

Prokopis K. Theodoridis
Associate Professor of Marketing

e-mail: proth@eap.gr

Prokopis K. Theodoridis is an Associate Professor of Marketing at the School of Social Sciences of the Hellenic Open University. He holds an MSc in Marketing (University of Stirling, UK) and was awarded a PhD from the Athens University of Economics and Business. His primary research interests include the areas of consumer behavior, marketing and sustainability/food waste, food & beverage marketing, marketing communications and internal marketing.

His research appears in the proceedings of several international conferences in Marketing, as well as in international journals. He has served as a track chair, session chair, reviewer, and member on scientific and organizing committees of international conferences. He is General Secretary of the Greek Marketing Academy and member of European Marketing Academy.

Indicative publications:

- Anastasios Panopoulos, Prokopis Theodoridis, Athanasios Poulis, (2018) "Revisiting innovation adoption theory through electronic public relations", *Information Technology & People*, Vol. 31, No 1, pp. 21-40, <https://doi.org/10.1108/ITP-05-2016-0101>.
- Ifigeneia Leri and Prokopis K. Theodoridis, (2019), "The Effects of the Winery Visitor Experience on Emotions, Satisfaction and on Post-visit Behaviour Intentions", *Tourism Review*, Vol. 74, No. 3, pp. 480-502. <https://doi.org/10.1108/TR-07-2018-0092>
- Eirini Koronaki and Prokopis Theodoridis, (2020), Crafting food shopping experiences: the case of food halls in luxury departments stores, In *Consumer Science and Strategic Marketing: Case Studies on Food Experiences: Insights for Marketing, Retail and Events*, Editors: Adrienne Steffen and Susanne Doppler, Elsevier, pp. 51-63 (ISBN: 978-0-12-817792-1)
- Gkikas D., Theodoridis P., (2021), AI in Consumer Behavior. In: Virvou M., Tsihrintzis G.A., Tsoukalas L.H., Jain L.C. (eds) *Advances in Artificial Intelligence-based Technologies. Learning and Analytics in Intelligent Systems*, Vol. 22. Springer, Cham. https://doi.org/10.1007/978-3-030-80571-5_10
- Prokopis K. Theodoridis and Theofanis Zacharatos, (2022), "Food waste in Covid- 19 lockdown era and consumer behaviour – The case of Greece", *Socio-Economic Planning Sciences*, 101338, ISSN 0038-0121, <https://doi.org/10.1016/j.seps.2022.101338>.
- Prokopis Theodoridis, (2022), Internal Marketing, In Buhalis, D., (ed), *Encyclopedia of Tourism Management and Marketing*, UK: Edward Elgar Publishing. doi: <https://doi.org/10.4337/9781800377486>

: [linkedin.com/in/ptheodoridis](https://www.linkedin.com/in/ptheodoridis)