



UNIVERSITY OF WESTERN MACEDONIA

Prof. ASPASIA C. VLACHVEI
DEPARTMENT OF ECONOMICS

I. GENERAL INFORMATION - EDUCATION

I.1 CONTACT DETAILS

E-MAIL avlahvei@uowm.gr
POST ADDRESS University of Western Macedonia, Fourka Area
52100 KASTORIA
TELEPHONE 2467440011 mobile 6946001473

I.2 EDUCATION

- Doctor of Philosophy (D.Phil), School of Agriculture, Aristotle University of Thessaloniki, 1997. *Dissertation title: "Factors affecting performance of Greek Food and Beverage industries"*
- MSc in Rural Economics and Development, Mediterranean Agronomic Institute of Chania, Greece, 1995
- B.Sc. in Agricultural Economics, Aristotle University of Thessaloniki, Greece 1992

I.3 SCHOLARSHIPS

1994 - 1997 National Scholarship Foundation, postgraduate (1994-97)
1991-1993 CIHEAM Scholarship for Master Studies at Mediterranean Agronomic Institute of Chania - Greece.

II. PUBLICATIONS

II.1 Publications in international peer reviewed journals and books

1. Koronaki, E., Vlachvei, A., & Panopoulos, A. (2023). "Managing the online customer experience and subsequent consumer responses across the customer journey: A Review and Future Research Agenda". **Electronic Commerce Research and Applications**, Vol.58, 101242. (ABS: 2*, SCHIMAGO Q1)
2. Tsounis, N., Vlachvei, A., Bertsatos, G. & Iliopoulou Ef. (2023). "Revenue determinants in alternative tourism app". **Current Issues in Tourism**, DOI: 10.1080/13683500.2023.2247528. (ABS: 2*, SCHIMAGO Q1)
3. Vlachvei, A, Notta, O., and E. Koronaki (2022). "Effects of content characteristics on stages of customer engagement in social media: investigating European wine brands" **Journal of Research in Interactive Marketing**, Vol. 16 (4), pp. 615-632. (ABS: 1*, SCHIMAGO Q1)
4. Vlachvei, A. and Kyparissis, A. (2017). "Museums on Facebook Wall: a Case Study of Thessaloniki's Museums", **Tourismos: an International Multidisciplinary Journal of Tourism**, Vol.12 (3), pp.75-96.

