
CURRICULUM VITAE

Dr Maria Salamoura

Assistant Professor
Department of Business Administration,
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University of the Aegean

Chios, 2023

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Dr. Maria Salamoura: Curriculum Vitae

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1. PERSONAL DETAILS

SURNAME:	Salamoura
NAME:	Maria
FATHER'S NAME:	Athanasios
PLACE OF BIRTH:	Patra
MARITAL STATUS:	Married with two children

2. EDUCATION

- ◆ 2006: PhD in Marketing Management, Department of Business Administration, Business School, University of the Aegean. Title: *“Investigating the relationship between New Product Acceptance and selective influencing parameters”*.

Grade: Excellent

- ◆ 1995: Bachelor's degree in business administration, Business School, University of the Aegean.

Grade: Very good

3. TRAINING IN OPEN AND DISTANCE EDUCATION

- ◆ Certification after evaluation in the Online Teacher Training Seminar of the Hellenic Open University, organized by the Internal Evaluation and Training Unit (MEAE) in OPEN & DISTANCE EDUCATION (13-11-2017 till 02/02/2018).

4. ONLINE SEMINARS

- ◆ Online seminar Grow with Google in the following thematic sections:
 - “Basic Principles of Digital Marketing”
 - “Internet advertising through Google Ads”
 - “Basic Principles of Web Analytics”
 - “Creating a Digital Marketing Plan”
- ◆ Online seminar of digital skills, organized by Grow with Google Tourism Online.

5. LANGUAGES AND IT SKILLS

- ◆ English (Certificate of Proficiency in English)
- ◆ Microsoft Windows, Microsoft Office (Word, Excel, PowerPoint), Internet, SPSS.

6. LECTURING

1. IN UNDERGRADUATE PROGRAMS (2008-to date)

1.1 Assistant Professor of Marketing Management at the Department of Business Administration, Business School, University of the Aegean (OGG: 2723/26.10.2022, v.C):

➤ **Academic Year 2022-2023**

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

1.2 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean (OGG: B' 2028 , 25 July 2014):

➤ **Academic Year 2022-2023**

Fall Semester

- ◆ Introduction to Marketing
- ◆ Management and Strategic Marketing Planning

➤ **Academic Year 2021-2022**

Fall Semester

- ◆ Introduction to Marketing
- ◆ Management and Strategic Marketing Planning

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

➤ **Academic Year 2020-2021 (with the use of zoom communication platform as a distance learning tool)**

Fall Semester

- ◆ Introduction to Marketing

Spring semester:

- ◆ Marketing Research
- ◆ Promotion and Communication Strategies
- ◆ Tourism Marketing Research

➤ **Academic Years 2018-2019, 2019-2020**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research

➤ **Academic Year 2019-2020**

Spring semester:

- ◆ Tourism Marketing Research

➤ **Academic Years 2016-2017, 2017-2018**

Fall semester:

- ◆ Introduction to Marketing

- ◆ Financial Services Marketing
- ◆ Participation in the framework of Action KA1 Learning Mobility of Individuals provided to Teaching Staff of Higher Education Institutions for teaching with the program **ERASMUS+ Mobility of Staff in higher education - Staff mobility for teaching and training activities**, University of Applied Management, Department of Business Administration, 19-21 September 2017, Erding, Germany, with the following lectures:
 - *Economy, Society and Marketing: Marketing's Value to Consumers, Firms, and Society.*
 - *Marketing Research: Improving Decisions with Marketing Information.*
 - *Market Segmentation, Targeting and Positioning.*
 - *Marketing Mix: the four P's (Product, Price, Promotion, Place).*

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Promotion and Communication Strategies

➤ **Academic Year 2015-2016**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Financial Services Marketing
- ◆ Organizational Behaviour (co-teaching)

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Promotion and Communication Strategies.
- ◆ Human Resources Management (co-teaching)

➤ **Academic Year 2014-2015**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Financial Services Marketing
- ◆ Social Research Methods (co-teaching)

Spring semester:

- ◆ Management and Strategic Marketing Planning
- ◆ Marketing Research
- ◆ Business Communication (co-teaching)

1.3 Series of lectures, in the framework of the following courses:

➤ **Academic Year 2013-2014**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Marketing Research

Spring semester:

- ◆ Financial Services Marketing
- ◆ Management and Strategic Marketing Planning.

1.4 Adjunct Member of Academic Staff (Lecturer) at the Department of Business Administration of the University of the Aegean:

➤ **Academic Year 2012-2013**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies

Spring semester:

- ◆ Consumer Behaviour
- ◆ Marketing Research

➤ **Academic Year 2011-2012**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Tourism Marketing

➤ **Academic Year 2010-2011**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies.

