

Curriculum Vitae

Personal Information

Name **Christos Livas**
E-mail clivas@unipi.gr, christoslivas@gmail.com

Education and Training

2016 **Doctor of Philosophy (PhD) in Advertising** [*First Class*]
Educational Institution University of Piraeus / Department of Business Administration
Thesis '*Advertising Messages before and during the Economic Recession in Greece*'
Supervisor: Professor Athanasios Kouremenos
Key subjects Advertising Strategy, Economic Recession, Macromarketing, Quantitative Content Analysis, 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
Key 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
Principal subjects Direct and Indirect Taxation, Transfer Pricing, Tax Accounting

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

Teaching Experience

12/2024 – Present **Associate Professor of Marketing**
Educational Institution University of Piraeus, Department of Business Administration
Teaching appointments **Postgraduate Programme in Business Administration (MBA) – TQM International:** (course taught in Greek):
[1] Course support for 'Marketing Management' course.
Postgraduate Programme in Business Administration for Executives (EMBA) (courses taught in Greek):
[1] Design and Delivery of the 'Services Marketing' course.
[2] Co-teaching of the 'Marketing Management' course.
Postgraduate Programme in Business Administration (MBA) (course taught in Greek):
[1] Co-teaching of the 'Consumer Behaviour' course.
Postgraduate Programme in Business Administration (MBA) – Sustainability (course taught in Greek):
[1] Co-teaching of the '*Green Marketing and Green Washing*' course.
Undergraduate Programme in Business Administration (courses taught in Greek):
[1] Design and Delivery of the '*Consumer Behavior*', '*Services Marketing*', '*Integrated Marketing Communication*' and '*Social Marketing*' courses.

02/2020 – 12/2024	Assistant Professor of Marketing
Educational Institution	University of Patras, Department of Business Administration
Teaching appointments	PhD Programme of the Department of Business Administration
[1]	Participation in 2 PhD supervising committees and 1 PhD evaluation committee.
	Postgraduate Programme in Business Administration (MBA) (courses taught in Greek):
[1]	Design and Delivery of the 'Market Research' (SET score: 4,72/5,00, n=13) [2019-2024] and 'Consumer Behavior' (SET score: 4.71 / 5.00, n=4) [2021-2022] courses.
[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: 4,78/5,00, n=26) [2019-20 & 2023-24], 'Industrial Marketing & Salesforce Management' (SET score: 4,67/5,00, n=41) [2020-2025], 'Integrated Marketing Communications' (SET score: 4,62/5,00, n=63) [2020-2025] and 'Strategic Marketing' (SET score: 4,49/5,00, n=42) [2020-2023] courses, as well as the 'Integrated Marketing Communications' course for the Erasmus programme (in English) [2021-2024].
[4]	Supervision of 13 undergraduate dissertations in Marketing
03/2024 – Present	Associate Educational Faculty in Political Marketing
Educational Institution	Hellenic Open University, School of Social Sciences
Teaching appointments	Postgraduate Programme in Public Administration and E- Governance:
[1]	Delivery of the 'Political Marketing' course (SET score: 4.75 / 5.00, n=53) [2023-2025].
10/2023 – 02/2024	Associate Educational Faculty in Research Methods in Tourism
Educational Institution	Hellenic Open University, School of Social Sciences
Teaching appointments	Undergraduate Programme in Tourism Management:
[1]	Delivery of the 'Research Methods in Tourism' course (SET score: 4,93/5,00, n=2) [2023-2024].
10/2017 – 09/2020	Associate Educational Faculty in Tourism Marketing
Educational Institution	Hellenic Open University, School of Social Sciences
Teaching appointments	Postgraduate Programme in Tourism Business Administration:
[1]	Delivery of the 'Tourism Marketing' course (SET score: 4.36 / 5.00, n=17) [2017-2018].
[2]	Supervision of 12 postgraduate dissertations in 'Tourism Marketing' and 'Tourism Business Administration' [2017-2020].
10/2016 – 09/2019	Academic Fellow in Marketing
Educational Institution	University of Piraeus, Department of Business Administration
Teaching appointments	Undergraduate Programme in Business Administration (courses taught in Greek):
[1]	Design and delivery of the 'Services Marketing' (SET score: 4.67 / 5.00) and 'Advertising & Public Relations' courses (SET score: 4.71 / 5.00).
[2]	Supervision of 'Undergraduate Research Projects' 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
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.
	(Private Higher / Postsecondary Education & Delivery of Tutorials)
Other Teaching Experience	
05/2022 – 04/2024	Seminar Instructor
Educational Institution	Centre of Training and Lifelong Learning of the University of Patras & Taseis Management
Teaching appointments	Delivery of the 'Marketing' course of the educational programme 'Healthcare Management'.