5. Notta O. and Vlachvei A. (2017). “Competitive Strategies and Managers’ Perceptions in Greek Food Manufacturing Firms”, **Strategic Innovative Marketing**, pp 245-251, Springer International Publishing
6. Vlachvei, A. and Notta, O. (2016). “Firm Competitiveness - Theory, Evidence and Measurement” in “**Factors affecting Firm Competitiveness in the Modern Business World**” Vlachvei, Notta, Karantininis and Tsounis (eds), IGI Global, 2016
7. Notta O. and Vlachvei, A. (2015). “Changes in Marketing Strategies during Recession” **Procedia Economics and Finance** Vol.24, pp. 485-490
8. Chatzopoulou, M., Vlachvei, A. and Monovasilis, Th. (2015). “Employee's Motivation and Satisfaction in Light of Economic Recession: Evidence of Grevena Prefecture-Greece”, **Procedia Economics and Finance** Vol.24, pp.136-145
9. Vlachvei, A. and Notta, O. (2015). “Greek Food Manufacturing Firms’ Social Media Efforts: Evidence from Facebook”, **Procedia-Social and Behavioral Sciences** Vol.175, pp.308-313
10. Notta O. and Vlachvei A. (2015). “Marketing Responses of Greek Food Manufacturing Firms due to Economic Crisis”, **Procedia-Social and Behavioral Sciences** Vol.175, pp.350-357
11. Vlachvei, A. and Notta, O. (2014). “Social media adoption and managers’ perceptions”, **International Journal of Strategic Innovative Marketing**, Vol. 1(2), pp.61-73.
12. Notta O. and Vlachvei A. (2014). “The impact of Financial Crisis on firm performance in case of Greek food manufacturing firms”, **Procedia Economics and Finance**, Vol.14 pp.454-460
13. Vlachvei, A., and Notta, O. (2014). “Communication budget allocation in the Greek food industry”, in *The World Economy - Global and Country-specific aspects*, Trillenber, W., Krysovaty, A. & Savelyev, YE., (eds), **Forschungsinstitut der Internationalen Wissenschaftlichen Vereinigung Weltwirtschaft und Weltpolitik e.V.**, Berlin, ISSN 1021-1993, pp. 235-244.
14. Vlachvei, A. and Notta, O. (2014). “Greek Food Manufacturing Firms’ Social Media Efforts: Evidence from Facebook”, **Procedia - Social and Behavioral Sciences** Vol. 175, 12 February 2015, Pages 308–313. 11.
15. Notta, O., Vlachvei, A. and Grigoriou Evita (2013). “Establishing a strong brand identity through a website: The case of Greek Food SMEs”, Tsounis and Vlachvei eds, **Procedia Economics and Finance**
16. Vlachvei, A. Notta, O. Diotallevi, F. and A. Marschini (2013). “Web marketing strategies in Agro-Food SMEs- Evidence from Greek and Italian wine SMEs” in “**E-Innovation for Sustainable Development of Rural Resources During Global Economic Crisis**” Andreopoulou, Z., Samathrakis, V., Louca, S., & Vlachopoulou, M. (eds), IGI Global, 2014. Pp.199-220. Web. 15 Jul. 2013. doi:10.4018/978-1-4666-4550-9
17. Vlachvei, A. Notta, O (2013). “Web Site Utilization in SME Business Strategy: The Case of Greek Wine SMEs”, **World Journal of Social Sciences**, Vol. 3. No. 5. September 2013, pp.131-141.
18. Vlachvei, A., Notta, O. and Tsakiriannidou E. (2012). “Branding Strategies in Greek wine firms”, **Procedia Economics and Finance**, Vol. 1, 2012, Pages 421–430
19. Vlachvei, A. (2012). “E-marketing strategies of Greek wine producers”, **International Journal of Arts & Sciences**, ISSN: 1944-6934, Vol. 05, No.1
20. Notta, O. and Vlachvei, A. (2012). “Differentiation and Performance in Greek wine industry”, **International Journal of Arts & Sciences**, ISSN 1944-6934, Vol.05(1):215–222
21. Notta, O. and Vlachvei, A. (2012). “Competitiveness in food and beverage manufacturing industries”, **Journal of European Economy**, Vol.11 pp.296-310.

22. **Vlachvei, A.** (2011). "Factors influencing consumers' behavior on wine consumption: a literature review" **Journal of European Economy** Vol.10, No.4, pp.350-365.
23. **Vlachvei, A.**, and O.Notta, (2011). "The heterogenous nature of SME growth: evidence from Greek food firms", **Journal of European Economy** Vol.10, Special Issue, pp.503-523
24. **Vlachvei, A.**, Notta, O. And Demiri, S. (2010). "Competitive strategies and business performance: evidence from Greek Fur industry" in "**World Economy-Problems and Processes**" S.Yuriy, W. Trillenberg and E. Savelyev u.a. (editors), Forschungsinstitut Weltwirtschaft und Weltpolitik, Berlin, 2010 ISSN-1021-1993
25. Notta, O. and **Vlachvei, A.** and Samathrakis, V. (2010). "Competitiveness – the case of Greek food manufacturing firms", **International Journal of Arts and Sciences**, Vol.3(7), pp. 211 - 225 CD-ROM. ISSN: 1944-6934
26. Notta, O. and **Vlachvei, A.** (2010). "Rapid –growth firms versus slow-growth firms in Greece", **Journal of European Economy**, Vol. 9(6), pp.145-158.
27. **Vlachvei, A.** and Notta, O. (2009). "Wine routes in Greece: Producers' perceptions and economic implications", **International Journal of Arts and Sciences**, Vol. 3(2), pp. 95-106.
28. **Vlachvei, A.**, Notta, O. and Ananiadis, I. (2009). "Does advertising Matters? An application to the Greek wine industry", **British Food Journal**, Vol.111(7), pp.686-698 (ABS: 1*, SCHIMAGO Q1)
29. **Vlachvei, A.** and Notta, O. (2009). "The Growth of Greek firms: an Empirical Investigation", **International Journal of Financial Economics and Econometrics**, Vol. 1 (2), pp.229-242.
30. Notta, O. and **Vlachvei, A.** (2009). "TV Advertising Strategy and Competitiveness in Greek Food Manufacturing Firms: A Simultaneous Equation Approach", **Management Sciences and Practices Journal**.
31. Notta, O. and **Vlachvei, A.** (2008). Foreign owned versus Domestically-owned firms: Evidence from Greece, **New Medit**, Vol.4, pp. 13-19 (SCHIMAGO Q2)
32. **Vlachvei, A.** and Notta, O. (2007). "Profitability, Size and Internal Organization in Greek Manufacturing Firms", **Review of Economic Sciences**, Vol. 11, pp.17-28
33. Notta, O. and **Vlachvei, A.** (2007). "Performance of cooperatives and investor-owned firms: the case of the Greek Dairy Industry" in "**Vertical Markets and Cooperative Hierarchies – The role of cooperatives in the Agri-food Industry**", K. Karantininis & J. Nilsson (eds), Springer Academic Publishers, 2006, pp. 277-287, ISBN 978-1-4020-4072-6.
34. Ananiadis, I. and **Vlachvei, A.** (2006). "Determining Standard Cost by estimating the stochastic real cost of overheads", **The Journal of Financial Decision Making** Vol.2 (2), pp.41-51
35. **Vlachvei, A.**, Notta, O. and Ananiadis, I. (2006). "R&D expenditures: Evidence from the Greek Manufacturing sector", **New Medit**, Vol.4 (3), pp.44-49 (SCHIMAGO Q2)
36. **Vlachvei, A.** (2002). "Performance of Greek Aquaculture Industry", **New Medit**, Vol. 1(2), pp. 46-49. (SCHIMAGO Q2)
37. Oustapassidis, K., **Vlachvei, A.** and Notta O. (2000). "Efficiency and Market Power in Greek Food Industries", **American Journal of Agricultural Economics**, Vol.82 (August), 623-629. (ABS 3*, SCHIMAGO Q1)
38. **Vlachvei, A.**, Ananiadis, I. and Oustapassidis, K. (2000). "Selling Expenses and Profit Margins in Greek Wine Industry", **European Research on Management and Business Economics**, Vol. 6(1), 93-100.