Spring semester:

- ◆ Consumer Behaviour
- ◆ Marketing Research

➤ **Academic Year 2009-2010**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Promotion and Communication Strategies.
- ◆ Tourism Marketing

Spring semester:

- ◆ Consumer Behaviour
- ◆ Sales Management

➤ **Academic Year 2008-2009**

Fall semester:

- ◆ Introduction to Marketing
- ◆ Sales Management

Spring semester:

- ◆ Consumer Behaviour

2. IN POSTGRADUATE PROGRAMS (2008-to date)

2.1 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean

- **Academic Years 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021** - *with the use of zoom communication platform as a distance learning tool* - **2021-2022** (fall semester): Master in Business Administration - MBA:

- ◆ Marketing Management

- **Academic Year 2014-2015** (spring semester): Master in Business Administration - MBA:

- ◆ International Marketing Management

2.2 Adjunct Member of Academic Staff (Lecturer) at the Postgraduate Program of Business Administration – MBA, of the University of the Aegean:

- **Academic Year 2013-2014** (*Fall semester*):

- ◆ Marketing Management

- **Academic Year 2013-2014** (*Spring semester*):

- ◆ International Marketing Management

- **Academic Years 2011-2012, 2012-2013** (*Fall semester*):

- ◆ Marketing Management (co-teaching)

2.3 Adjunct Member of Academic Staff (Lecturer) at the MSc Programme in Tourism Planning, Management and Policy, University of the Aegean, Greece:

➤ **Academic Year 2008–2009** (*Spring semester*):

- ◆ Tourism Marketing

3. IN DISTANCE LEARNING PROGRAMS (2016-to date)

3.1 Assistant Professor of Marketing Management at the Department of Business Administration, Business School, University of the Aegean

➤ **Academic Year 2022-2023** (fall semester): **at the Postgraduate Program of Business Administration – MBA**

- ◆ Marketing Management, based on blended learning methods, including live lectures but also on-site and online teaching using distance learning platforms.

➤ **Academic Year 2022-2023** (spring semester): **at the Executive MBA Programme - eMBA**

- ◆ Marketing, based on blended learning methods, including live lectures but also on-site and online teaching using distance learning platforms.

3.2 Special Academic Lab Teaching Staff of Marketing Management at the Business School, University of the Aegean:

➤ **Academic Years 2018-2019, 2019-2020, 2020-2021, 2021-2022** (spring semester): MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises

- ◆ Marketing of Tourism Destinations & Hospitality Enterprises (Co-teaching), in a blended learning environment, including live lectures but also on-site and online teaching, using distance learning platforms, both asynchronous (Moodle) and synchronous (BIGBLUEBUTTON – BBB - and zoom).

➤ **Academic Years 2016–2017, 2017-2018** (fall semester): MSc Program in Tourism Planning, Management and Policy, University of the Aegean, Greece:

- ◆ Tourism and Hospitality Marketing (co-teaching), in a blended learning environment, including live lectures but also on-site and online teaching, using distance learning platforms, both asynchronous (Moodle) and synchronous (BIGBLUEBUTTON – BBB - and zoom).

3.3 Adjunct Member of Academic Staff, School of Social Sciences, Hellenic Open University, Greece.

➤ **Academic years 2022-2023 to date: Graduate Program in Tourism Management (DIT) – Semi Annual**

- ◆ Module: Tourism Marketing, in a distance teaching and learning environment, using both an educational platform and Microsoft Teams

➤ **Academic Year 2017-2018: MSc Program in Tourism Business Administration (DTE) – Annual**

- ◆ Module: Marketing of Tourism Bodies, Organizations and Businesses (DTE 61), in a distance teaching and learning environment, using both an educational platform and Skype for Business.

➤ **Academic years 2017-2018, 2018-2019, 2019-2020: MSc Program in Tourism Business Administration (DTE) – Annual**

- ◆ Supervision and Examination of MSc Theses.

4. OTHER TEACHING EXPERIENCE

➤ Academic year 2001-2002: guest lecturing as a PhD Candidate, in the undergraduate program of Business Administration, University of the Aegean, in the following modules:

- ◆ Marketing Research
- ◆ Sales Management
- ◆ Marketing
- ◆ Advertising.

➤ Academic Years 1999-2000 and 2000-2001: Providing support as a PhD Candidate in the undergraduate program of Business Administration, University of the Aegean, for the following laboratory courses:

- ◆ Introduction to Data Analysis

- ◆ Introduction to Applied Statistical Methods
- June-September 2000: Instructor in the continuing professional training program "Basic IT Applications", organized by the Vocational Training Center of the University of the Aegean, within the framework of the North Aegean PEP.
- May-June 1998: Instructor, specializing in Informatics, in the seminar "Microsoft Excel '95 Spreadsheet Training", organized by the Prefectural Committee of Popular Education of Chios.
- February-April 1998: Instructor, specializing in Informatics, in the seminar "Word for Windows 95", organized by the Prefectural Committee of Popular Education of Chios.

