

PROFESSOR MARIANNA SIGALA

<http://news.gtp.gr/2016/10/31/tourism-marianna-sigala-eurochrie-award-2016/>

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Citation profile

<https://scholar.google.gr/citations?user=8YD24sgAAAAJ&hl=el&oi=ao>

profile on the 19TH December 2015

Citation index	All	Since 2010
Citations	3878	2965
h-index	35	32
i10-index	79	69

ACADEMIC EDUCATION

- 1998 - 2002 *University of Surrey* Guildford, UK
- Doctor of Philosophy (PhD)
Assessing the impact of Information and Communication Technologies (ICT) on productivity in the hotel sector: an operations management approach
- 2001 - 2003 *University of Strathclyde* Glasgow, UK
- Certificate in Advanced Academic Studies.
- 1997 - 1998 *University of Surrey* Guildford, UK
- MSc in Tourism Management (pass with distinction).
- 1996 - 1997 *University of Lancaster* Lancaster, UK
- Postgraduate Diploma in Business Analysis, grade: 62% (2.1: very good).
- 1994 - 2000 *Athens University of Economics & Business* Athens, Greece
- BSc in Business Administration, specialization Marketing. Grade: 8.25 out of 10.0
- 1991 - 1994 *General Lyceum of Thira* Santorini, Greece
- Apolytirion overall mark: 19.1 out of 20 (distinction).
 - Four GCE A Level equivalent: Mathematics, Economics, History, Composition

OTHER EDUCATION & TRAINING SEMINARS

- July 2006 *International I-CHRIE Academy* Washington, U.S.A.
- One day Seminar on Research Methodology and Academic Writing. Certification of Completion achieved.

Organised by the International Council of Hospitality, Restaurant, Institution Educators (I-CHRIE) Career Advancement Academy.

August 2003 *International I-CHRIE Academy* Palm Springs, U.S.A.

- Two days seminars, four modules completed:
 - ICT in education
 - Curriculum development and design
 - Research and publishing in academic journals
 - Distance education

Organised by the International Council of Hospitality, Restaurant, Institution Educators (I-CHRIE)

September 2002 *University of Paisley and Strathclyde* Paisley, UK

- Three days seminars: *Teaching, Learning & Assessment in Higher Education*

Organised by the University of Paisley and Strathclyde

March 2002 *University of Strathclyde* Glasgow, UK

- Two days workshop: *Research Supervisor Induction Course*

Organised by the University of Strathclyde

Feb. 2002 *University of Strathclyde* Glasgow, UK

- One day workshop: *Teaching smart people how to learn*
- Organised by the University of Strathclyde, "Aspects of innovative practice in teaching & learning seminar series"

Dec 2001 *University of Strathclyde* Glasgow, UK

- One day workshop: *Technology in teaching: myth & reality*
- Organised by the Learning and Teaching Support Network (LTSN)

Nov 2001 *University of Strathclyde* Glasgow, UK

- One day workshop: *Implementing e-learning*
- Organised by the University of Strathclyde, "Aspects of innovative practice in teaching & learning seminar series"

Oct. 2001 *University Center Cesar Ritz* Brig, Switzerland

- One day workshop: *Internationalisation of the tourism curriculum*
- Organised by Euro-CHRIE, the International College of Hospitality Administration and the Washington State University Swiss Center for Hotel and Restaurant Administration

April 2001 *University of Quebec* Montreal, Canada

- One day workshop: "Research issues on ICT in tourism and hospitality"
- Organised by the International Federation of IT in Tourism (IFITT)

Jan. 2001 *University of Surrey* Guildford, UK

- One day workshop: *e-Tourism*
- Organised by the University of Surrey and the Tourism Society

Dec. 2000 *University of Bradford* Bradford, UK

- Two days workshop: "Research methodology"
- Organised by the University of Bradford

May 2000 *CHIPR* Manchester, UK

- Seminar: "Employees and Productivity"
- Organised by the Centre for Hospitality Industry Productivity Research (CHIPR)

April 2000 *Butler Group Ltd.* London, UK

- Management Briefing: "Customer Relationship Management".

March 2000 *Expo 2000* Birmingham, UK

- Exposition and Conference: “E-Commerce and e-Business”.
- Jan. 2000 *IBM Corporation* London, UK
 - Training seminar: “E-commerce & e-Business”.
- Dec. 1999 *Buttler Group Ltd.* London, UK
 - Management Briefing: “E-Business”.
- Nov. 1999 *Frontier Analyst Ltd.* London, UK
 - Training seminar: “DEA methodology and Frontier Analyst Software package”.
- Nov. 1999 *Buttler Group Ltd.* London, UK
 - Management Briefing: “IT solutions for knowledge management”.
- June 1999 *Buttler Group Ltd.* London, UK
 - Management Briefing: “Applications integration and legacy systems”.
- March 1999 *Chartered Institute of Marketing* London, UK
 - Training seminar: “Interactive marketing on digital TV”.
 - Organised by Tourism Interest Group of the Chartered Institute of Marketing (CIMtiG).
- Dec. 1995 *AIESEC* Athens, Greece
 - Training seminar in Total Quality Management and ISO 9002 standards.
- May 1995 *Athens University of Economics & Business* Delphi, Greece
 - Delphika Symposia: seminar on marketing and management issues.
- May 1995 *Athens University of Economics & Business* Athens, Greece
 - Training seminar: “Branding & Marketing”.

MEMBERSHIP OF PROFESSIONAL BODIES & ACADEMIC ASSOCIATIONS

- International CHRIE - International Council on Hotel, Restaurant and Institutional Education (Director of Information & Publications and member of the Board of Directors, 2008 – 2010)
- Euro-CHRIE - European Council on Hotel, Restaurant and Institutional Education (Immediate Past President – member of the Executive Committee and the Board of Directors - & full member)
- International CHRIE - International Council on Hotel, Restaurant and Institutional Education (full member)
- Chair of the Euro-CHRIE, Special Interest Group (SIG) on Information and Communication Technologies in Hospitality
- CAUTHE – Council for Australasian Tourism and Hospitality Education (Full Member, Chapter Director of UniSA, Member of the CAUTHE Board of Directors, 09/2016 – now)
- Coordinator of the Special Interest Group (SIG) in Information & Communication Technologies for CAUTHE (January 2016 – now)
- Chair of the Association for Information Systems (AIS) Special Interest Group (SIG) on Culture & Tourism
- IFITT – International Federation for Information Technology (IT) and Travel & Tourism (Director of Membership and member of the Executive Board, full

member).

- AIEST - AIEST - International Association of Scientific Experts in Tourism (full member)
- BATER - Balkan Association for Tourism Education & Research (full member)
- MATHER - Mediterranean Association for Tourism and Hospitality Education & Research (full member)
- Association for Information Systems (AIS) – (full member)
- Hellenic Association for Information Systems (HeAIS) – (Publicity Officer, member of the Board of Directors - & full member)
- EUROMA – European Operations Management Association (full member)
- International Forum of Educational Technology & Society (full member)
- SHA - Santorini Hoteliers' Association (full member)
- TS - Tourism Society (full member)

JOURNAL PUBLICATIONS (REFEREED)

SIGALA, M., Airey, D., Jones, P. & Lockwood, A. (2001). Multimedia use in the UK tourism and hospitality sector; Training on skills and competencies, Information Technology and Tourism, Vol. 4(1), p. 31-39.

SIGALA, M., Lockwood, A. & Jones, P. (2001). Strategic implementation and IT: Gaining competitive advantage from the hotel reservation process. International Journal of Contemporary Hospitality Management, Vol. 17 (3), p. 364-371.

SIGALA, M. (2001). Modeling e-marketing strategies: Internet presence and exploitation of Greek hotels. Journal of Travel and Tourism Marketing, Vol. 11 (2/3), p. 83 – 103.

SIGALA, M. (2001). Becoming a successful Web-entrepreneur in hospitality and tourism. HOSTEUR, Vol.10, No.1/2, p.10-14.

SIGALA, M. (2002). The impact of multimedia on employment patterns in Small and Medium Hospitality and Tourism Enterprises (SMTHEs) in UK. Information Technology and Tourism, Vol. 4 (3/4), p. 175 – 189.

SIGALA, M. (2002). Developing competitive e-commerce strategies: implications for the hotel sector. Tourism Today, No. 2, p. 27 - 41.

SIGALA, M. (2002). The evolution of Internet Pedagogy: Benefits for tourism and hospitality education. Journal of Hospitality, Leisure, Sports and Tourism Education, Vol.1, No.2, p. 29 – 45.

SIGALA, M. (2002). Internet and the Virtual Marketspace: Implications for building competitive e-commerce strategies in the hospitality industry. Journal of Hospitality and Tourism Management, Vol. 9, No. 2, p. 207 – 216

SIGALA, M. (2002). Internet kao dopuna i pomoć u nastavi turizma i ugostiteljstva:

europska iskustva. Edupoint: casopis o informacijskim tehnologijama u obrazovanju, (Internet use in tourism and hospitality education: a European survey, in Croatian), No. 7, 21.06.2002, ISSN 1333-5987 , <http://edupoint.carnet.hr/casopis/broj-07/index.html>

Christou, E. & SIGALA, M. (2002). Conceptualising the measurement of service quality and TQM performance for hotels: the HOSTQUAL model. Acta Touristica, Vol. (14), No. 2, pp. 140 – 169.

SIGALA, M. (2003). Competing in the Virtual Marketplace: a strategic model for developing e-commerce in the hotel industry. International Journal of Hospitality Information Technology, Vol. 3, No. 1, pp. 43 – 60.

SIGALA, M. (2003). Cross-cultural understanding in tourism and hospitality education: reflecting on experiences gained by teaching abroad. HOSTEUR., Vol. 12, No. 1, pp. 5 - 9

SIGALA, M. & Baum, T. (2003). Trends and issues in tourism and hospitality higher education: Visioning the future. Tourism and Hospitality Research. The Surrey Quarterly Review , Vol. 4, No. 4, pp. 367 - 376

SIGALA, M. & Christou, E. (2003). Enhancing and complementing the instruction of tourism and hospitality courses through the use of on-line educational tools. Journal of Hospitality & Tourism Education, Vol. 15, No. 1, pp. 6 – 16.

SIGALA, M. (2003). The Information & Communication Technologies productivity impact on the UK hotel sector. International Journal of Operations and Production Management, Vol. 23, No. 10, pp. 1224 – 1245.

SIGALA, M. (2003). Developing and Benchmarking Internet Marketing Strategies in the Hotel Sector in Greece. Journal of Hospitality & Tourism Research, Vol. 27, No. 4, pp. 375 – 401.

Paraskevas, A. & SIGALA, M. (2003). Teaching Hospitality & Tourism Management: A matter of style. Journal of Teaching in Travel & Tourism, Vol. 3, No. 4, pp. 1 – 18.

SIGALA, M. (2003). Internet heritage and cultural tourism under virtual construction: implications for online visitors' experiences and interpretation management. Tourism Today, No. 3, pp. 51 - 67.

SIGALA, M. (2003). Integrating and exploiting Information and Communication Technologies (ICT) in restaurant operations: implications for restaurant productivity. Journal of Foodservice Business Research, Vol. 6, No. 3, pp. 55 - 76

SIGALA, M. (2004). Using Data Envelopment Analysis for measuring and benchmarking productivity in the hotel sector. Journal of Travel and Tourism Marketing, Vol. 16, No. 2/3, 39 – 60.

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SIGALA, M., Airey, D., Jones, P. & Lockwood. (2004) A. ICT Paradox lost? A stepwise Data Envelopment Analysis methodology. Journal of Travel Research, Vol. 43, p. 180 – 192.

SIGALA, M. (2004). Reviewing the profile and behaviour of Internet users: research directions and opportunities in tourism and hospitality. Journal of Travel and Tourism Marketing, Vol. 17, No (2/3), pp. 93-102.

SIGALA, M. (2004) Investigating the factors determining e-learning effectiveness in tourism and hospitality education. Journal of Hospitality & Tourism Education, Vol. 16, No. 2, pp. 11 - 21.

Folinas, D., Manthou, V., SIGALA, M. & Vlachopoulou, M., (2004). Modeling the evolution of supply chain: cases and best practices. Internet Research: Electronic Networking Applications and Policy, Vol. 14, No. 4, pp. 274 – 283.

SIGALA, M., Jones, P., Lockwood, A. & Airey, D. (2005). Productivity in Hotels: A Stepwise Data Envelopment Analysis of Hotels' Rooms Division Processes. The Service Industries Journal, Vol. 25, No. 1, pp. 61 - 81

SIGALA, M. & Sakellariadis, O. (2004). Web users' cultural profiles and e-service quality: internationalization implications for tourism websites. Information Technology and Tourism, Vol. 7, No. 1, pp. 13 - 22

SIGALA, M. (2004). Collaborative Supply Chain Management in the airline sector: the role of Global Distribution Systems (GDS). Advances in Hospitality and Leisure, Vol.1, p. 103 – 121, ISSN: 1745-3542, ISBN: 0-7623-1158-4.

SIGALA, M. (2005). Integrating Customer Relationship Management in Hotel Operations: managerial and operational implications. International Journal of Hospitality Management, Vol. 24, No.3, pp. 391 - 413

SIGALA, M. (2005). A holistic integration framework of Information & Communication Technologies in hospitality operation processes. The Cyprus Journal of Sciences, Vol. 3, Spring, pp. 167 - 190

SIGALA, M. & Mylonakis, I. (2005, in press). Evaluating Collaborative Supply Chain Management Strategies: a cost-benefit analysis. University of Macedonia, Thessaloniki, Greece, Επιστημονική Επετηρίδα του Πανεπιστημίου Μακεδονίας στον Τμητικό Τόμο του Κ.α.θ. Α. Ιγνατιάδη, (Honorary Volume A. Ignatiadi)

SIGALA, M. & Mylonakis, I. (2005). Developing a Data Envelopment Analysis model for measuring and isolating the impact of contextual factors on hotel productivity. International Journal of Business Performance Management, Vol. 7, No. 2, pp. 174 – 190.

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Avison, D., Kautz, K., SIGALA, M., Whitley, E. and Winter, R. (2005). Becoming engaged with conferences: reputations and networks. Communications of the Association for Information Systems (CAIS), Vol. 16, pp. 895 - 903

SIGALA, M. (2007). Investigating the Internet's impact on interfirm relations: evidence from the business travel management distribution chain. Journal of Enterprise Information Management, Vol. 20, No. 3, pp. 335 - 355

SIGALA, M. (2006). Culture: the software of e-Customer Relationship Management. Journal of Marketing Communications, Vol. 12, No. 3, pp. 203 - 223

SIGALA, M. (2006). Mass customisation implementation models and customer value in mobile phones services: preliminary findings from Greece. Managing Service Quality, Vol. 16, No. 4, pp. 395 – 420

SIGALA, M. & Christou, E. (2006). Global trends and challenges in services. GUEST EDITORIAL. Managing Service Quality, Vol. 16, No. 4, pp. 345 - 348

SIGALA, M. (2006). e-Customer Relationship Management in the hotel sector: guests' perceptions of perceived e-service quality levels. Tourism: an International Interdisciplinary Journal, Vol. 54, No. 4, pp. 333 - 344

SIGALA, M. & Chalkiti, K. (2007). New Service Development: preliminary findings on process development and assessment from the Greek hotels. Advances in Hospitality and Leisure, Vol. 3, pp. 131 – 153, ISSN: 1745-3542, ISBN: 0-7623-1158-4.

SIGALA, M. & Chalkiti, K. (2007). Improving performance through tacit knowledge externalization and utilization: preliminary findings from Greek hotels. International Journal of Productivity & Performance Management, Vol. 56, No 5-6, pp. 456 – 483

SIGALA, M. (2007). Integrating Web 2.0 in e-learning environments: a socio-technical approach. International Journal of Knowledge and Learning, Vol. 3, No. 6, pp. 628 - 648

SIGALA, M. (2008). A supply chain management approach for investigating the role of tour operators on sustainable tourism: the case of TUI. Journal of Cleaner Production, Vol. 16., No. 15, pp. 1589-1599

Chalkiti, K. & SIGALA, M. (2008). Information sharing and idea generation in peer to peer online communities: The case of 'DIALOGOI'. Journal of Vacation Marketing, Volume 14, Number 2, pp. 121 – 132

Chalkiti, K. & SIGALA, M. (2008). Information Sharing and Knowledge Creation in online forums: the case of the Greek online forum "DIALOGOI". Current Issues in Tourism, Vol. 11, no. 5, pp. 381 - 406

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Choi, G., Parsa, H.G., SIGALA, M. & Putrevu, S. (2009). Consumers' environmental concerns and behaviors in the lodging industry: a comparison between Greece and the USA. International Journal of Quality Assurance in Hospitality & Tourism, Vol. 10,

No. 2, 93 - 112

Valachis, I., Christou, E., SIGALA, M. & Maroudas, L. (2009). Developing human resources' skills and knowledge in tourism and hospitality through the determination of quality of training programs. Tourism and Hospitality Management, Vol. 15, No. 1, pp. 61 – 72

Chatzigeorgiou, C., Christou, E., Kassianidis, P. & SIGALA, M. (2009). Examining the relationship between emotions, customer satisfaction and future behavioural intentions in agrotourism. Tourism: An International Multidisciplinary Journal of Tourism, Vol.4, No.4, pp.47-63.

Chalkiti, K. & SIGALA, M. (2010). Staff turnover in the Greek tourism industry: a comparison between insular and peninsular regions. International Journal of Contemporary Hospitality Management, Vol. 22, No. 3, pp. 335 - 359

SIGALA, M. (2010). Mass Customisation models for travel and tourism information e-services: interrelationships between system design and customer value. International Journal of Information Systems in the Service Sector, Vol. 2, No. 2, pp. 48 - 69

SIGALA, M. (2010). Measuring customer value in online collaborative trip planning processes. Marketing Intelligence and Planning, Vol. 28, No.4, pp. 418 - 443

SIGALA, M. & Marinidis, D. (2012). Web Map Services in Tourism: A Framework Exploring The Organisational Transformations and Implications on Business Operations and Models. International Journal of Business Information Systems, Vol. 9, No. 4, pp. 415 - 434

SIGALA, M. (2011). eCRM 2.0 applications and trends: The use and perceptions of Greek tourism firms of social networks and intelligence. Computers in Human Behavior, Vol. 27, pp. 655 - 661

SIGALA, M. (2012). The impact of geocollaborative portals on group decision making for trip planning. European Journal of Information Systems, Vol. 21, N. 4, pp. 404 - 426

SIGALA, M. (2012). Investigating the role and impact of geovisualisation and geocollaborative portals on collaborative e-learning in tourism education. Journal of Hospitality, Leisure, Sports and Tourism Education, Vol. 11, pp. 50 - 66

SIGALA, M. (2012). Social networks and customer involvement in New Service Development (NSD): the case of www.mystarbucksidea.com. International Journal of Contemporary Hospitality Management, Vol. 24, No. 7, pp. 966 - 990

SIGALA, M. & Marinidis, D. (2012). e-Democracy and web 2.0: a framework enabling DMOs to engage stakeholders in collaborative destination management. Tourism Analysis, Vol. 17, Iss. 2, pp. 105 - 120

SIGALA, M. (2012). Exploiting web 2.0 for New Service Development: findings and implications from the Greek tourism industry. International Journal of Tourism Research, Vol. 14, pp. 551 - 566

SIGALA, M. (2012). Social media and crisis management in tourism: applications and implications for research. Information Technology and Tourism, Vol. 13, No. 4, pp. 269 - 283

SIGALA, M. (2013). Using and measuring the impacts of geovisualisation on tourism education: the case of teaching a service management course. Journal of Hospitality, Leisure, Sports and Tourism Education, Vol. 12, pp. 85 - 98

SIGALA, M. (2013). A framework for designing and implementing effective online coupons in tourism and hospitality. Journal of Vacation Marketing, Vol. 19, No. 2, pp. 165 - 180

SIGALA, M. (2013). Examining the adoption of Destination Management Systems: an Inter-Organizational Information Systems approach. Management Decision, Vol. 51, No. 5, pp. 1011 – 1036

SIGALA, M. (2014). Customer involvement and role in sustainable supply chain management: a model and implications in tourism. Cornell Hospitality Quarterly, Vol. 55, No. 1, pp. 76 - 88

SIGALA, M. & Chalkiti, K. (2014). Investigating the exploitation of web 2.0 for knowledge management in the Greek tourism industry: an utilisation - importance analysis. Computers in Human Behavior, Vol. 30, pp. 800 - 812

SIGALA, M. (2014). Evaluating the Performance of Destination Marketing Systems (DMS): stakeholder perspective. Marketing Intelligence & Planning, Vol. 32, No. 2, pp. 208 - 231

SIGALA, M. (2014). Collaborative commerce in tourism: implications for research and industry. Current Issues in Tourism, 1 – 10

SIGALA, M. & Chalkiti, K. (2015). Knowledge management, social media and employee creativity. International Journal of Hospitality Management, Vol. 45, pp. 44 – 58

Fotiadis, A. K. & SIGALA, M. (2015). Developing a framework for designing an Events Management Training Simulation (EMTS). Journal of Hospitality, Leisure, Sport & Tourism Education, Vol. 16, pp. 59 - 71

SIGALA, M. (2015). The application and impact of gamification on trip planning and experiences: the case of TripAdvisor's funware. Electronic Markets: The International Journal of Networked Markets, Vol. 25, No. 3, pp. 189-209

SIGALA, M. & Kyriakidou, O. (2015). Guest Editorial: Creativity and innovation in the service sector. The Services Industries Journal,

SIGALA, M. (2015). From demand elasticity to market plasticity: a market approach for developing revenue management strategies in tourism. Journal of Travel and Tourism Marketing, Vol. 32, No. 7, pp. 812-834.

Lagos, E., Harris, A. & SIGALA, M. (2015). Emotional language for image formation and market segmentation in dark tourism destinations: findings from tour operators' websites promoting Gallipoli. TOURISMOS, an International Multidisciplinary Journal of Tourism, Vol. 10, Iss. 2, pp. 153 - 170

SIGALA, M. (2016). Learning with the market: a market approach and framework for developing social entrepreneurship in tourism and hospitality. International Journal of

Contemporary Hospitality Management, Vol. 28 Iss 6 pp. 1245 - 1286

SIGALA, M. (2015). Applying gamification and assessing its effectiveness in a tourism context: behavioural and psychological outcomes of the TripAdvisor's gamification users. Asia Pacific Journal of Information Systems, Vol. 25, No. 1, pp. 179 – 210

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Altinay, L., SIGALA, M. and Waligo, V. (2016). Social value creation through social tourism entrepreneurship. Tourism Management, Volume 54, pp. 404–417

SIGALA, M. (in press). Social Customer Relationship Management: approaches, applications and implications in tourism and hospitality. International Journal of Contemporary Hospitality Management,

SIGALA, M. (in press). A market approach to social value co-creation: findings and implications from 'Mageires' the social restaurant. *Marketing Theory*,

Knuz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes F.V., SIGALA, M., Diaz, D. & Theodoulidis, B. (in press). Customer engagement in a big data world. *Journal of Services Marketing*

SIGALA, M. (in press). Entrepreneurship in the sharing economy and implications on market formation: findings from the Airbnb sharing ecosystem. *International Journal of Tourism Research*.

