

# Efthymia Iliopoulou

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Birth date: 23/11/1978

## ACADEMIC QUALIFICATIONS

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23/04/2021 – Current, **PhD Candidate** University of Western Macedonia, Department of Economics, **Thesis Title:** Environmental Practices: The role of stakeholders and the impact of their implementation on firm performance.

08/03/2018 – 20/10/2020, **Master's Degree in Public Relations and Marketing with New Technologies**, University of Western Macedonia, **Thesis Title:** Consumer behavior in businesses social media. Final grade: **9,61**

30/09/1997 – 14/11/2002, **Bachelor of International Trade**, Technological Educational Institute of Western Macedonia, Final grade: **7,3**

## PAPERS IN REFEREED ACADEMIC JOURNALS

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Iliopoulou, E., Koronaki, E., Vlachvei, A. & Notta, O. (2024). "From Knowledge to Action: The Power of Green Communication and Social Media Engagement in Sustainable Food Consumption". *Sustainability*, (forthcoming)

Iliopoulou, E., Vlachvei, A. & Koronaki, E. (2024). "Environmental drivers, environmental practices and business performance. A systematic literature review and future research directions", *Sustainability*, 16(11), 4725. <https://doi.org/10.3390/su16114725>

Tsounis, N., Vlachvei, A., Bertatos, G. & Iliopoulou E. (2023). "Revenue determinants in alternative tourism app". *Current Issues in Tourism*, 27(5), 710-719. <https://doi.org/10.1080/13683500.2023.2247528> (ABS: 2\*, SCHIMAGO Q1)

Tsounis, N., Agiomirgianakis, G., Dritsaki, C., Vlachvei, A., Iliopoulou, E., Bertatos, G., Kalogiratou, Z., Monovasilis, T., & Sariannidis, N. (2023). Pricing Policies for Sustainable Growth and Development Led by Tourism in the Region of Western Macedonia. *Theoretical Economics Letters*, 13(7), 1669-1683. <https://doi.org/10.4236/tel.2023.137096>

## INTERNATIONAL REFEREED CONFERENCES

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Iliopoulou, E., Vlachvei, A. & Koronaki, E. (2024). "Bridging perceived environmental knowledge and environmental behavior: The mediation role of consumers' social media engagement". In International Conference on Applied Economics (ICOAE), Belgrade, Republic of Serbia, Springer Proceedings (forthcoming)

Iliopoulou, E., & Vlachvei, A. (2021). "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, pp.553-568. Heraklion Crete, Greece. [https://doi.org/10.1007/978-3-030-98179-2\\_38](https://doi.org/10.1007/978-3-030-98179-2_38)

Iliopoulou, E., & Vlachvei, A. (2020, July). "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. [https://doi.org/10.1007/978-3-030-63970-9\\_34](https://doi.org/10.1007/978-3-030-63970-9_34)

## CONFERENCES

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07/07/2022 – 09/07/2022, Iliopoulou Efthymia, Vlachvei Aspasia, Gerassimos Bertatos, Nicholas Tsounis (2022). "Factors that affect tourist satisfaction: An empirical study in the region of Dytiki (Western) Macedonia, Greece". In International Conference on Applied Economics. Madrid, Spain.

24/10/2019 – 27/10/2019, Evangelou, E., Iliopoulou, Ef., Evangelou, P., Vlachvei, A., and Monovasilis, Th. (2019). "Airbnb and Greek travellers". In TOURMAN 2019 Conference Proceedings "Tourism, travel and hospitality at crossroads: The way ahead" Christou, Alexandris and Fotiadis (eds), ISBN: 978-618-80440-6-7, pp.24-29. Thessaloniki, Greece.

24/11/2002 – 24/11/2002, Iliopoulou E. (2002). "Trends and strategic planning for the Greek fur industry development in the countries of Western-Eastern Europe and the rest of the world ". In MONEY SHOW Conference. Kastoria, Greece.

## TEACHING EXPERIENCE

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10/04/2024-31/07/2024. **Training program for business executives in the circular economy.** Training under the program (code 81205) Research Committee, University of Western Macedonia by private clients.

28/03/2024-31/05/2024. **Scholarship** for teaching work in the undergraduate course "**Organizational Theory and Organizational Behavior**", University of Western Macedonia, Department of Economics, program code 81120.

28/03/2024-31/05/2024. **Scholarship** for teaching work in the undergraduate course "**Strategic Management**", University of Western Macedonia, Department of Economics, program code 81120.

25/10/2023-09/02/2024. **Scholarship** for teaching work in the undergraduate course "**Marketing**", University of Western Macedonia, Department of Economics, program code 81115.

25/10/2023-09/02/2024. **Scholarship** for teaching work in the undergraduate course "**International Business Administration**", University of Western Macedonia, Department of Economics, program code 81115

14/04/2022-30/09/2022. **Scholarship** for teaching work and laboratory exercises in the undergraduate courses: "**Strategic Management**", "**Total Quality Management**", "**Digital Marketing**", University of Western Macedonia, Department of Economics, program code 80763.

02/06/2021-30/09/2021. **Scholarship** for teaching work and laboratory exercises in the undergraduate courses: "**Strategic Management**", "**Total Quality Management**", "**E-business**", University of Western Macedonia, Department of Economics, program code 80645.

## **RESEARCH PROJECTS**

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21/07/2022-30/10/2022. **EnvironMental Adaptation.**

Participation in the analysis of the quantitative survey and in the closing ceremony of the project in the framework of the project "EnvironMental Adaptation, University of Western Macedonia, Department of Economics, program code 80715.

01/08/2021-31/10/2021. **New technologies and innovative approaches to Agri-Food and Tourism to enhance regional excellence in Western Macedonia.**

Participation in literature research, literature review and field research for primary data collection on tourist arrivals in the Western Macedonia region, program code 80601.

## **SEMINARS**

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15/11/2022 – 22/12/2022. **Online branding and communication.** Centre of Continuing Education and lifelong learning Polytropon, Kastoria, Greece

14/11/2022 – 18/11/2022. **Research Writing and Publication (online seminar).** School of Business and Management Studies, Central University of Haryana, Mahendergarh, India

19/04/2022, **Certification of the teaching qualification of Trainers for Adults of non-formal education**, National Organisation for the Certification of Qualification and Vocational Guidance (EOPPEP)

30/01/2021 – 26/02/2021. **Educational design for the implementation of courses in a modern e-learning environment.** Centre of Continuing Education and lifelong learning, Kastoria, Greece

## **PROFESSIONAL EXPERIENCE**

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01/01/2006 – 01/04/2019. **Sales and accounting manager**, Carla Mose (wholesale-retail trade).

01/01/2002 – 31/12/2005. **Sales and staff manager**, Flame (catering company).

01/07/1997 – 30/09/1997. **Accounting assistant** at the National Bank of Greece.

## **TECHNICAL SKILLS**

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Microsoft Office, ECDL Core Certificate, ECDL Advanced Certificate Word Processing, IBM SPSS Statistics, IBM Amos, Photoshop.

## **LANGUAGES**

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English, Greek (Native Language)