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Costas Assimakopoulos is currently an Associate Professor at the Department of Organizations Administration, Marketing and Tourism of the International Hellenic University (former Alexander Technological Educational Institute of Thessaloniki). He is the Director of the "Marketing and Administration of Businesses and Organizations" – Lab of the Department he is member of, Head of the MBA Program and former member of the Quality Assurance Committee of the University. His research interests are in the area of internet marketing and mobile marketing. He is the author of several papers published in International Journals and refereed Conference Proceedings. He was member of the Scientific Committee of several International Conferences in Marketing and Guest Editor to several special issues published by prestigious journals in the same scientific field. He took part in several European and National projects as a researcher. He serves as a reviewer for IEEE, Emerald, Interscience, Taylor and Francis, Elsevier etc.

1. PUBLICATIONS

3.1 International Journals

J20 Oliver G. Kayas, **Costas Assimakopoulos** & Tony Hines (2020) Student evaluations of teaching: emerging surveillance and resistance, *Studies in Higher Education*, DOI: 10.1080/03075079.2020.1725875

J19 I. Antoniadis, **C. Assimakopoulos**, S. Paltsoglou, "Engagement and Reactions of Brand Posts on Brand Fan Pages in Facebook: An Investigation of Brand Posts' Characteristics", *Int. J. of Internet Marketing and Advertising*, Vol. xx No. xx pp. - (to appear)

- J18 E. A. Tavlikou and **C. Assimakopoulos**, "Study On The Impact Of Socio-Economic Crisis On Greek Wellness Tourists' Spending Behavior," *Journal of Tourism, Heritage & Services Marketing*, Vol. 4, No. 2 (15 November 2018): pp. 24-31 Nov. 2018. DOI:10.5281/zenodo.1490419
- J17 A. Giovanis; P. Athanasopoulou, **C. Assimakopoulos**, Ch. Sarmaniotis, "Adoption of mobile banking services: a comparative analysis of four competing theoretical models" *International Journal of Bank Marketing*, Vol. 37 No. 5 pp. 1165-1189 DOI 10.1108/IJBM-08-2018-0200
- J16 I. Antoniadis, I. Koukoulis, **C. Assimakopoulos**, "Exploring the factors affecting the attitudes of college students towards, advertisement in social networking sites", *Int. J. of Internet Marketing and Advertising*, Vol. xx No. xx pp. - (to appear)
- J15 **C. Assimakopoulos**, "Electronic Information Systems Usage by the Consumers' of Agro-Food Products for Expressing Complaints," *International Journal of Agricultural and Environmental Information Systems*, vol. 9, no. 4, pp. 34-44, Oct. 2018. DOI:10.4018/IJAEIS.2018100103
- J14 A. Giovanis, **C. Assimakopoulos**, and C. Sarmaniotis, "Adoption of mobile self-service retail banking technologies: The role of technology, social, channel and personal factors" *Intl J of Retail & Distrib Mgt*, Vol. 47 No. 9, pp. 894-914. <https://doi.org/10.1108/IJRDM-05-2018-0089>
- J13 **C. Assimakopoulos**, E. Papaioannou, and C. Sarmaniotis, "Service quality of online transactions: the PayPal case," *International Journal of Electronic Marketing and Retailing*, vol. 9, no. 4, pp. 378-397, Jan. 2018. doi.org/10.1504/IJEMR.2018.094992
- J12 **C. Assimakopoulos**, I. Antoniadis, O. G. Kayas, and D. Dvizac, "Effective social media marketing strategy: Facebook as an opportunity for universities," *Intl J of Retail & Distrib Mgt*, vol. 45, no. 5, pp. 532-549, Apr. 2017. DOI: 10.1108/IJRDM-11-2016-0211
- J11 **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, and C. K. Georgiadis, "Online reviews as a feedback mechanism for hotel CRM systems," *Anatolia, An International Journal of Tourism and Hospitality Research*, vol. 26, no. 1, pp. 5-20, Jan. 2015. DOI:10.1080/13032917.2014.933707
- J10 E. Papaioannou, **C. Assimakopoulos**, C. Sarmaniotis, and C. K. Georgiadis, "Investigating websites' e-CRM features in building customer relationships: evidence from Greece," *International Journal of Internet Marketing and Advertising*, vol. 8, no. 4, pp. 320-338, Jan. 2014. DOI: 10.1504/IJIMA.2014.067659, Impact Factor: 3,2178
- J09 E. Papaioannou, C. K. Georgiadis, **C. Assimakopoulos**, and A. Manitsaris, "Maximization of users experience in websites: estimating the optimum size of the multimedia content," *Electron Commer Res*, vol. 14, no. 1, pp. 87-109, Mar. 2014. DOI: 10.1007/s10660-014-9134-7 Impact Factor: 1.553
- J08 **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, M. Fidanyan, and C. K. Georgiadis, "Factors affecting attitudes towards smart phones: user's profile and proposed research model," *International Journal of Technology Marketing*, vol. 8, no. 3, pp. 238-253, Jan. 2013. DOI: 10.1504/IJTMKT.2013.055344
- J07 **C. Assimakopoulos**, C. Sarmaniotis, and E. Papaioannou, "Successful implementation of CRM in luxury hotels: determinants and measurements," *EuroMed Journal of Business*, vol. 8, no. 2, pp. 134-153, Jul. 2013. DOI 10.1108/EMJB-06-2013-0031
- J06 E. Papaioannou, **C. Assimakopoulos**, C. Sarmaniotis, and C. K. Georgiadis, "Investigating customer satisfaction dimensions with service quality of online auctions: an empirical investigation of e-Bay," *Inf Syst E-Bus Manage*, vol. 11, no. 2, pp. 313-330, Jun. 2013. DOI 10.1007/s10257-012-0202-z, Impact Factor: 0.348
- J05 **C. Assimakopoulos**, E. Papaioannou and Ch. Sarmaniotis, "The Contribution of CRM Marketing Variables Towards Improving Company's Performance: A Case of Thessaloniki Area Hotels", *Arabian Journal of Business and Management Review*, Vol. 1, No. 1; pp. 17-30, August 2011