BOOKS

Books

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SIGALA, M. Christou, E., Tsartas, P. & Chalkiti, K. (2006). E-business applications in tourism: current trends and challenges. Athens, Greece, Greek Networking Research & Education, Greek Ministry of Education, <http://www.grnet.gr/>

SIGALA, M., Christou, E., Avdimiotis, S. & Kassianidis, P. (2007) Destination Management & Marketing Systems: a reality check in Greece, future trends and developments. Athens, Greece, Greek Networking Research & Education, Greek Ministry of Education, <http://www.grnet.gr/>

SIGALA, M. Christou, E., Varouchaki, T. & Tsiakali, K. (2008). The impact, exploitation and management of Web 2.0 in business operations and strategic models: applications in the tourism and mass media industries. Athens, Greece, Greek Networking Research & Education, Greek Ministry of Education, <http://www.grnet.gr/>

SIGALA, M., Christou, E., Kassianidis, P. & Tsiakali, K. (2008). Destination Management & Marketing Systems for wine and wine tourism: best practices and future developments. Athens, Greece, Greek Networking Research & Education, Greek Ministry of Education, <http://www.grnet.gr/>

Editor of books

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Hitz, M. SIGALA, M. & Murphy, J. (Eds.) (2006). *Information & Communication Technologies in Tourism 2006*, Springer Computer Science, Wien, ISBN: 3-211-30987-X

SIGALA, M., Mich, L. & Murphy, J. (Eds.) (2007). *Information & Communication Technologies in Tourism 2007*, Springer Computer Science, Wien, ISBN: 978-3-211-69564-7

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Editor of conference proceedings

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CHRISTOU, E., SIGALA, M. & TSARTAS, P. (2006) PROCEEDINGS OF 24TH EUROCHRIE CONGRESS: IN SEARCH OF EXCELLENCE IN TOURISM, TRAVEL & HOSPITALITY. THESSALONIKI, GREECE: UNIVERSITY OF THE AEGEAN.

CHRISTOU, E. & SIGALA, M. (2007) PROCEEDINGS OF THE 60TH ANNUAL I-CHRIE (INTERNATIONAL COUNCIL ON HOTEL, RESTAURANT & INSTITUTIONAL EDUCATION) CONVENTION & EXHIBITION. LAS VEGAS, NEVADA, U.S.A.: I-CHRIE.

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SIGALA, M. & Tyagi, A. (Editors), Malik, K. & Gullett, E.(Series Editors) of the

proceedings of the 2nd Virtual Conference on Business and Management VCOBAM "New Paradigms: Business and Management" 2010, organised by the U21 Global University, 26-27 October. 2010 VCOBAM Conference Proceedings, Vol. 2, No. 1, ISSN 1793-9992

Christou, E., Chionis, D., Gursoy, D. & SIGALA, M. (Editors). Proceedings of the 2nd International Conference on "Advances in Hospitality and Tourism Marketing & Management (AHTMMC)" co-organized by the Alexander Technological Institute of Thessaloniki, Democritus University of Thrace, the Washington State University and the Research Institute for Tourism of the Hellenic Chamber of Hoteliers, 31 May – 3 June, 2012: Corfu, Greece, ISBN: 978-960-287-139-3

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International Conference on Services Management. Organised by Penn State University, School of Hospitality Management, U.S.A., Institute for International Management and Technology, and the Business School of Oxford Brookes University, UK. Philadelphia, U.S.A., 9 – 10 May, 2008.

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Christou, E., Lympieropoulos, C. & SIGALA, M. (2007). Travellers' perceptions on adoption of Internet shopping for airline tickets. 1st Biannual International Conference on "*Strategic Developments in Services Marketing*". Jointly organised by the University of the Aegean, Greece and the University of Glasgow, UK, in collaboration with the Greek Marketing Academy, Chios, Greece, 27 – 29 September, 2007. ISBN is 978-960-7475-41-1

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SIGALA, M. & Christou, E. (2007). Exploiting Web 2.0 in open and distance education: developing personalised and collaborative learning environments. 4th International Conference in "*Open and Distance Learning - Forms of Democracy in Education: Open Access and Distance Education*". Organised by the Hellenic Open University, Open University of Cyprus, Hellenic Network of Open & Distance Education, 23 – 25 November 2007, Athens, Greece

SIGALA, M. (2006). Performance impact of flexible working in hotels. 24rd EuroCHRIE International Congress "*In search of Excellence for tomorrow's tourism, travel and hospitality*", organized by University of the Aegean, Thessaloniki, Greece, 25 – 28 October, 2006

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SIGALA, M. (2006). Emotional intelligence, emotional labour and service quality: implications of service process design and operations management in tourism and hospitality. 18th Biennial International Congress "*Tourism & Hospitality Industry 2006: New Trends in Tourism and Hospitality Management*", Organised by the Faculty of Tourism & Hospitality Management, University of Rijeka, May 3-5, 2006, Opatija, Croatia

Mills, E.J., Douglas, A. & SIGALA, M. (2006). E-Business liability: the last decade of lawsuits affecting travel and tourism. Annual "*Travel Distribution Conference*" organized by Eyefortravel.com, London, UK, 5 – 6 June, 2006

SIGALA, M. & Chalkiti, K. (2006). Modelling and measuring New Service Development: a hospitality perspective. European Operations Management Association (EUROMA) international conference "*Moving up the value chain*", University of Strathclyde, 18 – 21 June, 2006, Glasgow, UK

- Chalkiti, K. & SIGALA, M. (2006). Innovating New Service Development. 2nd International Scientific Congress hosted and supported by the Higher Technological Educational Institution (A.T.E.I.) of Thessaloniki “*Progress in Tourism and Hospitality: Present and Future Challenges*” Thessaloniki, Greece, 1 – 4 June, 2006
- SIGALA, M. (2006). Implications of price evaluations on yield management implementation in the hotel industry: a customer value approach. 2nd International Scientific Congress hosted and supported by the Higher Technological Educational Institution (A.T.E.I.) of Thessaloniki “*Progress in Tourism and Hospitality: Present and Future Challenges*” Thessaloniki, Greece, 1 – 4 June, 2006
- SIGALA, M. & Christou, E. (2006). Investigating the impact of e-Customer Relationship Management on hotels’ website service quality. *Annual European Conference on Information Systems 2006 (ECIS)*, 12 – 14 June, Gotenbourg, Sweden.
- SIGALA, M. (2006). A framework for developing and evaluating mass customization strategies for online travel companies. *13th ENTER annual conference, organized by IFITT*, 18 – 20 January, 2006, Lausanne, Switzerland.
- SIGALA, M. (2005). Investigating the impact of Customer Relationship Management on service quality in the hotel industry. *23rd EuroCHRIE International Congress*, organized by Institut Paul Baucuse and Accor, Paris, 26 – 28 October, 2005
- SIGALA, M. and Chalkiti, K. (2005). The influence of knowledge management in the airline industry: operational and strategic implications. International Conference “*Managing Global Trends and Challenges in a Turbulent Economy*”, organized by the University of the Aegean, 13 – 15 October, 2005, Chios, Greece
- SIGALA, M. (2005). Enhancing Service Quality and Customer Value of Mobile Phone Services Through Mass Customisation. International Conference “*Managing Global Trends and Challenges in a Turbulent Economy*”, organized by the University of the Aegean, 13 – 15 October, 2005, Chios, Greece
- SIGALA, M. and Christou, E. (2005). Mass customization in the travel trade: a reality check in the Greek travel agent and tour operator sector. *Annual International International Council for Hotel, Restaurant and Institutional Education, (I-CHRIE) Convention*. Las Vegas, USA: I - CHRIE 27 – 31 July, 2005.
- SIGALA, M. (2005) Mass customization in tourism and hospitality: The role of customer involvement and information technology. *International Conference on Tourism Development and Planning*. Organised by the Department of Tourist Business of the Higher Technological Institute of Patras, in Patra, Greece, 11 – 12 June 2005.
- SIGALA, M. (2005). Internet and interfirm relations in the business travel management distribution chain. *European Conference in Information Systems (ECIS) 2005 Conference*, Regensburg, Germany, 26 – 28 May, 2005. ISBN: 3-937195-09-2
- SIGALA, M. (2005). The impact of e-marketplaces on the level and type of buyers-sellers relationships. *The 3rd International Workshop on Supply Chain Management & Information Systems*, 6 – 8 July 2005, Thessaloniki, Greece. Organised by: University of Makedonia, Athens University of Economics and Business, City Liberal Studies, The Hong Kong Polytechnic University, The University of Sheffield, University of Cambridge, Aristotle University of Thessaloniki, University of Massachusetts Dartmouth, Taiwan Lan Yang Institute of Technology. ISBN: 960-87869-2-4
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SIGALA, M. (2002). Internet and the Virtual Marketspace: Implications for building competitive e-commerce strategies in the hospitality industry. *11th Annual Hospitality Research CHME Conference*. Leeds, UK: CHME, 8-9 April, 2002.

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Christou, E. & SIGALA, M. (2001). Assessment of service quality and TQM performance for hotels: the HOSTQUAL model. *56th International International Council for Hotel, Restaurant and Institutional Education (I-CHRIE) Convention*. Toronto, Canada: I-CHRIE, 25-28 July, 2001.

SIGALA, M. (2001). Measuring student variables for designing e-learning platforms. *First National Greek Conference on Open and Distance Education*. Patras, Greece: Greek Open University, 24-27 May, 2001.

SIGALA, M., Airey, D., Jones, P. & Lockwood, A. (2001). Investigating the effect of multimedia technologies on employment patterns in UK tourism and hospitality industry. *Information & Communication Technologies in Tourism 2001 (ENTER) Conference*. Montreal, Canada: International Federation of Information Technologies in Tourism (IFITT), 24-26 April 2001.

SIGALA, M. (2001). *Use of multimedia in European Hospitality Education*. Use of IT in Tourism Education (ENTER pre-conference workshop), Montreal, Canada: University of Quebec in Montreal, Canada, 23 April, 2001.

SIGALA, M. (2000). *Empowering hotels through on-line Internet marketing strategies*. International Scientific Conference, "Tourism on Islands and Specific Destinations". Chios, Greece: University of Aegean, Business School, Interdepartmental Program of Postgraduate Studies in Tourism Planning, Management and Policy, 14-17 December, 2000

SIGALA, M., Airey, D., Jones, P. & Lockwood, A. (2000). Industry readiness to compete and innovate through multimedia in the new E-economy: training needs and gaps of hospitality enterprises. *Joint EuroCHRIE/LAHMS/HSMIAI Conference, "Hospitality education and hospitality industry: a perfect couple in the new Millennium"*. Maastricht, Netherlands: European Council on Hotel, Restaurant and Institutional Education / International Association of Hotel Management Schools/ Hospitality & Sales Marketing Association International/ Maastricht Hoge Hotel School, 26-28 October 2000.

Christou, E. & SIGALA, M. (2000). Exploring the performance of service quality and TQM in the tourism industry: the TOURSQUAL model. *1st ITEP International Conference on Tourism, Recreation & Leisure*. Athens, Greece: Research Institute for Tourism (ITEP), 24-26 August 2000.

Christou, E. & SIGALA, M. (2000). Issues that Influence the Use of Multimedia in Hospitality Education in Europe: An Empirical Approach. *Annual European Council for Hotel, Restaurant and Institutional Education (EuroCHRIE) Spring Conference*. Dublin, Ireland: Dublin Institute of Technology, 18-19 May 2000.

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KEYNOTE OR INVITED SPEAKER IN CONFERENCES

September 2017 ATLAS Annual Conference 2017 Viana Do Castelo, Portugal

- Keynote speaker
- Paper: Smart technology applications for smart tourism

"Destinations: past, present and future" ATLAS Annual Conference 2017 organised by the Institut Polytechnico de Viana Do Castelo, School of Technology & Management, Portugal, 12 – 16 September 2017, Viana Do Castelo, Portugal

January 2017 ENTER 2017 PhD workshop Rome, Italy

- Keynote speaker
- Paper: ICT technology trends and needs in tourism education

"Destinations: past, present and future" ENTER 2017 Phd Workshop organised by Rome III University and IFITT, 23 January 2017, Rome, Italy

February 2017 Digi.Travel Bangkok, Thailand

- Chair of the Conference and Invited speaker
- Paper: Smart technology applications for smart tourism

"Digi.travel Thailand International Conference & Expo" is organised by Travel Media Applications in cooperation with PATA Thailand Chapter, 22 February 2017, Bangkok, Thailand

January 2017 Annual ENTER Phd workshop Rome, Italy
▪ Invited speaker

Paper: **Creating personal identity & personal on-line branding**

"Annual ENTER *phD Workshop*" is organised by ENTER and University Rome III, 23 January, Rome, Italy

February 2017 Annual CAUTHE Bill Faulkner workshop Dunedin, New Zealand
▪ Invited speaker

Paper: Creating personal identity & personal on-line branding

"Annual CAUTHE Bill Faulkner workshop for PhD Scholars & Early Career Researchers" is organised by University of Otago in cooperation with CAUTHE, 7 February 2017, Dunedin, New Zealand

November 2016 Digi.Travel Athens, Greece

- Chair of the Conference and Keynote speaker
- Paper: Customer engagement and the design of online marketing campaigns

"Digi.travel EMEA International Conference & Expo" is organised by Travel Media Applications in cooperation HATTA, VisitGreece, Hellenic Chamber of Hotels, 22-23 November 2016, Athens, Greece

October 2016 34th EuroCHRIE Conference Budapest, Hungary

- Chair of the "Case Studies workshop" and presenter
- Paper: Using case studies for educational purposes

34th EuroCHRIE 2016 "What's going well in hospitality, tourism and events" organised by the Budapest Metropolitan University, 25 – 28 October, 2016, Budapest, Hungary

September 2016 19th International QMOD/ICQSS 2016 Rome, Italy

- Keynote speaker at the conference
- Paper: The impact of collaborative economy on well-being: findings from Airbnb hosts and guests

19th International QMOD/ICQSS 2016 on Quality and Service Sciences "Building a culture for Quality, Innovation and Sustainability" organised by the University of Roma Tre, Department of Business Studies, Rome, Italy, 21 – 23 September 2016

October 2016 1st Wine Tourism Congress Santorini, Greece

- Keynote speaker at the conference
- Paper: Wine experiences and place attachment: implications for destination marketing

1st Wine Tourism Congress, organised by Heliotos, under the Auspices of University of the Aegean, the University of South Australia, Municipality of Thira, the National Inteprofessional Organisation for Vine and Wine (EDOAO), Santorini, Greece, 14 – 16 October 2016

May 2016 3rd International Conference "Tourism, Culture and Heritage in a Smart Economy" Athens, Greece

- Keynote speaker at the conference
- Paper: Investigating the drivers and sources of smartness of smart tourism

3rd International Conference "Tourism, Culture and Heritage in a Smart Economy" organised by the International Association of Cultural and Digital Tourism (IACuDiT), 19-21 May 2016, Athens, Greece

June 2016 4th ICCMI Heraklion, Greece

- Keynote speaker at the conference
- Paper: Competing in the experience economy: What is next? Lessons and implications from social innovation and experience design in tourism"

4th International Conference on Contemporary Marketing Issues (4th ICCMI), co-organised by the Alexander Technological Educational Institute of Thessaloniki, Greece and the Manchester Metropolitan University, U.K, 22 – 24 June 2016, Heraklion, Crete, Greece

February 2016 Digi.Travel Bangkok, Thailand

- Chair of the Conference and Invited speaker
- Paper: Smart technology applications for smart tourism

"Digi.travel Thailand International Conference & Expo" is organised by Travel Media Applications in cooperation with PATA Thailand Chapter, 24 february 2016, Bangkok, Thailand

December 2015 University of Salerno Salerno, Italy

- Invited speaker at a Research Workshop "Social Dynamics in a Systems Perspective"
- Paper: Market formation in the sharing economy: learnings from the role of sub-economies of Airbnb

Organised by the University of Salerno, 18 December 2015, Salerno Italy

December 2015 University of Newcastle Newcastle, UK

- Invited speaker at a Research Seminar
- Paper: Writing and publishing in top rank journals in service research

Organised by the University of Newcastle, 7 December 2015, Newcastle, Australia

November 2015 Digi.Travel Bangkok, Thailand

- Chair of the Conference and Invited speaker
- Paper: The importance of technologies in the Asian tourism market

"Digi.travel Thailand International Conference & Expo" is organised by Travel Media Applications in cooperation with PATA Thailand Chapter, 16 February 2015, Bangkok, Thailand

October 2015 33rd EuroCHRIE Conference Manchester, UK

- Chair of the "Case Studies workshop" and presenter
- Paper: Writing case studies for educational purposes

33Rd EuroCHRIE 2015 "Experience" organised by the Manchester Metropolitan University, 15 – 17 October, 2015, Manchester, UK

- October 2015 33rd EuroCHRIE Conference Manchester, UK
- Invited Speaker in the workshop “Qualitative Research Methodologies”
 - Paper: Netnography: principles and road map for using netnography in research

33rd EuroCHRIE 2015 “*Experience*” organised by the Manchester Metropolitan University, 15 – 17 October, 2015, Manchester, UK

- July 2015 22nd AMA SERVSIG Doctoral Consortium San Jose, CA, USA
- Invited Speaker
 - Paper: Service research: trends and future directions

22nd AMA SERVSIG Doctoral Consortium hosted and sponsored by IBM, Cisco Systems, the Lucas Graduate School of Business at San José State University and the International Society of Service Innovation Professionals (INFORMS), 9-12 July, 2015 in San Jose, California, USA

- December 2014 3rd International Workshop “lets talk about service” Ghent, Belgium
- Guest Speaker
 - Paper: The future of service research

3rd International Workshop «*Lets talk about service: How to position and publish service research*» organised by the Ghent University, Antwerp University and University of Namur, 11 - 12 December, 2014, Ghent, Belgium

- September 2014 *The Strategic Advantages of Greece: Investments & Growth* Athens, Greece
- Invited Speaker
 - Paper: Future Trends – Online Tools

13th International Conference of the Greek Tourism Confederation (SETE) on «*The Strategic Advantages of Greece: Investments & Growth*» organised by SETE. 20 - 21 October, 2014, Athens, Greece

- September 2014 *Competitiveness for development: policy implications* Athens, Greece
- Invited Speaker
 - Paper: From mass tourism to experience tourism: policy implications for tourism development

Conference on “*Competitiveness for development: policy implications*” organised by the Hellenic Association of Greek Banks. 29 - 30 September, 2014, Athens, Greece

- January 2014 2014 ENTER-IFITT PhD workshop Dublin, Ireland
- Keynote Speaker
 - Paper: Social Media and Innovation in Tourism: a service dominant logic approach

ENTER 2014 PhD Workshop organised by the International Federation for Information Technology and Travel & Tourism (IFITT). 21 - 24 January, 2014, Dublin, Ireland

- November 2013 Tourism & Culture Workshop Thessaloniki, Greece
- Guest Speaker
 - Paper: Internet: new approaches for promoting cultural tourism

The Workshop on “Tourism & Culture” was organized by the Olympic Museum of Thessaloniki, 29 November 2013, Thessaloniki, Greece

November 2013 1st Tourism Workshop of A.T.E.I of Thessaloniki Thessaloniki, Greece

- Guest Speaker
- Paper: Creative Tourism: definition and practical applications

The 1st Workshop of the Alexandrio Technological Educational Institute of Thessaloniki (A.T.E.I. of Thessaloniki) had the theme “Contemporary approaches for tourism development, promotion and innovation” and it was organised at Philoxenia International Tourism Trade Show and Exhibition, 23 November 2013, Thessaloniki, Greece

November 2013 2nd Workshop of the Hotel Managers Association of Thrace_Makedonia Thessaloniki, Greece

- Guest Speaker
- Paper: Cyber-intermediaries and business model innovation: opportunities or threats to hotels?

The 2nd Workshop of the Hotel Managers Association of Thrace_Makedonia had the theme “the role of new markets for the development of the Greek Tourism industry” and it was organised at Philoxenia International Tourism Trade Show and Exhibition. 21 – 24 November 2013, Thessaloniki, Greece

October 2013 BlackSea Tourism Forum & Workshop Athens, Greece

- Keynote Speaker
- Paper: Innovation and challenges in e-distribution: from social commerce to collaborative commerce

The 2013 BlackSea Tourism Forum & Workshop is organised by the City of Athens Convention & Visitors Bureau and the United Nations Development Programme. 10 – 11 October 2013, Athens Greece

September 2013 Tourism Management Workshop Potchefstroom, South Africa

- Keynote Speaker
- Paper: Social media and innovation in the event sector: building audience engagement and participation

The Tourism Research in Economic Environs and Society (TREES) at the North-West University, South Africa. 18th - 19th of September 2013, Potchefstroom, South Africa

August 2013 2013 European Heritage Days Yerevan, Armenia

- Keynote Speaker
- Paper: Audience development through technologies

The 2014 European Heritage Days Workshop is organised by the Council of Europe and the European Union. 29 August – 2 September 2013, Athens Greece

April 2013 28th International Tourism Students’ Conference Thessaloniki, Greece

- Keynote Speaker
- Paper: Social Media and Innovation in Marketing Gastronomy Tourism

28th International Tourism Students’ Conference “*Wine and gastronomy tourism*” organized by the Alexander Technological Educational Institution of Thessaloniki, Thessaloniki, Greece, 16 - 20 April 2013

April 2013 Wine Roads of Northern Greece: a Road to Sustainable Tourism Thessaloniki, Greece

- Keynote Speaker
- Paper: Destination Management Systems and wine tourism: developing and promoting sustainable destination development

Workshop on “*Wine roads of Northern Greece: a road to sustainable tourism*” organized by the International Hellenic University, Thessaloniki, Greece, 4 April 2013

April 2013 Sports, Environment, Tourism Development & Mass Media Kavala, Greece
▪ Keynote Speaker
▪ Paper: Social media and tourism: innovation in the design and marketing of tourism experiences

Workshop on “*Sports, Environment, Tourism Development & Mass Media*” co-organised by the TEI of Kavala (Department of Business Administration) and Aristoteleio University of Thessaloniki (Department of Mass Media), Kavala, 4 – 5 April, 2013

November 2012 2nd ISITH Symposium Seia, Portugal
▪ Keynote Speaker
▪ Paper: Innovation and Challenges in the Tourism Distribution Chain

2nd International Symposium on Innovation in Tourism and Hospitality (ISITH) organized by the School of Tourism and Hospitality Management (ESTH), Instituto Politécnico da Guarda, Seia, Portugal, 6 - 8 November 2012

February, 2011 E-Tourism & Travel Distribution Athens, Greece
▪ Invited Speaker
▪ Paper: Geovisualisation and e-distribution in tourism: applications & trends

E-tourism & travel distribution, Southern Europe & Mediterranean, Conference & Expo organised by Eye for Travel, Athens, Greece, 31 January - 1 February 2011

June, 2010 International Symposium on Innovation in Tourism and Hospitality Seia, Portugal
▪ Keynote Invited Speaker

▪ Paper: Designing and Implementing Successful Destination Management Systems
International Symposium on Innovation in Tourism and Hospitality organized by the Tourism and Hospitality University School of the Polytechnic Institute of Guarda, Seia, Portugal, 1 - 2 June 2010

November, 2009 Cities with identities Herakleio, Greece
▪ Keynote Invited Speaker
▪ Paper: Social Web and e-marketing of cities

One day conference “Cities with identities: development into the 21st century” organised by the Municipality of Herakleio, Herakleio, Greece, 6 November 2009

June, 2009 Surviving Features In Times of Crisis Athens, Greece
▪ Keynote Invited Speaker

▪ Paper: Social Media developments and use in the tourism industry

Corporate “European Sales & Marketing Meeting” organised by Best Western Best, at Western Fenix Hotel, Athens, Greece, 4 – 6 June 2009

May, 2009 EXPO Athens Panorama Conferences Athens, Greece
▪ Keynote Invited Speaker

▪ Paper: eDestinations: the role in regional and business development

Organised by EXPO Athens, Travel Media Applications and Kalofolia Express Publishing Company Athens, Greece, 8 May 2009

December, 2008 1st International Tourism eMarketing Conference Sharm El-Shekh, Egypt
▪ Keynote Invited Speaker

▪ Paper: Web 2.0 applications and Destination Management Systems: opportunities and threats

Organised by ELECTRONIC UNION OF TRAVEL INDUSTRY CONFERENCE (EUOTI, www.euoti.net) and IFITT Sharm El-Shekh, Egypt, 15 - 19 December 2008

- May, 2008 Encuentos 2008 International Conference Portorož, Slovenia
- Keynote Invited Speaker
 - Paper: Destination Management Systems organisational and technological trends and challenges: learning from the Greek tourism experience.