7. PUBLICATIONS

1. THESIS

- **Salamoura, M.** (2006), *The study of the relationship between New Product Acceptance and the key factors affecting it*, PhD Thesis, Chios: Department of Business Administration, University of the Aegean.

2. ACADEMIC BOOKS

- Lymperopoulos K., Tzanavaras B., **Salamoura M.** (2015), "Strategies of International and Export Marketing" [e-book.], ISBN: 978-960-603-211-0, Athens: Hellenic Academic Libraries Link, Hellenic Academic Electronic (Text)Books. Available at: <http://hdl.handle.net/11419/1552>
- Solomon M.R., Marshall G.W. and Stuart E.W. (2021), «Marketing: Real People, Real Choices», 10th ed., editors: Alexandros Apostolakis, Markos Kourgiantakis, **Maria Salamoura**, Athens: Tziola, ISBN 13: 978-0-13-5199893 [In Greek].

3. PAPERS IN SCIENTIFIC JOURNALS WITH REFEREES

- **Salamoura M.**, Kyriakaki A. and Krasanaki V., (in press), Linking local business networks to brand image and place branding: the case of "Cretan Hands", *Journal of Tourism, Heritage & Services Marketing*, Special Issue "Tourism Marketing in the Era of Economic Crisis", p. X.
- Skapinaki, A. and **Salamoura, M.** (2020), Investigating Primary School Quality Using Teachers' Self-Efficacy and Satisfaction, *Journal of*

Tourism, Heritage and Services Marketing, 6(1), pp.17-24. Available at: <http://doi.org/10.5281/zenodo.3603340>

- **Salamoura, M.** and Voxaki, V. (2020). Improving Air Passengers' Experience During Flight Disruption: The Case of Enforcing the Denied Boarding Regulations (DBRs) at Chios Airport "Omiros". *Journal of Air Transport Studies*. 11, 1 (Jan. 2020), 11-30. DOI: <https://doi.org/10.38008/jats.v11i1.152>
- **Salamoura, M.**, Chaniotakis, I. and Lymperopoulos, C. (2017), Enhancing Airlines Passengers' Satisfaction through service quality: the importance of the "human factor", *Journal of Air Transport Studies*, Volume 8, Number 2, Summer 2017, pp.54-69. Available at: <https://doi.org/10.38008/jats.v8i2.32>
- **Salamoura M.**, Angelis V., Kehagias J. and Lymperopoulos C. (2008), "Investigating the "New Product Acceptance Function" in Greek enterprises: The Quality – Accessibility Relationship", *Managing Service Quality, Special Issue "Service quality and Customer Relationship Management: interrelationships and implications"*, Vol.18: No.5, pp.425-441, ISSN: 0960-4529, DOI: [10.1108/09604520810898811](https://doi.org/10.1108/09604520810898811)
- Angelis, V. and **Salamoura, M.** (2001), "Definition and quantification of the tourism product's quality: theoretical analysis and practical applications", *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol.12:No1, pp.43-52, Online ISSN: 2156-6909, DOI: [10.1080/13032917.2001.9686998](https://doi.org/10.1080/13032917.2001.9686998)

4. CHAPTERS IN COLLECTIVE VOLUMES

- **Salamoura M.**, Giannopoulos A., Moumouri F. (2020) Tourists' Perceptions and Intended Behavior Thanks to Celebrity Endorsement: Antetokounmpo Invites You to Santorini with Aegean Airlines. In: *Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, pp.871-879. ISBN: 978-3-03-036126-6. Available at: https://link.springer.com/chapter/10.1007/978-3-030-36126-6_96
- **Salamoura M.**, Ntamposis V., Gaki E. (2020) The Implementation of Internal Marketing in Public Sector Organizations: The Case of Job

Satisfaction at Chios Police Department. In: *Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism*. Springer Proceedings in Business and Economics. Springer, Cham, pp.861-870. ISBN: 978-3-03-036126-6. Available at: https://link.springer.com/chapter/10.1007/978-3-030-36126-6_95

- **Salamoura, M.** and Voxaki, V. (2019), Understanding Aviation Consumers' Experience at the Time of Their Journeys: The Use of the Denied Boarding Regulations (DBRs) at Chios Airport, in: *Kavoura, A. Kefallonitis, E. and Giovanis, A. (Eds), Strategic Innovative Marketing and Tourism*: Springer Proceedings in Business and Economics, Springer, pp.207-215, ISBN: 978-3-030-12453-3. Available at: https://link.springer.com/chapter/10.1007/978-3-030-12453-3_24