J04 **C. Assimakopoulos** and F.-N. Pavlidou, "Unified models for adaptive OFDM systems when QAM or PSK modulation is applied," *European Transactions on Telecommunications*, vol. 18, no. 7, pp. 777–790, Nov. 2007. DOI: 10.1002/ett.1173, Impact Factor: 1.354

J03 **C. Assimakopoulos** and F.-N. Pavlidou, "New bit loading algorithms for DMT systems based on the greedy approach," *Wireless Communications and Mobile Computing*, vol. 6, no. 8, pp. 1047–1056, Dec. 2006. DOI: 10.1002/wcm.286, Impact Factor: 1.291

J02 **C. Assimakopoulos** and N. Pavlidou, "An enhanced powerline channel noise model," *WSEAS Transactions on Power Systems*, vol. 1, no. 1, p. 239, 2006.

J01 **C. Assimakopoulos** and F.-N. Pavlidou, "Integrated rounding method for real number bit distribution over DMT systems," *Electronics Letters*, vol. 40, no. 19, pp. 1235–1236, Sep. 2004. DOI: 10.1049/el:20045830, Impact Factor: 1.068

3.2 Conference Proceedings (with reviewers)

C44. Mylonidis, K., **Assimakopoulos**, C., Investigating Motives and Reasons for Choosing Airbnb Accommodations by Greek Consumers, ICESBA 2019, Procedia of Economics and Business Administration, ISSN: 2392-8174, ISSN-L: 2392-8166, pp. 148-154

C43. **Assimakopoulos**, C., Papaioannou, E., Sarmaniotis, C., Pavlidou, M., Charizani, P., Tzelepi, P., Service Quality Parameters of Greek Dynamic Pricing Platforms, ICESBA 2019, Procedia of Economics and Business Administration, ISSN: 2392-8174, ISSN-L: 2392-8166, pp. 17-22

C42. Karantza, I., **Assimakopoulos**, C., Vlachakis, S., I., "Branding and Repositioning Approaches for Hotels: A Case Study", 3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead" (TOURMAN 2019), Thessaloniki, Greece, 25-28 OCT 2019