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 'Research Methods' course (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
Teaching appointments	Undergraduate Programme (BA) in Business Management (courses taught in Greek): Design and delivery of the 'Introduction to Marketing', 'Digital Marketing', 'Understanding Consumers' and 'Business Research' courses.
10/2010 – 06/2014	Adjunct Lecturer of Marketing
Educational Institution	IST College & University of Hertfordshire (Franchise Collaboration) - School of Business and Economics
Teaching appointments	Postgraduate Programme (MSc) in Management (course taught in English): Design and delivery of the 'Competing through Marketing' course. Undergraduate Programme (BA) in Business Administration (courses taught in English and Greek): Design and delivery of the 'Business and Commercial Awareness' and 'Business in Context' courses. 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' courses.

Research Experience

06/2025 - Present (Ends in 12/2025)	University of Piraeus Research Centre
Responsibilities	Participation in Work Packages WP2, WP3, WP4, and WP5 of the project: 'SME Observatory for the Implementation of Circular Economy and Social Sustainability'
05/2025 – Present (Ends in 11/2027)	University of Piraeus Research Centre
Responsibilities	Scientific Coordinator of the project: 'Career and Entrepreneurship Office of the University of Piraeus'
06/2024 – 10/2024	University of Piraeus Research Centre, Piraeus – Greece & Your Ideas EPE
Responsibilities	Support in the implementation of work package WP3 'recording of providers in the database' and the completion of the corresponding deliverable: 'database with providers', for the project: 'Development of a Digital Travel Agent for Thematic Tourism of the Region of Attica [ATTP4-0360711]'
11/2021	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	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	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	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	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	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	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	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	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

12/2024 – Present	Associate Professor of Marketing
Employer	University of Piraeus, Department of Business Administration
Responsibilities	[1] Member of the Research Methodology and Documentation Committee of the Agency for Quality Assurance in Health (AQAHS.A.)
Sector	Educational and Public Administration

02/2020 – 12/2024	Assistant Professor of Marketing
Employer	University of Patras, Department of Business Administration
Responsibilities	[1] Participation in the departmental committees regarding the website, undergraduate study guide, sanitation, internal control (quality assurance) and publicity. [2] Conducting research and preparing the alumni report for the Department of Business Administration. [3] Participation in faculty selection committees in the field of marketing. [4] Development of banner-type advertisements for the School of Economics and Business Administration of the University of Patras and placement of these advertisements on appropriate websites. [5] Development of a promotional brochure for the Department of Business Administration. [6] Participation in the preparation of the Department's annual internal audit report, as well as in the certification processes for the undergraduate program of study.
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 [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
11/2007 – 08/2009	Assistant Business Consultant
Employer	Ernst & Young Athens Office
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]	Session Chair for the “Consumer Behaviour – Consumer Health” session at the EMAC Fall Conference 2025, Istanbul, Turkey
[2]	'Tutor of the Year' award for academic year 2012-13 as per the annual student evaluations of teaching, IST College
[3]	'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]	07/2024, Training Certificate for Adjunct Faculty in Open and Distance Education, Hellenic Open University

- [2] 09/2013, Member of the European Marketing Academy
- [3] 04/2011, Certified LAEK-OAED Training Programs Instructor
- [4] 10/2010, Certified Post-Secondary Education Centres (Colleges) Instructor
- [5] 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 Papers in Academic Journals

Papers in Academic Journals Listed in the CABS AJG

- [B1.1] Theofanidis, F., Tsianaka, E. & **Livas, C.** (2025). Towards Systemic Leadership Resilience: Proposing the Hybrid Artificial Intelligent Leader in Response to Economic Crises. *Canadian Journal of Administrative Sciences*, <https://doi.org/10.1002/cjas.70000> [2024 ABS List: 2*; Scopus CiteScore 2024 = 2,9; SJR 2024 = 0,46, Q2 (Public Administration)]
- [B1.2] Pappa, E., Kontogeorgis, G., **Livas, C.**, & Garefalakis, A. (2023). Tourism Management during Covid-19 Era: Evaluating Corfiots' Perceptions. *Theoretical Economics Letters*, 13, 1060-1078. <https://doi.org/10.4236/tel.2023.134058> [2021 ABS List: 1*]
- [B1.3] **Livas, C.** & Karali, N. (2023). Examining the Concurrent Impact of Teaching and Assessment Format on Undergraduate Students' Academic Performance in Marketing. *Higher Education, Skills and Work-Based Learning*, 13(4): 758-771. <https://doi.org/10.1108/HESWBL-02-2022-0039> [2021 ABS List: 1*; Scopus CiteScore 2023 = 3,8; SJR 2023 = 0,51, Q2 (Education)]
- [B1.4] 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*; Scopus CiteScore 2022 = 1,4; SJR 2022 = 0,23, Q3 (Marketing)]
- [B1.5] **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*; Scopus CiteScore 2022 = 1,5; SJR 2022 = 0,25, Q3 (Marketing)]
- [B1.6] **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*; Scopus CiteScore 2021 = 3,8; SJR 2021 = 1,14, Q2 (Marketing)]

