Form 500.1.4

Academic Personnel Short Profile / Short CV

Institution:	University of Western Macedonia (Greece)
Surname:	Katarachia
Name:	Androniki
Rank/Position:	Professor
Program of Study:	Dep. “Accounting and Finance”
Scientific Domain: *	Business Administration and Financial Marketing

**Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2009	DEMOCRITUS UNIVERSITY OF THRACE, Greece	Depart. of Production & Management Engineering	"Satisfaction Factors and Behavioral Intentions of Financial Services Customers in the Cooperative Banking Business Model"
MBA (Executive) Master In Business Administration	2003	ATHENS UNIVERCITY OF ECONOMICS AND BUSINESS, Greece	Depart. of Business Administration	
National Diploma in International Marketing	1990	SLIGO REGIONAL TECHNICAL COLLEGE, Ireland	Depart. of Business Studies	
Bachelor of Business Administration	1990	TECHNOLOGICAL EDUCATIONAL INSTITUTE OF KAVALA, Greece	Depart. of Business Administration	

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		**Employer**	**Location**	**Position**
From	**To**			
2019 (June)	until today	University of Western Macedonia	Kozani - Greece	Professor
2008	2019 (May)	Technological Educational Institute of Western Macedonia (Tertiary educational institution)	Kozani - Greece	Assistant- Associate Professor
2010	2011	Democritus University of Thrace	Komotini- Greece	Lecturer

Key ***refereed*** journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)						
Ref. Number	**Year**	**Title**	**Other authors**	**Journal and Publisher/ Conference**	**Vol.**	**Pages**
1	2025	Analysis of behavioural intentions on green consumption and sustainable finance	Farmaki, P., Tranoulidis, A., Avlogiaris, G., & Ricci, M.	International Conference on Applied Economics (ICOAE 2025), 3-5 July 2025, Bratislava, Slovakia.		
2	2025	Energy and Environmental Impacts of Greece's Agricultural Sector: A Diachronic Study with	Migkos, S., Karountzos,P. , Giannakopoulos T., Sakas, D., Farmaki, P.	Journal of Environmental & Earth Sciences	7(5)	

		Regional Insights from Western Macedonia.				
3	2023	The Influence of Social Media Marketing on Consumer Behaviour: Evidence from the Greek Market	Migkos.S, Antoniadis I. and Saprikis V.	ICSIMA, 10th International Conference on Strategic Innovative Marketing and Tourism, 22-26 September 2023, Zakynthos, Ionian Islands.		
4	2023	State and Entrepreneurship on the Road to Green Growth in a Post Lignite Era: Friends or Foes?	G Avlogiaris, P Farmaki	European Journal of Interdisciplinary Studies	15 (2)	90-96
5	2022	A comparative study of users versus non-users' behavioral intention towards M-banking apps' adoption	V Saprikis, G Avlogiaris	Information 10.3390/info13010030	13 (1)	30
6	2021	MANAGEMENT Basic Principles and Modern Practices in Business Administration (Greek)	E. Pitoska	Book Publisher: DISTIGMA	ISBN: 978-618-202-000-5	603 pages
7	2020	Determinants of the intention to adopt mobile augmented reality apps in shopping malls among university students.	V Saprikis, G Avlogiaris	Journal of Theoretical and Applied Electronic Commerce Research	16 (3)	491-512
8	2020	Environmental unconcern and recycled paper products purchasing: the moderated	Tilikidou, I., Delistaurou, A.	8th International Conference on Contemporary		

		role of environmental knowledge		Marketing, 11th to 13th September 2020 1113September, virtual Conference		
9	2018	"The Drivers of Corporate Governance Disclosure the case of Nifty 500 Index"	Pitoska, E., Giannarakis, G. and Poutoglidou, E.	International Journal of Law and Management,	60 (2)	681-700
10	2018	Exploring employees' satisfaction and commitment in Greek systemic banks.	Pitoska, E., Simara D., Kargidis, Th.	6th International Conference on Contemporary Marketing Issues, Athens, Greece, 27-29 June		