Encuentos 2008 International Conference “*New Europe - New Tourist Destination*” hosted by Turistica College of Tourism Studies, University of Primorska, Slovenia, in Portorož, Slovenia, 21st - 23rd May 2008.

- November, 2007 Gastronomy & Wine Tourism 2007 Thessaloniki, Greece
- Keynote Invited Speaker
 - Paper: Using Web 2.0 in gastronomy and wine tourism management.

International Symposium organised by HELEXPO and the Alexandreion Technological Educational Institute of Thessaloniki (ATEI) on “*Gastronomy and Wine Tourism*”, 1-4 November, Thessaloniki, Greece

- November, 2007 ICTeTourism 2007 Athens, Greece
- Keynote Invited Speaker
 - Paper: Factors affecting the adoption and development of Destination Management Systems in the Greek tourism industry.

International conference organised by the Association of Greek Tourist Enterprises (SETE) and Federation of Hellenic Information Technology & Communications Enterprises (SEPE) on “*Enhancing the cooperation between ICT suppliers and SMEs at regional Level*”, 8 November, Athens, Greece

- October, 2007 INFOCRETA 2007 Herakleion, Crete, Greece
- Keynote Invited Speaker
 - Paper: Destination Management Systems: A reality check and challenges in the Greek tourism industry.

Symposium organised by the Greek National Network of Research & Technology (GNRT) and the Cretan Centre of Entrepreneurship and Technological development (KETA) on “*Developing and supporting cooperation between the ICT suppliers and local businesses*” 20-21 October, Herakleion, Crete, Greece

- March, 2007 Conference by the National Network of Research & Technology Athens, Greece
- Keynote Invited Speaker
 - Paper: Web 2.0 in e-tourism: new tourists and new business models. International Symposium in electronic business in travel, tourism and hospitality.

International Symposium on “*Electronic business in travel, tourism and hospitality*” organised by the National Network of Research & Technology, 26 March, Athens, Greece

- March, 2007 Conference by the Educational Institute, Greece Athens, Greece
- Keynote Invited Speaker
 - Paper: Web 2.0 and audience empowerment: opportunities and threats in the mass media industry

Conference on “*Culture and Mass Media*” organised by the Educational Institute 29 – 30 March, Athens, Greece

- December, 2006 EFAPCO Annual Congress Athens, Greece
- Keynote Invited Speaker
 - Paper: Education: The way forward, e-learning opportunities: the life-long learning approach

“2nd General Assembly and Annual Congress” organised and hosted by European Federation of the Association of Professional Congress Organisers (EFAPCO), 7 - 9 December, Athens, Greece

November, 2006 Helexpo-Philoxenia & ATEI Thessalonikis Thessaloniki, Greece

- Keynote Invited Speaker
- Paper: Information & Communication Technology (ICT) applications for the development of sustainable cultural tourism

“International Symposium on Cultural and Heritage Tourism” organised and hosted by Helexpo-Philoxenia and Alexandreion Technological Educational Institute of Thessaloniki, ATEI 16 – 19 November, Thessaloniki, Greece

December, 2005 Free Open University Argos Orestiko, Greece

- Keynote Speaker
- Paper: Tourism Distribution and the exploitation of Information and Communication Technologies

2nd edition 2005 – 2006, “Marketing in Tourism” of the Free Open University organised by the municipality of Argos Orestiko, Greece

November, 2005 44th EUHOFA International World Congress Santiago, Spain

- Keynote and Panel Speaker
- Paper: Applying Information and Communication Technologies for enhancing the quality of hospitality training and education

44th EUHOFA International World Congress “*The Role of New Information and Communication Technologies*” organised by Centro Superior De Hosteleria De Galicia, Santiago de Compostela, Spain, 8 – 13 November, 2005

April, 2005 Learning & Skills Council, London, UK London, UK

- Keynote Speaker
- Paper: Athens 2004 Olympics Games and impacts on Greek tourism: reviving a destination

One day seminar on “*London 2012: Olympic Candidate City*” organised by PlanimumLinks and funded by the Learning & Skills Council, London East, Trinity House, London, UK, 5 April, 2005

November, 2004 ITTT 2004 International Conference Assisi, Italy

- Keynote Speaker
- Paper: Integration domains for enabling the ICT impact on productivity

Information Technology and Innovation in Tourism (ITTT) 2004 International Conference “Technological Investments in Tourism: the productivity paradox” organised by the Centro Italiano di Studi Superiori sul Turismo di Assisi (*Italian Centre for Advanced Studies in Tourism of Assisi*), Assisi, Italy, 25 – 26 November 2004.

October 2004 International Conference ‘Tourism & Local Economy’ Kallikratia, Greece

- Keynote Speaker
- Paper: The role of new technologies in the development and marketing of tourism destinations

International Conference of Twinning Cities ‘Tourism & Local Economy’, Kallikratia, Greece, 14 – 17 October 2004, organised by the Municipality of Kallikratia-Greece, Municipality of Caltagirone-Sicily and the Village of Episkopi Pafou-Cyprus.

June 2004 5th International Conference of Partner Institutions Plovdiv, Bulgaria

- Keynote Speaker
- Paper: Preparation and Delivery of e-Learning Programmes

5th International Conference of Partner Institutions, Plovdiv, Bulgaria, 10 – 13 June 2004, organised by La Foundation Pour La Formation Hoteliere and La Foundation Nestle Pro Gastronomica and University of Food Technologies, Plovdiv, Bulgaria.

- July 2004 I-CHRIE Academy Philadelphia, USA
- Keynote Speaker and Panel Contributor
 - *Paper: Data Envelopment Analysis (DEA): a tool or a methodology for conducting hospitality research?*
- I-CHRIE conference 28 July – 1 August 2004 Conference, Philadelphia, USA.
- June 2004 European Conference in Information Systems Turku, Finland
- Panel Speaker and Contributor
 - *Paper: Mobile Challenges for Travel and Tourism*
- European Conference in Information Systems (ECIS) 2004 Conference, Turku, Finland, 16 – 18 June, 2004.
- March 2004 3rd eTourism Futures Forum Guildford, UK
- Guest Speaker
 - *Paper: Exploiting Information and Communication Technologies (ICT) in heritage and cultural tourism.*
- University of Surrey, School of Management, 3rd eTourism Futures Forum, Guildford, UK, March 29 – 30, 2003
- December 2003 Greek Hotel Association Seminar Series Athens, Greece
- Key Note Speaker
 - *Paper: Internet applications and models in the hotel sector*
- Greek Hotel Association Seminar Series, organized by the Greek Hoteliers Association and Travel Media Applications, 17 December, 2003.
- November 2003 HCIMA Limassol, Cyprus
- Keynote Speaker
 - *Paper: Does one e-commerce strategy fits all? Setting standards for serving the online international guest*
- Hotel & Catering International Management Association (HCIMA), Annual International Conference, Limassol, Cyprus, November, 2003
- May 2003 ETUP Chalkidiki, Greece
- Keynote Speaker
 - *Paper: Information and Communication Technologies applications in heritage tourism: trends and issues*
- European Tourism University Partnership (ETUP), Annual International Students' Conference, Chalkidiki, Greece, May 2003
- November 2002 CHME Edinburgh, UK
- Keynote Speaker
 - *Paper: e-assessment: strategies, goals and critical issues for assessment in Virtual Learning Environment (VLE)*
- Council of Hospitality Management Educators (CHME), 5th Annual Teaching and Learning Conference, Edinburgh, UK, 21 - 22 November 2002
- July 2001 Association of Teachers in Travel & Tourism Annual Conference Surrey, UK
- Invited speaker
 - *Paper: "Re-engineering tourism education though Internet: From virtual classes to virtual communities"*
- Tourism Society Conference and Association of Teachers in Travel & Tourism Annual Conference: Tourism Education: Challenges, Trends and European Experiences, University of Surrey, Guildford, UK, 2-3 July 2001

- May 2001 *I.I.P.T. & HATTA* Thessaloniki, Greece
- Keynote speaker
 - Paper: “*The power of e-Travel*”.
- Organised by the International Institute for Peace through Tourism (IIPIT) and the Hellenic Association of Travel and Tourism Agents (HATTA)
- March 2001 *TEI of Thessaloniki* Thessaloniki, Greece
- Invited speaker
 - Paper: “*Information and Communication Technologies: re-engineering tourism education*”
- One-day seminar on Tourism and Hospitality Education organised by the Technological Educational Institute of Thessaloniki, Department of Tourism Management, Greece
- March 2001 *Travel Media Applications* Athens, Greece
- Keynote speaker
 - Paper: “*Developing and implementing competitive e-commerce strategies*”
- Guest speaker to run with the collaboration of Paul Richer, CIO and consultant of Genesys Information, a two days seminar on “All you need to know in order to sell on the Web”: The seminar systematically analysed current and future trends on the virtual MarketSpace and provided a methodologically thinking in developing and implementing e-commerce strategies for the tourism industry. The seminar attracted many managers and directors of leading hotel, travel agent, tour operator and airline companies. Organised by the Travel Media Application Ltd. and traveldailynews.com
- Feb. 2001 *I.H.R.A.* Paris, France
- Participation in the *Think Tank* on current and future IT trends in the tourism and hospitality industry: a brainstorming session on the current trends facing the hospitality industry, between CIOs, CEOs of leading hotel chains, academics, and IT vendors.
- Organised by the International Hotel & Restaurant Association (IHRA)
- Feb. 2000 *I.H.R.A.* Lausanne, Switzerland
- Participation in the *Think Tank* on IT investment and e-commerce in the hospitality industry: a brainstorming session on the current trends facing the hospitality industry, between CIOs, CEOs of leading hotel chains, academics, and IT vendors.
- Organised by the International Hotel & Restaurant Association (IHRA) and the Ecole Hoteliere de Lausanne.
- Oct. 1999 *CHIPR* London, UK
- Speaker and participant of the *Seminar* on IT, hotel design and Productivity. A seminar gathering both academics and professionals.
- Organised by the Centre for Hospitality Industry Productivity Research (CHIPR)
- May. 1999 *CHIPR* Cambridge, UK
- Speaker and participant of the *Seminar* on Business Process Reengineering, work study and Productivity. A seminar gathering both academics and professionals.
- Organised by the Centre for Hospitality Industry Productivity Research (CHIPR)
- Feb. 1999 *I.H.R.A.* Vienna, Austria
- Participation in the *Think Tank* on technology in the hotel industry: a discussion visioning the future of the hospitality industry, between CIOs, CEOs of leading hotel chains, academics, and IT vendors.
- Organised by the International Hotel & Restaurant Association.

CONFERENCE POSTERS & OTHER PUBLICATIONS

Gretzel, U. SIGALA, M. & Christou, E. (2012). Social Media Change the Name of the Game in the Tourism and Hospitality Industries. *The European Financial Review* Oct/Nov 2012. pp. 11 – 14 <http://www.europeanfinancialreview.com/?p=5648>

SIGALA, M. (2009). Put yourself on the map! Discover what mapping services can do for you... *GUEST*. ISSN 17916208. Issue 2, pp. 64 – 65

SIGALA, M. (2007). WEB 2.0 in the tourism industry: A new tourism generation and new e-business models. *International Ecotourism Monthly*. ISSN 1108-8931. Year 7, Issue 90, pp. 5 - 8

SIGALA, M. (2005). eHospitality: management by wire. Operating a hospitality business will never be the same again. *THE HCIMA HOSPITALITY: Yearbook 2005*, pp. 24 - 29

Baum, T. & SIGALA, M. (2002). E-learning in hospitality and tourism, *Education, Singapore's Knowledge Industry Journal magazine*, December 2001 - January 2002, p. 32-34

SIGALA, M. (2001). *An operations management approach for investigating the relationship between Information and Communication Technology applications and productivity in the hotel sector: evidence from the three star hotel sector in UK*. Tourism Society Conference "Tourism Education: Challenges, Trends and European Experiences". Guildford, UK: University of Surrey, 2 July 2001

SIGALA, M. (2000). *Investigating the relationship between the use of IT applications and productivity in the hotel industry*. "International Millennium Conference: Tourism & Hospitality in the 21st Century". Guildford, UK: University of Surrey, 10-14 January 2000.

SIGALA, M. (1999). *Diffusion and application of multimedia in tourism*. Joint Council for Hospitality Management Education (CHME) / European Council for Hotel, Restaurant and Institutional Education (EuroCHRIE) Conference, "The Service Firm Life Cycle". Guildford, UK: University of Surrey, 7-10 April 1999

CONFERENCE REPORTS (IN REFEREED JOURNALS)

SIGALA, M. & Buhalis, D. (1999). *Highlights from the 27th annual Hospitality Industry Technology Exposition and Conference (HITEC), at Atlanta, USA*, *Information Technology & Tourism*, Vol. 12, No. 3/4, p. 239-241

Christou, E. & SIGALA, M. (2001). *Professional development in hospitality and tourism education: a strategy for the 21st century*, review of the European Council for Hotel, Restaurant & Institutional Education (EuroCHRIE) conference in Dublin. *International Journal of Tourism Research*: Ireland, 18-20 May, 2000, Vol. (3), N. 4, p. 328-330.

Connolly, D. & SIGALA, M. (2001). *Major trends and IT issues facing the hospitality industry in the new e-economy*; review of the 5th annual Pan-European Hospitality Technology Exhibition and Conference (EURHOTEC 2000). *International Journal of Tourism Research*: Vol. (3), No. 4, p. 325-327

Christou, E. & SIGALA, M. (2001) *Tourism on islands and specific destinations*; *International*

Scientific Conference. University of Aegean, 14-16 December 2000, Chios, Greece, Homerean Cultural Centre, 2002, Tourism Management, Vol. 23, No. 1, p. 102-103

Christou, E. & SIGALA, M. (2002). *Innovation in Hospitality and Tourism education. Review of the European Council for Hotel, Restaurant & Institutional Education (EuroCHRIE) conference in Maastricht, 26-28 October, 2000, International Journal of Tourism Research, Vol (4), p. 65-67*

SIGALA, M. & Paraskevas, (2002) A. *Review of the Euro-CHRIE conference in Brig, Switzerland, 25-27 October, 2001, Tourism Today: No. 2, p. 189 – 192*

Christou, E. & SIGALA, M. (2002) *Review of the International Council for Hotel, Restaurant & Institutional Education (International CHRIE) conference in New Orleans, USA, 18-22 July, 2000 International Journal of Tourism Research, Vol. 4, pp. 151 – 152.*

SIGALA, M. & Buhalis, D. (2002). *Changing distribution channels in the travel industry; New channels, new challenges. 7- 8 December 2000, Four Seasons Hotel, London, UK. Access Conferences International Ltd. Information Technology and Tourism, Vol. 5, No. 3, pp. 185 – 186.*

SIGALA, M. (2003). *Shaping the future of your subject association. Annual conference of the Association of Tourism in Higher Education (ATHE). Hilton Bromsgrove, Worcestershire, England, November 6 – 7, 2001. Information Technology and Tourism, Vol. 5, No. 3, pp. 187 – 189.*

SIGALA, M. & Connolly, D. (2004). *In search of the next big thing: IT issues and trends facing the hospitality industry.: A Review of the Sixth Annual Pan-European Hospitality Technology Exhibition and Conference (EURHOTEC 2001); International Hotel & Restaurant Association, 19–21 February 2001. Paris, France: Palais Des Congres. Tourism Management, Vol. 25, No. 6, pp. 807 – 809.*

SIGALA, M. & Aggelis, V. (2006). *Managing Global Trends and Challenges in a Turbulent Economy. A review of the conference research programme and proceedings. International Conference organised by the Department of Business Administration, University of the Aegean; 13 – 15 October 2005. Chios, Chios Island, Greece. Information Technology and Tourism, Vol. 8, No. 2, pp. 137 – 139*

SIGALA, M. & Kassianidis, P. (2009). *Review of the 16th International Conference on Information Technology and Travel & Tourism, ENTER 2009 "eTourism: Dynamic Challenges for Travel and Tourism" organized by the International Federation of IT, Tourism and Travel (IFITT), January 28 – 30, 2009, Amsterdam, Netherlands. TOURISMOS: An International Journal, Vol.*

PUBLICATIONS OF BOOK REVIEWS (IN REFEREED JOURNALS)

1. *"Electronic information distribution in tourism and hospitality", by Peter O' Connor, CABI, 1999, book review published in Tourism; The journal of the Tourism Society: Summer, 1999*

2. *"Principles of advertising: a global perspective", by Monle Lee and Carla Johnson, The Hawthorn Press, 1999, book review published in Information Technology and Tourism, Vol.4, No.3/4, p. 234 - 235*

3. *"Global Marketing Co-operation and Networks", by Leo Paul Dana, (ed), International Business Press, 2001, book review published in International Journal of Tourism*

Research, Vol. 5, No. 1, Jan-Feb 2003, pp.77-78.

4. “*Knowledge Management: Best Practices in Europe*”, by Kai Mertins, Peter Heisig and Jens Vorbeck (eds), 2001, Springer Verlag: Berlin, book review published in Information Technology and Tourism, Vol. 5, No. 3

5. “*Being Elsewhere: Tourism, Consumer Culture and Identity in Modern Europe and North America*”, by Shelley Baranowski and Ellen Furlough (eds), 2001, Ann Arbor: The University of Michigan Press, USA, book review published in Tourist Studies, Vol. 3, No. 2, p. 211- 213.

6. “*Seasonality in Tourism*”, by Tom Baum and Svend Lundtrop (eds), 2001, Oxford: Elsevier Science Ltd, book review published in Current Issues in Tourism, (2003), Vol. 6, No. 3, pp. 188 - 190.

7. “*Information and Communication Technologies in Tourism 2002*”, by Wober, K., Frew, A. and Hitz, M. (eds) Springer Verlag, Wien, book review published in Tourism Management (2004), Vol. 25, No. 2, pp. 291 – 293.

8. “*The Internet and Travel and Tourism Education*”, by Gary Williams, Chernish William and Bob McKercher (eds), 2001, Binghampton, USA: The Haworth Hospitality Press, book review published in Tourism Today, No. 3, 2003, pp. 222 - 223.

9. “*Convention Tourism: International Research and Industry Perspectives*”, by Karin Weber, Kaye Chon (Eds), 2002, New York, USA: The Haworth Hospitality Press, book review published in Annals of Tourism Research (2003), Vol. 30, No. 4, pp. 962 - 963.

10. “*Sport and Adventure Tourism*”, by Simon Hudson (Ed.), 2003, New York, USA: The Haworth Hospitality Press, book review published in Annals of Tourism Research (in press).

11. “*Interconnected Worlds: Tourism in Southeast Asia*”, by Peggy Teo, T.C. Chang & K.C. Ho (Eds.), 2001, Amsterdam, Europe: Pergamon: an Imprint of Elsevier Science, book review published in Journal of Hospitality and Tourism Research (2004), Vol. 28, No. 3, pp.365 - 368.

12. “*Travel Trade and Transport*” by Peggy Teo, T.C. Chang & K.C. Ho (Eds.), 2001, Amsterdam, Europe: Pergamon: an Imprint of Elsevier Science, book review published in Tourist Studies, (2003), Vol. 3, No. 2, pp. 222-224.

13. “*Marketing Papers, Number 1, 2002 Edition*”, by P. Filiatrault (Ed.), World Tourism Organisation, Madrid, 2002, book review published in Tourism Management, (2005), Vol. 26, No. 4, pp. 623 – 626.

14. "Recreational Tourism: Demand and Impacts" by C. Ryan, 2003, Channel View Publications, Clevedon, UK, book review published in Tourism Review International (formerly Pacific Tourism Review) (in press), Vol. 7, No. 3/4.
15. "Marine Ecotourism: Issues and Experiences" By Brian Garrod and Julie C. Wilson, Channel View Publications, Clevedon, UK, book review published in Tourism in Marine Environments, Vol. 1, No. 1, pp. 69 - 70
16. "Designing Computer-Based Learning Material", by Alan Clarke, 2001, Gower, Hampshire, book review published in Information Technology and Tourism, (2004), Vol. 7, No. 1, pp. 55 – 56.
17. "Knowledge Management in Hospitality and Tourism", by Ricarda B. Bouncken and Sungsoo Pyo, The Haworth Hospitality Press, book review published in Tourism Culture & Communication (in press)
18. "Consumer psychology of tourism, hospitality and leisure", by G.I. Crouch, R.R. Perdue, H.J.P. Timmermans, and M. Uysal (Eds.), CABI Publishing, book review published in Tourism Management (2006), Vol. 27, pp. 352-353
19. "Managing tourist health and safety in the new millennium", by Jeff Wilks and Stephen Page (Eds.), Pergamon, an Elsevier imprint, book review published in Annals of Tourism Research (2006), Vol. 33, No. 1, pp. 271 - 273
20. "Cultural Tourism: the partnership between tourism and cultural heritage management", by Bob McKercher and Hilary du Cros, The Haworth Hospitality Press, book review published in Journal of Heritage Tourism (in press)
21. "Quality Tourism Experiences", by Gayle Jennings and Norma Polovitz Nickerson (Eds). Elsevier, Butterworth Heinemann, Oxford, UK, book review published in Current Issues in Tourism (in press)
22. "Cultural Tourism & Tourism Cultures: The business of mediating experiences in Copenhagen and Singapore", by Can-Seng Ooi, Copenhagen Business School Press, Denmark book review published in Tourist Studies (in press)
23. "Tourism Business Frontiers: consumers, products and industry" and "Tourism Management Dynamics: trends, management and tools", by Dimitrios Buhalis and Carlos Costa (Eds.), Butterworth Heinemann, Elsevier, Oxford, UK, books' review published in Journal of Sustainable Tourism (2007), Vol. 15, No. 1, pp. 104 - 105
24. "Tourism Local Systems and Networking" by Luciana Lazzeretti and Clara S. Petrillo (Eds.), Elsevier (Advances in Tourism Research), Oxford, UK, book review published in the international journal Tourism Management, (2008), Vol. 29, pp. 390 - 401
25. "Landscapes of a New Cultural Economy of Spaces" by Theono S. Terkenli and Anne-Marie d' Hautesserre (Eds.) Springer ((Landscape Series), The Netherlands, book review published in the international journal Annals of Tourism Research (2007), Vol. 34, No. 3, pp. 818 – 820
26. "Destination Recommendation Systems: Behavioural Foundations and Applications" by D.R. Fesenmaier, H. Werthner and K.W. Wober (Eds). Cabi Publishing, Wallingford, Oxfordshire, book review published in the international journal International Journal of Contemporary Hospitality management (in press)