Papers in High-Impact Academic Journals (not listed in the CABS AJG)

- [B2.1] Karali, N., **Livas, C.**, & Theofanidis, F. (2024) Perceived Technological Innovativeness, Entrepreneurial Proactiveness, and Performance in Established Women-Led Companies. *Journal of Women's Entrepreneurship and Education*. <https://doi.org/10.28934/jwee24.12.pp207-226> [Scopus CiteScore 2024 = 3,3; SJR 2024 = 0,26, Q1 (Gender Studies); Directory of Open Access Journals (DOAJ) List]
- [B2.2] Skotis, A, Morfaki, C., & **Livas, C.** (2023). Identifying drivers of evaluation bias in online reviews of city destinations, *International Journal of Information Management Data Insights*, 3(2), 100184 <https://doi.org/10.1016/j.jjime.2023.100184> [Scopus CiteScore 2023 = 19,2; SJR 2023 = 2,14, Q1 (Artificial Intelligence; Management Information Systems); Directory of Open Access Journals (DOAJ) List]
- [B2.3] 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> [Scopus CiteScore 2022 = 2,7; SJR 2022 = 1,1, Q1 (Tourism, Leisure and Hospitality Management) / Q2 (Marketing); Directory of Open Access Journals (DOAJ) List]

- [B2.4] **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> [Scopus CiteScore 2019 = 3,6; SJR 2019 = 0,78, Q1 (Education)]

Papers in Other Academic Journals
(not listed in the CABS AJG)

- [B3.1] Skotis, A. & **Livas, C.** (2024). Prominent User Segments in Online Consumer Recommendation Communities: Capturing Behavioral and Linguistic Qualities with User Comment Embeddings. *Information*, 15(6), 356. <https://doi.org/10.3390/info15060356> [Scopus CiteScore 2024 = 6,5; SJR 2024 = 0,65, Q2 (Information Systems); Directory of Open Access Journals (DOAJ) List]
- [B3.2] Karali, N., Mastrokoukou, S., & **Livas, C.** (2023). Mindful Minds and Entrepreneurial Spirits in Higher Education: A Scoping Review. *Frontiers in Education*, 3, <https://doi.org/10.3389/feduc.2023.1291845> [Scopus CiteScore 2023 = 2,3; SJR 2023 = 0,63, Q2 (Education); Directory of Open Access Journals (DOAJ) List]
- [B3.3] **Livas, C.**, Theofanidis, F., & Karali, N. (2023). Consumer sentiment towards international activist advertising. *Innovative Marketing*, 19(2), 250-260. [https://doi.org/10.21511/im.19\(2\).2023.20](https://doi.org/10.21511/im.19(2).2023.20) [Scopus CiteScore 2023 = 2,4; SJR 2023 = 0,27, Q3 (Marketing); Directory of Open Access Journals (DOAJ) List]
- [B3.4] 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) [Scopus CiteScore 2022 = 1,9; SJR 2022 = 0,20, Q4 (Tourism, Leisure and Hospitality Management); Directory of Open Access Journals (DOAJ) List]
- [B3.5] **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. http://www.jims-emigration.ro/Vol16_No1_2022/JIMS_Vol16_No1_2022_pp_67_81_LIVAS.pdf [Directory of Open Access Journals (DOAJ) List]
- [B3.6] **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. <https://marketing.expertjournals.com/23446773-1001/> [Directory of Open Access Journals (DOAJ) List]
- [B3.7] 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. [Scopus; Directory of Open Access Journals (DOAJ) List]

Participation in Peer Reviewed
Conferences

- [C1] Lymperi, E. & **Livas, C.** (2025). Patients and Providers in Parallel: Exploring Perceived Service Quality in Greek Primary Health Care. *Proceedings of the EMAC Fall Conference 2025*, Istanbul, Turkey [Abstract].
- [C2] **Livas, C.**, Skotis, A., Tsogas, M. & Kyriakou, M. (2025). Characteristics of award-winning integrated marketing communication campaigns in Europe. *Proceedings of the EMAC Fall Conference 2025*, Istanbul, Turkey [Abstract].
- [C3] **Livas, C.**, Theofanidis, F., Domazet, I., Simonovic, V., & Tsiانaka, E. (2025). Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia. *Proceedings of the EMAC Spring Conference 2025*, Madrid, Spain [Poster - Abstract]
- [C4] Karali, N., **Livas, C.**, Theofanidis, F., Agapitou, C. & Skotis, A. (2024). Exploring the Impact of Proactiveness, Innovativeness, and International Scope on Economic Performance. *Presented at the 19th International Strategic Management Conference*, Kuwait City, Kuwait [Abstract]
- [C5] Karakostas, E., Pollalis, Y.A., **Livas, C.** & Karali, N. (2024). Introducing a Composite Index of Digital Export Performance. *Presented at 49th EBES Conference*, Piraeus, Greece [Abstract]
- [C6] Karali, N., **Livas, C.** & Theofanidis, F. (2024). Technological Innovation, Entrepreneurial Proactiveness and Performance: The Perspective of Female Executives. *Proceedings*, 101(3). <https://doi.org/10.3390/proceedings2024101003> Presented at the *International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives*, West Mishref, Kuwait, 29 November & 14 December 2023 [Extended Abstract]