39. Oustapassidis, K. and **Vlachvei, A.** (1999). “Profitability and Product Differentiation in Greek Food Industries”, **Applied Economics**, Vol.31, 1293-1298. (ABS 2*, SCHIMAGO Q1).
40. **Vlachvei, A.**, and Oustapassidis, K. (1998). “Advertising, Concentration and Profitability and the Greek Food Manufacturing Industries”, **Agricultural Economics**, Vol. 18, 191-198. (ABS 2*, SCHIMAGO Q1)
41. Oustapassidis, K., **Vlachvei, A.** and K. Karantininis (1998). “Growth of Investor Owned and Cooperative Firms in Greek Dairy Industry”, **Annals of Public and Cooperative Economics**, Vol. 69 (3), 399-417. (ABS 2*, SCHIMAGO Q1)
42. **Vlachvei, A.** (1998). “Research and Development in Greek Food Manufacturing Industries”, **Medit**, Vol.9 (3), 38-42.
43. Oustapassidis, K. **Vlachvei, A.** (1997). “Determinants of Market Shares of Consumer-Industries in Greek Food Manufacturing: a Firm Level Analysis”, **Medit**, Vol.8, no 1, pages: 3-5.
44. Oustapassidis, K., Sergaki, A., **Vlachvei, A.** and Baourakis, G. (1995). “Market Shares of Farm Co-operatives in Greece Before and After Accession to the EC”, **Journal of Rural Cooperation**, Vol.23, no 1, pages 17-30.

II.2 EDITING BOOKS

45. Tsounis, N. and A. Vlachvei (eds) (2023) **Advances in Empirical Economic Research**, Proceedings of the 2022 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2023. <https://link.springer.com/book/10.1007/978-3-031-22749-3>
46. Tsounis, N. and A. Vlachvei (eds) (2022) **Advances in Quantitative Economic Research**, Proceedings of the 2021 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2022. <https://link.springer.com/book/9783030981785>
47. Tsounis, N. and A. Vlachvei (eds) (2021) **Advances in Longitudinal Data Methods in Applied Economic Research**, Proceedings of the 2020 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2021. <https://www.springer.com/gp/book/9783030639693>
48. Tsounis, N. and A. Vlachvei (eds) (2020) **Advances in Cross Section Data Methods in Applied Economic Research**, Proceedings of the 2019 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2020. <https://www.springer.com/gp/book/9783030382520>
49. Tsounis, N. and A. Vlachvei (eds) (2018) **Advances in Time Series Data Methods in Applied Economic Research**, Proceedings of the 2018 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2018. <https://www.springer.com/gp/book/9783030021931>
50. Vlachvei, A., Notta, O., Karantininis, K. and Tsounis, N. (eds) (2017) “**Factors affecting Firm Competitiveness in the Modern Business World**”, IGI Global, ISBN978-1-5225-0843-4, pp. 1-358. <https://www.igi-global.com/gateway/book/150441>
51. Tsounis, N. and A. Vlachvei (eds) (2017) **Advances in Panel Data Methods in Applied Economic Research**, Proceedings of the 2017 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing, 2017. <https://www.springer.com/gp/book/9783319700540>