27. *"Tourism, Culture and Regeneration"* by M K Smith (Ed). CABI, Oxfordshire, UK, book review published in the international journal Anatolia: an international journal of tourism and hospitality research, (2008), Vol. 19, No. (1)
28. *"Travel and Tourism Public Relations: an introductory guide for hospitality managers"* by Dennis E. Deuschl, Elsevier, Butterworth Heinemann, Oxford, UK, book review published in the international journal Current Issues in Tourism (2008), Vol. 11, No. 3, pp. 295 - 296
29. *"Managing Tourism Destinations"* by Andreas Papatheodorou, Edward Elgar Publishing Limited, Cheltenham, UK, book review published in the international journal Annals of Tourism (2008), Vol. 35, No. 3, pp. 836 - 838
30. *"The Handbook of Field Marketing: a comprehensive guide to understanding and outsourcing face-to-face direct marketing"* by Alison Williams & Roddy Mullin, Kogan Page, London, UK, book review published in the international Journal of Product and Brand Management (2010), Vol. 19, No.1, pp. 67 - 69
31. *Profit Maximisation through Customer Relationship Marketing: Measurement, Prediction and Implementation* by Lerzan Aksoy, Timothy L. Keiningham, and David Bejou (Eds.) Best Business Books, an imprint of the Haworth Press, Inc., Binghamton, NY. a book review published in the international Journal of Product and Brand Management (2008), Vol. 17, No. 5, pp. 366
32. *Managing Destination Marketing Organisations. The Tasks, Roles and Responsibilities of the Convention & Visitors Bureau Executive* by Robert C. Ford & William C. Peeper. ForPer Publications, Orlando, Florida, USA book review published in the International Journal of Contemporary Hospitality Management (2009), Vol. 21, No.1, pp. 128 - 130
33. *Groundswell. Winning in a world transformed by social technologies* by Charlene Li & Josh Bernoff. Harvard Business Press, USA book review published in the Journal of Consumer Marketing (2009), Vol. 26, No. 2, pp. 136 - 138
34. *The Ownership Quotient: Putting the Service Profit Chain to Work for Unbeatable Competitive* by James L. Heskett, W. Earl Sasser, and Joe Wheeler Harvard Business Press, USA book review published in the Journal of Consumer Marketing (2009), Vol. 26, No. 6, pp. 459 - 460
35. *etourism case studies: management and marketing issues* by Roman Egger and Dimitrios Buhalis (Eds), Butterworth - Heinemann, Elsevier Ltd, Oxford, UK book review published in the international journal Annals of Tourism Research, (2009), Vol. 30, pp. 932 - 935
36. *"Managing Market Relationships: methodological and empirical insights"* by Adam Lindgreen, Gover Publishing, Surrey, UK, 2008, a book review published in the international journal Journal of Consumer Marketing, Vol. 27, No. 4/5, pp. 396 - 397
37. *"Building community capacity for tourism development"* edited by Gianna Moscardo, CAB International, Oxfordshire, UK, a book review published in the international journal Tourism Management (2010), Vol. 31, pp. 957 - 959
38. *"Operations Management in the Travel Industry"* edited by Peter Robinson, CAB International, Oxfordshire, UK, a book review published in the international journal International Journal of Contemporary Hospitality Management (in press)

39. "*Web 2.0: The Business models*" edited by Lytras, Miltiadis, Ernesto Damiani, Patricia Ordonez de Pablos, Springer Verlag, New York, USA a book review published in the international journal Journal of Information Technology and Tourism (2010), Vol. 12, pp. 200 - 202
40. "*International Business Travel in the Global Economy*" edited by Jonathan V. Beaverstock, Ben Derudder, James Faulconbridge, Frank Witlox (Eds), Ashgate, Surrey, UK a book review published in the international journal TOURISMOS: An International Multidisciplinary Journal of Tourism (in press)
41. "*Official Tourism Websites: a discourse analysis perspective*" by Richard W. Hallett and Judith Kaplan-Weinger, Channel View Publications, UK, a book review published in the international journal Tourism Management (2011), Vol. 32, pp. 705 - 706
42. "*Tourism Entrepreneurship: International perspectives*" by Ateljevic, J. & Page, S. (Eds.), Butterworth Heinemann Oxford, UK a book review published in the international journal Anatolia (in press)
43. "*Knowledge services management: organising around internal markets*" by Peter K. Mills and Kevin M. Snyder, Springer Science + Business Media LLC a book review published in the international Journal of Product and Brand Management, Vol. 20, No.1, pp. 84
44. "*Handbook of Service Science*" by Paul P. Maglio, Cheryl A. Kieliszewski & James C. Spohrer, Springer Science + Business Media LLC a book review published in the international Journal of Consumer Marketing, Vol. 28, No. 5, pp. 386 - 387
45. "*Eventful cities: cultural management and urban revitalisation*" by Greg Richards & Robert Palmer, Butterworth-Heinemann, Oxford, UK a book review published in the international TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism (in press)
46. "*Connecting with consumers: marketing for new marketplace realities*" by Allan J. Kimmel, Oxford University Press, New York, USA, a book review published in the international journal Journal of Consumer Marketing (2011), Vol. 28. No. 6, pp. 462-463
47. "*Twitter marketing for dummies*" by Kyle Lacy, Wiley Publishing, Inc, New Jersey, USA, a book review published in the international journal Journal of Information Technology and Tourism (2011), Vol. 13, No. 1, pp. 53 - 54
48. "*Advanced web metrics with Google analytics*" by Brian Clifton, Wiley Publishing, Inc, New Jersey, USA, a book review published in the international journal Journal of Information Technology and Tourism (2011), Vol. 13, No. 1, pp. 55 - 56
49. "*Cultural Heritage Management: A Global Perspective*" by Phyllis Mauch Messenger & George S. Smith (Eds), University Press of Florida, USA, a book review published in the Journal of Tourism History (Routledge) (2011), Vol. 3, No. 3, pp
50. "*Food & Wine Tourism: integrating food, travel and tourism*" by Erica Groce and Giovanni Perri, CABI, Oxfordshire, UK, a book review published in the journal Tourism Management (2012), Vol. 33, pp. 1001 - 1002

51. *The power of convergence: linking business strategies and technology decisions to create sustainable success*. Faisal Hoque, with Lawrence M. Walsh, Diana L. Mirakaj and Jeffrey Bruckner, American Management Association, USA, a book review published in Journal of Consumer Marketing (2012), Vol. 29 Iss. 4, pp.313 - 314
52. *Contemporary Cases in Tourism. Volume 1*. Brian Garrod and Alan Fyall (Ed.), Goodfellow Publishers, Oxford, UK, a book review published in Anatolia (in press)
53. *Brand Together: how to co-creation generates innovation and re-energises brands*. Nicholas Ind, Clare Fuller and Charles Trevail. Kogan Page, London UK, a book review published in Journal of Product and Brand Management (2013), Vol. 22, No. 3, pp. 266 - 267
54. *International Sports Events: impacts, experiences and identities*. Richard Shipway and Alan Fyall (Eds.) Routledge Oxon, UK, a book review published in Annals of Leisure Research (2012), Vol. 15, Iss. 4, pp. 430 - 431
55. *Sustainability in the hospitality industry: principles of sustainable operations*. Philip Sloan, Willy Legrand & Joseph S. Chen, Routledge, Taylor & Francis Group, Oxon, UK a book review published in Hospitality & Society (in press)
56. *Kill the company*. Lisa Bodell, Bibliomotion, MA, U.S.A. a book review published in Journal of Product and Brand Management (in press)
57. *Tourism, Magic and Modernity: cultivating the human garden*. David Picard, Berghahn Books, Oxford, UK, a book review published in Tourism Management (2013), Vol. 37, pp. 189
58. *Wine tourism around the world: development, management and markets*. C. Michael Hall, Liz Sharples, Brock Cambourne, Niki Macionis (Eds.) Routledge, London, UK, a book review published in The Journal of Wine Research (2014), Vol. 25, No. 2, pp. 133 - 134
59. *Introduction to air transport economics: from theory to applications*. Bijan Vasigh, Ken Fleming, Thomas Tacker. Ashgate, Farnham, UK, a book review published in The Journal of Revenue and Pricing Management (2014), 13, pp. 77 - 79
60. *Second Home Tourism in Europe: Lifestyle Issues and Policy Responses*. Roca, Z. (ed.) Ashgate, Farnham, UK a book review published in Journal of Tourism Planning & Development (in press)
61. *Social Tourism: Perspectives and Potential*. Lynn Minnaert, Robert Maitland and Graham Miller (Eds.), Routledge, Oxon, UK a book review published in the journal Tourism Management (2014), Vol. 43(3)
62. *Tourist experience and fulfilment*. Sebastian Filep and Philip Pearce (Eds.), Routledge, Oxon, UK a book review published in the journal Tourism Management (2014), Vol. 43(1-2)
63. *Health, Tourism and Hospitality: spas, wellness and medical travel*. Melanie Smith and Laszlo Puczko (Eds.), Routledge, Oxon, UK, a book review published in the journal
64. *Tourism and Trails: cultural, ecological and management issues*. Dallen J. Timothy and Stephen W. Boyd, Channel View Publications, a book review published in the journal International Journal of Tourism Policy
65. *Social Media Marketing in Tourism and Hospitality*. Roberta Minazzi, Springer, Vienna, a book review published in the journal Information Technology & Tourism, (2015), Vol. 15, No. 2, pp 181-183

66. *The principles of geotourism*. Anze Chen, Yunting Lu, and C.Y. Ng. Young (Eds.) Springer, Beijing, a book review published by *Information Technology & Tourism*,
67. *An Introduction to Airline Revenue Integrity* (e-Book). Rose, P. (2013) a book review published in the journal *Journal of Revenue and Pricing Management*
68. *Industrial Heritage Tourism* (e-Book). Philip Feifan Xie (2015), Channel View Publications, a book review published in the *Journal of Heritage Tourism*.
69. *Social media management: Technologies and strategies for creating business value* Van Looy, A. (2016), Springer International Publishing, Switzerland. a book review published by *Information Technology & Tourism*,

ARTICLES IN GREEK

SIGALA, M. (2007). Yield Management Definition. Demystifying performance optimization in services. TA NEA, Open MBA supplement, 22 January, 2007, p. 2-3

SIGALA, M. (2006). E-tourism tourism business reengineering: New Information & Communication Technologies in tourism. TA NEA, Open MBA supplement, 14/8/2006, p. 4-5.

SIGALA, M. (2000). Multimedia in Tourism Education, Tourism & Economy, Vol. 26, July-August.

SIGALA, M. (2000). E-Commerce in the Tourism Industry: electronic distribution and E-Commerce. Tourism & Economy, Vol. 26, September.

SIGALA, M. (2001). Internet and Tourism education: applicability, benefits and critical success factors for developing and designing effective e-learning. Tourism & Economy, Vol. 27, July-August.

Christou, E. & SIGALA, M. (2002). Challenges for Higher Education in Greece: the Case of Hospitality & Tourism Studies. Tourism & Economy: Vol. 28, July-August.

INTERNATIONAL TEACHING ASSIGNMENTS

- Visiting professor at University of Queensland under the Jim Whyte Fellow scheme (July 2016 – November 2016)
- Visiting Professor in the Vladivostok State University of Economics and Service, Tourism, Hotel and Restaurant Business Department, Vladivostok, Russia. Module taught: Principles of event management (September 2014)
- Visiting Professor in the University of Bolzano, Faculty of Economics, School of Tourism, Brunico, Italy. Modules taught: ‘Tourist Service Management’, and ‘Economics and Management of Transport and Travel Agencies’, ‘International Tourism Management’, and ‘E-Commerce in Tourism & Hospitality’ (2002 - 2015).
- Visiting Professor in INSTROCT, Tehran, Iran for the BA Hospitality Management Program. Module taught: ICT applications in tourism and hospitality (2002 – 2003 - 2004).
- Adjunct Professor at Les Roches (International School of Hotel management), Bluche, Switzerland. Module taught: Revenue Management (2008 - 2015)
- Adjunct Professor at the Université de Lyon III and Institut Paul Bocuse Culinary Arts and Hotel Management, Lyon, France. Modules taught: e-Business, e-commerce management and Customer Relationship Management in tourism and hospitality (2002 – 2003, 2004 – 2005, 2006 - 2007, 2007 – 2008, 2014 - now).
- Adjunct Professor at the MBA programme, University of Nicosia (ex-Intercollege), Nicosia, Cyprus. Module taught: Managing E-commerce systems

(2002 - 2003).

- Visiting Professor at University of Rijeka, Faculty of Tourism & Hospitality, Croatia. E-commerce in tourism (2004 -2005)
- Visiting Professor at the MBA in Tourism at the Universidad de La Laguna, Escuela Universitaria de Ciencias Empresariales y Turismo, Tenerife, Gran Canaria. Topics taught: e-commerce in tourism and hospitality (2003-2004, 2004 - 2005 and 2005 - 2006).
- Speaker of the Seminar “*Information & Communication Technologies applications for the sustainable development of Small & Medium Tourism Enterprises*” at the Computer & Management science Department, (Dipartimento di Informatica e Studi Aziendali), University of Trento, 09-01-04.
- Guest Lecturer for the MSc Programme in Tourism Management at the Trento School of Management, Trento, Italy, February 2005.
- Guest Lecturer for the MSc Programme in Tourism Management at the Trento School of Management, Trento, Italy, January 2006.
- Guest Lecturer at the Faculty of Economics, University of Bari, Italy (05/2004 and 12/2004).
- Guest Lecturer at the Business School, University of Aegean, Chios, Greece. Topics taught: e-Distribution in tourism and hospitality (2003).
- Guest Lecturer at the Higher Technological Educational Institute of Thessaloniki, Department of Tourism Management, Greece. Topics taught: e-Business and e-commerce management in tourism and hospitality (2001 – 2002, 2002 – 2003).
- Guest Lecturer at the Department of Business and Management, University of Glasgow, UK. Topics taught: e-Marketing in hospitality, (2002 – 2003).

EXTERNAL EXAMINERSHIPS & EXTERNAL ASSESSOR OF PROJECTS

- Evaluator (member of the judge committee) for the Tourism Awards 2017, Greece organised by Bousias Communications, www.tourismawards.gr
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Ms Low Mei Peng titled “LINKING ENTREPRENEURIAL ORIENTATION AND INTERNAL CORPORATE SOCIAL RESPONSIBILITY TO TURNOVER INTENTION IN SMALL MEDIUM SIZED ENTERPRISES’ submitted at the Universiti Tunku Abdul Rahman (UTAR), Malaysia (November 2016)
- External Evaluator and Member of the five member evaluation Committee for a faculty appointment at Senior lecturer level in the field of Tourism management for the Cyprus University of technology (CUT) (November 2016)
- Member of the University Promotion Advisory Committee (UPAC) members for applications for Promotion to Senior Lecturer (ALEVC) and Associate Professor (ALEVD) Edith Cowan University (November 2016)
- Member of the Professorial Appointment Committee (PAC) for applications for Promotion to Professor (Level E) for the Edith Cowan University (November 2016)
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Guopeng Yu entitled “*The Impact of Referral Rewards Systems for Online Content*”

Creation” submitted at the Faculty of Social Sciences, Business and Economics at Åbo Akademi University, Åbo, Finland, September 2016

- External Examiner for the Bachelor of International Business [BA (Hons)] of the Universiti Tunku Abdul Rahman, Malaysia (3 August 2016 – 2 August 2019).
- Project Evaluator for The National Initiative Brain & Cognition (NIHC), part of the Netherlands Organisation for Scientific Research (NWO), for research proposals submitted for a grant in the NWO Programme – Human Capital: Professional Games for Professional Skills.
- Project evaluator at the *"SETE Tourism Crowdhackathon, Innovating with Opendata"*. The SETE Tourism Crowdhackathon is part of the series *Crowdhackathon Innovating with Open data*, an Open Innovation Initiative organised by the open innovation company Crowdpolicy and supported by SETE (Association of Greek Tourism Enterprises). 17 - 18 October 2015 at INNOVATHENS, the Athens Innovation and Entrepreneurship Hub, Technopolis City of Athens
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Linda Nasr *"Investigating the impact of positive customer feedback on front-line employee well-being"* submitted at the Manchester Business School, University of Manchester, UK, October, 2015
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Barbara Neuhofer *"An exploration of the technology enhanced tourist experience"* submitted at the Bournemouth University, School of Tourism, December, 2014
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Moira Scerri *"New Productivity Measures for Service and Network-Based Firms"* submitted at the University Technology Sydney, Graduate Research School, Australia, September, 2014
- External evaluator of research projects and Postdoctoral fellowships submitted to The Research Foundation – Flanders (FWO); an independent funding agency that supports fundamental research in all disciplines in Flanders (Belgium) (July – August, 2014; April, 2015)
- External evaluator of research projects submitted to the Swiss National Science Foundation (SNSF) (November 2013)
- Project evaluator for projects submitted to The General Secretariat for Research and Technology (GSRT) of the Ministry of Education and Religious Affairs, Culture and Sports of the Hellenic Republic under *"Call for Bilateral R&D Cooperation, 2013 – 2015 : Projects for partnerships in science, research and education with Germany"* (July – August 2013)
- Member of the examination committee for the evaluation of the Phd Thesis titled *"Active public opinion in the social web: the case of political weblogs"* submitted by Dimitrios Bagianos at the University of Makedonia, Greece (9/2013)
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Mandy Claudia Leue titled *"Hotel Guests' Acceptance of Social Media Networks as Customer Relationship Management Channels"* submitted at the Manchester Metropolitan University, Manchester, UK, July 2013
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Dotota Sudaka titled *"Análisis de la cartografía web turística y su papel en la promoción oficial de destinos. El caso de las 50 ciudades 'Top Destinations'*, directed by Dr. M. Yolanda Perez Albert and submitted at the University Rovira i Virgili, Faculty of Tourism and Geography, Vila-Seca, Spain, June 2013

- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Niklas Eriksson titled *“Drivers and barriers of mobile travel and tourism service adoption – A study of individual perceptions and business model development in a travel and tourism context”* submitted at the Åbo Akademi University, The Department of Information Technologies, Åbo, Finland, May 2013
- Evaluator of projects submitted to the European Union under the FP7-PEOPLE-2013-COFUND call. Research Executive Agency, European Commission (January - February 2013).
- External Evaluator of Post-Doc research projects for the Swiss National Science Foundation and the Research Commission of the Università della Svizzera italiana, Università della Svizzera italiana, USI (Lugano, Switzerland) (2012)
- External Evaluator of the project *“Performance evaluation and benchmarking for Hong Kong hotels”* submitted to the Research Grants Council, Hong Kong, China, www.ugc.edu.hk (March 2012)
- External Evaluator of the project entitled *“Development of the portal ‘eco-route’ for the development and marketing of ecotourism in the region of Troodos”* submitted to the Research promotion Foundation of Cyprus under the framework of Research for technological development and innovation, (July 2011)
- External Evaluator of projects submitted to the Research promotion Foundation of Cyprus under the framework of Research for technological development and innovation, (December 2009)
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Patrick Horan titled *“Developing an effectiveness evaluation framework for Destination Management Systems, DMS”* submitted at the Queen Margaret University, Edinburgh, Scotland, UK, July 2010.
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Sofia Reino titled *“The development of an assessment framework for tourism capability in Scotland”* submitted at the Queen Margaret University, Edinburgh, Scotland, UK, September 2009.
- External Evaluator for the Social Sciences and Humanities Research Council of Canada, www.sshrc-crsh.gc.ca for the Research Grant Application *“Study of online travel communities and participant behaviours”*.
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Timothy Hyung-Soo titled *“A study of electronic commerce and tourism: e-commerce system evaluation and consumer behaviour in the eBusiness environments”* submitted at the University of Surrey, UK, May 2007.
- External Examiner at the Examination Committee for the PhD-Doctoral Thesis of Ulhas Rao titled *“The technology adoption model and its application to overseas visitors’ usage of the internet”* submitted at the University of Waikato, New Zealand, March 2006.
- External Examiner (Member of the examination board) for the PhD-Doctoral Thesis of Ioannis Karamanidis *“Tourism contribution for the development of the region of east Makedonia and Thrace: possibilities, strategic choices and prediction”*, University of Makedonia, Thessaloniki, Greece
- External Examiner (Member of the examination board) for the PhD-Doctoral

Thesis of Fotis Kilipiris "*Sustainable tourism development in small and medium tourism enterprises (Hotels and travel agents)*", University of Makedonia, Thessaloniki, Greece

- External Examiner for the Bachelor of International Business in Hotel and Tourism Management (BIB in HTM) of the University Centre Cesar Ritz, Switzerland (since 2006)
- External Examiner for the BA (Hons) Travel and Tourism, BA (Hons) International Tourism Management, Fd Travel and Tourism programmes of the Department of Tourism & Leisure, Luton Business School, University of Luton, UK (2001 - 2006).
- External Examiner for the BA (Hons) International Hospitality and Tourism Management, BA (Hons) Culinary Arts Management and MA International Hospitality and Tourism leadership programmes for the Alpine Centre for Hotel and Tourism Management Studies, Athens, Greece, and the University of Wales, UK (2006 – 2009).
- External Examiner for the BA (hons) Tourism and Hospitality and the MSc in Hospitality Leadership programmes for the Alpine Centre for Hotel and Tourism Management Studies, Athens, Greece and the University of Wales, UK (2005 – 2006).
- Reviewer of the online Tourism and Hospitality learning programmes for the UK eUniversities (www.ukeu.com) (since 2002). External assessor of the proposal for a Foundation Degree in Hospitality Management (e-learning) developed and submitted by the University of Derby.
- External Assessor for the Research Degrees Committee of Queen Margaret University College. External Assessor of PhD proposals (since 2002).

