

Curriculum Vitae

Personal Information

Name **Christos Livas**
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Education and Training

2016 **Doctor of Philosophy (PhD) in Marketing Communications (Advertising)** [*First Class*]
Educational Institution University of Piraeus / Department of Business Administration, Piraeus - Greece
Thesis '*Advertising Messages before and during the Economic Recession in Greece*'
Supervisor: Professor Athanassios Kouremenos
Principal subjects Advertising Strategy, Economic Recession, Quantitative Content Analysis, Bivariate and Multivariate Statistical Analysis

2007 **Master of Business Administration (MBA) in Marketing** [*Upper Second Class*]
Educational Institution Cardiff University - Cardiff Business School, Wales – United Kingdom
Dissertation (in Marketing Strategy) '*A Comparative Analysis of Segmentation. Targeting and Positioning in the Greek Banking Sector: The Cases of EFG Eurobank Ergasias and Citibank*' [*Distinction*]
Supervisor: Dr. Shumaila Yousafzai
Principal subjects Marketing Management, Marketing Strategy, Business Statistics, Strategic Management

2009 **Postgraduate Professional Diploma (PGDip) in Taxation** [*Upper Second Class*]
Educational Institution Athens Laboratory of Business Administration (ALBA) - Graduate Business School, Athens - Greece
Principal subjects Direct and Indirect Taxation, Transfer Pricing, Tax Accounting, Mergers and Acquisitions

2005 **Bachelor of Science (BSc) in Economics** [*First Class*]
Educational Institution University of Piraeus / Department of Economics, Piraeus – Greece
Principal subjects Microeconomics, Macroeconomics, Econometrics, Statistics

Teaching Experience

(Public Higher Education)

02/2020 - Present **Assistant Professor of Marketing**
Educational Institution University of Patras, Department of Business Administration, Patras - Greece
Teaching appointments **Postgraduate Programme** in Business Administration (MBA) (course taught in Greek):

- [1] Design and Delivery of the '*Market Research*' (SET score: 4.74 / 5.00) [2019-2022] and '*Consumer Behavior*' (SET score: 4.71 / 5.00) [2021-2022] modules.
- [2] Supervision of 12 postgraduate dissertations in '*Marketing*'.

Undergraduate Programme in Business Administration (courses taught in Greek):

- [3] Design and Delivery of the '*Consumer Behavior*' (SET score: 4.67 / 5.00) [2019-2020], '*Industrial Marketing & Salesforce Management*' (SET score: 4.79 / 5.00) [2020-2022], '*Integrated Marketing Communications*' (SET score: 4.53 / 5.00) [2020-2022] and '*Strategic Marketing*' (SET score: 4.52 / 5.00) [2020-2022] modules, as well as the '*Integrated Marketing Communications*' module for the Erasmus programme [2021-2022].
- [4] Supervision of 13 undergraduate dissertations in Marketing

10/2017 – 09/2020	Associate Educational Faculty in Tourism Marketing
Educational Institution	Hellenic Open University, School of Social Sciences, Patras & Ioannina - Greece
Teaching appointments	Postgraduate Programme in Tourism Business Administration (courses taught in Greek):
[1]	Delivery of the ' <i>Tourism Marketing</i> ' module (SET score: 4.36 / 5.00) [2017-2018].
[2]	Supervision of 12 postgraduate dissertations in ' <i>Tourism Marketing</i> ' and ' <i>Tourism Business Administration</i> ' [2017-2020].
10/2016 – 09/2019	Academic Fellow in Marketing
Educational Institution	University of Piraeus, Department of Business Administration, Piraeus – Greece
Teaching appointments	Undergraduate Programme in Business Administration (courses taught in Greek):
[1]	Design and delivery of the ' <i>Services Marketing</i> ' (SET score: 4.67 / 5.00) and ' <i>Advertising & Public Relations</i> ' modules (SET score: 4.71 / 5.00).
[2]	Supervision of ' <i>Undergraduate Research Projects</i> ' in Marketing
[3]	Supervision of coursework assignments for the Erasmus Programme (in English)
11/2014 – 12/2017	External Associate
Educational Institution	University of Piraeus, Department of Business Administration, Piraeus – Greece
Teaching appointments	Postgraduate Programmes in Business Administration (MBA), Business Administration – Tourism Management and Business Administration for Executives (EMBA) (courses taught in Greek):
[1]	Substitute teaching and delivery of lectures.

Other Teaching Experience

(Private Higher Education & Delivery of Tutorials)