C41. **Assimakopoulos**, C., Sarmaniotis, Ch., Papaioannou, E., Antoniadis, I., Kotzaivazoglou, I., "The Effect of Customer-Centric Orientation and International Strategy Effectiveness on Hotels", 3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead" (TOURMAN 2019), Thessaloniki, Greece, 25-28 OCT 2019

C40. Antoniadis I, Xanthakou S. **Assimakopoulos** C., "Consumers' Perceptions and Usage of Social Media in Fashion Marketing", International Conference on Contemporary Marketing Issues (7th ICCMI 2019), Heraklion, Crete, Greece, 10- 12, July, 2019, pp. 254

C39. **Assimakopoulos**, C., Pesiou, K., Sarmaniotis, C., "Study of the Peer to Peer Money Transfers Using FinTech Platforms", in International Conference on Contemporary Marketing Issues (7th ICCMI 2019), Heraklion, Crete, Greece, 10- 12, July, 2019, pp. 205-208

C38. E. Papaioannou, C. Sarmaniotis, **C. Assimakopoulos**, " Social media marketing in the hotel industry: a case study of a hotel chain in Brussels", in *TOURMAN 2018, 2nd International Scientific Conference In search of excellence in tourism, travel & hospitality management* 25-28 October 2018, Rhodes, Greece, pp. 105

C37. **C. Assimakopoulos**, M. Pavlidou, I. Kostoglou, C. Sarmaniotis, E. Papaioannou, "How the trip type and Hotel's facilities are related", in *TOURMAN 2018, 2nd International Scientific Conference In search of excellence in tourism, travel & hospitality management* 25-28 October 2018, Rhodes, Greece, pp. 136-141

C36. I. Antoniadis, S. Paltsoglou, **C. Assimakopoulos**, "Factors affecting engagement and reactions of posts in Greek Facebook brand pages", in *International Conference on Contemporary Marketing Issues (6th ICCMI 2018)*, Athens, Greece, 27-29 June 2018, pp. 233-243

C35. I. Kotzaivazoglou, **C. Assimakopoulos**, A. Pavlidou, "Facebook and politics: How the Greek

members of the parliament are using their Facebook page as a public relations tool", in *International Conference on Contemporary Marketing Issues (6th ICCMI 2018)*, Athens, Greece, 27-29 June 2018, pp. 244-250

C34. **C. Assimakopoulos**, A. Gounas, "Studying the Service Quality of the ATEI Library", in *International Conference on Contemporary Marketing Issues (6th ICCMI 2018)*, Athens, Greece, 27-29 June 2018, pp. 246-352

C33. C. Sarmaniotis, **C. Assimakopoulos**, I. Kostoglou, E. Papaioannou, "Factors moderating guest's satisfaction over Mediterranean countries", in *International Conference on Contemporary Marketing Issues (6th ICCMI 2018)*, Athens, Greece, 27-29 June 2018, pp. 590-596

C32. **C. Assimakopoulos**, "Agro-food product companies and factors affecting consumers' complaining intention: a key point for their sustainability through economic crisis", in *18 Panhellenic conference of forestry and International workshop*, pp. 1493-1497

C31. I. Antoniadis, I. Koukoulis, **C. Assimakopoulos**, "Exploring the factors affecting the attitudes of college students towards advertisement in social networking sites", in *International Conference on Contemporary Marketing Issues (5th ICCMI 2017)*, Thessaloniki, Greece, 21-23 June 2017, pp. 27-34

C30. **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, "Customer Centric Orientation of Companies Management and Its Effectiveness on International B2B Strategy", in *International Conference on Contemporary Marketing Issues (5th ICCMI 2017)*, Thessaloniki, Greece, 21-23 June 2017, pp. 207-213

C29. S. Vlachakis, K.V. Siakas, M. Naaranoja, **C. Assimakopoulos**, "Family business into the financial crisis. A case study on marketing and management policies by small and medium-sized family businesses, during the financial crisis in Greece", in *International Conference on Contemporary Marketing Issues (4th ICCMI 2016)*, Heraklion, Greece, 22-24 June 2016, pp. 591