OTHER ACADEMIC & RESEARCH ACTIVITIES

- Director of the Centre for Tourism and Leisure Management (CTLM), School of Management, UniSA Business School (August 2016 – now)
- Assistant Director of Research of the Scottish Hotel School, University of Strathclyde, UK: development of the taught programme and research methods class for the PhD students; PhD students mentoring/coaching and guidance (2002 – 2003)
- Assistant Institutional Representative of The Scottish Hotel School, University of Strathclyde at the Learning & Teaching Support Network (LTSN): Hospitality, Leisure, Sport & Tourism (2001 – 2003)

SERVICE IN JOURNALS' EDITORIAL BOARDS, CONFERENCE COMMITTEES & OTHER ACADEMIC BOARDS

- Co-Editor of the International Journal "*Journal of Service Theory & Practice*" previously published as "*Managing Service Quality*", (since October 2010)
- Co-Editor of the International Journal "*Journal of Hospitality & Tourism Management*" (since august 2016)
- Editor of the International journal "*Journal in Hospitality & Tourism Cases*" published by ICHRIE (launched 2011)
- Regional Editor for Europe and Member of the Editorial Board of the International Journal "*International Journal of Contemporary Hospitality Management*" (01/2012 - 2015)

- Regional Editor for Australasia and Member of the Editorial Board of the International Journal "*International Journal of Contemporary Hospitality Management*" (from 01/2016)
- Book Reviews Editor and Member of the Editorial Board of the International Journal "*International Journal of Contemporary Hospitality Management*" (from 11/2007 to 03/2012).
- Book Reviews Editor and Member of the Editorial Advisory Board of the International Journal "*TOURISMOS*" (05/2005).
- Associate Editor of the "*International Journal of Information Systems in the Service Sector*" (Since August 2010)
- Associate Editor of the "*Journal of Hospitality & Tourism Research*" (since May 2016)
- Associate Editor of the "*Electronic Markets - The International Journal on Networked Business*" (from January 2015)
- Theme editor for "eTourism" and member of the Editorial Advisory Board of the *International Journal of Tourism Cities* (since September 2016)
- Area Editor of the international journal "*Electronic Commerce Research & Applications*" (2011 – 2013)
- Chair of the I-CHRIE Hospitality & Tourism Case Study Competition & Publication Series (2011 – now)
- Co-ordinator of the CAUTHE SIG on "*ICT and Travel*" (since March 2016)
- Co-Editor of the special issue titled "*Value co-destruction and online deviant behavior in tourism*" of the International "Journal of Business Research"
- Co-Editor of the special issue titled "*Big Data in Tourism and Hospitality*" of the International "Journal of Hospitality and Tourism Technology"
- Co-Editor of the special issue titled "*Journal of Travel & Tourism Marketing*" of the "Shareable Tourism: Tourism Marketing in the Sharing Economy"
- Co-Editor of the special issue titled "*Managing services: new approaches and technologies*" (in press) of the International Journal "Management Decision"
- Co-Editor of the special issue titled "*Smart Tourism: Convergence of Information Technologies, Experiences, and Theories*" (in press) of the International Journal "Electronic Markets"
- Co-Editor of the special issue titled "*Creativity and innovation in the service sector*" (Vol. 35 No. 6, 2015) of the International Journal "Services Industries Journal"
- Co-Editor of the special issue titled "*Social computing in travel, tourism and hospitality*" (Vol. 30, 2014) of the International Journal "Computers in Human Behaviour"
- Co-Editor of the special issue titled "*Advances in Sport Tourism Marketing & Management*" (Vol. 14, No. 1, 2014) of the International Journal "International Journal of Sport Management & Marketing"
- Editor of the special issue titled "*Evaluating website design and structure in tourism: dimensions, stakeholders and marketing issues*" (Vol. 20, No. 7, 2011) of the International Journal "Journal of Hospitality Marketing and Management"
- Co-Editor of the special issue titled "*Web 2.0 in travel and tourism: empowering and changing the role of travellers*" (Vol. 27, 2011) of the International Journal "Computers in Human Behaviour"

- Co-Editor of the special issue titled “*Global Trends and Challenges in Services*” (Vol. 16, No. 4, 2006) of the International Journal “Managing Service Quality”
- Co-Editor of the special issue titled “*Managing Change in Tourism and Hospitality*” (Vol. 54, No. 4, 2006) of the International Journal “Tourism: an International Interdisciplinary Journal”
- Editor of the special issue titled “*Service quality and Customer Relationship Management: interrelationships and implications*” (Vol. 18, No. 5, 2006) of the International Journal “Managing Service Quality”
- Co-Editor of the proceedings of the 2nd Virtual Conference on Business and Management VCOBAM “*New Paradigms: Business and Management*” 2010, organised by the U21 Global University, 26-27 October. 2010VCOBAM Conference Proceedings, Vol. 2, No. 1, ISSN 1793-9992, Sigala, M. & Tyagi, A. (Eds), Malik, K. & Gullett, E.(Series Editors)
- Member of the Editorial Board of the international Journal “*Tourism Analysis*” (since January 2014)
- Member of the Editorial Board of the international Journal “*Journal of Hospitality & Tourism Research*” (since October 2015)
- Member of the Editorial Board of the international Journal “*Electronic Markets – The International Journal on Networked Business*” (since February 2014)
- Member of the Scientific Editorial Board of the international Journal “*Computers in Human Behavior*” (since January 2013)
- Member of the Scientific Editorial Board of the international Journal “*Journal of Services Marketing*” (since August 2016)
- Member of the Scientific Editorial Board of the international Journal “*Journal of Revenue and Pricing Management*” (since March 2015)
- Member of the Scientific Editorial Board of the “*ICHRIE Penn State Research Reports*”
- Member of the Editorial Board of the international Journal “*Tourism Management*”
- Member of the Editorial Board of the international Journal “*Services Industries Journal*”
- Member of the Editorial Board of the international Journal “*Journal of Vacation Marketing*”
- Member of the Editorial Board of the international Journal “*Journal of Destination Marketing & Management*” (June 2016)
- Member of the Editorial Board of the international Journal “*Management Decision*” (since November 2015)
- Member of the Editorial Board of the international Journal “*Amity Journal of Hospitality Research*” (since April 2016)
- Member of the Editorial Board of the international Journal “*Service & Tourism: Current Challenges*” (since November 2015, <http://stcc-journal.org/>)
- Member of the Editorial Advisory Board of the “*Journal of Organizational and End User Computing*” (since August 2011)
- Member of the Editorial Advisory Board of the “journal of Tourism Theory & Research, JTTR” (<http://dergipark.ulakbim.gov.tr/jttr>) (since February 2016)

- Member of the Editorial Advisory Board of the "*Asia-Pacific Journal of innovation in hospitality & tourism*" (published by Taylor's University, Malaysia)
- Member of the Editorial Advisory Board of "*The ICHRIE Research Reports*" (since November 2013)
- Member of the Editorial Advisory Board of the International Journal "*Computers in Human Behavior*" (since December 2013)
- Member of the Editorial Advisory Board of the International Journal "*Journal of Global Tourism and Hospitality Research*" (JGTHR), (www.gatoh.org since July 2016)
- Member of the Scientific Committee of the International Journal of "*Egitania*" published by IPG (Polytechnic Institute of Guarda) (since October 2012)
- Member of the Scientific and Advisory Board of the international Journal "*Journal of Air Transport Studies*" published by the Hellenic Aviation Society
- Member of the Editorial Advisory Board of the Journal of Hospitality and Tourism Technology (JHTT) (since 9/2008), <http://info.emeraldinsight.com/products/journals/journals.htm?id=jhtt>
- Member of the Editorial Board of the International Journal "*Advances in Hospitality and Tourism Research (AHTR)*" published by the Akdeniz University (<http://www.ahtrjournal.org/>) (since June 2013)
- Member of the Editorial Advisory Board of the International Journal "*Journal of Universal Science and Technology of Learning*" (since 11/2005), <http://www.justl.org>
- Member of the Editorial Review Board of the International Journal "*Information Systems in the Service Sector*" (IJSSS). IDEA Publishing ISSN: 1935-5688. <http://www.igi-pub.com/journals/details.asp?ID=6772> (since 07/2007)
- Member of the Editorial Board of the International Journal "*Journal of Tourism Research*" (since 08/2007).
- Member of the Editorial Board of the International Journal "*Tourism Management Perspectives*" (since 01/2012)
- Member of the Editorial Board of the International Journal "*Journal of Hospitality Marketing & Management*" formerly "*Journal of Hospitality and Leisure Marketing*" (since 9/2007)
- Member of the Editorial Board of the International Journal "*Asia-Pacific Journal of Innovation in Hospitality and Tourism*" (APJIHT) (since October 2011) published by the Centre for Research and Innovation in Tourism, Taylor's University, Malaysia
- Member of the Editorial Board of the International Journal "*PASOS-Journal of Tourism and Cultural Heritage*" (<http://www.pasosonline.org/>) (since 12/2006)
- Member of the Editorial Review Committee of the International Journal "*International Journal of Tourism Cities*" (IJTC) (since March 2012)
- Member of the Editorial Board of the International Journal "*ACADEMICA TURISTICA - Tourism and Innovation Journal (AT-TIJ)*" published by the Faculty of Tourism Studies - Turistica in cooperation with the Publishing House Annales (both University of Primorska, Slovenia) (since 12/07)
- Member of the Editorial Board of the International Journal "*European Journal of Tourism Research*", (since 11/2006) <http://www.internationaledu.org>.
- Member of the Editorial Board of the International Journal "*International Journal of*

Services, Economics and Management" (since March 2012)

- Member of the Editorial Board of the International Journal "UMTS Journal of Economics"
- Member of the Editorial Review Board of the International Journal 'Journal of Information, Information Technology, and Organizations' (JIITO) <http://jiito.org/view.html> (since 01/2006)
- Member of the Editorial Board of the International Journal "International Journal of Hospitality Management" (since 6/2007).
- Member of the Editorial Review Board of the International Journal "International Journal of Strategic Innovative Marketing" (<http://www.ijsim.net>)
- Member of the Editorial Review Board of the International Journal "Journal of Hospitality and Tourism Education" (since 9/2009).
- Member of the Editorial Review Board of the International Journal "Acta Turistica" (15/10/2011)
- Member of the Editorial Board of the international journal Revista de turism (Journal of Tourism: Studies and research in Tourism) www.revistadeturism.ro
- Member of the Editorial Board of the international journal ECOFORUM www.ecoforumjournal.ro
- Member of the Editorial Review Board of the International Journal "Journal of Applied Economics and Business (JAEB)" www.aebjournal.org (February 2013)
- Member of the Editorial Review Board of the International Journal "International Journal of Contemporary Hospitality Management".
- Member of the Editorial Board of the International Journal "Journal of Quality Assurance in Hospitality and Tourism" (since 11/2006).
- Member of the Editorial Scientific Board of the Annual Scientific Bulletin "Analele Universitatii din Oradea. Seria Stiinte economice", ISSN- 15822-5450, published by University of Oradea House Publisher (since 12/2006)
- Member of the Editorial Advisory Board of the International Journal "Tourism. Development, Economy, Environment, Policy". "ΤΟΥΡΙΣΜΟΣ. Ανάπτυξη, Οικονομία, Περιβάλλον, Πολιτική" (since 12/03).
- Member of the Editorial Board of the International Journal "Advances in Culture, Tourism, and Hospitality Research" published by Elsevier (since 10/2006)
- Member of the Editorial Board of the International Journal "Information Technology in Hospitality" published by Cognizant
- Member of the Editorial Board of the International Journal "The Cyprus Journal of Sciences" published by the American College, Cyprus (since 07/06).
- Member of the Editorial Advisory Board of the International Journal "Asian Academy of Management Journal" (since 10/04).
- Member of the Editorial Advisory Board of the International Journal "Information Technology and Tourism: Applications, Methodologies, Techniques", (since 01/06).
- Member of the Editorial Advisory Board of the International Journal "Advances in Hospitality and Leisure", (since 01/05).
- Member of the Editorial Advisory Board of the International Journal "Managing

Service Quality”, (since 12/03).

- Member of the Editorial Advisory Board of the Journal “Journal of Hospitality, Leisure, Sport & Tourism Education” (since 01/2002).
- Member of the Editorial Board of the International Journal “Tourism Today” published by the College of Tourism and Hotel Management, Cyprus (since 03/2002).
- Member of the Editorial Board of the International Journal “HOSTEUR” published by International CHRIE (since 09/2001).
- Member of the Editorial Board of the International Journal "HOLISTICA – Journal of Business and Public Administration" (since March 2010)
- Member of the Editorial Board of the International Journal “Pacific Tourism Review” (since 10/2002).
- Member of the Editorial Board of the International Journal “Tourism and Hospitality Management” (since 09/2003).
- Member of the Editorial Board of the International Journal “Journal of System and Management Sciences” (since 11/2005).
- Member of the Editorial Review Board of the International Journal “Tourism Review” (01/01/08)
- Member of the Editorial Board of the international journal “Stamford Journal” (14/10/2011)
- Field Editor of the international journal “New Problems of Tourism” published by the College of Tourism and Hospitality Management of Warsaw, Poland (since 11/09)
- Reviewer for the International Journal “Journal of Hospitality & Tourism Research” (since 11/2002).
- Reviewer for the International Journal “Tourism Analysis”
- Reviewer for the International Journal “Journal of Destination Marketing & Management”
- Reviewer for the International Journal “Current Issues in Tourism”
- Reviewer of the International Journal “South African Journal for Research in Sport Physical Education and Recreation”
- Reviewer of the International Journal “Journal of Tourism & Hospitality Management” (Elsevier)
- Reviewer of the International Journal “International Journal of Contemporary Hospitality Management”.
- Reviewer of the International Journal "International Journal of Arts Management"
- Reviewer of the International Journal “Tourism Management”.
- Reviewer of the International Journal “The Service Industries Journal”
- Reviewer of the International Journal “International Journal of Hospitality Management”.
- Reviewer of the International Journal "Journal of Urban Technology"
- Reviewer of the International Journal “Journal of Modelling in Management”

- Reviewer of the International Journal “Journal of Foodservice Business Research”.
- Reviewer of the international journal “Journal of Internet Commerce”
- Reviewer of the “International Journal of Tourism Policy” .
- Reviewer of the International Journal “European Journal of Information Systems”
- Reviewer of the international journal “Computers in Human Behaviour”
- Reviewer of the international journal “Marketing Intelligence & Planning”
- Reviewer of the international journal “Journal of Sustainable Tourism”
- Reviewer of the “International Journal of Retail and Distribution Management”
- Reviewer of the “International Journal of Tourism Research”.
- Reviewer of the “International Journal of Electronic Business”.
- Reviewer of the international journal “European Journal of Industrial Engineering”
- Reviewer of the International “Journal of Vacation Marketing”.
- Reviewer of the International Journal “Marketing intelligence and Planning”
- Reviewer of the International Journal “Tourism and Hospitality Planning & Development”.
- Reviewer of the International Journal “Annals of Tourism Research”.
- Reviewer of the International Journal “Decision Sciences Journal”.
- Reviewer of the International Journal “Managing Service Quality”.
- Reviewer of the special issue on “Performance measurement and leisure management” of the International Journal “Managing Leisure”
- Reviewer of the International Journal “International Journal of Information Technology and Decision Making” published by World Scientific Publishing Co Pte Ltd
- Reviewer of the International Journal "Information Science" for the special issue on Collective Intelligence
- Reviewer of the International Journal “Sustainable Development” for the special issue on “Sustainability through the market: the impacts of sustainable supply chain management”
- Reviewer of the International Journal “Tourism: an International Interdisciplinary Journal”
- Reviewer of the International Journal “Tourism Review” published by AIAA
- Reviewer of the International Journal “Management Research News”
- Reviewer of the International Journal "International Journal of E-Services and Mobile Applications"
- Reviewer of the International Journal “Advances in Hospitality and Leisure”.
- Reviewer of the International Journal “Asia Pacific Journal of Tourism Research”

- Reviewer of the International Journal “Tourism and Hospitality Research: The Surrey Quarterly Review”.
- Reviewer of the International Journal “International Journal of Education and Development using ICT”
- Reviewer of the international journal “Electronic Commerce Research Journal”
- Reviewer of International Journal “Information Systems Journal”
- Reviewer of the International Journal “Anatolia: An International Journal of Tourism and Hospitality Research”.
- Reviewer of the International Journal “Management Research News”
- Reviewer of the International Journal “Journal of Marketing Channels”, Special Issue in “Industrial Distribution”.
- Reviewer of the International Journal “International Journal of Services Technology and Management”
- Reviewer of the International Journal of Internet Marketing and Advertising (IJIMA) for the special issue on "Relationship Marketing and the Internet".
- Reviewer of the special issue on Digital Solutions of the International “Journal of Business and Industrial Marketing” (2004).
- Reviewer of the Special Issue of the “Journal of Business and Industrial Marketing” for the journal’s 20th anniversary (2006)
- Reviewer of the Special Issue of the “Journal of Travel and Tourism Marketing” in “e-consumer behaviour: a hospitality and tourism perspective” (2003).
- Reviewer of the international journal “Asia Pacific Management Review”
- Reviewer of “The International Journal Electronic Markets”
- Reviewer of the Special Issue of the “Journal of Travel and Tourism Marketing” in “Management science in tourism and hospitality” (2002).
- Reviewer of the Special Issue of “International Journal of Electronic Commerce” (IJEC) following Bled 2003 E-Commerce Conference

- Member of the scientific committee of the “*Cultural Sustainable Tourism (CST)*” organized by IEREK (International Experts for Research Enrichment and Knowledge Exchange, www.ierek.com) and in collaboration with the Aristotle University of Thessaloniki, Thessaloniki, Greece, 4 – 6 September 2017
- Member of the scientific committee of the the 4th Tourism in Southern and Eastern Europe Conference (ToSEE 2017) “*Tourism and Creative Industries: Trends and Challenges*”, organized by the Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Opatija, Croatia, 4 - 6 May, 2017
- Member of the scientific committee of the 5th International Conference on Contemporary Marketing Issues (5th ICCMI), co-organised by the Alexander Technological Educational Institute of Thessaloniki, Greece and the Manchester Metropolitan University, U.K., 21 – 23 June 2017, Thessaloniki, Greece
- Member of the scientific committee of the International Conference 2017

International Business & Consumer research (IBCR) “*Contemporary Service Management and Service Experience*” and “*Tourism and Hospitality Experiences in the Digital Era*”, organised by La Rochelle Business School, France and Faculty of Business Administration, Laval University, Canada, Marrakech Morocco, April 24-27, 2017

- Member of the scientific committee of the International Conference 6th Asia-Euro 2016 Tourism Hospitality & Gastronomy conference “*Envisioning Tourism in 2050*”. Organised by the Indian Institute of Tourism and Travel Management (IITTM), 9 – 12 November 2016, Govindpuri, Gwalior, India
- Co-chair of the Doctoral Consortium of the 19th IEEE Conference on Business Informatics (CBI2017) organized by the Aristotle University of Thessaloniki, Greece and the Alliance Manchester Business School, Manchester, United Kingdom at Thessaloniki, Greece, 24-27 July 2017
- Member of the scientific committee of the International Conference “5th International Conference on Strategic Innovative Marketing” Athens, Greece, 23-26 September, 2016.
- Member of the scientific committee of the International Conference “Visitors’ Economy: strategies and innovations” organised by the Department of Tourism and Hospitality, Bournemouth University, Bournemouth, UK., 4 – 6 september, 2017
- Member of the scientific committee of the 2017 Conference: Travel and Tourism Research Association, Europe Chapter “*Embeddedness of Tourism Worlds: Towards New Frontiers?*” organised by ESTHUA-GRANEM, University of Angers, Angers, France, 25 – 28 April, 2017
- Member of the organizing and the scientific committee of the 1st Wine Tourism Congress, organised by Heliotopos, under the Auspices of University of the Aegean, the University of South Australia, Municipality of Thira, the National Inteprofessional Organisation for Vine and Wine (EDOAO), Santorini, Greece, 14 – 16 October 2016
- Member of the scientific committee of the INVTUR 2017 International Conference “*Co-creating the future of tourism*” organized by the University of Aveiro, Aveiro, Portugal, 17 -19 May 2017
- Member of the scientific committee of the 6th Asia Euro Conference 2016 in Tourism, Hospitality and Gastronomy “*Envisioning Tourism in 2050*” organised by Taylor’s University, School of Hospitality, Tourism and Culinary Arts in collaboration with Université de Toulouse-Jean Jaurès, France, hosted by the Indian Institute of Tourism and Travel Management (IITTM), Gwalior, India 9th November – 12th November 2016
- Member of the scientific committee of the *Advanced Conference on Event Management*, “*BRIDGING THE GAP BETWEEN THEORY AND PRACTICE*” organised by The University of Winchester, UK, June 12-13, 2017
- Member of the Scientific Committee of the 11th International Conference on Enterprise Systems, Accounting and Logistics 2016 (13th ICESAL 2014) organized by Human Asset SA (www.humanasset.com) and supported by the Department of Accounting and the Department of Logistics of the Alexander Technological Educational Institute (TEI) of Thessaloniki, and the Postgraduate Program in Accounting and Auditing of the Department of Accounting, TEI of Crete, Athens, Greece, 30 – 31 May, 2016

- Reviewer of the 2016 Annual iHITA Research Conference, New Orleans, Louisiana, USA, 19 June 2016
- Member of the scientific committee of the 4th International Conference on Contemporary Marketing Issues (4th ICCMI), co-organised by the Alexander Technological Educational Institute of Thessaloniki, Greece and the Manchester Metropolitan University, U.K., 22 – 24 June 2016, Heraklion, Crete, Greece
- Member of the Program Committee of the 12th International Conference on Web Information Systems and Technologies (WEBIST 2016), organised by the Institute for Systems and Technologies of Information, Control and Communications (INSTICC) 23 - 25 April 2016, Rome, Italy
- Member of the scientific committee of the 1st Euro-Mediterranean Conference and Exhibition “*Smart Urban Development and Blue Growth opportunities for cities, communities and islands in the Mediterranean basin*” organised by the University of Cyprus – KIOS Research Center for Intelligent Systems and Networks, National Technical University of Athens (NTUA) Smart Cities Mediterranean Cluster (SMART-MED) and the CNE Initiative CNE Business Development Ltd Papadopoulos & Schinis Productions Ltd School of Rural and Surveying Engineering Department of Geography and Regional Planning, Limassol, Cyprus, 14 – 16 April 2016
- Member of the scientific committee of the 5th ServDes 2016 (www.servdes.org) *the Service Design and Innovation conference*, organized by the Aalborg University Copenhagen, Denmark, 24 – 26 May 2016
- Member of the scientific committee of the international workshop “WWW2016 Workshop on Web Science and Technology for Education” WebEd2016 organised by Tele-university, Quebec, Canada, Chinese University of Hong Kong, Hong Kong, and SLAC National Accelerator Laboratory/Stanford University, USA.
- Member of the International Scientific Committee of the 23rd *international congress Tourism and Hospitality Industry* (THI) organised by the Faculty of Tourism and Hospitality Management, Opatija, University of Rijeka, Opatija, Croatia, 28 – 29 April, 2016
- Member of the Scientific Committee of the 4th *International Conference on Contemporary Marketing Issues (ICCM)* co-organised by the Alexander Technological Educational Institute of Thessaloniki (ATEI) and Manchester Metropolitan University, Heraklio, Crete, Greece, 22-24 June, 2016
- Reviewer of the 2016 AMA Winter Marketing Educators’ Conference “*What Happens in Marketing, Stays Digital: Rethinking Marketing for Success in the Era of Unlimited Data*”, 26 – 28 February 2015, Las Vegas, USA.
- Member of the Scientific Committee of the 3rd *World Research Summit for Hospitality & Tourism* and 1st *USA-China Tourism Research Summit* organised by the Rosen College of Hospitality Management, University of Central Florida, Orlando, 15-19 December 2015.
- Member of the Scientific Committee of the 4th *LADIS Information Systems Post-implementation and Change Management Conference (ISPCM 2015)* co-organised by IADIS (International Association for Development of the Information Society) and the Universidad de Las Palmas de Gran Canaria, 21 - 23 July 2015, Las Palmas de Gran Canaria, Spain,

- Reviewer of the 2015 BEST EN Think Tank XV *“The Environment – People Nexus in Sustainable Tourism: Finding the Balance”* organised by the BEST EN Education Network and the University of Pretoria, June 17-21, 2015, Kruger National Park, South Africa
- Member of the International Scientific Committee of the *Third International Symposium on Good Practices in Tourism (SIBTUR)* organised by the Department of Tourism of the Carvalhais Vocational School (municipality of São Pedro do Sul, Portugal) and supported by the Regional Entity of Tourism from Central Portugal, 5th and 6th of May 2015, São Pedro do Sul, Portugal
- Member of the International Scientific Committee of the *WWW2015 Workshop on Web-based Education Technologies (WebET 2015)* organised by the Chinese University of Hong Kong, Hong Kong, the SLAC National Accelerator Laboratory/Stanford University, USA and the Laboratoire en Informatique Cognitive et Environnements de Formation, Canada, in May 19, 2015, Florence, Italy
- Member of the International Scientific Committee of the 3rd conference *Tourism in South and Eastern Europe (ToSEE) “Sustainable Tourism, Economic Development and Quality of Life”* hosted and organised by Faculty of Tourism and Hospitality Management, University of Opatija, 26 – 28 May, 2015, in Opatija, Croatia
- Member of the Scientific Committee of the 2015 *Kos Tourism Conference “Tourism as a tool for sustainable growth”* organized by the European Tourism Unit of the European Centre of Excellence (University of Athens), Kos, Greece, 1 – 3 May, 2015
- Member of the Scientific Committee the III International Symposium on *Innovation on Tourism and Hospitality (ISITH)* organized by the School of Tourism and Hospitality Management, Instituto Politécnico da Guarda, 11-12 November 2014, Seia, Portugal
- Reviewer of the EuroCHRIE 2014 conference *“Hospitality & Tourism Futures”* organised by The Emirates Academy of Hospitality Management. 6 – 9 October 2014, Dubai, U.A.E.
- Member of the Scientific Committee the 7th annual Consumer Behavior in Tourism Symposium (CBTS 2014) *“Tourism Mobilities beyond Place: Time, Resources and Perspectives”*, Free University of Bolzano, Bruneck-Brunico, Italy, 3 – 6 December 2014
- Member of the Scientific Committee *“3rd International Conference on Strategic Innovative Marketing”*, Madrid, Spain, September 1-4, 2014
- Member of the Scientific Committee and Track Chair of *“Tourism & Hospitality”* of the 18th Academy of Marketing Science World Marketing Congress. *“Rediscovering the essentiality of marketing”*, organized by the Academy of Marketing Science in cooperation with the University of Bari, Italy, 14 – 17, July 2015
- Member of the Scientific Committee of the *11th International Conference on Enterprise Systems, Accounting and Logistics 2014* (11th ICESAL 2014) organized by the Department of Accounting and the Department of Logistics of the Alexander Technological Educational Institute (TEI) of Thessaloniki, and the Postgraduate Program in Accounting and Auditing of the Department of Accounting, TEI of Crete, Greece, Herakleion, Crete, Greece, 30 June – 3 July, 2014
- Member of the Scientific Committee of the 3rd INVTUR conference *“Does Gender equality foster new paths for social and economic development? A tourism perspective”*

organised by the Universidade de Aveiro, Aveiro Portugal, 7 – 10 May, 2014

- Member of the Scientific Committee of the 3rd International Conference on “*Information Systems Post-Implementation and Change Management 2014*” Organized by the International Association for Development of the Information Society (IADIS, Lisbon, Portugal, 17 - 19 July 2014
- Member of the Scientific Committee of the 2014 *Kos Tourism Conference* Organized by the European Tourism Unit of the European Centre of Excellence (University of Athens), with the support of Bournemouth University, IFITT (International Federation for Information Technologies in Travel and Tourism), ETOA (European Tourism Association), National Centre for Sustainable Development, Kos, Greece, 1 – 3 May, 2014
- Member of the Scientific Committee of the 1st International Conference on Cultural and Digital tourism , with the theme “*Cultural tourism in a digital era*” organised by the International Association of Cultural and Digital Tourism, 30 May - 1 June, 2014, Athens, Greece
- Member of the Scientific Committee of the 6th International Scientific Conference “*Tourism in a changing world: opportunities and challenges*”, organized by the Faculty of Tourism and Hotels, Alexandria University, The Bibliotheca Alexandrina Conference Center, Alexandria, Egypt, 28th – 30th of April, 2014
- Member of the Technical Program Committee of *the First International Workshop on Web-based Education Technologies* (WebET 2014), April 9, 2014 in Seoul, Korea in conjunction with the 2014 International WWW Conference (<http://www2014.kr/>) organized by the Seoul national University, Ministry of Trade, Industry & Energy (Korea).
- Reviewer of the 2014 Summer Marketing Educators’ Conference, organized by American Marketing Association (AMA), San Francisco, CA, 1 – 3 August, 2014
- Member of the Scientific Committee of the 5th Asia-Euro Conference 2014 in Tourism, Hospitality and Gastronomy “*Creating Opportunities Through Innovation: The Future of Tourism and Hospitality in Asia*” organized by the Taylor University and the Association Internationale Des Sociologues De Langue Française (AISLF), Taylor University, Lakeside Campus, Subang Jaya, Selangor, Malaysia, 19 – 21 June, 2014
- Member of the Scientific Committee of the 12th APacCHRIE Conference 2014 “*Breaking Barriers Shifting Gears*” organized by the Taylor University, Selangor, Malaysia, 22 – 24 June, 2014
- Member of the Scientific Committee of the 5th APacCHRIE Youth Conference 2014 “*MAKAN – MAKAN”: Motivation – Action – Knowledge – Achievement – No Boundaries*” organized by the Taylor University, Selangor, Malaysia, 21 – 22 June, 2014
- Member of the Advisory Scientific Board of the 2nd International Conference on Contemporary Marketing Issues (ICCM) co-organised by the Alexander Technological Educational Institute of Thessaloniki (ATEI) and Manchester Metropolitan University, Athens, Greece, 18-20 June, 2014
- Member of the Scientific Committee of the 6th annual conference on Consumer Behavior in Tourism Symposium (CBTS 2013) “*Competitiveness, Innovation and Markets: The Multifaceted Tourists’ Role*” organized by the Free University of Bozen/Bolzano, Bruneck/Brunico, Italy, December 4-7, 2013
- Member of the Scientific Committee of the 2nd World Research Summit for “*Tourism and Hospitality: Crossing the Bridge*” organized by the University of Central

Florida, Rosen College of Hospitality Management, 15-17 December, 2013, Orlando, U.S.A.