5. PAPERS IN PROCEEDINGS OF INTERNATIONAL CONFERENCES WITH REFEREES

- **Salamoura, M.**, Partsali, I. and Kyriakaki, A., (2023), Investigating Greek Consumers' Intentions Towards Green Hotels: An Application of an Extended "Values Beliefs Norms" Model, *15th International Conference Economies of the Balkan and Eastern European Countries (EBEEC)*, Book of Abstracts, May 12-14, Chios, Greece, Propobos Publications, p.123, ISBN: 978-618-5705-09-1. Available at: http://ebeec.ihu.gr/documents/oldConferences/EBEEC2023_abstracts.pdf
- Soureli M., Chaniotakis I. and **Salamoura M.** (2021), "Smartphone users' intention to accept apps permission requests for personal data sharing: the key role of social influence and impulse downloading", *Proceedings of the European Marketing Academy, 50th*, (93190), Available at: <http://proceedings.emac-online.org/pdfs/A2021-93190.pdf>
- Koutsogiannis C. and **Salamoura M.** (2021), The role of local government in destination brand image: the case of Municipality of Nafpaktia, in: Christou, E., Fotiadis, A. and Alexandris, K. (Eds), *Tourman 2021 Book of Abstracts, "Restarting tourism, travel and hospitality: The day after"*, 21-23 May 2021, Virtual Conference Proceedings, pp. 1031-1033, ISBN: 978-618-84798-9-0. Available at:

https://www.tourman.gr/files/TOURMAN2021_BOOK_OF_ABSTRACTS.pdf

- Soureli M., Chaniotakis I., **Salamoura M.** (2020), To opt in or out? – The impact of perceived benefits and loyalty on GDPR consent to personal data collection and profiling in a retail chain store. *Proceedings of the European Marketing Academy, 49th*, (61736). Available at: <http://proceedings.emac-online.org/pdfs/A2020-61736.pdf>
- **Salamoura M.** and Noomene C.G. (2020), “Investigating wine consumers’ behavior: the case of different generations and purchase goals in Greece”, in: Christos Sarmaniotis (Ed.), *8th International Conference on Contemporary Marketing Issues (ICCMi) 2020*, 11-13 September, Virtual Conference Proceedings, pp.89-94, ISBN: 978-618-84798-6-9. Available at: http://iccmi2020.org/wp-content/uploads/ICCMi_2020_Conference_Proceedings.pdf
- Krasanaki V., **Salamoura M.**, and Kyriakaki A. (2020), “Using a local business network to enhance the brand image of a tourism destination: the case of “Cretan Hands”, in: Christos Sarmaniotis (Ed.), *8th International Conference on Contemporary Marketing Issues (ICCMi) 2020*, 11-13 September, Virtual Conference Proceedings, pp.44-49, ISBN: 978-618-84798-6-9. Available at: http://iccmi2020.org/wp-content/uploads/ICCMi_2020_Conference_Proceedings.pdf
- **Salamoura, M.**, Iakovaki, E. and Voxaki, V. (2018), Empirical Investigation of Air Passenger’ Attitudes and Behavior Towards Flight Disruption Issues: The Implementation of Regulation (EC) 261/2004 (Passenger Rights), in: Christou, E., Alexandris, K. and Fotiadis, A. (Eds), *Tourman 2018, “In search of excellence in tourism, travel & hospitality”*, Rhodes, Greece, 25-28 October 2018, Conference Proceedings, pp.605-611, ISBN: 978-960-287-159-1. Available at: https://tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf
- Skapinaki, A. and **Salamoura M.** (2018), The contribution of self-efficacy and employee satisfaction as part of internal marketing in school quality: the case of primary education”, in: Christos Sarmaniotis & Gillian Wright (Eds), *6th International Conference on Contemporary Marketing Issues (ICCMi) 2018*, Athens, Greece, 27-29 June, pp.348-355, ISBN: 978-960-

287-158-4, Available at:
http://www.mkt.teithe.gr/iccmi2018/ICCMi_2018_proceedings.pdf

(outstanding paper award)

- **Salamoura, M.** & Konstantas, G. (2017), "Place branding: the implementation of a successful marketing strategy to the case of Chios Island", in: Christos Sarmaniotis & Gillian Wright (Eds), *5th International Conference on Contemporary Marketing Issues (ICCMi) 2017*, Thessaloniki, Greece, 21-23 June, pp.256-263, ISBN: 978-960-287-156-0. Available at:
http://www.mkt.teithe.gr/iccmi2017/ICCMi_2017_proceedings.pdf
- **Salamoura, M.** & Stavrinouidi, S. (2016), "Measuring outpatients' satisfaction in healthcare services: the case of General Hospital of Chios", *4th International Conference on Contemporary Marketing Issues (ICCMi)*: June 22-24, 2016, Heraklion, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University; editors: Christos Sarmaniotis and Gillian Wright, pp.593-599, ISBN: 978-960-287-153-9 [*Conference proceedings*].
- Varfis, E. and **Salamoura, M.** (2013), "The Role of Social Media Marketing In Tourism Consumer Behaviour: The Case Of Greek Bus Operators (GBOs)", *5th International Scientific Conference "Tourism Trends and Advances in the 21st Century"*, May 30th – June 2nd 2013, Island of Rhodes, Greece [*Conference Proceedings*].
- Koufodontis N.I, **Salamoura M.** and Gaki, E. (2013), "Place Branding Strategies for Specific Regions: A Response to Overcome Economic Crisis", *5th International Scientific Conference "Tourism Trends and Advances in the 21st Century"*, May 30th – June 2nd 2013, Island of Rhodes, Greece [*Conference Proceedings*].
- Gaki E., **Salamoura M.** and Koufodontis N.I. (2012), "Enhancing Tourism Product during Economic Crisis: Towards a More Efficient Place Marketing and Branding Strategy", *2nd Advances in Hospitality and Tourism Marketing & Management Conference (AHTMMC)*, Corfu Island, Greece, 31 May - 3 June, ISBN: 978-960-287-139-3. Available at:
<http://hotelsimulation.com/ahtmm/2012/Friday.html>