52. Tsounis, N. and A. Vlachvei (eds) (2017) **Advances in Applied Economic Research**, Proceedings of the 2016 International Conference on Applied Economics (ICOAE), Springer Proceedings in Business and Economics, Springer International Publishing AG 2017, ISBN 978-3-319-48453-2, pp.1-887.
<https://www.springer.com/gp/book/9783319484532>
53. Tsounis, N., Vlachvei, A., Monovasilis, Th., Siskos, E., (eds), *Proceedings of ICOAE2008*, TEI of Western Macedonia Press: Athens.
54. Tsounis, N., Vlachvei, A., Monovasilis, Th., Siskos, E., (eds), *Proceedings of ICOAE2009*, TEI of Western Macedonia Press: Athens.
55. Tspouri, L., Tsounis, N., Vlachvei, A., (eds), *Proceedings of ICOAE2010*, TEI of Western Macedonia Press: Athens.

II.3 PROCEEDINGS OF PEER REVIEWED INTERNATIONAL CONFERENCES

56. Kitta, A., Notta, O., Vlachvei, A. (2023). Social Media Engagement: What Matters? An Empirical Study on Greek Agri-Food Firms. In: Tsounis, N., Vlachvei, A. (eds) *Advances in Empirical Economic Research*. ICOAE 2022. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-22749-3_61
57. Koronaki, E., Vlachvei, A., & Panopoulos, A. (2022). “Cultural production as a means of acculturation to global consumer culture for luxury brands-a content analysis” in **Advances in Quantitative Economic Research**, Tsounis & Vlachvei (eds), Springer Proceedings in Business and Economics, Springer International Publishing AG 2022.
58. Notta, O., Raikou, V., & Vlachvei, A. (2022). “Social media usage and business competitiveness in Agri-food SMEs” in **Advances in Quantitative Economic Research**, Tsounis & Vlachvei (eds), Springer Proceedings in Business and Economics, Springer International Publishing AG 2022.
59. Iliopoulou, Ef., & Vlachvei, A. (2022). “Clustering the social media users based on users’ motivations and social media content” in **Advances in Quantitative Economic Research**, Tsounis & Vlachvei (eds), Springer Proceedings in Business and Economics, Springer International Publishing AG 2022.
60. Iliopoulou, Ef. And A. Vlachvei (2021). “Consumers’ Motives for Visiting Social Media Brand Pages and Social Media Advertisements” in **Advances in Longitudinal Data Methods in Applied Economic Research**, Tsounis and Vlachvei (eds), Springer Proceedings in Business and Economics, Springer International Publishing AG 2021.
61. Notta, O., and A. Vlachvei (2020). “Competitiveness Index of EU Food and beverage Manufacturing Industries” in *Advances in Cross Section Data Methods in Applied Economic Research*, Tsounis and Vlachvei (eds), Springer Proceedings in Business and Economics, Springer International Publishing, AG.2019.
62. Giovanis, A., Kavoura, A., Rizomyliotis, A., Varelas, S, and Vlachvei, A. (2019). “Exploring the Factors Affecting Consumer Acceptance of Proximity M-Payment Services” in **Strategic Innovative Marketing and Tourism**, A., Kavoura, Kefallonitis and Giovanis eds, Proceedings of the 7th ICSIMAT, Springer Proceedings in Business and Economics, Springer International Publishing, pp. 551-558 .
63. Evangelou, E., Iliopoulou, Ef., Evangelou, P., A. Vlachvei and Th. Monovasilis (2019). “Airbnb and Greek travellers” in TOURMAN 2019 Conference Proceedings “**Tourism, travel and hospitality at crossroads: The way ahead**” Christou, Alexandris and Fotiadis (eds), Thessaloniki, Greece, 24-27 October 2019, ISBN: 978-618-80440-6-7, pp.24-29
64. Vlachvei, A., Notta, O. Kyparissis, A. and Th. Monovasilis (2018). “Food related behavior of travelers in Thessaloniki” in TOURMAN 2018 Conference Proceedings “**In**