C28. I. Antoniadis, **C. Assimakopoulos**, K. Politis, "Student run group in Facebook: An opportunity for Universities' Social Media Marketing Strategy?", in *International Conference on Contemporary Marketing Issues (4th ICCMI 2016)*, Heraklion, Greece, 22-24 June 2016, pp.540-549

C27. **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, A. Gounas, "Examining the Service Quality Dimensions of a Greek Price Comparison Platform: The skrouz.gr case", in *International Conference on Contemporary Marketing Issues (4th ICCMI 2016)*, Heraklion, Greece, 22-24 June 2016, pp. 178-184

C26. **C. Assimakopoulos**, "Antecedents and Consequences of Consumers Dissatisfaction of Agro-food Products and Their Complaining through Electronic Means", in *7th International Conference on Information and Communication Technologies in Agriculture, Food and Environment (HAICTA 2015)*, Kavala, Greece, 17-20 Sept. 2015, pp.871-878

C25. Ch. Sarmaniotis, E. Papaioannou, **C. Assimakopoulos**, "CRM from the user perspective: Proposed Research Model", in *International Conference on Contemporary Marketing Issues (3rd ICCMI 2015)*, London, UK, 30 June-2 July 2015, pp. 488-494

C24. **C. Assimakopoulos**, C. Sarmaniotis, E. Papaioannou, "Moderating factors of hotel's room price originating from online reviews", in *International Conference on Contemporary Marketing Issues (3rd ICCMI 2015)*, London, UK, 30 June-2 July 2015, pp. 34-39

C23. **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, "Marketing orientation and the implementation of CRM systems in the hotel sector", *Advances in Business-Related Scientific Research Conference (ABSRC 2015)*, Venice, Italy, 2015

C22. **C. Assimakopoulos**, D. Nikolic, N. Simeunović, M. Nenadović, S. Dvizac, "The Marketing Dimensions of Facebook for Enrolling Study Programs: Evidence from the University of Novi Sad", *International Conference on Contemporary Marketing Issues (2nd ICCMI 2014)*, 18-20 June 2014, Athens, Greece, pp. 865-872