12/2018	Tutor
Educational Institution	University of Piraeus
Teaching appointments	Tutorials for Banking executives on 'Principles of Marketing in the Banking Sector'.
09/2016 – 11/2017	Part-Time Lecturer of Research Methods
Educational Institution	University of Nicosia Online & University of South Wales, Nicosia - Cyprus
Teaching appointments	Postgraduate Programme in Business Administration (MBA) (courses taught in English) Delivery of the ' <i>Research Methods</i> ' module (distance teaching).
02/2015 – 06/2016	Adjunct Lecturer of Marketing
Educational Institution	AKMI Metropolitan College & University of East London (Franchise Collaboration) - Department of Business and Economics, Athens & Piraeus - Greece
Teaching appointments	Undergraduate Programme (BA) in Business Management (courses taught in Greek): Design and delivery of the ' <i>Introduction to Marketing</i> ', ' <i>Digital Marketing</i> ', ' <i>Understanding Consumers</i> ' and ' <i>Business Research</i> ' modules.
10/2010 – 06/2014	Adjunct Lecturer of Marketing
Educational Institution	IST College & University of Hertfordshire (Franchise Collaboration) - School of Business and Economics, Athens – Greece
Teaching appointments	Postgraduate Programme (MSc) in Management (course taught in English): Design and delivery of the ' <i>Competing through Marketing</i> ' module. Undergraduate Programme (BA) in Business Administration (courses taught in English and Greek): Design and delivery of the ' <i>Business and Commercial Awareness</i> ' and ' <i>Business in Context</i> ' modules. Undergraduate Programme (BA) in Human Resources Management and Marketing (courses taught in English and Greek):

Design and delivery of the 'Psychology and Consumer Behaviour', 'Marketing Communications', 'Market and Social Research' and 'Marketing Planning' modules.

Research Experience

11/2021	Employer	University of Piraeus Research Centre, Piraeus - Greece
	Responsibilities	Preparation of educational material for the project: 'Financial Instrument Markets and other provisions (MiFID II Regulatory Framework) to Attica Bank executives'
07/2021	Employer	University of Piraeus Research Centre, Piraeus - Greece
	Responsibilities	Preparation of educational material for the project: 'Financial education of Attica Bank's Executives'
03/2021 – 04/2021	Employer	University of Piraeus Research Centre, Piraeus - Greece
	Responsibilities	Primary data analysis and participation in the identification of primary findings and final report preparation for the project: 'BurnOut syndrome in COVID-19 National Reference Centers in Greece and suggestions to gradually alleviate its implications from nursing staff'
12/2014 – 01/2015	Employer	University of Piraeus Research Centre, Piraeus - Greece
	Responsibilities	Analysis of requirements and adjustment for the Greek environment for the project: 'Assignment of technical specifications regarding the cash management system to be installed in gaming clubs with VLT type game-machines'.
12/2009 – 12/2010	Employer	University of Piraeus Research Centre, Piraeus - Greece & EIM Business and Policy Research, Zoetermeer – The Netherlands
	Responsibilities	Collection of primary and secondary data, qualitative and quantitative data analysis, and final report preparation for the project: 'Opportunities for the internationalization of small & medium sized enterprises (SMEs) in third countries'; project on behalf of the European Commission / Enterprise Directorate-General, Promotion of Competitiveness and SMEs Business Cooperation and Support.
07/2009 – 12/2009	Employer	University of Piraeus Research Centre, Piraeus - Greece & EIM Business and Policy Research, Zoetermeer – The Netherlands
	Responsibilities	Collection of primary and secondary data, qualitative and quantitative data analysis, and final report preparation for the project: 'Study on non-legislative initiatives for companies to promote gender equality at the workplace'; project on behalf of the European Commission / DG Employment, Social Affairs and Equal Opportunities.
09/2007 – 12/2007	Employer	University of Piraeus Research Centre, Piraeus - Greece & EIM Business and Policy Research, Zoetermeer – The Netherlands
	Responsibilities	Collection of primary and secondary data, qualitative and quantitative data analysis, and final report preparation of the project:

		'Benchmarking regional and national support services for SMEs in the field of intellectual and industrial property rights'; project on behalf of the European Commission / Directorate General for Enterprise and Industry.
12/2006 – 01/2018	Employer	University of Piraeus Research Centre, Piraeus - Greece & EIM Business and Policy Research, Zoetermeer – The Netherlands
	Responsibilities	Collection of primary and secondary data, qualitative and quantitative data analysis, and final report preparation for the project: 'Europe Innova cluster mapping project"; project of behalf of the European Commission in collaboration with the European Network for Social and Economic Research.
07/2005 – 12/2006	Employer	University of Piraeus Research Centre, Piraeus - Greece & EIM Business and Policy Research, Zoetermeer – The Netherlands
	Responsibilities	Collection of primary and secondary data, qualitative and quantitative data analysis, and final report preparation for the project: 'Equal entrepreneurial opportunities – Action 2.1: Market analysis of the Greek prefecture of western Macedonia – Identification of sectors with high unemployment – Identification of diminishing and emerging professions'.

Other Professional Experience

02/2020 - Present	Assistant Professor of Marketing	
	Employer	University of Patras, Department of Business Administration, Patras - Greece
	Responsibilities	[1] Participation in the departmental committees regarding the website, undergraduate study guide, sanitation, and internal control (quality assurance). [2] Preparation and execution of the undergraduate alumni employment report. [3] Participation in faculty selection committees in the field of marketing.
	Sector	Educational Administration
12/2017 – 02/2020	Civil Servant	
	Employer	Ministry of Finance – Unit of Privatisations, Mobile Securities Management and Operational Planning, Athens – Greece [Ranking: 3 rd out of 1190 candidates, Competition Notice No. 4K/2016 of the Supreme Council for Civil Personnel Selection – 'ASEP').
	Responsibilities	[1] Control and monitoring revenue from privatizations of companies, real estate and other Greek government assets. [2] Representative of the Ministry of Finance to the Liaison Committee of the Concession Agreements for the Regional Airports of Greece.
	Sector	Public Administration
11/2014 – 12/2016	External Associate	
	Employer	University of Piraeus - Department of Business Administration, Piraeus - Greece [1] Postgraduate Programme in Business Administration for Executives (EMBA), [2] Postgraduate Programme in Business Administration – Tourism Management [3] Postgraduate Programme in Business Administration – Total Quality Management
	Responsibilities	Coordination and collection of educational material; collection, input and processing of data for the evaluation of the postgraduate programmes; archiving of postgraduate dissertations.
	Sector	Education
02/2012 – 05/2013	Freelance Marketing Consultant	
	Responsibilities	Planning and preparation of the following deliverables:

- [1] Market Research on behalf of IST College (02/2013 – 05/2013).
 [2] Marketing plan for a project management software and an innovative mobile application; project on behalf of Project on Line S.A., a member company of the Piraeus Bank Group (06/2012 - 07/2012).
 [3] Market research, marketing plan and feasibility study for a new e-consulting and business coaching venture; project on behalf of Mentoring S.A., management consultants (02/2012 – 03/2012).

Sector Management Consulting

11/2007 – 08/2009 **Assistant Business Consultant**

Employer Ernst & Young Athens Office, Greece

Responsibilities Participation in various business consulting and tax compliance projects for multinational companies operating in Greece, mainly within the areas of corporate taxation and transfer pricing

Sector Management Consulting

Honours and Awards

- [1] **'Tutor of the Year'** award for academic year 2012-13 as per the annual student evaluations of teaching, IST College, Greece
 [2] **'Sir Julian Hodge'** prize for the best overall performance on marketing management for 2006, Cardiff University / Cardiff Business School, Wales - UK

Military Service

02/2007 – 08/2007 Aircraftman – Commander's Adjutant

Responsibilities Commander's Adjutant & Secretary at the Office of Public Relations

Corps Hellenic Air Force (HAF), 130 Combat Group of Lemnos

Certifications

- [1] 09/2013, Member of the European Marketing Academy
 [2] 04/2011, Certified LAEK-OAED Training Programs Instructor
 [3] 10/2010, Certified Post-Secondary Education Centres (Colleges) Instructor
 [4] 09/2007, Member of the Economic Chamber of Greece

Languages

- [1] Greek (Native)
 [2] English (Very Fluent, Certificate of Proficiency in English, University of Cambridge)
 [3] French (Basic, DELF I – Units A1 & A3, Ambassade de France en Grèce)

Computer Skills

- [1] Certified Computer User (ACTA Certification, Spin Off Aristotle University of Thessaloniki)
 [2] Statistical Package for the Social Sciences (SPSS)

Peer Reviewed Publications in Academic Journals

- [1] Kontogeorgis, G., **Livas, C.**, & Karali, N. (2022). Strategic Analysis of Mediterranean Island Destinations: The Case of Corfu. *Journal of Environmental Management and Tourism*, (Volume XIII, Fall), 6(62): 1525-1533. [https://doi.org/10.14505/jemt.v13.6\(62\).01](https://doi.org/10.14505/jemt.v13.6(62).01) [CiteScore 2021 = 2,1; SJR 2021 = 0,24, Q4 (Tourism, Leisure and Hospitality Management); DOAJ List]
 [2] Giannopoulos, A., **Livas, C.**, Simeli, I., & Achlada, C. (2022). Is destination image instagrammable? Visit intentions and value co-creation through social media content. *International Journal of Technology Marketing*, 16(4): 349-369. <https://doi.org/10.1504/IJTMKT.2022.10046872> [2021 **ABS List: 1***; 2019 ABDC List: C; CiteScore 2021 = 1,2; SJR 2021 = 0,25, Q3 (Marketing)]