- Member of the scientific committee of the 1st 'SIBTUR - International Symposium of Good Practices in Tourism' by the Department of Tourism of the Professional School of Carvalhais (municipality of São Pedro do Sul, Portugal) and supported by the Regional Entity of Tourism from Central Portugal, São Pedro do Sul, Portugal, 8th - 9th May, 2013
- Co-Chair of the ENTER 2014 PhD Workshop organised by the International Federation for Information Technology and Travel & Tourism (IFIT). 21 - 24 January, 2014, Dublin, Ireland
- Member of the Scientific Committee of the 2013 International Conference on 'Management, Leadership and Innovation Towards a better Changing World' organised by the Domestic and International Economy of Tourism School from Romanian - American University, 8 – 9 November, 2013, Bucarest, Romania
- Member of the Scientific Committee of the IADIS Information Systems Post-implementation and Change Management Conference (ISPCM 2013) co-organised by IADIS (International Association for Development of the Information Society) and the Faculty of PodNikohospodarska, 22 - 24 July, 2013, Prague, Czech Republic
- Reviewer of the 2013 AMA Winter Marketing Educators' Conference, 15 – 17 February 2013, Caesar's' Palace, Las Vegas, USA.
- Co-Chair of the 3rd International Conference on "*Advances in Hospitality and Tourism Marketing & Management (AHTMMC)*" co-organized by the Alexander Technological Institute of Thessaloniki, the Washington State University, the National Chin-Yi University of Technology, Taiwan, the National Taiwan Normal University, Taiwan, and the National Chia-Yi University, Taiwan. The Grand Hotel, Taipei, Taiwan, 25 – 30 June, 2013.
- Chair of the *2nd International Symposium on Innovation in Tourism and Hospitality (ISITH)* organized by the School of Tourism and Hospitality Management (ESTH), Instituto Politécnico da Guarda, Seia, Portugal, 6 - 8 November 2012
- Co-Chair of the 2nd International Conference on "*Advances in Hospitality and Tourism Marketing & Management (AHTMMC)*" co-organized by the Alexander Technological Institute of Thessaloniki, Democritus University of Thrace, the Washington State University and the Research Institute for Tourism of the Hellenic Chamber of Hoteliers, 31 May – 3 June, 2012: Corfu, Greece
- Member of the scientific committee of the third ServDes 2014 (www.servdes.org) *the Service Design and Innovation conference*, organized by the University of Lancaster 9 – 11 April, 2014, Lancaster, UK
- Member of the scientific committee of the *10th CIRCLE International Conference (Centre for International Research in Consumers, Locations and Environments)*, organized by the Polytechnic Institute of Viana do Castelo, Portugal, 3-6 April 2013
- Member of the scientific committee of the 3rd International Research Symposium in Service Management (IRSSM-3) "*Service Imperatives in the New Economy: Localization and Globalization*" organised by the Business School, University of International Business and Economics (UIBE), 3- 7 July, 2012, Beijing, China
- Member of the Scientific Research Committee for the TTRA European Conference organised by the University Angers, 25-28 April 2017 Angers, France.

- Member of the scientific committee of the international conference "*Innovations and small business in tourism (Innotourism)*" of the European Alliance of Innovation (<http://eai.eu/>) organized by the Sofia University "St. Kliment Ohridski" and Varna University of Management, Varna, Bulgaria, 8-9th September 2017
- Member of the scientific committee of the international conference RESER 2016 "*What's ahead in Service Research? New perspectives for Business and Society*" (RESER, The European Association for REsearch on SERvices) organized by the University of Naples Federico II, Naples, Italy, 8 – 10 September, 2016.
- Co-Chair of the ENTER 2017 PhD workshop organised by International Federation for Information Technology and Travel & Tourism (IFITT), 23 January 2017, Rome, Italy
- Member of the scientific committee of the international conference the Athens Tourism Symposium 2012 "*International Scientific Congress on Current Trends in Tourism Management and Tourism Policy*", organised by the Laboratory of Research and Tourism Satellite Accounts (LaReTSA) of the University of Patras and Heliotopos Conferences, 15-16 February 2012, Athens, Greece.
- Member of the scientific committee of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism organized by the College of Human sciences, Auburn University, January 5-7, 2012, Auburn, USA
- Member of the scientific committee of the "*International Conference on Contemporary Marketing Issues (ICCMi) 2012*" organised by the Department of Marketing of Alexander Technological Educational Institute (ATEI) of Thessaloniki, Greece, and the Bucks New University, UK. 13-15 June 2012, Thessaloniki, Greece
- Member of the scientific committee of the 5th Scientific Conference "*Tourism trends and advances in the 21st century*" organized by the Interdepartmental Graduate Program in Tourism Planning, Administration and Policy and the The Laboratory for Tourism Research & Studies (E'TEM), University of the Aegean, Greece, 30 May - 2 June 2013, Rhodes, Greece
- Member of the scientific committee of the 1st International Conference "Place Branding Online" (Tourl) organised by the Universitat Pompeu Fabra, 6 – 7 October 2011, Barcelona
- Co-chair of the track "*IS Applications for Culture and Tourism*" and member of the Programme Committee of the 6th Mediterranean Conference on Information Systems (MCIS 2011) "*IS: Crossroads of Technology, People, Organisations and Markets*" organised by the University of Nicosia, University of Cyprus, University of North Carolina, temple University, University of Navarra and University of Georgia and under the auspices of AIS (Association of Information Systems), 3 - 5 September, 2011, Nicosia, Cyprus
- Member of the Scientific Committee of the International Conference "*The Innovation and Technology for Sustainable Development*" organised by Stamford International University, 29 – 30 March 2013, Thailand, at Phetchaburi Campus
- Member of the programme committee of the 9th International Conference on Enterprise Systems, Accounting and Logistics 2012 (ICESAL 2012), organized and supported by the Department of Accounting and the Department of Logistics of the Alexander Technological Educational Institute (TEI) of Thessaloniki, Chania,

Crete, Greece, on July 10-12, 2012

- Member of the programme committee of the *8th International Conference on Enterprise Systems, Accounting and Logistics 2011 (ICESAL 2011)*, organized and supported by the Department of Accounting and the Department of Logistics of the Alexander Technological Educational Institute (TEI) of Thessaloniki, Thassos Island, Greece, on July 10-13, 2011
- Member of the scientific committee of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism organized by the Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston and The Hong Kong Polytechnic University, January 6-8, 2011, Houston, TX, USA.
- Member of the scientific committee of the international conference the Athens Tourism Symposium 2011 "*International Scientific Congress on Current Trends in Tourism Management and Tourism Policy*", organised by the Laboratory of Research and Tourism Satellite Accounts (LaReTSA) of the University of Patras and Heliotopos Conferences, 2-3 February 2011, Athens, Greece.
- Member of the scientific committee of the international conference "3rd Asia-Euro Tourism, Hospitality and Gastronomy Conference" organised by the Taylor's University College (Malaysia) and the University of Toulouse, 24-26 November 2010, Subang Jaya, Selangor, Malaysia
- Member of the scientific committee of the international conference "Social Media and Tourism" organised by Virginia Tech, Management Centre Innsbruck, and College of Charleston, in Verona, Italy, 21 - 22 October, 2011
- Member of the Scientific Committee of the 5th "*Consumer Behavior in Tourism Symposium 2012*" (CBTS 2012) "*Tourism and Quality of Life Research: Theories, Practices, Applications, and Challenges*" organized by the Competence Centre in Tourism Management and Tourism Economics Center (TOMTE) of the Free University of Bozen/Bolzano, December 10-13, 2012: Bruneck/Brunico (South Tyrol, Italy)
- Member of the Scientific Committee of the 4th "*Consumer Behavior in Tourism Symposium 2011*" (CBTS 2011) "*Future Tourism Demand: Demographic, Behavioral and Social Changes. Challenges for marketers and economists*" organized by the Competence Centre in Tourism Management and Tourism Economics Center (TOMTE) of the Free University of Bozen/Bolzano, Bruneck/Brunico, December 1-3, 2011
- Member of the Scientific Committee of the 3rd "*Consumer Behavior in Tourism Symposium 2010*" (CBTS 2010) organized by the Competence Centre in Tourism Management and Tourism Economics Center (TOMTE) of the Free University of Bozen/Bolzano, Bruneck/Brunico, December 1-4, 2010
- Member of the scientific committee of the workshop "*From Information Society to knowledge Society in Eastern Europe*" part of the 14th East-European Conference in Advances in Databases and Information Systems (ADBIS), Novi Sad, 20 – 24 September 2010.
- Member of the scientific committee of the International conference on "*Cultural Heritage and Values: Communication through Tourism*" organised by The Intellect Institute, 6 - 8 October, Plovdiv, Bulgaria
- Member of the International Scientific Committee of the EuroCHRIE 2010 Conference "*Passion for Hospitality excellence*" organised by the Stenden University and Saxion University of Applied Sciences, Amsterdam, The Netherlands 25 - 28 October 2010
- Member of the scientific committee of the International Research Symposium in

Service Management “*Service Imperatives in the New Economy*” organized by the University of Mauritius, Mauritius, 24 – 27 August, 2010

- Track-Chair of the track "Service Science" of the 2nd Virtual Conference on Business and Management VCOBAM "*New Paradigms: Business and Management*" 2010, organised by the U21 Global University, 26-27 October, 2010
- Member of the scientific committee of the "*International Scientific Congress on Current Trends in Tourism Management and Tourism Policy*" organised by the Department of Business Administration of the University of Patras and Heliotopos Conferences, Megaron Athens International Conference Center, Athens, Greece, 10 - 11 February, 2010
- Associate editor and reviewer for 18th European Conference of Information Systems ECIS 2010 organised by the Department of Informatics, University of Pretoria and London School of Economics, 6 - 9 June, 2010, Pretoria, South Africa
- Reviewer of the the 32nd International Conference "*Information Technology Interfaces*" ITI 2010, Organized by University of Zagreb, University Computing Centre - SRCE, Cavtat/Dubrovnik, Croatia, June 21-24 2010
- Member of the Programme Committee and the Scientific Committee of the 20th Biennial International Congress "*Tourism & Hospitality Industry 2010: New Trends in Tourism and Hospitality Management*". Organised by the Faculty of Tourism & Hospitality Management, University of Rijeka, May 6-8, 2010, Opatija, Croatia
- Member of the International Scientific Committee for the 2nd Association of Hospitality Schools in Africa (AHSA) International Conference on Hospitality and Tourism Research "*Future challenges and opportunities in Hospitality, Tourism and Events in Africa*" organized by the North West Park and Tourism Board Hotel School Division in conjunction with the 2nd Association of Hospitality Schools in Africa (AHSA) held at Mafikeng Hotel School, South Africa, 18- 20 November, 2009
- Member of the Scientific Committee of the 2nd "*Consumer Behavior in Tourism Symposium 2009*" (CBTS 2009) organized by the Competence Centre in Tourism Management and Tourism Economics Center (TOMTE) of the Free University of Bozen/Bolzano, Bruneck/Brunico, December 16-19, 2009
- Member of the Programme Committee of the 6th International Conference on Enterprise Systems, Accounting and Logistics (ICESAL) 2009, organized by the Alexander Technological Educational Institute of Thessaloniki, Thessaloniki, Greece, May 18-19, 2009
- Member of the International Scientific Committee of the EuroCHRIE 2009 Conference "*From Services to Experiences in Tourism and the Hospitality Industry and Education*" organised by the HAAGA-HELIA University of Applied Sciences, Helsinki, Finland, 22 - 24 October 2009
- Co-chair of the track "IS in tourism" and member of the Programme Committee of the 4th Mediterranean Conference on Information Systems (MCIS 2009) "*Information Society Research, Education, Policy and Practice in the Mediterranean Region*" organised by the Athens University of Economics and Business and under the auspices of AIS (Association of Information Systems), 25 - 27 September, 2009, Athens, Greece
- Associate editor and reviewer for 17th European Conference of Information Systems ECIS 2009 organised by Faculty of Economics, University of Verona and London School of Economics, 8 - 10 June, 2009, Verona, Italy

- Member of the paper review committee of the HITA 2009 Annual Conference. Anaheim Convention Center, Anaheim, CA, USA., 21 – 22 June, 2009
- Member of the programmer committee of the 1st Virtual Conference on "*Business and Management*" VCOBAM 2009, organised by the U21 Global University, 22-23 September, 2009
- Co-Chair of the PhD Workshop of the ENTER 2009 conference "*eTourism: dynamic challenges for travel and tourism*" organised by the International Federation of IT in Travel & Tourism (IFITT): 27 – 31 January, 2009, Amsterdam, the Netherlands
- Research Co-Chair of the Track "*Tourism, Cultural Heritage and Diversity*" of The Mediterranean Conference on Information Systems (MCIS-2008) organised by the University of Trento, Italy: 23 - 26 October, 2008, Hammamet, Tunisia
- Member of the Scientific Committee of the 26th EUROCHRIE Congress "*Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism*", organized by the Emirates Academy EuroCHRIE in Dubai, United Arab Emirates, 11th - 14th October, 2008.
- Member of the Scientific Committee of the 12th Air Transport Research Society (ATRS) World Conference hosting organisation Hellenic Aviation Society and co-hosting institution University of the Aegean: Athens, Greece, 6 - 10 July, 2008
- Conference Chair of the 2nd International Scientific Conference of the e-Business Forum "*E-business in Travel, Tourism and Hospitality*" organised by the Greek National Research and Technology Network, the University of the Aegean and the Technological Educational Institute of Thessaloniki and endorsed by the IFITT (International Federation of IT in Travel & Tourism), Athens, Greece: 14 March, 2008
- Research Co-Chair of the Scientific Committee of the 62nd Annual I-CHRIE 2008 Conference & Exposition "*Welcoming a New Era to Hospitality Education*" organised by the International Council of Hospitality, Restaurant and Institutions Educators (I-CHRIE), Renaissance Waverly Hotel, Atlanta, Georgia, USA, July 30 - August 2, 2008
- Workshop Chair of the 10th International Conference on Electronic Commerce (ICEC 2008) organised by University of Innsbruck and STI International. Innsbruck, Austria, 18 – 22 August, 2008
- Research Co-Chair of the Scientific Committee of the 61st I-CHRIE Conference "*Hospitality & Tourism Education as Big as Texas*" organised by the International Council of Hospitality, Restaurant and Institutions Educators (I-CHRIE), 25 – 29 July, 2007, Texas, U.S.A.
- Research Co-Chair of the Scientific Committee of the 24th EuroCHRIE Conference "*In Search of Excellence for Tomorrow's Tourism, Travel and Hospitality*", organised by the University of the Aegean, Makedonia Palace, Thessaloniki, 25 – 28 October, 2006
- Scientific co-Chair of the track on "*Tourism, Cultural Heritage and Diversity track*" and Programme Committee member of the Mediterranean Conference IS 2007 (MCIS 2007) organised in Venice, Italy October 5-7, 2007.
- Research Chair of the Scientific Committee of the 14th ENTER 2007 International Conference organised by IFITT (International Federation of IT and Travel and Tourism) Ljubljana, Slovenia, 24 – 26 January, 2007

- Research Conference Co-Chair of the First International Conference in New Interactive Media (NIM) (ww.nim.ax), “*NIM and the Tourism Industry*”, Mariehamn, Åland Islands, Finland, 17 – 21 September, 2007
- Member of the Scientific Research Committee of the 4th International Conference on Enterprise Systems and Accounting 2007 (ICESAcc) organised by the Laboratory of Enterprise Resources (L@BER) of the Department of Accounting and by the Department of Logistics, Katerini Branch, of the Alexander TEI of Thessaloniki, Greece, in Corfu, Greece, 9 – 10 July, 2007.
- Co-Chair of the 7th Mediterranean Conference on Information Systems (MCIS) and Research Co-Chair of the conference track “*IT in tourism and Culture-Heritage*”, organised by the University of Trento, Venice, 5-9th October 2006
- Member of the Scientific Committee of the National Conference “*New Technologies & Marketing*” organised by the Department of Commerce and Advertising of the Technological Educational Institution of Ierapetra, Crete, 24 – 25 May, 2007, Ierapetra, Crete.
- Reviewer of the 2015 AMA Winter Marketing Educators’ Conference “*Marketing in a Global, Digital and Connected World*”, 13 – 15 February, San Antonio, TX, USA
- Reviewer of the AMA Winter Marketing Educators' Conference, 2014 “*Engaging Customers*” 21 – 23 February, Orlando, USA
- Reviewer of the 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, organised by The Conrad N. Hilton College of Hotel and Restaurant Management at University of Houston and the School of Hotel and Tourism Management at The Hong Kong Polytechnic University 3 – 5 January, 2014, Houston, Texas, USA
- Reviewer (referee) of the 16th European Conference on Information Systems (ECIS 2008) “*Information Systems in an Innovative Knowledge-based Economy*” organised by The Business Information Systems group at the J.E. Cairnes Graduate School of Business & Public Policy at National University of Ireland, Galway, Ireland, 9 – 11 June, 2008.
- Member of the Program Committee of the 7th International Conference on Web Information Systems and Technologies (WEBIST 2011), organised by the Institute for Systems and Technologies of Information, Control and Communications (INSTICC) 6 - 9 May 2011, Noordwijkerhout, The Netherlands
- Member of the Program Committee of the 6th International Conference on Web Information Systems and Technologies (WEBIST 2010), organised by the Institute for Systems and Technologies of Information, Control and Communications (INSTICC) 7 - 10 April 2010, Valencia, Spain
- Reviewer (referee) of the 31st EuroCHRIE 2013 “*Cooperative Education and Research for Hospitality and Tourism*” organised by the ANGELL Business School Freiburg, Freiburg, Germany, 28 – 30 October, 2013
- Reviewer (referee) of the 5th International Conference on Web Information Systems and Technologies (WEBIST) 2009, organised by the Institute for Systems and Technologies of Information, Control and Communications (INSTICC) and in cooperation with the Association of Computer Machinery (ACM), 23 – 26 March 2009, Lisboa, Portugal
- Reviewer (referee) of the 4th International Conference on Web Information Systems and Technologies (WEBIST) 2008, organised by the Institute for Systems

and Technologies of Information, Control and Communications (INSTICC) and the University of Madeira, 4 – 7 May, 2008, Madeira, Spain

- Reviewer (referee) of the 3rd International Conference on Web Information Systems and Technologies (WEBIST) 2007, organised by the Institute for Systems and Technologies of Information, Control and Communications (INSTICC) and the Open University of Catalonia, 3 – 6 March, 2007, Barcelona, Spain
- Member of the Organising and Advisory Committee of the “*International Symposium on Cultural and Heritage Tourism*” organised and hosted by Helexpo-Philoxenia and Alexandreion Technological Educational Institute of Thessaloniki, ATEI 16 – 19 November, 2006, Thessaloniki, Greece
- Scientific co-chair of the Track “Tourism, Culture and IS” of the 15th European Conference on Information Systems (ECIS) “*Relevant rigour – Rigorous relevance*” organised by the University of St. Gallen, St. Gallen, Switzerland, 7 – 9 June, 2007
- Organising co-chair of the Americas Conference on Information Systems (AMCIS) conference track ‘*Tourism, Information Systems and Culture*’ organised by AMCIS, Acapulco, Mexico, 4 – 6 August, 2006.
- Organising co-chair of the Pre-ICIS 2005 Academic Workshop on “Cultural Heritage and Open Tourism” taking place on 11th December, 2005, before the ICIS 2005 conference in Las Vegas, USA.
- Member of the Scientific Committee of the 25th EuroCHRIE Conference “*Showcasing Innovation in Education, Training and Research through Tourism, Hospitality and Events*” organised by Leeds Metropolitan University, Leeds, United Kingdom, 25th – 27th October 2007
- Member of the Scientific and Organising Committee of the 2nd International Scientific Congress hosted and supported by the Higher Technological Educational Institution (A.T.E.I). of Thessaloniki “*Progress in Tourism and Hospitality: Present and Future Challenges*” Thessaloniki, Greece, 1 – 4 June, 2006
- Member of the Scientific Programme Committee of the 3rd International Conference on Enterprise Systems and Accounting 2006 (ICESAcc) organised by the Department of Accounting and the Department of Logistics, TEI Thessaloniki, Santorini, 26 – 27 June, 2006.
- Member of the Scientific Committee of the 2nd National Conference “*Systems Approach in organisations networks: economic and social dimensions*” organised by the University of the Aegean and the National Organisation of Systems Research, Chios, Greece, 25 – 27 May, 2006
- Research Co-Chair of the Scientific Committee of the ENTER 2006 International Conference organised by IFITT (International Federation of IT and Travel and Tourism) Lausanne, 18 – 20 January, 2006
- Scientific Research Co-Chair of the Track “Customizing and personalizing products, services and processes for enhancing firm flexibility and competitiveness” of the International Conference “Managing Global Trends and Challenges in a Turbulent Economy” organised by the University of the Aegean, Department of Business Administration for celebrating the 20 years since the foundation of the Department of Business Administration, 13 – 15 October, 2006, Chios, Greece
- Member of the Scientific and Organising Committee of the International Conference “*Managing Global Trends and Challenges in a Turbulent Economy*” organised by the University of the Aegean, Department of Business

