

**ANDRONIKI KAVOURA**

**Academic title/subject module/Institution PROFESSOR IN COMMUNICATION,  
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Androniki Kavoura is a Professor at the University of West Attica (PADA), in the Department of Business Administration, in the field of Communication with an emphasis on Advertising Communication. She holds a BA in Philosophy, a Post Graduate Diploma in Media and Communication Management from the University of Stirling, Scotland and a PhD in Communication Science as a Fellow of the Government Scholarships Foundation (SSF). She has acted as the President of the Marketing and Advertising Department of the former Athens Technological Educational Foundation from 2011 to 2015. She has been Associate Teaching Staff in the Master's Program "Management of Cultural Units" at the Hellenic Open University since 2006. She has published numerous papers in peer-reviewed international scientific journals and chapters in collective volumes on communication and tourism issues. She has written a monograph on the subject of communication and branding that has been published in America, she has published a monograph titled Communication and Advertising in Social Networking Media and a textbook entitled Communication, Advertising and Marketing in the Digital Environment and the role of Social Networking Media. She organizes the international conference on strategic innovative marketing and tourism (International Conference on Strategic Innovative Marketing and Tourism, ICSIMAT - <http://www.icsimat.com>). She is indexed in Google Scholar (Kavoura Androniki) according to the international rankings.

***Selected Publications***

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1. Κάβουρα, Α. (2021) Επικοινωνία, Διαφήμιση και Μάρκετινγκ στο Ψηφιακό Περιβάλλον και ο ρόλος των μέσων κοινωνικής δικτύωσης. Αθήνα: Gutenberg.
2. Giovanis, A., Rizomyliotis I and Kavoura A. (2022) On the relationships between digital brand evidence, relationship quality and behavioral intentions among online tourism agencies' customers. European Journal of Tourism Research, 80(1), <https://doi.org/10.54055/ejtr.v30i.2592>.
3. Briciu, A., Briciu, V.A. and Kavoura, A. (2020) Evaluating How 'Smart' Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism Sustainability 12 (13), 5324 <https://doi.org/10.3390/su12135324>
4. Kavoura, A. and Buhalis, D. (2022) Online communities. In Buhalis, D. (Ed.) Encyclopedia of Tourism Management and Marketing. UK: Edward Elgar.
5. Kavoura, A. and Patrikakis, C. (2022) Data Crowdsourcing. In Buhalis, D. (Ed.) Encyclopedia of Tourism Management and Marketing. UK: Edward Elgar.