- search of excellence in tourism, travel & hospitality**", Christou, Alexandris and Fotiadis (eds), Rhodes, Greece, 25-28 October 2018, ISBN: 978-960-287-159-1, pp. 66-73.
65. Notta, O., **Vlachvei, A.** and Grigoriou, E. (2018). "Effects of the Greek Financial Crisis to the Food Manufacturing Firms" in **Advances in Time Series Data Methods in Applied Economic Research**, Tsounis and Vlachvei (eds), *Proceedings of the 2018 International Conference on Applied Economics (ICOAE)*, Springer Proceedings in Business and Economics, Springer International Publishing, AG2018, pp. 547-560
 66. **Vlachvei, A.**, Grigoriou, E. And Notta, O. (2017). "Greek Wineries on Facebook Wall" in **Advances in Panel Data Analysis in Applied Economic Research**, Tsounis and Vlachvei (eds), *Proceedings of the 2016 International Conference on Applied Economics (ICOAE)*, Springer Proceedings in Business and Economics, Springer International Publishing AG2017, pp.849-860
 67. Notta, O., and **Vlachvei, A.** (2017). "Assessing the impact of Economic Crisis on Food Firms Performance" in **Advances in Panel Data Analysis in Applied Economic Research**, Tsounis and Vlachvei (eds), *Proceedings of the 2016 International Conference on Applied Economics (ICOAE)*, Springer Proceedings in Business and Economics, Springer International Publishing AG2017, pp. 873-882.
 68. **Vlachvei, A.** and Notta, O. (2015). "Understanding social media ROI in SMEs" Book of Proceedings published by International Organization for Research and Development – IORD. ISSN: 2410-5465 Book of Proceedings ISBN: 978-969-7544-00-4.
 69. **Vlachvei, A.** and Notta, O. (2014). "Challenges and opportunities of Social Media: Evidence from Greek food manufacturing firms", *Proceedings of 2nd International Conference on Contemporary Marketing Issues June 18-20, 2014 Athens Greece*
 70. Notta O. and **Vlachvei A.** (2014). "Marketing responses of Greek food manufacturing firms due to economic crisis" *Proceedings of 3rd International Conference on Strategic Innovative Marketing*, Madrid, 1-4 September, 2014. *Procedia - Social and Behavioral Sciences 00 (2014) (forthcoming)*
 71. **Vlachvei, A.** and Notta, O. (2014). "Greek Food Manufacturing Firms' Social Media Efforts: Evidence from Facebook", *Proceedings of 3rd International Conference on Strategic Innovative Marketing*, Madrid, 1-4 September, 2014. *Procedia - Social and Behavioural Sciences 00 (2014)(forthcoming)*
 72. Notta, O. and **Vlachvei, A.** (2013). "Web Site Utilization in SME Business Strategy: The Case of Greek Wine SMEs", *Proceedings of 6th International Business and Social Sciences Research Conference*, 3-4 January, 2013, Dubai, UAI. ISBN: 978-1-922069-18-4
 73. **Vlachvei, A.** and O. Notta (2012). "Communication budget allocation in the Greek food industry", *Proceedings of International Conference on Contemporary Marketing Issues*. Θεσσαλονίκη, 2012, pages: 198-204. ISBN: 978-960-287-140-9.
 74. Notta, O. and **Vlachvei, A.** (2011). "Competitiveness in Greek food and Beverage industries", *Proceedings of International Conference on Applied Economics 2011*, TEI of Western Macedonia Press, ISBN 978-960-89054-5-0, ISSN 1791-9347
 75. **Vlachvei, A.**, Notta, O. And Demiri, S. (2010). "Competitive strategies and business performance: evidence from Greek Fur industry", *Proceedings of International Conference on Applied Economics 2010*, TEI of Western Macedonia Press, ISBN 978-960-89054-4-3, ISSN 1791-9347
 76. **Vlachvei, A.** and O. Notta (2010). "Firm and Industry influences on Growth: Evidence from Greek food manufacturing", *Proceedings of Eurasia Business and Economic Society (EBES) Conference*, 26-28 May, Istanbul, Turkey (accepted)