- [3] Skotis, A & Livas, C. (2022). A data-driven analysis of experience in urban historic districts. *Annals of Tourism Research Empirical Insights*, 3, <https://doi.org/10.1016/j.annale.2022.100052> [CiteScore 2021 = 2,3; DOAJ List]
- [4] Livas, C. & Karali, N. (2022). Examining the Concurrent Impact of Teaching and Assessment Format on Undergraduate Students' Academic Performance in Marketing. *Higher Education, Skills and Work-Based Learning*, ahead-of-print. <https://doi.org/10.1108/HESWBL-02-2022-0039> [2021 ABS List: 1*; CiteScore 2021 = 2,3; SJR 2021 = 0,33, Q3 (Education)].
- [5] Livas, C., Karali, N., & Tzora, V. (2022). Migration and Crime in Greece: Implications for Entrepreneurship, Financial Literacy and Social Marketing Initiatives. *Journal of Identity and Migration Studies*, 16(1): 67-81. [DOAJ List]
- [6] Livas, C. & Skotis, A. (2022). Factors Affecting the Impact of Text Message Advertising. *International Journal of Internet Marketing and Advertising*, 16(3): 230-256. <https://doi.org/10.1504/IJIMA.2022.10046218> [2021 ABS List: 1*; 2019 ABDC List: C; CiteScore 2020 = 0,7; SJR 2020 = 0,17, Q4 (Marketing)]
- [7] Livas, C., Skarparis, E. & Skotis, A. (2022). Consumer Reliance on Alternative Digital Touchpoints throughout the Buying Process. *Expert Journal of Marketing*, 10(1):1-10. [DOAJ List]
- [8] Livas, C. (2021). The Powers and Perils of Societal Advertising. *Journal of Macromarketing*, 41(3): 454-470. <https://doi.org/10.1177/0276146720978261>. [2021 ABS List: 2*; 2019 ABDC List: A; CiteScore 2020 = 3,5; SJR 2020 = 0,85, Q2 (Marketing)].
- [9] Livas, C., Katsanakis, I. & Vayia, E. (2019). Perceived Impact of BYOD Initiatives on Post-secondary Students' Learning, Behaviour and Wellbeing: The Perspective of Educators in Greece. *Education and Information Technologies*, 24(1): 489-508. <https://doi.org/10.1007/s10639-018-9791-6> [CiteScore 2019 = 3,6; SJR 2019 = 0,78, Q1 (Education)].
- [10] Theofanides, P. & Livas, C. (2010). A Comparative Analysis of Segmentation, Targeting and Positioning in the Greek Banking Sector: The Cases of EFG Eurobank Ergasias and Citibank. *Essays in Honour of Professor Petros Livas – University of Piraeus*, 699-717.
- [11] Theofanides, P. & Livas, C. (2007). The Battle of Marathon: Strategic STP in Ancient and Modern Greece – A Case Study. *Innovative Marketing*, 3(4): 95-106. [CiteScore 2020 = 1,2; SJR 2020 = 0,24, Q3 (Marketing); DOAJ List]

Peer Reviewed Publications in Conference Proceedings

- [1] Livas, C., Kyriakou, M. & Zisimopoulou, K. (2022). Consumer Attitudes towards Brand Activism, Proceedings of the 13th European Marketing Academy Regional Conference, Kaunas, Lithuania [Abstract].
- [2] Livas, C. & Karali, A. (2021). Migration and Crime in Greece: Implications for European Policy regarding Migrant Entrepreneurship and Social Marketing. Proceedings of the *International Online Conference on International Economic Organisations and Migration Policy*, Piraeus, Greece [Abstract].
- [3] Giannopoulos, A., Livas, C. & Achlada, E. (2021). Is Destination Image Instagrammable? Co-creating value through Social Media Content. Book of abstracts of the 4th Tourman 2021 Conference - Restoring tourism, travel and hospitality: The day after, Thessaloniki, Greece [Extended Abstract].
- [4] Kouremenos, A., Livas, C. & Tsogas, M. (2016). Advertising Messages Before and During the Economic Recession in Greece. Proceedings of the *Global Marketing Conference*. Hong Kong, China. <http://dx.doi.org/10.15444/GMC2016.12.02.05> [Short Article].
- [5] Livas, C., Tsogas, M. & Lionis, I. (2014). Message Strategies of Award-Winning Marketing Communications in Europe. Proceedings of the 43rd European Marketing Academy Conference, Valencia, Spain [Short Article].
- [6] Livas, C., Kouremenos, A., Tsogas, M. & Papastathopoulou, P. (2013). Changing Economic Conditions and Advertising Message Adaptation. Proceedings of the 4th European Marketing Academy Regional Conference, Saint Petersburg, Russia [Short Article].

Reviewer in Academic Journals

- [1] **Higher Education, Skills and Work-based Learning**, Emerald Publishing (2 papers)
- [1] **Consumer Behavior in Tourism and Hospitality** (previously published as Journal of Culture, Tourism, and Hospitality Research), Emerald Publishing (1 paper)
- [2] **Journal of Tourism, Heritage & Services Marketing**, International Hellenic University, School of Business and Economics, Thessaloniki Greece (1 paper)
- [3] **Midwest Social Sciences Journal**, Indiana Academy of the Social Sciences & Valparaiso University, Indianapolis USA (1 paper)

Textbooks

- [1] Editing – translation (in Greek) of 2 Chapters ('Digital Marketing' and 'Pricing') of the book 'Marketing – Principles and Strategies' by Sally Dibb, Lyndon Simkin, William M. Pride and O.C. Ferrell.

Memorandum of Scientific Works

Christos Livas

Assistant Professor of Marketing

(Field: 'Marketing with emphasis on Advertising', Greek Government Gazette No. Γ' 2460 / 31.12.2019)

University of Patras – Department of Business Administration

ORCID iD: <https://orcid.org/0000-0002-9166-8799>

A. PhD Thesis

Livas, C. (2016). Advertising Messages before and during the Economic Recession in Greece.

