

**ΒΙΟΓΡΑΦΙΚΟ
ΣΗΜΕΙΩΜΑ**

PERSONAL DETAILS	
Full Name	TERZI MARINA
Address	30 ETHNIKIS ANTISTASEOS STREET
Phone	2741080300 – 2741031752 – 6947150849
Email	mariterz@gmail.com
Date of Birth	22/06/1983
Marital Status	Married with 2 children

EDUCATION	
• Dates (from – to)	2009-2013
	University of the Aegean Mediterranean Studies Department PhD in International Strategic Communication: Dynamic Simulation Modeling in International Events Grade: Distinction
• Dates (from - to)	2006-2007
	Oxford Brookes University Business School MSc in International Travel and Tourism Management Grade: Merit
• Dates (from - to)	2001-2005
	University of West Attica School of Administrative, Economics and Social Sciences Department of Business Administration <i>SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES</i> Τμήμα Διοίκησης Επιχειρήσεων Grade: Distinction
• Dates (from - to)	1998-2001
	1 st High School of Korinthos Grade: Merit (16.3)

SCIENTIFIC PUBLICATIONS IN INTERNATIONAL CONFERENCES PROCEEDINGS	
	1) D.P. Sakas and M.C. Terzi,(2008), “Measuring Service Quality in the Greek’s Shipping Transportation Sector: The Emerging Gap in Customers’ Expectations and Perceptions”, International Conference of Management and Marketing Sciences (ICMMS) 2008, Imperial College Press, Vol.1, pp 276-280.
	2) D.P. Sakas and M.C. Terzi, (2008), “Shipping managers’ perceptions on customers’ expectations: a misleading concept?”, International Conference of Management and Marketing Sciences (ICMMS) 2008, Imperial College Press, Vol.1, pp 281-275
	3) D.P. Sakas, M. C. Terzi and Konstantopoulos, N. (2009), "Empathy in the shipping transportation sector: Can customers’ expectations be met?", International Conference on Tourism Development and Management (ICTDM), Kos, Greece, 11-14 September 2009,

	Imperial College Press
	4) D.P. Sakas, M. C. Terzi and Seimenis, I. (2009), "Gaining a competitive advantage through responsiveness on Maritime Services", International Conference on Tourism Development and Management (ICTDM), Kos, Greece, 11-14 September 2009, Imperial College Press
	5) D.P. Sakas, M. C. Terzi and Tomaras, P. (2009), "The contribution of publishing houses' communication to conferences' success", International Conference on Tourism Development and Management (ICTDM), Kos, Greece, 11-14 September 2009, Imperial College Press
	6) D.P. Sakas, M. C. Terzi and Tomaras, P. (2009), "Strategic communication for the organization of symposiums", International Conference on Tourism Development and Management (ICTDM), Kos, Greece, 11-14 September 2009, Imperial College Press
	7) Damianos P. Sakas, Marina C. Terzi and Georgios A. Giannakopoulos (2010), "Strategic Communication for Event Management: Keynote Speakers" e RA - 5 The SynEnergy Forum, The Conference for International Synergy in Energy, Environment, Tourism and contribution of Information Technology in Science, Economy, Society and Education, Piraeus, Greece, 15-18 September.
	8) M.C. Terzi, D.P. Sakas , and Ioannis Seimenis (2011), "Managing Scientific Journal: a cultural viewpoint", International Conference on Integrated Information (IC-ININFO), Kos, Greece, 29 September – 3 October
	9) Damianos P. Sakas, Giannakopoulos Nikolaos, Kanellos Nikos, Marina C. Terzi, Rekleitis Panagiotis and Trivellas Panagiotis (2023) "Supply Chain Firms' Financial Performance Connection with Digital Marketing Website Data", 95th International Scientific Conference on Economic and Social Development, Aveiro, Portugal, 27-28 April
	10) Marina C. Terzi, Damianos P. Sakas, Kanellos Nikos, Giannakopoulos Nikolaos, Trivellas Panagiotis and Rekleitis Panagiotis (2023) "Leveraging Digital Marketing Strategies in favor of Business Performance: Evidence from the Maritime Logistics Sector", 95th International Scientific Conference on Economic and Social Development, Aveiro, Portugal, 27-28 April
	11) Damianos P. Sakas, Kanellos Nikos, Giannakopoulos Nikolaos, Marina C. Terzi, Rekleitis Panagiotis and Trivellas Panagiotis (2023) "Digital Business Operations in the Transport, Distribution and Handling Processes of the Supply Chains in the Shipping Industry", 95th International Scientific Conference on Economic and Social Development, Aveiro, Portugal, 27-28 April