- Lymperopoulos, C. and **Salamoura, M.** (2011), “The role of the internationalization of Greek Small and Medium Enterprises (SMEs) in the way out of the economic crisis”, *International Conference “Rethinking Business and Business Education in the age of crisis”*, Chios Island, Greece, 20-22 October [Conference Proceedings].
- Karoulia S., Gaki E., **Salamoura M.**, Angelis V. and Lymperopoulos C. (2011), “Determining the Factors Affecting Bank Customers’ Satisfaction during the Economic Crisis: the Greek Case”, *International Conference “Rethinking Business and Business Education in the age of crisis”*, Chios Island, Greece, 20-22 October [Conference Proceedings].
- **Salamoura M.**, Lymperopoulos C., Gaki E. and Angelis V. (2011), “Service Quality and Students’ Satisfaction in Business Schools: The Case of Greece”, in *3rd BIC on Services Marketing “Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services”*, Çeşme, İzmir, Turkey, 07-09 September, pp.310-319 [Conference Proceedings].
- **Salamoura M.** and Angelis V. (2008), “The Image of the Tourism Product: theoretical approach and applications”, *26th EuroCHRIE Congress “Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism”*, Dubai, October 11-14 [Conference Proceedings].
- **Salamoura M.**, Angelis V., Kehagias J. and Lymperopoulos C. (2007), “Investigating the “New Product Acceptance Function”: The Quality – Accessibility Relationship”, *1st Biannual International Conference in Services Marketing “Strategic Developments in Services Marketing”*, Chios, Greece, 27-29 September, ISBN: 978-960-7475-41-1 [Conference Proceedings].
- Angelis V., Kehagias J., and **Salamoura M.** (2006), “Investigating New Product Acceptance: evidence from Greece”, *AM 2006: Academy of Marketing Conference “Marketing Excellence”*, Middlesex University Business School, London, UK, 4-6 July [Conference Proceedings].
- Angelis V. and **Salamoura M.** (2000), “Defining and evaluating the image of the tourism product: the case of islands and specific destinations”, *International Scientific Conference “Tourism on Islands and Specific*

Destinations”, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Hellas, December 14-16 [*Conference Proceedings*].

6. PAPERS IN PROCEEDINGS OF NATIONAL CONFERENCES WITH REFEREES

- Avgoustakis, E., Avgoustakis, H. and **Salamoura, M.** (2018), The role of strategic marketing planning in healthcare services: the case of the program “Help at home”, *1st Scientific Conference for the Development of Chios Island*, Chios, 5-7 October 2018.
- Bai, D., Kyriakaki, A. and **Salamoura, M.** (2018), “The contribution of a cultural resource in the tourism development of a destination. The case of the Castle of Chios, *1st Scientific Conference for the Development of Chios Island*, Chios, 5-7 October 2018.
- Mavri, M., Angelis, V., Gaki, E., Koufodontis, I. and **Salamoura, M.**, (2009), “The use of Public-Private Partnerships in Public Administration and Electronic Governance. International and Greek Experience., in: Makrodimitris, A., Maroudas, L., Pravita, M.I. (ed.), *Modern trends in administrative science: "New Public Administration, Corporate Social Responsibility and Civil Society": 2nd Conference of Administrative Sciences: 11-13 October 2007, Department of Business Administration, University of the Aegean, Chios, Athens: Sakkoulas, pp. 857-868, ISBN: 978-960-445-478-5.*
- Angelis V. and **Salamoura M.** (2006), “New Product Acceptance as a systemic tool of consumer behavior in modern enterprises”, *Proceedings Volume, 2nd National Conference of the Hellenic Society of Systemic Studies*, Chios, Greece, 25-27 May [*Conference Proceedings*].