The present thesis aims to investigate the relationship between economic conditions and advertising messages, in the context of the severe economic recession in Greece. Given that, as a fundamental factor of the marketing environment, macroeconomic conditions influence the selection of thematic and creative advertising content, the present research attempted to illuminate the nature, direction and intensity of the underlying relationships. After a thorough review of the relevant literature, a holistic conceptual model was produced in order to facilitate the investigation of the relationship between advertising message dimensions and macroeconomic conditions. Subsequently, a quantitative content analysis of 1720 commercials across six business sectors was applied in order to attain reliable qualitative and quantitative measurements of selected advertising message characteristics. Furthermore, it is acknowledged that the duration and severity of the Greek recession provided the most appropriate setting for examining the changes advertising messages undergo during periods of economic contraction. The communication of more rational and total appeals, the identification of advertising appeals with emerging attitudes, values and behavioral patterns, as well as the application of creative tactics that enhance reception, understanding and recall of complex argumentation, evince the significant changes that take place in advertising message content during the economic recession. In general, the emphasis on the rational aspects of advertisements signifies a likely shift of the institutional role of advertising. In adverse economic conditions, advertising focuses on communicating rational argumentation and facilitating the transmission of information instead of promoting conspicuous and emotionally driven consumption. Nonetheless, despite the established correlation between economic conditions and advertising message content, the multivariate analyses indicated that other factors of the marketing context, such as the relevant business sector, are characterized by significant contribution to both advertising themes and creative executional elements employed in advertising messages. Apart from their theoretical importance, the findings provide guidance to marketing and advertising executives with respect to the selection of effective advertising communication tactics in the context of prevailing economic conditions, business sector particularities and predominant market trends.

B. Peer Reviewed Publications in Academic Journals

B.1. Kontogeorgis, G., Livas, C., & Karali, N. (2022). Strategic Analysis of Mediterranean Island Destinations: The Case of Corfu. *Journal of Environmental Management and Tourism*, (Volume XIII, Fall), 6(62): 1525-1533. [https://doi.org/10.14505/jemt.v13.6\(62\).01](https://doi.org/10.14505/jemt.v13.6(62).01) [CiteScore 2021 = 2,1; SJR 2021 = 0,24, Q4 (Tourism, Leisure and Hospitality Management); DOAJ List]

Apart from having a long tourism tradition, due to its geographic location and predominantly pleasant climatic conditions, Greece has primarily relied on tourism to recover from its prolonged economic hardships. Consequently, the present study aims at conducting a strategic analysis of Corfu, an important tourist destination located in the Ionian Sea, with the purpose of suggesting targeted interventions regarding the island's tourism product and providing directions for sustainable tourism development. Secondary data analysis and results from a survey of 334 tourists indicated several strengths, weaknesses, opportunities, and threats concerning Corfu's tourism sector. This information reveals a number of ways to improve Corfu's overall tourism product and develop a sustainable strategy for the Corfiot tourism industry. In view of rising environmental and socioeconomic challenges, a comprehensive tourism strategy ought to simultaneously enhance Corfu's competitive position, improve residents' welfare and safeguard the island's scarce natural resources.

B.2. Giannopoulos, A., Livas, C., Simeli, I., & Achlada, C. (2022). Is destination image instagrammable? Visit intentions and value co-creation through social media content. *International Journal of Technology Marketing*, 16(4): 349-369. <https://doi.org/10.1504/IJTMKT.2022.10046872> [2021 ABS List: 1*; 2019 ABDC List: C; CiteScore 2021 = 1,2; SJR 2021 = 0,25, Q3 (Marketing)]

The purpose of the study is to investigate the direct and indirect effects of social media content on tourists' intention to visit a destination, as well as to examine the mediating role of willingness to co-create value and destination image. An online survey was specially designed for the social media users of the official Instagram account of the city of Athens, Greece. The results suggest that destination-generated and user-generated content significantly affect the intention to visit the destination both directly and indirectly through willingness to co-create value online and destination image. Given the significant mediating role of destination image and willingness to co-create value online, destination management organisations (DMOs) are advised to reconsider the digital touchpoints with their target market by stimulating online co-creation with visitors through social media. However, for digital communications to unfold and avoid any adverse effects, DMOs' targeting efforts consider the particularities of diverse market segments.

B.3. Skotis, A & Livas, C. (2022). A data-driven analysis of experience in urban historic districts. *Annals of Tourism Research Empirical Insights*, 3, <https://doi.org/10.1016/j.annale.2022.100052> [CiteScore 2021 = 2,3; DOAJ List]

This paper implements a context-based text mining approach in online reviews of three European historic city districts, to assess the data-driven projection of experiences and major determinants of traveler satisfaction. Bivariate analyses, semantic networks of experience concepts, and word association statistics are used. Results are interpreted in contrast to experience deterioration issues caused by the loss of authenticity, as argued by recent literature. Overtourism signs are a powerful determinant of unfavorable evaluations, but images formed by reviewers are predominantly positive. Nonetheless, although references to authenticity and local identity are not common, destinations failing to project non-touristified aspects are less favored. Overall, evaluations are driven by gratification from offered products and services, as well as passive esthetic consumption of surroundings.

B.4. Livas, C. & Karali, N. (2022). Examining the Concurrent Impact of Teaching and Assessment Format on Undergraduate Students Academic Performance in Marketing. *Higher Education, Skills and Word-Based Learning*, ahead-of-print. <https://doi.org/10.1108/HESWBL-02-2022-0039> [2021 ABS List: 1*; CiteScore 2021 = 2,3; SJR 2021 = 0,33, Q3 (Education)].