SCIENTIFIC PUBLICATIONS IN INTERNATIONAL JOURNALS	
	<p>1) Marina C. Terzi, Damianos P. Sakas, Ioannis Seimenis (2013), "The contribution of the Scientific Committee in the development of Conferences", <i>Procedia - Social and Behavioral Sciences</i>, Vol. 73, pp. 373-382. doi: 10.1016/j.sbspro.2013.02.064</p> <p>2) Marina C. Terzi, Damianos P. Sakas, Ioannis Seimenis (2013), "International Events: the impact of the conference location", <i>Procedia - Social and Behavioral Sciences</i>, Vol. 73, pp. 363-372. doi: 10.1016/j.sbspro.2013.02.063</p> <p>3) Sakas, D.P.; Kamperos, I.D.G.; Reklitis, D.P.; Giannakopoulos, N.T.; Nasiopoulos, D.K.; Terzi, M.C.; Kanellos, N. The Effectiveness of Centralized Payment Network Advertisements on Digital Branding during the COVID-19 Crisis. <i>Sustainability</i> 2022, <i>14</i>, 3616. https://doi.org/10.3390/su14063616</p> <p>4) Sakas, D.P.; Kamperos, I.D.G.; Terzi, M.C. The Long-Term Risk Familiarity Effect on Courier Services' Digital Branding during the COVID-19 Crisis. <i>J. Theor. Appl. Electron. Commer. Res.</i> 2022, <i>17</i>, 1655-1684. https://doi.org/10.3390/jtaer17040084</p> <p>5) Sakas, D.P.; Giannakopoulos, N.T.; Terzi, M.C.; Kamperos, I.D.G.; Nasiopoulos, D.K.; Reklitis, D.P.; Kanellos, N. Social Media Strategy Processes for Centralized Payment Network Firms after a War Crisis Outset. <i>Processes</i> 2022, <i>10</i>, 1995. https://doi.org/10.3390/pr10101995</p> <p>6) Sakas, D.P.; Reklitis, D.P.; Trivellas, P.; Vassilakis, C.; Terzi, M.C. The Effects of Logistics Websites' Technical Factors on the Optimization of Digital Marketing Strategies and Corporate Brand Name. <i>Processes</i> 2022, <i>10</i>, 892. https://doi.org/10.3390/pr10050892</p> <p>7) Sakas, D.P.; Reklitis, D.P.; Terzi, M.C.; Vassilakis, C. Multichannel Digital Marketing Optimizations through Big Data Analytics in the Tourism and Hospitality Industry. <i>J. Theor. Appl. Electron. Commer. Res.</i> 2022, <i>17</i>, 1383-1408. https://doi.org/10.3390/jtaer17040070</p>

SCIENTIFIC PUBLICATIONS IN INTERNATIONAL JOURNALS	
	8) Sakas, D.P.; Reklitis, D.P.; Terzi, M.C. Leading Logistics Firms' Re-Engineering through