Administration for celebrating the 20 years since the foundation of the Department of Business Administration, 13 – 15 October, 2006, Chios, Greece

- Member of the Programme Committee and the Scientific Committee of the 18th Biennial International Congress “Tourism & Hospitality Industry 2006: New Trends in Tourism and Hospitality Management”, Organised by the Faculty of Tourism & Hospitality Management, University of Rijeka, May 3-5, 2006, Opatija, Croatia
- Scientific Research Chair of the conference track “IT in Tourism and Travel” and member of the Scientific Committee of the 14th European Conference on Information Systems (ECIS) conference held in Gotenburg, 12 – 14 June, 2006, and organised by the University of Gotenburg.
- Scientific Research Chair of the conference track “IT in Tourism and Travel” and member of the Scientific Committee of the 13th European Conference on Information Systems (ECIS) conference held in Regensburg, Germany, 26 – 28 May, 2005, and organised by the Institute of Management of Information Systems, University of Regensburg.
- Scientific Research Co-Chair of the 23th EuroCHRIE 2005 conference “*Managing Change in Tourism and Hospitality*”, organised by Accor and Institut Paul Baucuse, Paris, France, 26 – 30 October, 2005.
- Member of the Conference Research Committee and Reviewer of the following annual international ENTER conferences organised by the International Federation for IT and Travel & Tourism (IFITT):
 - ENTER 2017, 24 – 27 January, Rome, Italy
 - ENTER 2016, 2 - 5 February, Bilbao, Basque Country (Spain)
 - ENTER 2015, 3 – 5 February, Lugano, Switzerland
 - ENTER 2014, 21 – 24 January, 2014, Dublin, Ireland
 - ENTER 2013, 22 – 25 January, 2013, Innsbruck, Austria
 - ENTER 2012, 25 - 27 January, 2012, Helsingborg, Sweden
 - ENTER 2011, 26 - 28 January, 2011, Innsbruck, Austria
 - ENTER 2010, 10 – 12 February 2010, Lugano, Switzerland
 - ENTER 2009, 27 – 31 January 2009, Amsterdam, The Netherlands
 - ENTER 2008, 23 – 25 January 2008, Innsbruck, Austria.
 - ENTER 2005, 26 – 29 January 2005, Innsbruck, Austria.
 - ENTER 2004, 27 January – 29 February 2004, Cairo, Egypt.
 - ENTER 2003, 29 January – 1 February 2003, Helsinki, Finland.
- Reviewer (referee) of the 49th Hawaii International Conference on System Sciences (HICSS - 49). HICSS is sponsored by the Shidler College of Business, University of Hawaii at Manoa and IEEE Computer Society <http://www.hicss.hawaii.edu/>. 5 – 8 January, 2016, Kauai, Hawaii, USA
- Reviewer (referee) of the 41st Hawaii International Conference on System Sciences (HICSS - 41). HICSS is sponsored by the Shidler College of Business, University of Hawaii at Manoa <http://www.hicss.hawaii.edu/>. 7 – 10 January, 2008, Big Island, Hawaii, USA
- Reviewer (referee) of the 6th European and Mediterranean Conference on

Information Systems (EMCIS) Founded by the **Information Systems Evaluation and Integration Group** www.ISEing.org organised by Dokuz Eylül University and University of Salford and Informatics Associations of Turkey (IAT), Ismir, Turkey, 13 – 14 July, 2009

- Reviewer (referee) of the Annual International Council for Hotel, Restaurant and Institutional Education, (I-CHRIE) Convention, (I-CHRIE 2009 Annual Conference), organised by I-CHRIE in San Francisco, California ,USA, 29 July to 1 August 2009
- Reviewer (referee) Annual International Council for Hotel, Restaurant and Institutional Education, (I-CHRIE) Convention, (I-CHRIE 2010 Annual Conference), organised by I-CHRIE in San Juan, Puerto Rico, 28 July to 31 July 2010
- Reviewer (referee) of the 14th Annual Graduate Student Research Conference in Hospitality & Tourism, hosted by William F. Harrah College of Hotel Administration, University of Las Vegas: Las Vegas, USA, January 4-6, 2009
- Reviewer (referee) of the 2007 Annual Conference of the International Society of Travel and Tourism Educators (ISTTE) "*Connecting the Past and the Future*" October 4-6, 2007 Charleston, South Carolina
- Reviewer (referee) of the 7th Asian Academy of Management Conference 2007 "*Reimagining Management in an era of Multiple Crises: Success and Sustainability of Businesses in Asia*", organised by the Asian Academy of Management Conference and the Universiti Sains Malaysia, 21 – 25 May, 2007, Penang, Malaysia
- Reviewer (referee) of the 4th International Conference in "*Open and Distance Learning - Forms of Democracy in Education: Open Access and Distance Education*". Organised by the Hellenic Open University , Open University of Cyprus, Hellenic Network of Open & Distance Education, 23 – 25 November 2007, Athens, Greece
- Reviewer (referee) of the 29th International Conference "*Information Technology Interfaces*" ITI, 2007 organised by the University of Zagreb, Croatia, 25 – 28 June, 2007
- Reviewer (referee) of the 12th Annual Graduate Education and Graduate Student Research Conference 2007 in Hospitality and Tourism organised by the I-CHRIE at the Hilton Hotel in the University of Houston, Houston, TX, January 4-6, 2007.
- Member of the scientific programme committee the 5th International Conference on Enterprise Systems, Accounting and Logistics (ICESAL) 2008 organised by ICESAL and the Alexander TEI of Thessaloniki, Greece. 7-8, July, 2008: Heraklion, Crete Island, Greece
- Member of the scientific committee of the 1st Biannual International Conference "*Strategic Developments in Services Marketing*" organised jointly by the University of the Aegean and the University of Glasgow and in collaboration with the Greek Marketing Academy: Chios Island, Greece, 27 – 29 September 2007
- Reviewer (referee) of the 35th European Marketing Conference (EMAC) 2006 "*Sustainable Marketing Leadership: a synthesis of polymorphous axioms, strategies and tactics*" organised by the Department of Marketing & Communication, Athens University of Economics and Business, Athens, Greece 23 – 26 May, 2006
- Reviewer (referee) of the 37th European Marketing Conference (EMAC) 2008

“Marketing Landscapes: a pause of thought”, organised by the University of Brighton, Brighton, UK, 27 – 30 May, 2008.

- Reviewer (referee) of the 36th European Marketing Conference (EMAC) 2007 organised by the University of Reykjavik, Iceland, 22 – 25 May, 2007
- Reviewer (referee) of The 13th Graduate Student Research and Education Conference in Hospitality and Tourism, organised by I-CHRIE and hosted by the Rosen College of Hospitality Management, University of Central Florida, 3 – 5, January, 2008.
- Reviewer (referee) of The 11th Graduate Student Research and Education Conference in Hospitality and Tourism, organised by I-CHRIE and co-sponsored by Washington State University. 5 – 7 January 2006: Grand Hyatt Seattle, Hotel and Conference Center.
- Member of the Scientific Research Committee and reviewer for the 17th iHITA Annual Research Conference on Information Technology for the Hospitality Industry organised by the International Hospitality Information Technology Association (HITA), University of Central Florida, USA, 20 June 2010
- Member of the Scientific Research Committee and reviewer for the 14th HITA Annual Conference on Information Technology for the Hospitality Industry organised by the Hospitality Information Technology Association (HITA), Orlando, Florida, USA, 24 – 25 June, 2007.
- Member of the Scientific Research Committee and reviewer for the HITA Annual Conference on Information Technology for the Hospitality Industry organised by the Hospitality Information Technology Association (HITA), Minneapolis, Minnesota, USA, 18 – 19 June, 2006.
- Reviewer (referee) of The 10th Graduate Student Research and Education Conference in Hospitality and Tourism, organised by I-CHRIE and co-sponsored by The Department of Hospitality & Tourism Management at Purdue University and the School of Hotel, Restaurant & Tourism Management at the University of South Carolina. 5 – 7 January 2005: Sand Dunes Conference Center at Myrtle Beach, South Carolina.
- Member of the Scientific Research Committee and reviewer for the HITA Annual Conference on Information Technology in the Hospitality Industry organised by the Hospitality Information Technology Association (HITA), Los Angeles, USA, 19 – 20 June, 2005.
- Member of the Scientific Research Committee and Reviewer (referee) for the HITA Annual Conference on Information Technology in the Hospitality Industry organised by The Hospitality Information Technology Association's (HITA), Dallas, Texas, USA, 20 – 21 June 2004
- Reviewer (referee) of the 17th Biennial International Congress “Tourism & Hospitality Industry 2004: New Trends in Tourism and Hospitality Management”, Organised by the Faculty of Tourism & Hospitality Management, University of Rijeka, April 14 – 16, 2004, Opatija, Croatia
- Member of the Scientific Research Committee and reviewer for the TTRA European Conference, Glasgow, UK, 24 - 26 September, 2003.
- Member of the Scientific Research Committee of the International Student Conference “The future of the past: challenges for heritage tourism” organised by ETUP and hosted by the Higher Technological Educational Institute of Thessaloniki, Department of Tourism. Chalkidiki, Greece, 14 – 17 May 2003.

- Member of the Scientific Research Committee and reviewer for the HITA Annual Conference on Information Technology in the Hospitality Industry organised by the Hospitality Information Technology Association (HITA), New Orleans, USA, 22 – 25 June, 2003.
- Member of the Scientific Research Committee and member of the Organising Committee of the international refereed conference “Tourism & Hospitality Education” co-organised by Hame Polytechnic (Finland), University of Strathclyde (United Kingdom), H.T.E.I. of Thessaloniki (Greece), University of Bitola (Former Yugoslav Republic of Macedonia), University Fan Noli (Albania), University Aleksander Xhuvani (Albania), and University Ismail Qemal Albania, held at Ohrid – F.Y.R. Macedonia, 10 – 12 October 2003.
- Member of the Academic Research Committee (Associate Editor) of the European Conference on Information Systems (ECIS) 2004 held in Turku, Finland, June, 14 – 17 2004.
- Reviewer (referee) of the European Conference on Information Systems (ECIS) 2004 held in Turku, Finland, June, 14 - 17 2004.
- Reviewer (referee) of the Information and Communications Technologies (ICT) in Tourism, ENTER Conference 2004, organised by the International Federation of IT in Tourism (IFITT), 26 – 29 January 2005, Innsbruck, Austria.
- Reviewer (referee) of the Information and Communications Technologies (ICT) in Tourism, ENTER Conference 2004, organised by the International Federation of IT in Tourism (IFITT), 27 January – 29 February 2004, Cairo, Egypt.
- Reviewer (referee) of the Information and Communications Technologies (ICT) in Tourism, ENTER Conference 2003, organised by the International Federation of IT in Tourism (IFITT), 29 January – 1 February 2003, Helsinki, Finland.
- Reviewer (referee) of the Second International Conference on Mobile Business organised by the eCommerce Competence Centre, (EC3), and supported by Cordis and Information Society Technologies (IST), 23-24 June 2003, Vienna, Austria.
- Reviewer (referee) of the 16th Bled Electronic Commerce Conference “eTransformation”, organised by the eCommerce Centre (eCom), Faculty of Organisational Sciences, University of Maribor, Bled, Slovenia, June 9 – 11, 2003.
- Reviewer (referee) of the 61st Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Washington, U.S.A., 24 – 27 July 2006.
- Reviewer (referee) of the 60th Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Las Vegas, U.S.A., 27 – 30 July 2005.
- Reviewer (referee) of the 59th Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Philadelphia, U.S.A., 28 – 31 July 2004.
- Reviewer (referee) of the 58th Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Palm Springs, U.S.A., 6 – 9 August 2003.
- Reviewer (referee) of the 57th Annual International - CHRIE Convention & Exhibition, Orlando, U.S.A. 7 – 11 August 2002
- Reviewer (referee) of the Annual EuroCHRIE conference “Global Issues & Trends in Hospitality and Tourism Industries” in Ankara, Turkey, 3 – 7 November, 2004.
- Moderator at the Annual EuroCHRIE Conference “The Internationalisation of

Futures Hospitality” in Bad Honnef - Bonn, 22 - 25 October 2003.

- Moderator at the 57th Annual International - CHRIE Convention & Exhibition, Orlando, U.S.A. 7 – 11 August 2002
- Reviewer (referee) and Moderator at the Annual EuroCHRIE Conference in Barcelona, 29 October – 2 November 2002
- Moderator at the Information and Communications Technologies (ICT) in Tourism, ENTER Conference 2004, organised by the International Federation of IT in Tourism (IFITT), 27 January – 29 February 2004, Cairo, Egypt
- Moderator and contributor of the PhD workshop at the Information and Communications Technologies (ICT) in Tourism, ENTER Conference 2004, organised by the International Federation of IT in Tourism (IFITT), 27 January – 29 February 2004, Cairo, Egypt
- Moderator at the Information and Communications Technologies (ICT) in Tourism, ENTER 2003 conference, organised by the International Federation of IT in Tourism (IFITT), 29 January – 1 February 2003, Helsinki, Finland.
- Chair of the workshop on “ICT in heritage tourism” during the International Student Conference “The future of the past: challenges for heritage tourism” organised by ETUP and hosted by the Higher Technological Educational Institute of Thessaloniki, Department of Tourism. Chalkidiki, Greece, 14 – 17 May 2003.
- Facilitator and moderator of the Ph.D. Workshop and seminars organised by IFITT during the ENTER 2003 conference 29 January – 1 February 2003, Helsinki, Finland.
- Book Reviewer for: Butterworth Heinemann; Pearson Education; Thomson: Delmar Learning

SERVICE IN ACADEMIC ASSOCIATIONS & BOARDS

- Member of the CAUTHE Board of Directors, Chapter Director of UniSA, of the The Council for Australasian Tourism and Hospitality Education (CAUTHE) (09/2016 – now)
- Coordinator of the Special Interest Group (SIG) in Information & Communication Technologies for CAUTHE (January 2016 – now)
- Member of the Executive Board of the International Federation for IT and Travel & Tourism (IFITT), (2016 - now).
- Research associate at the "*Smart Tourism Research Center*" at Kyung Hee University, Seoul, Korea
- Chair of the I-CHRIE Johnson & Wales Hospitality & Tourism Case Study Competition & Publication Series (2011 – now)
- Director of Information and Publications and member of the Board of Directors of the International Council of Hotel, Restaurant and Institutional Education I-CHRIE (2008 – 2010)
- Immediate Past President of the European Council of Hotel, Restaurant & Institutional Education (EuroCHRIE) (2005 - 2006).
- President of the European Council of Hotel, Restaurant & Institutional Education (EuroCHRIE) (2004 - 2005).

- Vice President of the European Council of Hotel, Restaurant & Institutional Education (EuroCHRIE) (2003 - 2004).
- Secretary of the European Council of Hotel, Restaurant & Institutional Education (EuroCHRIE) (2002 - 2003).
- Member of the Board of Directors and of the Executive Committee – of the International Council of Hotel, Restaurant & Institutional Education (I-CHRIE) (2004 - 2005).
- Member of the Board of Directors and of the Executive Committee – of the European Council of Hotel, Restaurant & Institutional Education (EuroCHRIE) (since 2002).
- Publicity Officer and Member of the Board of Directors of the Hellenic Association for Information Systems (HeAIS) (since 2005).
- Director of Membership of the International Federation for IT and Travel & Tourism (IFITT), (since 2003).
- Member of the Executive Board of the International Federation for IT and Travel & Tourism (IFITT), (2003 - 2008).
- Chair of the Euro-CHRIE, Special Interest Group (SIG) in Information and Communication Technologies (ICT) in Hospitality, (since 2002).
- Chair of the Association for Information Systems (AIS) Special Interest Group (SIG) on Culture & Tourism (since 2006)

INTERNATIONAL RESEARCH PROJECTS

- External expert and administrator of the programme *“Tourism and tourism services: the affordances of the Internet and the opportunities of open and free software”*. A programme of the *“Units of Excellence of the Hellenic association of free and open software”* funded under the programme 'Digital Convergence' of the Ministry of Education & Religion and the European Fund of Regional Development. A project managed by the University of the Aegean (October – June 2015)
- Trainer of the project *“Tourism Marketing and promotional techniques of thematic tourism: contemporary tools and technologies»* of the European programme MED-ROUTE. Prefecture of Central Macedonia (December 2013)
- Trainer of the project *“Integrating the Greek - Bulgarian tourism product, IG - BTP»* of the European programme of regional cooperation "Greece - Bulgaria 2007--2013". NGO of Kavala 'Dimofeleia', (December 2013)
- External expert of the project *“Exploitation and promotion of handicraft as a special cultural and economic resource of the borderline regions Greece - Cyprus within the context of specific ago-tourism itineraries: HANDICRAFTOUR»* of the programme Borderline Co-operation "Greece - Cyprus 2007--2013". Region/Prefecture of North Aegean, (March 2013 - November 2013)
- External expert of the *“Fast track training programme for tourist guides”* organized by the University of the Aegean and funded by the Greek Ministry of Tourism. Training delivered on *“Internet: theory and cases for cultural interpretation and*

communication” (October – November 2013)

- Writing of the case study titled «*Green tourism and sustainable supply chain management in tourism implemented by the Ionian Eco Villagers, Nature World and Travel, Earth, Sea & sky: development of entrepreneurial business opportunities by exploiting the social capital and social media*» for the research project «Educational courses for entrepreneurship for distance education» for the Innovation & Entrepreneurship Unit of the University of the Aegean (December, 2011 - February 2013)
- External Expert of the project «*An action plan of cooperative and innovative practices aiming to the effective and quality based development of mass tourism and to the prolonging of the tourism season that can in turn increase employment in the tourism sector*» funded by the Department of Culture & Tourism for the Ministry of Culture & Tourism (06/2012 - 10/2012)
- External Expert of the project "*Kyiv Initiative Regional Programme: Sustainable Wine Tourism: Training for Trainers*" funded by the Council of Europe under the “Wine Culture Tourism Exchange” (WCTE) and the Capacity Building Programme in Sustainable Tourism along Cultural Routes”, Hotel Codru, Chisinau, Moldova, 21-26 March 2012
- External Expert of the project "*The European Dimension of Heritage Days Events*". European Heritage Days. A joint action of the Council of Europe and the European Union. Strasbourg, France, 11-12 December 2011.
- External Expert of the project "*Kyiv Initiative Regional Programme: Sustainable Wine Tourism: Training for Trainers*" funded by the Council of Europe “Wine Culture Tourism Exchange” (WCTE) within the framework of the Kyiv Initiative Regional Programme and supported by the Association for Culture and Tourism Exchange 19-24 November 2011, Odessa, Ukraine
- External expert of the project "*Kyiv Initiative Regional Programme: Sustainable Wine Tourism: Training for Trainers*" funded by the Council of Europe “Wine Culture Tourism Exchange” (WCTE) within the framework of the Kyiv Initiative Regional Programme and supported by the Association for Culture and Tourism Exchange 7-11 June 2011, Mukachevo, Ukraine
- Rapporteur and Scientific Expert of the Group "*e-Entrepreneurship*" of the General Secretary of Information Systems, under the auspices of the Greek Ministries of: Infrastructure, Transport & Networks; Education & Life long Learning, <http://www.digitalgreece2020.gr/> (10/2010 - 06/2011)
- External Expert of the project "*Kyiv Initiative Regional Programme: Cultural Policies and Cultural Exchange (CPCE)*" managed and co-ordinated by the Directorate General IV: Education, Culture, Heritage, Youth and Sport, Directorate of Culture and Cultural and Natural Heritage. Researcher and writer of the two policy briefs: a) “Sustainable tourism: technology and new model Destination Management Systems” and b) “Enabling Sustainable Tourism: virtual exchange networks and marketing tools”. (10/2010 - 12/2010)
- External Expert of the project “*Wine Culture Tourism Exchange, WCTE*” a project of the Council of Europe and the Central European Initiative Know-how Exchange Programme (CEI KEP) and the Austrian Development Cooperation, KYIV INITIATIVE REGIONAL PROGRAMME (2/2010 – 10/2010)
- Trainer of the trainers’ programme “SUPPORT FOR INTERREGIONAL

COOPERATION AND EXCHANGE OF GOOD PRACTICES BETWEEN SOFIA AND ATHENS IN THE FIELD OF TOURISM” of the European Programme “Regional development” 2007 – 2013, www.bgregio.eu. The project is financed by the Operational Programme “Regional development” 2007 – 2013, co financed by the EU through the EU Fund for Regional development (June 2010)

- External Expert of the «Consultancy Group of experts and scientists of Tourism for SETE». The project is funded by the Greek Association of Tourism Enterprises (SETE) and implemented by the Laboratory of Tourism Research (University of the Aegean) (10/2007 – 9/2008)
- External Expert and researcher of the programme «Evaluation report of tourism in Athens from the pre-Olympic to the meta-Olympic Games period: the impact of the Olympic Games, current situation, strategic priorities, future challenges and opportunities and suggested policies for 2008 – 2012”. The project is funded by the Company for Tourism and Economic Development of Athens, Ltd and implemented by the Laboratory of Tourism Research (University of the Aegean). (5/2008 – 8/2008)
- Developer of Assessment Material (case studies, open questions and multiple choice questions) for evaluating the knowledge and skills gained by the training provided to the managerial staff of the Public Administration and the Local Authorities under the framework of the sub-programme *Development of Assessment Material* for the section “Support systems for activities in the cultural – heritage sector”. Assessment material was developed for the following 3 topics: Development and promotion of alternative forms of tourism, Exploitation and use of WEB2.0 and multimedia for promoting culture, and Internet applications for tourism destination promotion. Programme implementation by the National Centre of Public Administration and Local Authorities. (July – October 2008)
- Rapporteur, project manager and co-ordinator of the e-Business Forum in “*Electronic Marketing Systems for wine and wine tourism: best practices and future developments*” founded under the “Information Society” EU programme and by GRNET “Greek Research and Technology Network” under the “E-Business Forum” programme (01-05-2008 – 31-12-2008)
- External expert and researcher of the programme «*Mediterranean standards for sustainable tourism (MESST)*» INTEREG IIIb ARCHIMED implemented by ETEM (University of the Aegean) (8/2006 – 12/2007)
- External Expert and consultant of the project “*BIT-programme: Know-How Transfer from Norway to Greece*”. Project source Innovation Norway, Project Co-ordinator Greek Research and Technology Network (GRNET) funded by the European Commission “Enterprise Directorate-General” (01/2008 – 9/2008).
- Rapporteur, project manager and co-ordinator of the e-Business Forum in “*Use, management and impact of the Social Web (Web 2.0) on business operations and strategies in the tourism and mass media sectors*” founded under the “Information Society” EU programme and by GRNET “Greek Research and Technology Network” under the “E-Business Forum” programme (01-09-2007 – 31-06-2008)
- Developer of the Alternative Teaching Material for the module of the master degree programme of the Greek Open University “Management of Tourism Enterprises” «Writing of Cases Studies». External evaluator of the Alternative Teaching Material for the module of the master degree programme of the Greek Open University “Management of Tourism Enterprises” «Writing of Multiple Choice Questions».
- External Evaluator of the task “Portal of the Thematic Types of Tourism in

Peloponese” - www.tour-net.gr – that is part of the action 7.4 of the project NETFORCE 2006 «Programme of Innovative Actions for the region of Peloponese». Project co-ordinator and contractor Chambers of Commerce of Arkadia and Lakonia.