By focusing on a Greek traditional learning university, during and post Covid-19 restrictions, the study aims at examining the concurrent effects of teaching and assessment format on students' academic performance. The inclusion of case studies in course assessment post Covid-19 restrictions is also expected to give a rough insight into students' employability skills and workplace readiness. The academic performance of 489 undergraduate students, as determined by the grades they earned, was measured in the final exams of business-to-business marketing and integrated marketing communication courses, held in January 2021 and 2022 at a Greek public university. The primary predictor variable or interest was "teaching and assessment format" and took two values: (1) online teaching with multiple-choice assessment format (during Covid-19 restrictions) and (2) traditional classroom teaching with in-person case study and open-ended assessment format (post Covid-19 restrictions). Grades were found to be affected by the participants' year of study, the type of marketing course, in which they were examined, and the teaching and assessment format employed. Either in whole or by gender, students appear to perform significantly worse in the traditional teaching with in-person case study and open-ended questions assessment format. Examination of the concurrent effects of teaching and assessment on academic performance unveils significant variation in students' academic performance under different formats, which may be attributable to multiple reasons. Good pedagogical practice in the use of digital technology is advised to incorporate diverse teaching tools and assessment methods.

B.5. Livas, C., Karali, N., & Tzora, V. (2022). Migration and Crime in Greece: Implications for Entrepreneurship, Financial Literacy and Social Marketing Initiatives. *Journal of Identity and Migration Studies*, 16(1): 67-81. [DOAJ List]

In recent years, European nations have received increasing volumes of migrants. However, significant numbers of local residents remain skeptic towards migration, often because of the association of migrants with increased delinquent or criminal activity. In view of the previous, the present study aims at examining the evolution of crime activity in Greece, the crimes committed by Greek and foreign perpetrators, and the potential effects of undocumented migration inflows and economic conditions on criminal activity. Data for the period 2009-2019, suggest that although increased migrant inflows appear to contribute to a moderate rise in criminal behaviour of foreign individuals, their overrepresentation as perpetrators of crime is likely to be the result of poor living conditions and lack of integration into the Greek society. Apart from stricter border controls, a holistic approach of migration management is hypothesized to require the use of social marketing initiatives and the advancement of migrant entrepreneurship and financial literacy.

B.6. Livas, C. & Skotis, A. (2022). Factors Affecting the Impact of Text Message Advertising. *International Journal of Internet Marketing and Advertising*, 16(3): 230-256. <https://doi.org/10.1504/IJIMA.2022.10046218> [2021 ABS List: 1*; 2019 ABDC List: C; CiteScore 2020 = 0,7; SJR 2020 = 0,17, Q4 (Marketing)]

The ubiquity of mobile devices has given rise to numerous interactive marketing tactics, many of which involve the delivery of written text. Due to the paucity of studies assessing the effectiveness of mobile marketing communications, the present research aims at identifying factors affecting text message (or short message service – SMS) advertising impact. An investigation of one hundred and

thirty-nine campaigns launched by eight leading multinational brands operating in the Greek cosmetics industry demonstrated that the introduction of targeted and shorter campaigns during seasonal sales, as well as the conveyance of emotional and rarity appeals, enhance purchase rate and sales impact. Results indicate that text message advertising should be geared towards particular marketing objectives. Its impact is enhanced by identification of contextual opportunities and adaptation of message content to consumers' buying situations. Overall, with use of data from marketing practice, the present study contributes to improved campaign planning and execution.

B.7. Livas, C., Skarparis, E. & Skotis, A. (2022). Consumer Reliance on Alternative Digital Touchpoints throughout the Buying Process. *Expert Journal of Marketing*, 10(1): 1-10. [DOAJ List]

In both traditional and digital channels, the marketing function aims at devising and implementing appropriate strategies and tactics for each stage consumers go through when they are considering a purchase. In the digital environment, brands interact with consumers with use of digital touchpoints, the growing number of which hinders effective and efficient coordination of marketing activities. The present research aims at investigating consumers' perceived reliance on alternative digital touchpoints throughout the consumer buying process, and examining the impact of personal characteristics and type of digital device used on consumer perceptions. Results from a non-probability sample of 92 consumers showed that participants exhibit increased reliance on corporate websites, online stores, Instagram, web enquiries and YouTube during their buying journey. However, it appears that consumer reliance on digital touchpoints is affected by personal characteristics, such as biological sex and generation. Female consumers report increased reliance on Instagram to identify potential needs whereas males depend on YouTube during most stages of decision making. Lastly, consumers who belong in younger generations report greater reliance on digital touchpoints than older consumers. Overall, identification of differences in user preferences of digital touchpoints facilitates digital marketing planning and targeting of distinct segments with appropriate tactics.

B.8. Livas, C. (2021). The Powers and Perils of Societal Advertising. *Journal of Macromarketing*, 41(3): 454-470. <https://doi.org/10.1177/0276146720978261>. [2021 ABS List: 2*; 2019 ABDC List: A; CiteScore 2020 = 3,5; SJR 2020 = 0,85, Q2 (Marketing)]

Despite the lack of consensus in existing literature regarding the societal functions of advertising, brands have been increasingly incorporating aspects of their stance on key social issues and/or contributions to societal wellbeing, into advertising messages. However, notable failures of contemporary societal advertising campaigns indicate that their effectiveness in achieving marketing objectives and advancing social causes remains ambiguous. To appraise the commercial and social consequences of societal advertising, the present research proceeds to examine its interrelationship with the social value system and conceptual differences with similar concepts. Although advertising is able to reflect and also reinforce a subset of existing social values, effective contribution to positive social change is likely to necessitate synergies between elements of the entire marketing process. Overall, given its risks and limitations, there is not sufficient evidence to posit that the practice of societal advertising is always for the best interest of business and society.