	<p>the Optimization of the Customer's Social Media and Website Activity. <i>Electronics</i> 2023, <i>12</i>, 2443. https://doi.org/10.3390/electronics12112443</p> <p>9) Damianos P. Sakas, Dimitrios P. Reklitis, Marina C. Terzi, Niki Glaveli, Growth of digital brand name through customer satisfaction with big data analytics in the hospitality sector after the COVID-19 crisis, <i>International Journal of Information Management Data Insights</i>, Volume 3, Issue 2, 2023, 100190, ISSN 2667-0968, https://doi.org/10.1016/j.jjimei.2023.100190.</p> <p>10) Sakas, D.P., Giannakopoulos, N.T., Terzi, M.C., Kamperos, I.D.G. and Kanellos, N. (2023), "What is the connection between Fintechs' video marketing and their vulnerable customers' brand engagement during crises?", <i>International Journal of Bank Marketing</i>, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJBM-03-2023-0142</p> <p>11) Sakas, D.P.; Giannakopoulos, N.T.; Terzi, M.C.; Kanellos, N. Engineering Supply Chain Transportation Indexes through Big Data Analytics and Deep Learning. <i>Appl. Sci.</i> 2023, <i>13</i>, 9983. https://doi.org/10.3390/app13179983</p> <p>12) Sakas, D.P.; Giannakopoulos, N.T.; Terzi, M.C.; Kanellos, N.; Lontakis, A. Digital Transformation Management of Supply Chain Firms Based on Big Data from DeFi Social Media Profiles. <i>Electronics</i> 2023, <i>12</i>, 4219. https://doi.org/10.3390/electronics12204219</p> <p>13) Kanellos, N.; Karountzos, P.; Giannakopoulos, N.T.; Terzi, M.C.; Sakas, D.P. Digital Marketing Strategies and Profitability in the Agri-Food Industry: Resource Efficiency and Value Chains. <i>Sustainability</i> 2024, <i>16</i>, 5889. https://doi.org/10.3390/su16145889</p> <p>14) Kanellos, N.; Terzi, M.C.; Giannakopoulos, N.T.; Karountzos, P.; Sakas, D.P. The Economic Dynamics of Desktop and Mobile Customer Analytics in Advancing Digital Branding Strategies: Insights from the Agri-Food Industry. <i>Sustainability</i> 2024, <i>16</i>, 5845. https://doi.org/10.3390/su16145845</p> <p>15) Giannakopoulos, N.T.; Terzi, M.C.; Sakas, D.P.; Kanellos, N.; Toudas, K.S.; Migkos, S.P. Agroecomic Indexes and Big Data: Digital Marketing Analytics Implications for Enhanced Decision Making with Artificial Intelligence-Based Modeling. <i>Information</i> 2024, <i>15</i>, 67. https://doi.org/10.3390/info15020067</p> <p>16) Giannakopoulos, N.T., Reklitis, D.P., Terzi, M.C. <i>et al.</i> Video marketing for decentralized finance platforms' services. <i>J Financ Serv Mark</i> 29, 1225–1259 (2024). https://doi.org/10.1057/s41264-024-00288-2</p>
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SCIENTIFIC PUBLICATIONS IN BOOK SERIES	
	<p>1) M.C. Terzi, D.P. Sakas and Dimitrios Vlachos (2011), "Marketing Dynamic Simulation Modelling in High-Tech Laboratories", <i>Key Engineering Materials</i>, Vol. 495, pp. 23-27, Available at: http://www.scientific.net/KEM.495.23</p> <p>2) M.C. Terzi, D.P. Sakas and Ioannis Seimenis (2011), "Pricing Strategy Dynamic Simulation Modelling within the High-Tech Sector", <i>Key Engineering Materials</i>, Vol. 495, pp. 167-170. Available at: http://www.scientific.net/KEM.495.167</p> <p>3) Sakas, D.P., Kamperos, I.D.G., Terzi, M.C., Kriemadis, A. (2024). Airlines' Low-Demand Risk Management Implications of COVID-19 Crisis-Induced Immobility Utilizing Big Data. In: Sakas, D.P., Nasiopoulos, D.K., Taratuhina, Y. (eds) <i>Computational and Strategic Business Modelling. IC-BIM 2021. Springer Proceedings in Business and Economics</i>. Springer, Cham. https://doi.org/10.1007/978-3-031-41371-1_3</p> <p>4) Sakas, D.P., Terzi, M.C., Kamperos, I.D.G., Kriemadis, A. (2024). Reputational Crisis Risk Management: The Immediate Effect of a Plane Crash on Airlines' Digital Branding. In: Sakas, D.P., Nasiopoulos, D.K., Taratuhina, Y. (eds) <i>Computational and Strategic Business Modelling. IC-BIM 2021. Springer Proceedings in Business and Economics</i>. Springer, Cham. https://doi.org/10.1007/978-3-031-41371-1_4</p> <p>5) Sakas, D.P., Kamperos, I.D.G., Terzi, M.C., Kriemadis, A. (2024). The COVID-19 Crisis Effect on Railways' Digital Branding: Risk Management Applications Utilizing Big Data. In: Sakas, D.P., Nasiopoulos, D.K., Taratuhina, Y. (eds) <i>Computational and Strategic Business Modelling. IC-BIM 2021. Springer Proceedings in Business and Economics</i>. Springer, Cham. https://doi.org/10.1007/978-3-031-41371-1_6</p> <p>6) Sakas, D.P., Terzi, M.C., Kamperos, I.D.G., Kriemadis, A. (2024). Cruise Industry Crisis Risk Management and Recovery Strategies Utilizing Crowdsourcing Data. In: Sakas, D.P., Nasiopoulos, D.K., Taratuhina, Y. (eds) <i>Computational and Strategic Business Modelling. IC-BIM 2021. Springer Proceedings in Business and Economics</i>. Springer, Cham. https://doi.org/10.1007/978-3-031-41371-1_5</p>