77. Notta, O. and **Vlachvei, A.** (2009). “Rapid-growth firms in Greece: an Empirical Investigation”, Proceedings of **International Conference on Applied Economics 2009**, Εκδόσεις, TEI of Western Macedonia Press, ISBN 978-960-89054-3-6, σελ. 527-534
78. **Vlachvei, A.** and O. Notta (2008). “Firm Growth, Size and Age in Greek manufacturing, Proceedings” of **International Conference on Applied Economics 2008**, May 15-17, Kastoria, pp 915-922, ISBN 978-960-89054-2-9
79. Notta. O. and **A. Vlachvei** (2010). “Competitiveness and advertising in Greek food and beverage manufacturing firms” in “**Marketing and Management Sciences**” Proceedings of International Conference on Management and Marketing Sciences, 2008, D. Sakas and N. Konstantopoulos eds., pp140-146, Imperial College Press, ISBN 13-978-1-84816-509-0
80. Notta. O. and **A. Vlachvei** (2007). “Corporate performance of multinational and domestic owned firms- evidence from Greece” in the Proceedings of **4th International Conference on Applied Financial Economics, AFE –QUASS** 12-14 July, Samos, pages 425-434, Greece. ISBN: 378-960-6608-69-8
81. **Vlachvei, A.**, and Notta, O (2007). “Innovation: the case of Greek manufacturing firms” International Conference “**Innovation, Entrepreneurship and Competitiveness in Balkan and Black Sea Countries**”, Kavala, 2006
82. **Vlachvei, A.**, Notta, O. and Ananiadis, I. (2009). “Profitability, Growth and Size”, Proceedings of 10th International Conference of Economic Society of Thessaloniki. “**The challenges of a wider European Union**”, Thessaloniki 16-18 November, 2006
83. Notta, O., **Vlachvei, A.** and Ananiadis, I. (2005). “Strategic groups and firm profitability in the Greek Dairy Industry”, Proceedings of **9th International Conference on Marketing and Development**, ISBN 960-243-016-8 Thessaloniki 8-11 June, 2005. *Η περίληψη της εργασίας δημοσιεύθηκε στο περιοδικό Journal of Macromarketing, 2005, vol.25, page 266.*
84. **Vlachvei, A** and K. Oustapassidis (2000). “Factors affecting Competition in Greek food industries”, Proceedings of 70th European Association of Agricultural Economists (EAAE) Seminar: “**Problems and Prospects of Balkan Agriculture in a Restructuring Environment**”, Mattas, K., Karagiannis, I. and Galanopoulos, K. eds, Εκδόσεις Ζήτη, Θεσσαλονίκη, ISBN 960-431-757-1, σελ.124-128.
85. Oustapassidis, K., **Vlachvei, A.**, and Notta, O. (2000). “Efficiency and Market power in Greek Food Markets”, Proceedings of 70th EAAE European Association of Agricultural Economists Seminar “**Problems and Prospects of Balkan Agriculture in a Restructuring Environment**” Mattas, K., Karagiannis, I. and Galanopoulos, K. eds, Εκδόσεις Ζήτη, Θεσσαλονίκη, ISBN 960-431-757-1, σελ. 144-150.
86. **Vlachvei, A.** and Oustapassidis, K. (1996). “Change in Market Shares of the Greek Food Manufacturing Firms”, Proceedings of 44th EAAE (European Association of Agricultural Economists) Seminar “**Agro-food SMEs in a Large Integrated Economy**”, Mattas, K., Papanagiotou, E. and Galanopoulos, K. eds., Wissenschaftsverlag Vauk Kiel K.G, pp 147-153

III. SCIENTIFIC ACTIVITIES

III.1 TAUGH COURSES

UNDER GRADUATE COURSES

- | | |
|----------------|---|
| 2019 - present | University of Western Macedonia – Department of Economics
Courses: Marketing, International Marketing, e-marketing |
| 2015 - present | Hellenic Open University
Courses: Marketing I |

2012- 2019	Technological Education Institute of Western Macedonia-Department of International Trade Courses: Marketing, International Marketing, Total quality management, Supply Chain management-Logistics, E-commerce I and E-commerce II
2005	Kiev National University of Taras Shevchenko, Ukraine Courses: Advertising and Publicity in Tourism
2004-2005	Aristotle University of Thessaloniki Courses: Industrial Organization, Economics of Cooperatives
2004-2005	University of Macedonia Courses: Industrial Organization
2001	University of Thessaly Courses: Agricultural Economics
1995 - 2000	Technological Education Institute of Thessaloniki Dept. of Farm Management Courses: Agricultural Economics, Agricultural Co-operatives, Marketing of Agro-food products