B.9. Livas, C., Katsanakis, I. & Vayia, E. (2019). Perceived Impact of BYOD Initiatives on Post-secondary Students' Learning, Behaviour and Wellbeing: The Perspective of Educators in Greece. *Education and Information Technologies*, 24(1): 489-508. <https://doi.org/10.1007/s10639-018-9791-6> [CiteScore 2019 = 3,6; SJR 2019 = 0,78, Q1 (Education)]

The pervasiveness of digital devices in almost every facet of student and faculty life leads to the integration of technology in teaching and learning practices of contemporary educational institutions. As an alternative strategy of technology integration, "Bring Your Own Device" involves the introduction of personal digital devices in numerous educational activities and transforms students' learning experiences, behavioural responses and aspects of wellbeing. Due to the crucial role of tutors in the implementation of educational strategy, the present study examined the perceptions of 207 educators teaching in 9 post-secondary educational institutions in Greece with respect to the potential effects of "Bring your Own Device" on students' learning, behaviour and wellbeing. Overall, the findings reveal that educators recognize the positive impact of "Bring your Own Device" initiatives on students' learning, but demonstrate low agreement with the potential negative effects on students' behaviour and wellbeing. Their perceptions are shaped, to a great extent, by individual characteristics and circumstances faced such as gender, familiarity with new technology, prior knowledge of "Bring your Own Device" and educational level in which they are teaching.

B.10. Theofanides, P. & Livas, C. (2010). A Comparative Analysis of Segmentation, Targeting and Positioning in the Greek Banking Sector: The Cases of EFG Eurobank Ergasias and Citibank. *Essays in Honour of Professor Petros Livas – University of Piraeus*, 699-717.

The present study is driven by the growing need for organizational improvements as triggered by contemporary developments and the increasing fragmentation of the marketplace in one of the most important sectors: the banking market. Indeed, the infamous sequence of market segmentation, targeting and positioning is argued to present a suitable response for banks operating in the gradually deregulated financial sector of the European Union. The case of EFG Eurobank Ergasias and Citibank were considered to be indicative of the Greek example in S.E. Europe in order to assess contemporary developments in the region. The long-forgotten region of S.E.

Europe provides fertile grounds for introducing innovative marketing action. Thus, the value of this study is also based on the rarity of similar information regarding this rapidly growing part of the world.

B.11. Theofanides, P. & Livas, C. (2007). The Battle of Marathon: Strategic STP in Ancient and Modern Greece – A Case Study. *Innovative Marketing*, 3(4): 95-106. [CiteScore 2020 = 1,2; SJR 2020 = 0,24, Q3 (Marketing); DOAJ List]

The overall objective of this study is to identify and analyze the nature of market segmentation, targeting and positioning in banking sector. For this cause, it is interesting to observe the example of Greece within the emerging European framework, and more specifically the case studies of two of the country's top banks. EFG Eurobank Ergasias reveals the segmentation, targeting and positioning strategies of a national bank, whereas Citibank represents the example of a foreign-based international bank. In order to successfully engage with the topic of segmentation within the banking domain, this study was conducted using an exploratory qualitative approach. Primary data received through in-depth interviews and secondary data collected using appropriate bank files provided the research with the necessary information for the assessment of the theme. The results suggest that Eurobank's market orientated approach and use of profitability segmentation have led to an increasing focus on the affluent segment with suitable positioning strategies. Citibank, on the other hand, despite its capabilities, is shown to have failed to clearly position itself in the Greek banking sector. In order to present a vivid, illustrative and innovative analysis, a reference is being made to the famous Battle of Marathon (490 B.C.) between the Persian Empire and the united Greek city-states. It is interesting to observe that many lessons can still be learned from ancient wisdom, thus history repeats itself under different circumstances, alternative "battle scenes", and different protagonists.

C. Peer Reviewed Publications in Conference Proceedings

C.1. Livas, C., Kyriakou, M. & Zisimopoulou, K. (2022). Consumer Attitudes towards Brand Activism, *Proceedings of the 13th European Marketing Academy Regional Conference*, Kaunas, Lithuania [Abstract].

In light of the rise in public controversy about divisive sociopolitical, economic and environmental issues, companies have been increasingly deciding to practice brand activism. Given the scarcity of empirical research on this emerging topic, the present study aims at investigating consumer attitudes towards brand activism, as well as the importance consumers place on brand activism in relation to other fundamental buying criteria, such as price, quality, purchase effort and customization. A survey of 235 consumers indicated that they have a moderately positive attitude towards brand activism. However, given consumers' reluctance to overlook important buying criteria to support activist brands, there is no evidence to suggest that brand activism can ultimately shape fundamental aspects of consumer behaviour.