7. CONFERENCE PROCEEDINGS

- ◆ Editor of *Conference Proceedings (Book Of Abstracts) of the 1st Biannual International Conference “Strategic Developments in Services Marketing”*, 27-29 September 2007, Chios Island, Greece: University of the Aegean, ISBN: 978-960-7475-41-1.

8. OTHER STUDIES

- ◆ **Salamoura, M.** (2015), "*Tourism Marketing*", educational material in the context of distance education seminars in Sustainable Tourism Development and Destination Management, entitled "Educating in Tourism".
- ◆ **Salamoura, M.: Teaching Notes for the following courses of the corresponding departments of the University of the Aegean:**
 1. Department of Business Administration
 - Introduction to Marketing (2008-),
 - Sales Management (2008-2010),
 - Consumer Behaviour (2008-2013),
 - Promotion and Communication Strategies (2009-),
 - Tourism Marketing (2009-2012),
 - Marketing Research (2010-).
 2. Department of Tourism Economics and Management
 - Tourism Marketing Research (2020-).
 3. Master in Business Administration - MBA
 - Marketing Management (2011-),
 - International Marketing Management (2013-2015).
 4. MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises
 - Tourism Marketing (2008-2009),
 - Tourism and Hospitality Marketing (2016-2018),
 - Marketing of Tourism Destinations & Hospitality Enterprises (2018-).

8. INDICATIVE CITATIONS

- **Reference to the publication:** Skapinaki, A. and **Salamoura, M.** (2020), Investigating Primary School Quality Using Teachers' Self-Efficacy and Satisfaction, *Journal of Tourism, Heritage and Services Marketing*, 6(1), pp.17-24. Available at: <https://doi.org/10.5281/zenodo.3603340>.

- ◆ Gedviliene, G. (2020). Social interactivity dimensions in activities of students in higher education - In: *Journal of Contemporary Education, Theory & Research* 4, 1, S. 33-37 - URN: urn:nbn:de:0111-pedocs-193128 - DOI: 10.5281/zenodo.3769753
- ◆ Oikonomidou, M. and Konstantinidis, I. (2020). The Effect of Administrative Actions on Satisfaction of Primary and Secondary Public School Principals (May 30, 2020). *Journal of Contemporary Education Theory & Research (JCETR)*, 2020, Vol. 4, No. 1, pp. 21-27, DOI: 10.5281/zenodo.3769323, Available at SSRN: <https://ssrn.com/abstract=3748661>
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- Angelis V. and **Salamoura M.** (2000), “Defining and evaluating the image of the tourism product: the case of islands and specific destinations”, *International Scientific Conference “Tourism on Islands and Specific Destinations”*, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Hellas, December 14-16 [Conference Proceedings].

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- **Reference to the publication:** Angelis, V. and **Salamoura, M.** (2001), “Definition and quantification of the tourism product's quality: theoretical analysis and practical applications”, *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol.12:No1, pp.43-52, Online ISSN: 2156-6909, DOI: [10.1080/13032917.2001.9686998](https://doi.org/10.1080/13032917.2001.9686998)
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 - ◆ Dahiya, A., & Duggal, S. (2014). TRENDS AND PRACTICES IN HOSPITALITY AND TOURISM RESEARCH: A SELECTED STUDY FROM INTERNATIONAL JOURNALS. *International Journal of Hospitality & Tourism Systems*, 7(1).

9. PARTICIPATION IN CONFERENCES

- ◆ 15th International Conference Economies of the Balkan and Eastern European Countries – EBEEC (with presentation)
- ◆ 50th Annual EMAC Conference, Madrid, 20-25 May 2021, Virtual Conference (with presentation)

- ◆ *Tourman 2021, 4th International Scientific Conference “Restarting tourism, travel and hospitality: The day after”, 21-23 May 2021, Virtual Conference (with presentation and moderator in the session: Destination Marketing)*
- ◆ *49th Annual EMAC Conference, Budapest, May 26-29, 2020, Virtual Conference (with presentation)*
- ◆ *8th International Conference on Contemporary Marketing Issues (ICCM) 2020 (with presentation)*
- ◆ *8th International Conference on Strategic Innovative Marketing and Tourism, 7th IC-SIMAT, Chios, Greece, 2019 (with presentation).*
- ◆ *7th International Conference on Strategic Innovative Marketing and Tourism, 7th IC-SIMAT, Athenian Riviera, 2018 [with presentation].*
- ◆ *2nd International Scientific Conference Tourman 2018, “In search of excellence in tourism, travel & hospitality”, Rhodes, Greece, 25-28 October 2018 [with presentation].*
- ◆ *1st Scientific Conference for the Development of Chios Island, Chios, 5-7 October 2018 (with presentation).*
- ◆ *6th International Conference on Contemporary Marketing Issues (ICCM): June 27-29, 2018, Athens, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [with presentation].*
- ◆ *5th Aegean University Tourism Conference and 13th IMIC Conference Tourism: Trends, Prospects and Implications for Enterprises and Destinations, Santorini Island, Greece, 19-21 October 2017.*
- ◆ *5th International Conference on Contemporary Marketing Issues (ICCM): June 21-23, 2017, Thessaloniki, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [with presentation].*
- ◆ *4th International Conference on Contemporary Marketing Issues (ICCM): June 22-24, 2016, Heraklion, Greece / co-organized by Alexander Technological Educational Institute (ATEI) of Thessaloniki, Department of Business Administration [and] Manchester Metropolitan University [with presentation].*

