medal in the Regional Championship of Central Greece and Islands - Individual Kumite (2007).
 - Gold Medal in the International tournament “ALEKSANDRIA” - Individual Kumite (Thessaloniki Greece, 1995).
 - Bronze Medal in the International tournament “Rhodes Cup” - Individual Kumite (Rhodes Greece, 1997).
 - Bronze Medal in the International tournament “SOFIA CUP” - Individual Kumite (Sofia Bulgaria, 1993).
 - Gold Medal in the Romania-Greece Meeting - Individual Kumite (Bucurest Romania, 1993).
 - “Special Athlete” Specialization during the Military Service (Athens Greece, 1995 – 1997).
 - Greek Armed Forces Champion (1st Place) - Individual Kumite & Kata (Athens Greece, 1997).
 - Initiative and active participation in the establishment and organization of the “1st Greek Armed Forces Karate Championship” in 1996 in the context of the Military Service in General Army Staff, in collaboration with the Greek Karate Federation and the Sports’ Division of the General Army Staff.
 - “High National Morale and Ethos Award” from the “Armed Forces Sports Council” (“ASAED”) (first time for a reserve officer to be awarded with this honour), Athens, Greece, March 1997.
 - Series of Awards for the “Contribution in the Sport of Karate” by the Greek Karate Federation and by the Athletic Club of Hellinikon, Athens, Greece
 - Listed in the Best 3 Athletes in the Sport of Karate in Greece - “STATUS” Magazine, Issue 53, August 1992.
 - “High National Morale Award” from the Greek Karate Federation and “MANOLA Schools”, December 1992.
 - Listed as one of the “Best athletes in the history of the sport of Karate in Greece” in the Sport Archive of the General Secretary of Sports, Ministry of Sports, <http://www.sportsnet.gr/7/70i/70i2/70i23/70i231/g70i2313.html>
- ❖ Athletics: Member of the “Athens National Gymnastics Club” (1979-2003) - Athlete in Decathlon and Shot Put: participation in national championships.

9. PERSONAL DATA

- ❖ Gender: Male
- ❖ Family Status: Married with one child
- ❖ Date of Birth: June 15th, 1971
- ❖ Place of Birth: Athens, Greece
- ❖ Nationality: Greek (EU)

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