C.2. Livas, C. & Karali, A. (2021). Migration and Crime in Greece: Implications for European Policy regarding Migrant Entrepreneurship and Social Marketing. *Proceedings of the International Online Conference on International Economic Organisations and Migration Policy*, Piraeus, Greece [Abstract].

In recent years, European nations have received increasing volumes of migrants. However, significant numbers of local residents remain skeptic towards migration, particularly because of the association of migrants with increased criminal activity. In view of the previous, the present study aims at examining the relationship between migration and crime in Greece, by focusing on the evolution of crime activity, the crimes committed by Greek and foreign perpetrators, and the potential effects of undocumented migration inflows and economic conditions on criminal activity. An examination of data regarding crime in Greece for the period 2009 – 2019, suggests that there is a significant positive relationship between adverse socioeconomic conditions and criminal behaviour. Although increased migrant inflows appear to contribute to a moderate rise in criminal behaviour of foreign individuals, their overrepresentation as perpetrators of crime is hypothesized to be the result of poor living conditions and lack of integration into the Greek and European society. Apart from stricter border control and law enforcement, the development of a holistic and comprehensive European Migration Policy necessitates the introduction of measures aimed at improving the economic circumstances of migrants and facilitating their integration with the European community. In particular, promotion of formal migrant entrepreneurship and use of socially inclusive marketing initiatives are expected to improve the economic participation of migrant populations and challenge negative preconceptions among local residents. Notwithstanding the importance of improving the life of disadvantaged communities living in Europe, the European Union should also aim at the source of the problem, by taking appropriate action to protect world peace and provide assistance to countries in need. Arguably, elimination of the reasons for forced migration, such as armed conflicts, hunger and poverty, would be more effective at reducing alleged pressure on European nations.

C.3. Giannopoulos, A., Livas, C. & Achlada, E. (2021). Is Destination Image Instagrammable? Co-creating Value through Social Media Content. *Book of abstracts of the 4th Tourman 2021 Conference - Restarting tourism, travel and hospitality: The day after*, Thessaloniki, Greece [Extended Abstract].

The purpose of this study is to investigate the effect of user-generated and destination-generated content on the intention of tourists to visit a destination, their willingness to co-create value in the tourism ecosystem and perceived destination image. A survey of 118 participants who were asked to visit the official Instagram page of the City of Athens in Greece (i.e., This is Athens) showed that on average, respondents positively evaluated destination generated content and user generated content of the selected destination. They

also demonstrated an increased willingness to co-create value after engaging with the destination's official Instagram account. Finally, after viewing the destination's Instagram account, participants were highly satisfied with all aspects of its image and demonstrated a substantial intention to visit. With respect to specific market segments, educational level was significantly negatively correlated with destination and user-generated content (DGC and UGC), all destination image variables and intention to visit. It appears that higher educational attainment is associated with lower evaluations of DGC and UGC, less willingness to co-create value on social media, lower satisfaction with destination image and lower intention to visit. Monthly income was also significantly negatively associated with intention to visit. Overall, the research findings indicate that for digital communications to unfold, DMOs targeting efforts should take into consideration the particularities of diverse market segments.

C.4. Kouremenos, A., Livas, C. & Tsogas, M. (2016). Advertising Messages Before and During the Economic Recession in Greece. *Proceedings of the Global Marketing Conference, Hong Kong, China.* <http://dx.doi.org/10.15444/GMC2016.12.02.05>

This paper aims to illuminate the relationship between economic recessions and advertising messages. A content analysis of 1720 television commercials indicated that during the severe economic recession in Greece, advertisers communicated more rational appeals and placed emphasis on creative devices that enhance understanding, learning and recall of message content.

C.5. Livas, C., Tsogas, M. & Lionis, I. (2014). Message Strategies of Award-Winning Marketing Communications in Europe. *Proceedings of the 43rd Annual European Marketing Academy Conference - Paradigm Shifts & Interactions, Valencia, Spain.*

This paper aims to contribute to existing knowledge regarding characteristics of successful marketing communications and assess the relationship between message strategy and marketing communication type. A content analysis of 161 award-winning campaign briefs submitted to the Integrated Marketing Communications European Awards from 2006 to 2009, indicated the prevalence of transformational message strategies. Results also show that depending on the marketing communication type employed, award-winning campaigns utilized diverse message strategies. Overall, the findings contribute to a better understanding of the nature of successful communication messages in Europe and provide valuable directions for practitioners, as regards the design and coordination of effective integrated marketing communication programs.

C.6. Livas, C., Kouremenos, A., Tsogas, M. & Papastathopoulou, P. (2013). Changing Economic Conditions and Advertising Message Adaptation. *Proceedings of the 4th European Marketing Academy Regional Conference - Marketing Theory Challenges in Emerging Societies, Saint Petersburg, Russia.*

To facilitate a more holistic analysis of the extent, direction and rationale of advertising message adaptation during changing economic conditions, a theoretical framework that organizes several key concepts is presented. Taking into consideration the cultural role of advertising, shifts in social values as they derive from fluctuations in economic conditions are reflected in advertising messages. Given that a market orientation approach requires matching advertising with social values in order to design effective advertising messages, there is a growing need to monitor significant changes in the economic environment as these may signal a requirement for strategic and tactical adaptation.