- [C7] **Livas, C.**, Theofanidis, F., Skotis, A., & Agapitou, C. (2024). Social Media Use, Value Consciousness and Brand Relationships. *Proceedings*, 101(6). <https://doi.org/10.3390/proceedings2024101006> Presented at the *International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives*, West Mishref, Kuwait, 29 November & 14 December 2023 [Extended Abstract]
- [C8] Skotis, A. & **Livas, C.** (2023). Forms of Bias in Online Reviews and their Implications for Management of Customer Knowledge: A Literature Review. Presented at the *International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives*, West Mishref, Kuwait, 29 November & 14 December 2023 [Extended Abstract]
- [C9] **Livas, C.**, Komininou, M. & Dragotis, E. (2023). Perceived Usefulness and Belief in Digital Advertising Claims. *Proceedings of the 14th European Marketing Academy Regional Conference*, Piraeus, Greece [Short Paper]
- [C10] Komininou, M., **Livas, C.** & Dragotis, E. (2023). Investigating the Relationship between Perceived CSR Adoption, Cost and Price Markup. *Proceedings of the 14th European Marketing Academy Regional Conference*, Piraeus, Greece [Short Paper]
- [C11] **Livas, C.**, Pajollari, A. & Karali, N. (2023). Compulsive Buying and Beliefs about Digital Advertising. *Proceedings*, 85 (12). <https://doi.org/10.3390/proceedings2023085012> Presented at the *Digital Transformation in Business: Challenges and New Opportunities*, West Mishref, Kuwait, 17 November 2022. [Extended Abstract]
- [C12] **Livas, C.**, Kyriakou, M. & Zisimopoulou, K. (2022). Consumer Attitudes towards Brand Activism. *Proceedings of the 13th European Marketing Academy Regional Conference*, Kaunas, Lithuania [Abstract]
- [C13] **Livas, C.** & Karali, N. (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]
- [C14] 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]
- [C15] 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 Paper]
- [C16] **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 Paper]
- [C17] **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 Paper]

Peer Reviewed Chapters in Books

- [D1] Kontogeorgis, G., **Livas, C.**, Koutoulas, D., Pappa, E., & Garefalakis, A. (2025). Tourist Satisfaction and Sustainable Tourism Governance in Mediterranean Island Destinations: The Case of Corfu. In S. Ed-Dafali, F. Özsungur & M. Mohiuddin (Eds.), *Modern Corporate Governance Strategies for Sustainable Value Creation*. IGI Global. <https://doi.org/10.4018/979-8-3693-6750-6>
- [D2] Skotis, A., & **Livas, C.** (2024). Forms of Bias in Online Reviews and their Implications for Management of Customer Knowledge: A Literature Review. In A. Erturk, S.E. Colbran, E. Coşkun, F. Theofanidis & O. Abidi (Eds.), *Convergence of Digitalization, Innovation, and Sustainable Development in Business* (pp. 206-236). IGI Global. <https://doi.org/10.4018/979-8-3693-0798-4.ch010>
- [D3] 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

Reviewer in Academic Journals

- [1] Convergence of Digitalization, Innovation, and Sustainable Development in Business (Book). IGI Global (3 papers)
- [2] European Marketing Academy (EMAC) Conferences (2023 Regional, 2025 Spring & Fall) (10 papers)
- [3] Higher Education, Skills and Work-based Learning, Emerald Publishing (8 papers)

- [4] Consumer Behavior in Tourism and Hospitality (previously published as Journal of Culture, Tourism, and Hospitality Research), Emerald Publishing (1 paper)
- [5] Journal of Tourism, Heritage & Services Marketing, International Hellenic University, School of Business and Economics, Thessaloniki Greece (2 papers)
- [6] Midwest Social Sciences Journal, Indiana Academy of the Social Sciences & Valparaiso University, Indianapolis USA (1 paper)
- [7] Humanities and Social Sciences Communications, Springer Nature (1 paper)
- [8] Journal of Women's Entrepreneurship and Education, Serbian Institute of Economic Sciences (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.