- C21. E. Papaioannou, C. Sarmaniotis, **C. Assimakopoulos**, P. Sarakintzis, "Dimensions of e-Commerce and e-CRM in International Business and Marketing Processes", in *International Conference on Contemporary Marketing Issues (2nd ICCMI 2014)*, 18-20 June 2014, Athens, Greece, pp. 773-778
- C20. **C. Assimakopoulos**, "Mobile Internet Users Profile Along With Subscribers Model of Payment and Attitudinal Characteristics", in *6th International Conference on Information and Communication Technologies in Agriculture, Food and Environment (HAICTA 2013)*, *Procedia Technology*, vol. 8 (2013), pp. 425-434, doi: 10.1016/j.protcy.2013.11.055
- C19. E. Papaioannou, **C. Assimakopoulos**, C. Sarmaniotis, C.K. Georgiadis, "The Impact of e-CRM Features in Websites on Marketing Communication: Evidence from the 500 Largest Greek Companies", in *International Conference on Contemporary Marketing Issues (1st ICCMI 2012)*, 13-15 June 2012, Thessaloniki, Greece, pp. 371-376
- C18. L. Gkiouzepas, C. Sarmaniotis, E. Papaioannou, **C. Assimakopoulos**, "Happy is Up: How Deep-Rooted Metaphors Influence the Effectiveness of Tourism-Related Print Ads?", in *International Conference on Contemporary Marketing Issues (1st ICCMI 2012)*, 13-15 June 2012, Thessaloniki, Greece, pp. 156-162
- C17. E. Papaioannou, C. Sarmaniotis, C. Georgiadis, and **C. Assimakopoulos**, "Strategic integration of feedback (reputation) mechanism with Customer Relationship Management (CRM) system in the hotel sector", in *2nd Advances In Hospitality And Tourism Marketing And Management*, 31 May-3 June 2012, Corfu, Greece
- C16. E. Papaioannou, C.K. Georgiadis, **C. Assimakopoulos**, A. Manitsaris, "Optimizing The Quality Of Multimedia Information Experience In E-Commerce: An Empirical Examination", in *1st International Symposium & 10th Balkan Conference on Operational Research*, September 2011, Thessaloniki, Greece, pp. 146-153
- C15. E. Papaioannou, C. Sarmaniotis, **C. Assimakopoulos**, C.K. Georgiadis, "A successful deployment of an ERP system: A case study of a small Greek company" in *International Conference on Enterprise Systems, Accounting and Logistics (8th ICESAL 2011)*, 11-12 July 2011, Thassos, Greece
- C14. E. Papaioannou, C. Sarmaniotis, **C. Assimakopoulos**, M. Sotiriadis, "CRM Systems Employed in the Hotel Sector: A Case of a Greek 5-star Hotel", in *Advances In Hospitality And Tourism Marketing And Management 2011*, 19-24 June 2011, Istanbul, Turkey, pp., 408-413
- C13. C. Sarmaniotis, **C. Assimakopoulos**, E. Papaioannou, I. Tilikidou, "Construction of a Measure of Hotel Management Attitude Towards Customer-Centric Orientation", in *International Conference, Special Interest Tourism & Destination Management*, 27-30 April 2011, Kathmadou, Nepal
- C12. **C. Assimakopoulos**, E. Papaioannou, C. Sarmaniotis, "The Contribution of CRM Marketing Variables Towards Improving Company's Performance: A Case of Thessaloniki Area Hotels", in *11th International Conference on Global Crisis and Economic Policies*, 25-27 October 2010, Thessaloniki, Greece
- C11. C. Sarmaniotis, E. Papaioannou, **C. Assimakopoulos**, "Aspects of CRM Systems Employed by Export Companies in Thessaloniki Area", in *1st International Conference on Supply Chain*, 01-02 Oct 2010, Katerini, Greece
- C10. Ch. Sarmaniotis, E. Papaioannou, **C. Assimakopoulos**, "Characteristics And Dimensions Of CRM Systems Employed In Northern Greece Hotels", in *International Conference on Sustainable Tourism: Issues, Debates & Challenges*, 22-25 April 2010, Crete & Santorini, pp.1031-1041
- C9. N. Andreadou, **C. Assimakopoulos**, and F. Pavlidou, "Performance Evaluation of LDPC Codes on PLC Channel Compared to Other Coding Schemes," in *IEEE International Symposium on Power Line Communications and Its Applications*, (11th ISPLC 2007), pp. 296-301.

C8. A. Papaioannou, **C. Assimakopoulos**, F.-N. Pavlidou, "Cross-Layer Designs of Multicarrier NC-PRMA Systems over Powerlines", in *IEEE International Symposium on Power-Line Communications and its Applications (11th ISPLC 2007)*, Pisa, Italy, Mar 2007, pp. 302-307

C7. **C. Assimakopoulos**, F.-N. Pavlidou, "Statistical analysis of the power-line channel noise characteristics in the frequency domain", in *5th WSEAS / IASME International Conference on Electric Power Systems, High Voltages, Electric Machines (POWER '05)*, 16-18 Dec. 2005, Tenerife, Spain, pp. 549-554

C6. **C. Assimakopoulos**, F.-N. Pavlidou, "Multiuser power and bit allocation over Power line Channels", in *IEEE International Symposium on Power-Line Communications and its Applications (9th ISPLC 2005)*, Vancouver, Canada, 6-8 April 2005, pp. 255-259

C5. **C. Assimakopoulos**; P.L. Katsis; F.-N. Pavlidou, D. Obradovic, M. Obradovic, "XDSL Techniques for power line communications", in *IEEE International Symposium on Power Line Communications and Its Applications, (7th ISPLC 2003)*, 26-28 March 2003, Kyoto, Japan, pp.21-25

C4. **C. Assimakopoulos** and F.-N. Pavlidou, "Performance evaluation of a recursive LA/IR protocol for MC-CDMA power line communications," in *IEEE Seventh International Symposium on Spread Spectrum Techniques and Applications*, 2002, vol. 3, pp. 677–681