- ◆ 5th International Scientific Conference “*Tourism Trends and Advances in the 21st Century*”, May 30th – June 2nd 2013, Island of Rhodes, Greece *[with presentation]*.
- ◆ 2nd *Advances in Hospitality and Tourism Marketing & Management Conference (AHTMMC)*, Corfu Island, Greece, 31 May - 3 June *[with presentation]*.
- ◆ International Conference “*Rethinking Business and Business Education in the age of crisis*” 20-22 October 2011, Chios Island, Greece *(with presentation)*.
- ◆ 3rd BIC on Services Marketing “*Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services*”, 07-09 September 2011, Çeşme, İzmir, Turkey *(with presentation)*.
- ◆ 2nd Biennial International Conference on Services Marketing: “*Orchestrating the Service Experience, Music to the Ear of Our Customers*”, Thessaloniki, Greece, 4-6 November 2009 *(with presentation)*.
- ◆ 8th European Academic Conference on “*Internal Auditing & Corporate Governance*”, Chios Island, Greece, 21-23 April 2010.
- ◆ 26th EuroCHRIE Congress “*Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism*”, Dubai, October 11-14, 2008 *(with presentation)*.
- ◆ 17th Hellenic Conference of Academic Libraries “*Academic Libraries as a measure of Institutional Quality Assessment*”, Ioannina, Greece, 24-26 September 2008.
- ◆ 2nd Conference of Administrative Sciences “*Modern trends in administrative science: "New Public Administration, Corporate Social Responsibility and Civil Society*”, 11-13 October 2007, Department of Business Administration, University of the Aegean, Chios. *(with presentation)*.
- ◆ 1st Biannual International Conference “*Strategic Developments in Services Marketing*”, University of the Aegean, Department of Business Administration and University of Glasgow, in collaboration with Greek Marketing Academy, Chios Island, 27-29 September 2007 *(with presentation)*.

- ◆ 2nd National Conference of the Hellenic Society of Systemic Studies, “*Systemic Approaches in a Network of Enterprises – Organizations*”, Hellenic Society of Systemic Studies and University of the Aegean, Chios, 25-27 May 2006 (*with presentation*).
- ◆ International Conference “*Managing Global Trends and Challenges in a Turbulent Economy*”, University of the Aegean, Business School, Department of Business Administration, Chios, 13-15 October 2005.
- ◆ International Scientific Conference “*Tourism on Islands and Specific Destinations*”, University of the Aegean, Business School, Interdepartmental Course of Postgraduate Studies in Tourism Planning, Management & Policy, Chios Island, Greece, 14-16 December 2000 (*with presentation*).
- ◆ 8th Panhellenic Conference of Academic Libraries: “*The Academic Library as an Educational and Research Unit in the 3rd Millennium*”, Rhodes, October 20-22, 1999.

10. OTHER ACADEMIC ACTIVITY

- ◆ **Supervision and Examination of BA and MSc Theses:**
 - ✓ Department of Business Administration (2008-to date): fifty six (**56**) (successful completion) και fourteen (**14**) (at present) BA Theses.
 - ✓ Department of Tourism Economics and Management (2020-to date): two (**2**) successful completion και two (**2**) (at present) BA Theses.
 - ✓ MSc Program in Strategic Management of Tourism Destinations & Hospitality Enterprises (2016-to date): five (**5**) (successful completion) and four (**4**) (at present) MSc Theses.
 - ✓ Postgraduate Program of Business Administration – MBA (2014-to date): four (**4**) (successful completion) and four (**4**) (at present) MSc Theses.
 - ✓ Executive MBA Program – Emba (2021-to date): three (**3**) (successful completion) and two (**2**) (at present) MSc Theses.
 - ✓ MSc Program in Tourism Business Administration (DTE) of the School of Social Sciences of the Hellenic Open University (2017-to date): fourteen (**14**) (successful completion).