- Rapporteur, project manager and co-ordinator of the e-Business Forum in “*Destinations Management & Marketing Systems: a reality check and future trends and developments*” founded under the “Information Society” EU programme and by GRNET “Greek Research and Technology Network” under the “E-Business Forum” programme (01-05-2007 – 28-02-2008)
- External International Expert of the programme “*Education of Professionals in Tourism*” funded by the Ministry of Commerce, Tourism and Services of the Republic of Serbia. Project co-ordinator and contractor of the project task “*Education in Rural Tourism*” Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia (June – July 2007)
- Researcher of the EQUAL programme “Always Tourism: Προώθηση της ανταγωνιστικότητας και της απασχόλησης στον κλάδο των τουριστικών γραφείων μέσω της προσαρμογής των εργαζομένων και επιχειρηματιών στις νέες εργασιακές απαιτήσεις στο χώρο του τουρισμού”. Managed and co-ordinated by HATTA (Hellenic Association of Travel and Tourism Agents).
- External Expert of the programme “*Study for designing and developing the Tourism Information and Marketing Network of Chalkidiki*” funded by the Prefecture of Chalkidiki, Greece. Project co-ordinator H+S Technology Solutions S.A., Athens. Desk research for the strategic reports for “Internet applications in tourism” and “Development of the strategic design and functionality of the information and marketing destination portal of Chalkidiki”.
- External Expert of the project “*Enhancing the cooperation between ICT suppliers and SMEs at regional level*” funded by The European Commission, Enterprise Directorate – General, Action Number 2005/33. Project co-ordinator and manager SEITE (Association of Greek Tourism Enterprises). Field and desk research for the “Needs analysis” and the “Guidelines for the knowledge portal”.
- Consultant and external expert of the programme «*Professional continuous development of Local Public Administration Staff in New Information & Communication Technologies*». Writing of the interactive multimedia e-learning training material on: «Using New Technologies for tourism development» and «The role and use of New Technologies for promoting regional development»
- Participation in the MEDOCC Programme titled Mediterranean Observatory for Sustainable Tourism (MOST) funded by Interreg III. Project contractor and administrators Business Architects, Thessaloniki, Greece (2004 – 2007)
- Scientific expert and co-chair of the programme “Digital business framework for promoting eco-tourism and cultural tourism services in Cyprus”. Funded by the Institute of Research, Technology and Development, Cyprus, (2006 – 2007)
- Consultant and short term expert for the project “*Study on the Impact of Working Time*” funded by the European Commission, Employment Social Affairs and Equal Opportunities DG, Employment and ESF Policy Coordination, Employment Strategy. Project manager and coordinator Ramboll Management, Denmark, and University of Warwick, Institute for Employment Research, UK. (01-02-2006 – 30-11.2006)
- Rapporteur, project manager and co-ordinator of the e-Business Forum in

“Electronic services and applications in Tourism” founded under the “Information Society” EU programme and by GRNET “Greek Research and Technology Network” under the “E-Business Forum” programme (01-01-2006 – 30-10-2006)

- International Short Term Training Expert on Online Sales & e-Distribution: Ref to International Training Key Expert for the EU funded project *“Tourism Development in North West Russia, Russian Federation”*. A project implemented by Carl Bro Group, POHL Consulting C&A, BRANAN Consortium, www.carlbro.ru, Project Partner RUTI-RF (01 – 01-2006 – 01-03-2006)
- Research Director, contractor and co-ordinator of the research project *“Διερεύνηση των μορφών συνεργασίας στις διεπιχειρησιακές σχέσεις: συμμαχίες και δίκτυα επιχειρήσεων στον τομέα της μεταποίησης”*, *“Investigating collaboration types in interfirm relationships: alliances and business networks in the manufacturing sector”* funded under the Research & Development Committee of the University of the Aegean. (duration 18 months).
- Research Director, co-contractor and co-ordinator of the research project *“Exploring the Digital Divide in Low Cost Air Travel”* funded under the Research & Development Fund of the University of Strathclyde. (01-03-02 - 30-09-03).
- Participation in the International European Funded Research Programme TEMPUS–MEDA (MD-JEP-31084-2003). Co-ordinator & contractor: Technological Educational Institute of Thessaloniki (Department of Tourism Management), Greece. Consortium partners: University of the Aegean (Department of Business Administration), Greece, Polytechnic Institute of Beja (School of Technology and Marketing), Portugal, Alexandria University (Faculty of Tourism and Hospitality), Egypt, Tishreen University (Faculty of Economics), Syria, Lebanese University (Faculty of Tourism and Hotel Management), Libano. Project title: *“Enhancing regional academic cooperation in the Mediterranean: development of postgraduate studies in tourism and hospitality”* (08/2004 – 08/2007).
- Institutional representative of the TEMPUS - PHARE Project (JEP-015007-00). Co-ordinator & contractor: Technological Educational Institute of Thessaloniki (Department of Tourism Management), Greece. Consortium partners: University of Strathclyde (The Scottish Hotel School), the University of Bitola St. Kliment Ohridski (Ohrid Faculty of Tourism and Catering) of the F.Y. Republic of Macedonia, the Haame Polytechnic (Felmani Tourism Institute) of Finland, and three Albanian Universities (University Fan Noli of Korce, University Xhuvani of Elbassan, and University Ismail Qemal of Vlora. European Union project, approved and financed by the 12th General Directorate of the European Commission. Project title: *“Enhancing regional cooperation in Southeastern Europe: curriculum updating and adoption for tertiary-level tourism and hospitality courses”* (3/2001 - 3/2004).
- Participation in the International Research Programme TEMPUS - PHARE (CD-JEP-17212-2002) Co-ordinator & contractor: Technological Educational Institute of Thessaloniki (Department of Tourism Management), Greece. Consortium partners: Lahti Polytechnic (Department of Tourism & Hospitality) Finland, University of Strathclyde (Scottish Hotel School) United Kingdom, University of the Aegean (Department of Business Administration), University of Bitola (Faculty of Tourism) F.Y.R.O.M., University Fan Noli (Department of Marketing) Albania, University of Novi Sad (Department of Geography & Tourism) Serbia & Montenegro, and University of Rijeka (Faculty of Tourism & Hospitality) Croatia. Project title: *“Advanced regional cooperation in Southeastern Europe: development of postgraduate curriculum for tourism and hospitality studies”* (09/2003 – 08/2006)
- Researcher and contributor to an International Project *“The use of the Information*

Systems by Small Business”. The projects aims to identify the adoption and use of IS by Small Businesses worldwide. Project participants include academic and consultant professionals from: Australia, Germany, Brazil, Greece, UK, Canada, New Zealand, USA, Slovenia, Denmark, India, Norway, South Afrika, Italy, UAE, Portugal, Israel, South Korea. Project co-ordinator: Dr Stephen Burgess, Victoria University, Melbourne, Australia. (from January 2003 – January 2004).

- Participant as International External Expert & Researcher in the Phare research project (98/MAC02/02/007, Component 5): “Large Scale Socio-Economic Development Projects – Vocational Training Improvement in the Border Region” at the Former Yugoslav Republic of Macedonia (10/2002 – 10/2003). Co-ordinator & contractor: LDK Consultants, Engineers and Planners, Athens, Greece.
- Participant as International External Expert & Researcher in the Phare research project (98/MAC02/02/007, Component 2): “Large Scale Socio-Economic Development Projects - Pelister Tourism Development Study” at the Former Yugoslav Republic of Macedonia (10/2002 – 10/2003). Co-ordinator & contractor: LDK Consultants, Engineers and Planners, Athens, Greece.
- Research consultant in the international research project aiming at the examination and assessment of the use of Internet tools in tourism and hospitality education, in co-operation with Border Technicon Polytecnic of South Africa and the Higher Technological Educational Institute of Thessaloniki, Thessaloniki, Greece (09/2001 – present)
- International Reviewer of the Proposals for the Improvement of Relevance and Quality in Undergraduate Engineering (IRQUE Project) under Quality Enhancement Fund (QEF). Ministry of Tertiary Education & Training of Sri Lanka and World Bank.
- Researcher and participant of an International project funded by Conservational International, titled “*Environmental practices in tourism hotspots: barriers of adoption and policy implications*” and co-ordinated by Cornell University. Personal contribution involved the administration and conduction of a field research in Santorini, Greece, the production of a professional report and administration of the data analysis from all other partners. Research findings will be presented in International conferences. (10/2001 – 2002).
- Participant in the European Collaborative Research Project “*Learning Destinations*”. The broad aim of the project is to investigate and develop conceptualization and understanding of small and micro tourism enterprises (SMITE) learning networks appropriate for rural and peripheral destinations in Northern Europe. Thus, it addresses and links two key policy issues relative to: knowledge, communication and learning; and economic performance and development. Participants of the project are: University of Strathclyde (project director), ETOUR, Sweden (Project Secretary), Centre for Regional and Tourism Research, Denmark, Finnish Network for Tourism Studies, Finland, Queen Margaret University College, Scotland, Karlstad University, Sweden (National project co-ordinators), Centre for Regional and Tourism Research, Denmark, Finnish Network for Tourism Studies, Finland, Lillehammer College, Norway, ETOUR, European Tourism Research Institute, Sweden, Dalarna College, Sweden.
- DIME Project Researcher: “*The diffusion and application of multimedia in the tourism and hospitality industries; its implications for employment*”. Production of a report and of a field research work conducted at the University of Surrey for the DIME project (Defining Multimedia for Employment) funded under the ESF initiative (ADAPT

programme – E.U. funded). 09/1998 – 12/1999.

ACADEMIC HONORS & AWARDS

- *Recipient of the 2017 IFITT^{Talk} award* for chairing and organising two IFITT^{Talk} workshops “Big Data & Customer Engagement in Tourism” and “The sharing economy in tourism” in 2016 at University of South Australia
- *Recipient of the 2016 the EuroCHRIE Presidents Award:* The EuroCHRIE Presidents Award is the highest individual recognition a member of EuroCHRIE may receive. It is presented to a EuroCHRIE member in recognition of the individual's lifetime contributions and outstanding service both to hospitality and tourism education and the EuroCHRIE Federation.
<http://www.eurochrie.org/news/2016/september/20/eurochrie-awards-2016/>
- *“Researcher of the month, April 2016”* University of South Australia, South Australia, Australia
- Best Conference Paper Award for the paper presented at the 4th 2015 Naples Forum on Service, “Service Dominant Logic, Network & Systems Theory and Service Science: Integrating three perspectives for a new service agenda” hosted and organised by the University of Salerno and The University of Naples "Frederico II" Naples, Italy, 9 – 12 June, 2015

Paper: Social value co-creation: findings and implications from Mageires the social restaurant.

- "Highly Commended Award Winner" awarded by The Editorial Board and the publisher (Emerald) of the *International Journal of Contemporary Hospitality Management (IJCHM)* and the “Literati Network Awards for Excellence 2013” for the following paper:

Paper: SIGALA, M. (2012). Social networks and customer involvement in New Service Development (NSD): the case of www.mystarbucksidea.com. International Journal of Contemporary Hospitality Management, Vol. 24, No. 7, pp. 966 - 990

- *Outstanding Professor Award* by Universitas 21 Global for the academic year 2007 – 2008. The Outstanding Professor Award is given to four professors in U21Global with the highest SEF (Student Evaluation of Faculty) and SACEF (Subject Area Coordinator Evaluation of Faculty) scores.
- *Excellence in Online Education Award* by Universitas 21 Global for the academic year 2009 – 2010. The award is given to professors with average SEF (Student Evaluation of Faculty) scores of at least 4.3. This high score bears a testament to the effectiveness and efficiency of professors that achieve excellence in an online environment.
- *Excellence in Online Education Award* by Universitas 21 Global for the academic year

2008 – 2009. The award is given to professors with average SEF (Student Evaluation of Faculty) scores of at least 4.3. This high score bears a testament to the effectiveness and efficiency of professors that achieve excellence in an online environment.

- *Excellence in Online Education Award* by Universitas 21 Global for the academic year 2007 – 2008. The award is given to professors with average SEF (Student Evaluation of Faculty) scores of at least 4.3. This high score bears a testament to the effectiveness and efficiency of professors that achieve excellence in an online environment.

- “Outstanding Paper” for the paper accepted in the proceedings and presented at the 3rd International Conference on Services Management. Organised by Penn State University, School of Hospitality Management, U.S.A., Institute for International Management and Technology, and the Business School of Oxford Brookes University, UK, Philadelphia, U.S.A., 9 – 10 May, 2008.

Paper: SIGALA, M. & Christou, E. (2008). *Expanding the e-service quality concept to include customer participation and intercustomer support in e-service provision.*

- “IJHM Best Paper in 2005” awarded by The Editorial Board and the publisher (Emerald) of the *International Journal in Hospitality Management (IJHM)*

Paper: SIGALA, M. (2005). *Integrating Customer Relationship Management in Hotel Operations: managerial and operational implications.* *International Journal of Hospitality Management*, Vol. 24, No.3, pp. 391 – 413

- Inclusion of biographical profile in the 2007 Edition of “*Who’s Who in the World*” published by Marquis: a trusted biographical resource on global achievers

- “2004 Article of the Year Award” awarded by The Editorial Board and the publisher (Haworth Press) of the *Journal of Foodservice Business Research (JFBR)* and presented at the I-CHRIE 2005 conference for the following paper published in the JFBR.

Paper: SIGALA, M. (2003). *Integrating and exploiting Information and Communication Technologies (ICT) in restaurant operations: implications for restaurant productivity.* *Journal of Foodservice Business Research*, Vol. 6, No. 3, pp. 55 - 76

- “JHTE Article of the Year Award” awarded by The editorial board of the *Journal of Hospitality & Tourism Education (JHTE)* and presented at the I-CHRIE 2004 conference for the following paper published in JHTE.

Paper: SIGALA, M. (2004) *Investigating the factors determining e-learning effectiveness in tourism and hospitality education.* *Journal of Hospitality & Tourism Education*, Vol. 16, No. 2, pp. 11-21

- Best paper award for the paper accepted and presented at the European Conference in Information Systems (ECIS) 2004 Conference: Turku, Finland, 16 – 18 June, 2004.

Paper: *Customer Relationship Management: diffusing CRM benefits into business processes.*

- Best paper award for the paper accepted and presented at the Information & Communication Technologies in Tourism 2004 (ENTER) Conference, organized by the International Federation of Information Technologies in Tourism (IFITT): Cairo, Egypt, 26 January – 28 January, 2004

Paper: Cultural impacts on e-service quality: implications for globalizing tourism and hospitality websites

- Best paper award for the paper accepted and presented at 4th IBM eBusiness Conference, “Marketing in the eSociety”, organised by School of Management, University of Surrey, IBM, Chartered Marketer, Thomas Cook & Pegasus, 9 December, 2003, Guildford, Surrey.

Paper: Culture Matters: Operational Implications for e-Customer Relationship Management

- Best Reviewer (referee) award from the Scientific Committee of the 59th Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Philadelphia, U.S.A., 27 – 31 July, 2004.
- Best Reviewer (referee) award from the Scientific Committee of the 58th Annual International - CHRIE Convention & Exhibition, (I-CHRIE) Palm Springs, U.S.A., 6 – 9 August 2003.

- Best paper award for the paper accepted and presented at the EuroCHRIE Convention, Brig, Switzerland, 25-27 October, 2001

Paper: Developing and benchmarking Internet marketing strategies

- Best paper award for the paper accepted and presented at the 56th International CHRIE Convention, Toronto, 25-28 July, 2001

Paper: Assessment of service quality and TQM performance for hotels: the HOSTQUAL model

- Best paper scholarship awarded jointly by The University of Quebec in Montreal, the WTO, IFITT and Tourism Quebec for the paper under the Title:

Paper: Use of Multimedia in European Hospitality Education

- Bursary for the completion of PhD studies, awarded by the University of Surrey (1998).
- Commendation for academic performance, awarded by the University of Surrey, for achieving the highest mark in MSc studies (1998).
- ERASMUS scholarship, awarded by the University of Lancaster (1996).
- Certificate presented for the highest academic university performance, awarded by the Greek Ministry of Education (1995).
- Certificate presented for the highest academic university performance, awarded by the Greek Ministry of Education (1996).
- Certificate for the highest academic high school performance, awarded by the Greek Ministry of Education (1994, 93, 92, 91, 90, 89, 88).

UNPUBLISHED WORK

1. *The marketing distribution channels and their management practices used by A' and B' category hotels in Santorini, Greece.* MSc Dissertation, University of Surrey, Guildford, 1998.
2. *Hygiene and safety practices in the Greek manufacturing industry; their relationship with business performance.* BSc Dissertation, Athens University of Business & Economics, Athens, 1996.

WORK EXPERIENCE

Present employment:

UNIVERSITY OF SOUTH AUSTRALIA, BUSINESS SCHOOL: School of Management, *Professor of Tourism* (since 07/2015) and Director of the Centre for Tourism and Leisure Management (CTLM) (since 08/2016)

GREEK OPEN UNIVERSITY, BUSINESS SCHOOL: *Distance Learning Tutor*:
Module taught: Management of Tourism and Hospitality Enterprises, (level M, Masters) (since 09/2004)

Past employment:

E-UNIVERSITY HAMDAN BIN MOHAMMED, e-School of Business & Quality Management: Adjunct Professor. Modules taught at the Master programmes: "Supply Chain & procurement management" (since 2011), "New product and Service innovation" (since 2012), Services Marketing (2014 - 2015) and "Benchmarking for best practices" (2012 - 2013, 2013-2014, 2014 - 2015)

UNIVERSITY OF THE AEGEAN, GREECE: Department of Business Administration, *Associate Professor of Service Management in Tourism*. Modules taught: Operations Management (level 3, BA Hons, Greek equivalent), Tourism Service Management (level 3, BA Hons, Greek equivalent), Advanced Operations Management (level 3, BA Hons, Greek equivalent), Service Operations Management (level, M, Masters), New Media and Tourism Management (level M, Masters), supervision of PhD students (03/2004 – 08/2015)

UNIVERSITY OF BOZEN-BOLZANO, ITALY: Faculty of Economics, School of Tourism, *Adjunct Professor*. Module taught: Tourist Service Management (level 3, BA Hons, Greek equivalent), Management & Economics of Travel and Transport Agencies (level 3, BA Hons, Greek equivalent), International Tourism Management (level 3, BA Hons) and Internet Based Processes for Services Management and Marketing (BA Hons) (09/2002 - 09/2015)

INTERNATIONAL HELLENIC UNIVERSITY, *Adjunct Assistant Professor* of the postgraduate programme MSc in Sustainable Development for the module: "Strategic Management in Hospitality & Tourism" (2012 – 2013, 2013 – 2014, 2014 - 2015)

T.E.I. OF SERRES, *Adjunct Assistant Professor* of the postgraduate programme MBA in Tourism for the modules: "Tour Operations & Tourism Distribution Channel Management" and "Global Hospitality Management" (2012 – 2013, 2013 – 2014, 2014 - 2015)

NATIONAL CHIAYI UNIVERSITY, College of Management, Taiwan. *Adjunct Professor*. of the MSc programme in Tourism Modules taught: "e-commerce in tourism" (2012 - 2013)

EKDD, NATIONAL CENTRE OF PUBLIC ADMINISTRATION, DEPARTMENT OF REGIONAL DEVELOPMENT & DEPARTMENT OF TOURISM ECONOMY & DEVELOPMENT, GREECE. Adjunct Professor. Modules taught: "E-Tourism", "E-commerce in Tourism" and "New Technologies and applications in cultural tourism" (2007 - 2009)

UNIVERSITAS 21 GLOBAL, GRADUATE SCHOOL FOR GLOBAL LEADERS, SINGAPORE. Adjunct Professor. MBA modules taught: "IT Systems for Business", "Operations Management", "Services Management" and "IT outsourcing and vendor management"(2007 – 2010)

UNIVERSITY OF THRACE: Department of Business Administration, *Adjunct Assistant Professor* for the modules: Principles of Business Administration (I) and Principles of Business Administration (II) (2009 - 2010); Principles of Business Administration, Organisation Theory, Operations Management and Management of Public Organisations (2010 - 2011)

UNIVERSITY OF MAKEDONIA, GREECE: MSc degree programme “European Policies for the Youth” of the Department of International & European Studies . Module taught: New technologies and e-government (postgraduate level, 2008-2009, 2009 - 2010 and 2011 - 2012)

UNIVERSITY OF STRATHCLYDE, U.K.: The Scottish Hotel School, *Lecturer in Hotel and Hospitality Management & Assistant Director of Research*: Modules taught: Facilities Management (level 3, BA Hons), Strategic Information and Communications Management in Tourism and Hospitality (Level M, Masters), Information and Communication Technologies Applications in Tourism (level 3, BA Hons), Integrative Core (level 3, BA Hons), Research Methods (level M, Masters), Tourism Research Methodologies (level 3, BA honors), Operations Management in Hospitality (level 3, BA Hons), supervision of PhD students (09/2001 – 12/2003).

UNIVERSITY OF NICOSIA (EX-INTERCOLLEGE), Nicosia, Cyprus: *Adjunct Professor* at the MBA programme. Module taught. Managing E-commerce systems (level M, Masters) (2002 - 2003).

UNIVERSITY OF WESTMINSTER, U.K.: School of the Built Environment, Department of Tourism, *Lecturer*. Modules taught: IT in strategic tourism management (level M, Masters); Tourism management and Information Technology (level 3, BA Hons); Global Tourism Trends (level 3, BA Hons) (10/2000 – 09/2001).

UNIVERSITY OF SURREY, U.K.: School of Management Studies for the Service Sector: *Teaching Assistant* for the modules: International Hospitality Operations Management (level 3, BA Hons); Rooms Division Management (level 3, BA Hons); Entrepreneurial Theory and Practice in Tourism and Hospitality businesses (level 3, BA Hons), (10/1998- 06/2001).

CUMBRIA COLLEGE OF ART AND DESIGN, U.K.: *Researcher of the DIME Project funded by the European Social Fund (ESF) under the ADAPT initiative*, (10/1998 – 12/1999).

UNIVERSITY OF SURREY, U.K.: School of Language, Law and International Studies: *Supervision of SOCRATES-ERASMUS students' theses* (10/1998 – 2/1999).

HOTEL MATINA, Santorini, Greece: *Front Office Manager* (6/1997 – 10/1997).

HOTEL MATINA, Santorini, Greece: *Front Office Manager* (6/1996 – 10/1996).

HOTEL MATINA, Santorini, Greece: *Front Office Manager* (6/1995 – 10/1995).

KAMARI BEACH HOTEL, Santorini, Greece: *Food & Beverage Assistant* (6/1994 – 10/1994).

ILIOVIMATA TRAVEL AGENCY, Santorini, Greece: *Trainee Travel Consultant* (6/1993 – 10/1993).

PERSONAL INFORMATION

- Nationality: Greek (European Union passport)
- Date and Place of Birth: 21/01/1977, Athens, Greece
- Gender: Female
- Computer literacy: Microsoft Office XP, DreamWeaver MX, MS Explorer, Netscape Navigator & Communicator, Eudora, Lotus SmartSuite (1-2-3, WordPro, script), Acrobat Writer & Reader, Paint Shop Pro, Corel Draw, MS Front Page, SPSS, Frontier Analyst (DEA performance benchmarking modeling software), Primavera (project management software).

LANGUAGES SPOKEN

Greek (excellent- native language)

English (excellent)

French (good knowledge), First Certificate in French & Superior 1, both awarded by the French Institute in Athens.

Spanish (basic), FLOW Certificate awarded by the University of Surrey.

REFERENCES

UPON REQUEST