POST GRADUATE COURSES

3/2020 - present	Master in Energy Investments and Environment (MSc) , University of Western Macedonia Course: Strategic Planning and Investments
2019 - present	Master in Innovative Systems of Sustainable Agricultural Production (MSc) , International University of Greece. Course: Agrofood Entrepreneurship
2021 - present	Master in E-business and Digital Marketing (MSc) , University of Western Macedonia. Course: E-Business and Digital Marketing Strategy
2022- present	Master in Public Management (MSc) University of Western Macedonia Course: Strategic Management and Organizational Behavior
3/2009 -2016	Master in Business Administration (MBA) International Trade Department- Technological Education Institute of West Macedonia and the National Economics University Ternopil (TNE.U. of Ukraine) Courses: «Advanced Marketing Theory» , «Human Resource Management»
2017-2018	Master in Business Administration (MBA) International Trade Department- Technological Education Institute of West Macedonia and the National Economics University Ternopil (TNE.U. of Ukraine) Courses: Advanced Marketing Theory
10/2012 – 2019	Master in Public Relations and Marketing with new technologies International Trade Department and Department of Digital Media and Communication of Technological Education Institute of West Macedonia Course: Marketing Management
2016-2018	Master in Tourism Management , Alexander Technological Institute of Thessaloniki. Course: Entrepreneurship and Innovation in Tourism
2015 - 2019	Master in Innovative Systems of Sustainable Agricultural Production , Alexander Technological Institute of Thessaloniki. Course: Agrofood Entrepreneurship

III.2 PARTICIPATION IN RESEARCH PROJECTS (selection)

10/2021 and 4/22 - 8/22	Enhancing the extroversion of agri-food and tourism supply chains by developing an online 3D virtual exhibition (SAAT), Aegean University
-------------------------	---

	NSRF 2014-2020
2021 - 2022	Tourism policies and their time effectiveness in Greece and the region of Western Macedonia: A tourism policy guide for private and state agencies. Action: “New technologies and innovative approaches in relation to agri-food and tourism to enhance regional excellence in Western Macedonia”
	NSRF 2014-2020
12/2019 - 12/2022	INTERREG – GREEK - ALBANIA CROSS BORDER COOPERATION “CULT2ROUTES”
2019-2020	Social media Strategies of Greek food firms, University of Western Macedonia
2012-2014	Strategies, structure and efficiency of food and beverages agricultural firms. «ARCHIMIDES III »
4/2008 - 4/2010	«Factors affecting competitiveness of food and beverages firms in Greece” Technological Education Institute of Thessaloniki, Greece
3/2004 – 8/2006	«Regional competitiveness, innovation and regional policy” Technological Educational Institute of West Macedonia, «ARCHIMIDES I ».
2003 - 2007	TEMPUS-TACIS CD JEP-24244-2003 in cooperation with Taras Sevsenko University, Ukraine
10/2005 – 8/2007	«Entrepreneurship actions and innovative applications» Dept. of International Trade, Technological Education Institute of West Macedonia.
1/1999 – 12/2000	Quality Strategies and Producers Organization in the European agro-food sector (FAIR Project PL 98-4404)
6/1996 - 6/1998	Research E329 «Technology, Market structure, firm size and industrial policy” (General Secretary of Research and Technology, GSRT) in cooperation with Economic University of Athens.
1/1994 - 12/1997	“Structural Change in the European Food Industry”, Concerted Action Program funded by EU Coordinator: University of Reading, 1994-97.

IV. ADMINISTRATIVE POSITIONS

11/2022 - present	Director of MSc Program “Public Management” University of Western Macedonia
9/2019 - present	Vice-Head of Department of Economics University of Western Macedonia
5/2023 - present	Director of Institute of Economic Analysis and Entrepreneurship, University of Western Macedonia
10/2013 - 2022	Director of MSc Program “Public Relations and Marketing with new technologies” Technological Educational Institute of Western Macedonia
Από 10/2010 έως - 2013	Associate Director of MBA Inter-institutional Program of Post Graduate Studies – Master in Business Administration, Department of International Trade, Technological Educational Institute of Western Macedonia and University of Ternopil, Ukraine
11/2009 - 5/2013	Head of the Department of International Trade, Technological Educational Institute of Western Macedonia
3/2007 - 8/2008	
9/2004 - 3/2007	Vice-Head of the Department of International Trade, Technological Educational Institute of Western Macedonia

V. OTHER SCIENTIFIC ACTIVITIES

Co-founder and co-editor (with Prof. Nicolas Tsounis) of International Conference on Applied Economics (ICOAE <http://icoae.com>).