- ◆ **Supervision and Examination of the projects for the program "Internship for the Higher Education of the University of the Aegean"** (Core module – 5ECTs (2015-to date): twenty (20) projects.
- ◆ **Host professor in lectures of distinguished guest professors in the frame of the program ERASMUS+ :**
 - ✓ October 2019: dr. Attila Kovacs, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Leaders and Decisions"*
 - ✓ October 2018: dr. Attila Kovacs, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Leadership and Management"*
 - ✓ October 2017: Lec. Bahar Çelik, Dumlupinar University στην Kütahya της Τουρκίας: *"Analytic Hierarchy Process (AHP)"*
 - ✓ October 2017: Claudiu Coman and Victor Briciu, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Mass Media and Communication"*.
 - ✓ May 2017: Prof. Dr. Doris Gutting, University of Applied Management, Erding, Germany : *"Intercultural Marketing and Management"*
 - ✓ May 2016: Alina Coman, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Advertising and Gender", "Brand Wheel", "Lifestyle and Consumption"*
 - ✓ October 2015: Florin Nechita, Transylvania University Brasov, Faculty of Sociology and Communication, Romania: *"Creativity in Advertising"*
 - ✓ May 2014: Prof. Dr. Clemens Koob, University of Applied Management, Erding, Germany: *"The Active Marketing Approach", "The power of Brands"*.

11. RESEARCH PROJECTS

- ◆ August 2022-December 2022: **«Family Business (FAB)»**: "Dissemination & Exploitation".
- ◆ January 2020-September 2020: **«MSc course in Food Processing and Innovation / FOODI»**, «Erasmus +, KA2 – Cooperation for innovation and the exchange of good practices – Capacity Building in the field of Higher Education», with main goal the development of the courses

“Consumer Behaviour” and “Strategic Food Marketing”, using modern interactive learning techniques.

- ◆ January 2015-September 2015: Co-Author in the 4th Invitation "**Academic Electronic Books for Economic, Political, Social, Agricultural Sciences**", of the Hellenic Academic Electronic (Text)Books www.kallipos.gr, through the proposal "INTERNATIONAL AND EXPORT MARKETING STRATEGIES".
- ◆ August 2007- December 2007: Participation in the project "Conference: **Strategic Development in Services Marketing**" (Publicity and communication with Universities and Agencies, Management of Grants - Conference Grants, Management of the process of submitting articles from and to judges / delegates, Editing of conference proceedings - printed edition, Other administrative tasks).
- ◆ May 1998-September 2001: Participation as a scientific researcher in the program entitled "**EPEAEK - Upgrading the Library of the University of the Aegean**".
- ◆ August – December 1998: Participation as a scientific researcher in the research program "**Family Employment and Self-Employment Strategies in the Tourism Sector of Chios**".
- ◆ May – October 1998: Participation as a scientific researcher in the program entitled "**EPEAEK Curriculum-Academic Books**", which concerns the Reconstruction, Modernization and Enrichment of the Curriculum, by introducing innovative teaching methods, with the use of modern IT technologies.
- ◆ November – December 1996: Participation as a scientific researcher in the program entitled "**Removing Isolation with Sustainable and Self-Sustaining Development: Creating a Database for the Isolated Islands of the North Aegean**".
- ◆ December 1994 – May 1995: Participation as a scientific researcher in the program entitled "**Study of the Business Plan and Internal Regulation of the University of the Aegean**".

12. PROFESSIONAL APPOINTMENTS

- ◆ May 1998 – July 2014: Administrative Staff, University of the Aegean, Chios Library Branch (*OGG: 229/8.10.2001*).
- ◆ August 2007 - December 2007: Administrative Staff and Member of the Organizing Committee of the 1st Biannual International Conference “Strategic Developments in Services Marketing”, co-organized by the Department of Business Administration of the University of the Aegean and the University of Glasgow, in collaboration with the Greek Marketing Academy.
- ◆ October – December 1997: Administrative staff of a series of seminars for the unemployed, organized by the Vocational Training Center of the University of the Aegean, within the framework of the North Aegean PEP in Chios, entitled:
 - "Accounting-Tax-Cost Accounting".
 - "The Use of multimedia in the dissemination of information".
 - "New Alternative Forms of Tourism".
 - "Organization-Management-Total Quality of a tourism unit".
- ◆ Summer internship in the Department of Business Administration of the University of the Aegean at the following companies:
 - 01.07.1995-14.08.1995: Hellenic Telecommunications Organization
 - 01.07.1994-14.08.1994 & 03.07.1995-03.10.1995: Public Power Corporation S.A.
 - 29.06.1992-14.08.1992 & 01.07.1993-14.08.1993: Commercial Bank of Greece
- Research Assistant at the University of the Aegean Chios Library Branch, during the academic years: 1992-1993, 1993-1994, 1994-1995.

13. MEMBER OF SCIENTIFIC ASSOCIATIONS AND LABORATORIES

- ◆ Academy of Marketing Science
- ◆ Greek Marketing Academy (ELAM)
- ◆ Management, Entrepreneurship & Innovative Education Lab “MEIE Lab”, Department of Business Administration, University of the Aegean.

- ◆ Innovative Tourism Entrepreneurship and Human Resources Development Lab "iTED Lab", Department of Tourism Economics and Management, University of the Aegean.