C3. **C. Assimakopoulos**, F.-N. Pavlidou, "Comparative Study of Loading Algorithms for PLC Applications" in *IEEE International Symposium on Power Line Communications and Its Applications, (6th ISPLC 2002)*, 27-29 March 2002, Athens, Greece, pp. 135-138

C2. A. Levisianou, **C. Assimakopoulos**, F.-N. Pavlidou, A. Polydoros, "A Recursive IR Protocol for Multicarrier Communication" *6th International OFDM-Workshop*, 18-19 September, 2001, Hamburg, Germany

C1. **C. Assimakopoulos**, F.-N. Pavlidou, "Measurements and Modeling of In-House Power Lines Installation for Broadband Communications", in *IEEE International Symposium on Power Line Communications and Its Applications, (5th ISPLC 2001)*, 4-6 April 2001, Malmo, Sweden, pp. 73-78

3.4 Other publications

O1. **Assimakopoulos, C.;** F.-N. Pavlidou, "Communication over Power Lines: Review of some special issues", COST 262 6th Management Committee Meeting (MCM), 6-7, July, 2000, Hamburg, Germany.

O2. **Assimakopoulos, C.;** F.-N. Pavlidou, "Channel Modeling of Residential Electrical Circuits ", COST 262 6th Management Committee Meeting (MCM), 6-7, July, 2000, Hamburg, Germany.

O3. **Assimakopoulos, C.;** F.-N. Pavlidou, "Noise measurements of the power lines grids" 1st PLC SWG COST 262, Aristotle University of Thessaloniki 16 November 2000.

2. SCIENTIFIC ACTIVITIES

4.1 Guest Editor International Journals

(2016) **Special Issue** on: "Internet Marketing and Advertising in the Framework of New Interactive and Multimedia Developments", International Journal of Internet Marketing and Advertising
<https://www.inderscience.com/info/inarticletoc.php?jcode=ijima&year=2016&vol=10&issue=3>

Guest Editors:

Dr. Anne Martensen, Copenhagen Business School, Denmark

Dr. Jaywant Singh, Kingston University, UK

Dr. Costas Assimakopoulos, Alexander Technological Educational Institute of Thessaloniki, Greece

(2014) **Special Issue** on: "Challenges and Opportunities in Marketing in the Contemporary Technological Environment", Journal of Technology Marketing (<https://www.inderscience.com/info/inarticletoc.php?jcode=ijtmkt&year=2016&vol=11&issue=3>)

Guest Editors:

Dr. Costas Assimakopoulos, Technological Educational Institute of Thessaloniki, Greece

Dr. Giacomo Del Chiappa, University of Sassari, Italy (2014)

(2013) **Special Issue** on: "E-marketing and digital marketing developments", Journal of Marketing Vistas

Guest Editors: (<http://www.mkt.teithe.gr/iccmi2012/Call%20for%20Papers%20JMV.pdf>)

Dr Christos Sarmaniotis, Technological Educational Institute of Thessaloniki, Greece

Dr Christos K. Georgiadis, University of Macedonia, Greece

Dr Costas Assimakopoulos, Technological Educational Institute of Thessaloniki, Greece

3. EUROPEAN AND NATIONAL PROJECTS:

Indicatively

- Participation in the European project (IST) (Information Society Technologies) entitled "Open PLC European Research Alliance (OPERA)". Its purpose is the development of standards for Power Line Communications in Europe.
- Participation in the European project (IST) (Information Society Technologies) entitled "Satellite communication Network of Excellence (SatNEx)". The purpose is the integration of the research in Europe concerning the Satellite Communications.
- Participation in the European project INTERVUSE (Integrated Radar, Flight Plan and Digital Video Data Fusion for SMGCS). The development of a wireless surveillance network for airports.
- Participation as a scientific secretary in COST 262 (European COoperation in the Field of Scientific and Technical Research): Spread Spectrum Systems in wireless and wired systems.
- Participation to several other National and European projects...