ICOAE2008	15 - 17 May 2008	Kastoria, Greece
ICOAE2009	27 - 30 May 2009	Kastoria, Greece
ICOAE2010	26 - 28 August 2010	Athens, Greece; co-organiser Department of Economic Sciences, University of Athens
ICOAE2011	25 - 27 August 2011	Perugia, Italy; co-organiser University of Perugia
ICOAE2012	28 - 30 June 2012	Uppsala, Sweden; co-organiser Swedish University of Agricultural Sciences
ICOAE2013	27 - 29 June 2013	Istanbul, Turkey; co-organiser Bahçeşehir University
ICOAE2014	3 - 5 July 2014	Chania, Greece; co-organiser Mediterranean Agronomic Institute of Chania (MAICh)
ICOAE2015	2 - 4 July 2015	Kazan, Russia; co-organiser Kazan Federal University
ICOAE2016	7 - 9 July 2016	Nicosia, Cyprus; co-organiser Nicosia University
ICOAE2017	6 - 8 July 2017	Coventry, United Kingdom; co-organiser Coventry University
ICOAE2018	5 - 7 July 2018	Warsaw, Poland; co-organiser Economic University of Warsaw
ICOAE2019	4 - 6 July 2019	Milan, Italy; co-organiser Università IULM
ICOAE2020	2 - 4 July 2020	Virtual, co-organiser Hellenic Open University
ICOAE2021	2 - 4 July 2020	Heraklion, Crete, Greece, co-organisers Mediterranean University and Hellenic Open University
ICOAE2022	7 - 9 July 2022	Madrid, Spain, co-organiser Universidad Camilo José Cela
ICOAE2023	29/6-1/7 2023	Brno, Czech Republic, co-organisers Mendel University

- **Scientific committee in the following International Conferences:**
 - ✓ International Scientific Conference “In search of excellence in tourism, travel & hospitality management”, 2018
 - ✓ International Conference MIBES, Management of Innovative Business, Education & Support systems, 2018
 - ✓ International Conference on Applied Economics, 2008 - 2022 (Co-Chair)
 - ✓ International Conference on Contemporary Marketing Issues, 2012 - 2021
 - ✓ International Conference on Marketing Studies, 2013
 - ✓ International Conference on Strategic Innovative Marketing, 2014 - 2023
- **Guest Editor/ Member of Editorial Board:**
 - ✓ Journal of International Trade Law and Policy, Vol.8 (3), 2009
 - ✓ International Journal of Computational Economics and Econometrics, Vol.1(2), 2009
 - ✓ International Journal of Computational Economics and Econometrics, 2013 - 2021
 - ✓ International Journal of Financial Economics and Econometrics Vol. 1(1), 2009
 - ✓ International Journal of Business and Economics Research (from 5/1/2022)
- **Reviewer:**

- ✓ Journal of European Economy, 2011 - 2016
 - ✓ Agricultural Economics Review, 2013
 - ✓ Agricultural and Food Economics (JAFE), 2013 - 2019
 - ✓ International Journal of Computational Economics and Econometrics 2013 - 2019
 - ✓ International Journal of Applied Management Theory and Research (IJAMTR) 2018-2019
 - ✓ International Journal of Wine Business Research 2020 - 2021
 - ✓ Sustainability - MDPI, 2021 - 2023
 - ✓ Economies - MDPI, 2021 - 2022
 - ✓ Behavioral Sciences- MDPI, 2022
- Member of Committees
 - ✓ Gender Equality Committee of University of Western Macedonia
 - ✓ Internal Evaluation Committee of Department of Economics
 - ✓ Promotion Committee of School of Economics
 - ✓ Interdepartmental Management Committee of the Postgraduate Program "Energy Investments and Environment"
 - ✓ Curriculum reform committee

CITATIONS

Google Scholar (August, 2023)

		2018
Citations	978	612
<u>h-index</u>	20	14
<u>i10-index</u>	25	19