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)					
Ref. Number	**Date**	**Topic**	**International / Local**	**Location***	**Role in Exhibition**
1	2025 06-14/09	Akademia / HELEXPO	International	Thessaloniki	presentation/communication of the Department of Accounting and Finance Study Programs
2	2024 07-15/09	Akademia / HELEXPO	International	Thessaloniki	presentation/communication of the Department of Accounting and Finance Study Programs
3	2023 09-17/09	Akademia / HELEXPO	International	Thessaloniki	presentation/communication of the Department of Accounting and Finance Study Programs

**Specify venue, geographic location etc*

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	**Date**	**Title**	**Funded by**	**Project Role***
1	2025	"Innovative and interdisciplinary Programmes in Bio-medical Engineering to Leverage and Exploit the Digital Growth programme for students' employability in Uzbekistan", Project Number 101082242 – I2-PLEDGE	Co-funded by European Union (Erasmus +)	Administrative support
2	2012-2014	«Development of interregional financial assistance to SMEs and of non-grand instruments (DIFASS)	2007 - 2013 Interreg IVC	a) Bibliographic research and preparation of the JEREMIE topic (component 3) (01/04/2014-30/06/2014. b) Bibliographic research of the financial instruments "Microcredits". Microcredits – Microfinance and assistance in the preparation of the presentation of microcredits (01/07/12 -30/09/12)
3	2005 -2007	Central Macedonia Regional Operational Programme 2000-2006, Axis 5, Measure 3 "Local Employment Initiatives". Project "Training of Unemployed, Underemployed/People from Socially Vulnerable Groups" in Certified Vocational Training Centers. Imathia Prefecture (2007).	co-financed by private resources and public spending	Monthly - Quarterly Project Execution Monitoring Reports - submission to the Managing Authority.

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)				
Ref. Number	**Period**	**Organization**	**Title of Position or Service**	**Key Activities**
1	09/2019-09/2023	University of Western Macedonia	Senate Member	Study and approval of decisions that fall within the competence/scope of the Senate in accordance with the applicable legislation
2	09/2029-09/2023	University of Western Macedonia	Dean of School of Economic Sciences	Head the Dean's services Supervise the implementation of the Departments' Study Regulations and the observance of the Legislation, the Organization and the Internal Regulations, Form committees to study or handle specific issues that fall within the Dean's responsibilities Prepare an annual report summarizing his work, which he submits for approval to the School's General Assembly.
3	10/2019-08/2024	University of Western Macedonia	Member of the Postgraduate Studies Committee	Examination of submitted files for approval of the establishment of new postgraduate study programs or modification of existing programs

4	2019-2024	University of Western Macedonia	Quality Assurance Unit Member of the Foundation's Quality Manual Writing Team	Coordination of the Foundation's quality assurance and evaluation processes Writing the Foundation's quality manual
5	10/2019-01/2023	University of Western Macedonia	Member of the Ethics Committee	Preparation of the "Code of Ethics and Good Practice" for academic, administrative and research matters Ensuring compliance with and implementation of the rules of ethics by all members of the Foundation and identifies violations of the rules of ethics

Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)

Ref. Number	Date	Title	Awarded by:
1	2005	Award "Manager of the Decade 1995-2005".	Honorary Distinction from the KEOSOE (Central Cooperative Union of Wine Products)

Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
Ref. Number	**Date**	**Title**	**Key Activities:**
1	2020- 2023	Director of the Laboratory of "Economic and Social Research and Studies" of the Department of Accounting and Finance, University of Western Macedonia	Consultation with Public, Private and Social Bodies
2	2000-2003	Participation as a representative of the Central Cooperative Union of Wine and Spirits in working committees of the Export Promotion Organization, the Ministry of Agriculture, the Central Cooperative Union of Wine and Spirits and the Greek Wine Association (1994-2003).	submitting proposals for promotional and advertising strategies for Greek Wine