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ΠΑΡΑΤΙΘΕΤΑΙ ΑΠΟ	Όλα	Από το 2016
Παραθέσεις	416	253
h-index	11	7
i10-index	13	6

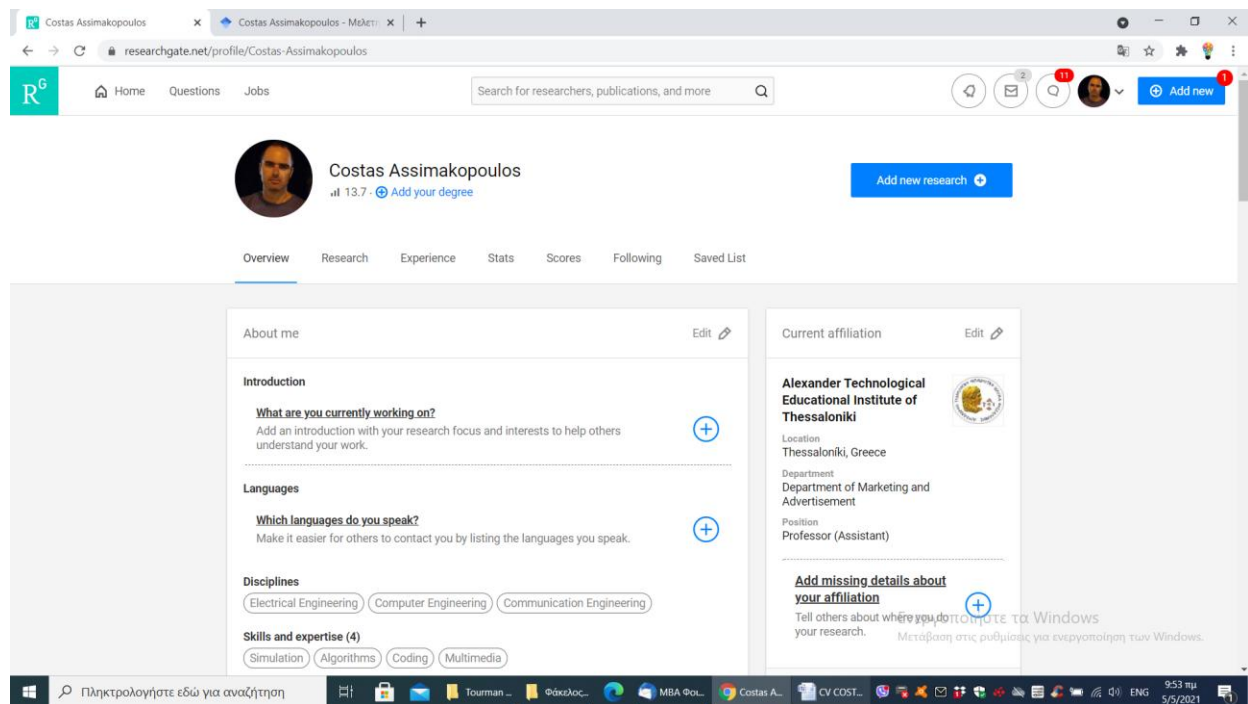
ΤΙΤΛΟΣ	ΠΑΡΑΤΙΘΕΤΑΙ ΑΠΟ	ΕΤΟΣ
Effective social media marketing strategy: Facebook as an opportunity for universities C Assimakopoulos, I Antoniadis, OG Kayas, D Dvizac International Journal of Retail & Distribution Management	53	2017
Successful implementation of CRM in luxury hotels: determinants and measurements C Sarmaniotis, C Assimakopoulos, E Papaioannou EuroMed Journal of Business	49	2013
Online reviews as a feedback mechanism for hotel CRM systems C Assimakopoulos, E Papaioannou, C Sarmaniotis, CK Georgiadis Anatolia 26 (1), 5-20	32	2015
Adoption of mobile self-service retail banking technologies A Giovanis, C Assimakopoulos, C Sarmaniotis International Journal of Retail & Distribution Management	29	2019

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J12. «Effective social media marketing strategy: Facebook as an opportunity for universities»

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