RESEARCH PROJECT	
	<p>Head of the “Local Branding” team under the project “SMART AGRICULTURE AND CIRCULAR BIO-ECONOMY – SmartBIC.” (MISMIS5047106) which is implemented under the Action “Reinforcement of the Research and Innovation Infrastructure”, funded by the Operational Program "Competitiveness, Entrepreneurship and Innovation" (NSRF 2014-2020) co-financed by Greece and the European Union (European Regional Development Fund).</p> <p>Responsibilities</p> <ul style="list-style-type: none"> Enhancing the public image of the Prefecture of Central Greece (PSTE) through the implementation of marketing initiatives. Researching and overseeing tourism promotional websites so as to ensure brand consistency. Developing a digital interactive map with the most important POIs (points of interest) of the PSTE. Developing an integrated digital marketing plan for the promotion of the PSTE.

PEER-REVIEW IN INTERNATIONAL JOURNALS	
	<ol style="list-style-type: none"> Reviewer to Journal of Theoretical and Applied Electronic Commerce Research since 2023. Reviewer to Electronics since 2023.

TEACHING EXPERIENCE	
	<ol style="list-style-type: none"> Co-Teaching of the Course "New IT Products and Services Development" aiming at understanding the role and characteristics of entrepreneurship and market adoption of new products/services (2011-2013) <ol style="list-style-type: none"> Creating slides for the lectures of the course «New IT Products and Services Development”, highlighting the main points of NPD and providing a set of multimedia features for the in-depth understanding of the course. All the course material is available in the E-class of the University of Peloponnese (http://eclass.uop.gr/courses/CST332/) Teaching the course "Service Marketing," focusing on the unique characteristics of services, customer experience management, and marketing strategies tailored for service-based businesses. All the material is available on the E-class of the Agricultural University of Athens (https://oeclass.aua.gr/eclass/courses/5386/) (2023-4) Teaching the course "Service Marketing," focusing on the unique characteristics of services, customer experience management, and marketing strategies tailored for service-based businesses. All the material is available on the E-class of the Agricultural University of Athens (https://oeclass.aua.gr/eclass/courses/5386/) (2024-5)

ACADEMIC NOTES	
	<ol style="list-style-type: none"> Scientific notes on " New IT Products and Services Development" for the course of the seventh (7th) semester of the Department of Computer Science and Technology of the University of Peloponnese Educational material: "Communication strategy of start-ups: a guide to the successful dissemination of business innovation to the public". The educational material introduces young entrepreneurs to the art of strategic communication in real environmental conditions, with the intention to attract investors and/or customers (Smart BIC deliverable).

BOOK	
	<ol style="list-style-type: none"> Scientific Notes for the course “New IT Products and Services Development”

(distributed to the students of the University of Peloponnese for the respective course - 2011 edition).

INTERNATIONAL CONFERENCES	
Member of the Organizing Committee	1) IC-ININFO 2012, IC-ININFO 2013, IC-ININFO 2014, IC-ININFO 2015, IC-ININFO 2016 (International Conference on Integrated Information) 2) IC-SIM 2013, IC-SIM 2014, IC-SIM 2015, IC-SIM 2016 (International Conference on Strategic Innovative Marketing) 3) IC-BIM 2015, IC-BIM 2016 (International Conference on Business Informatics and Modelling)
Member of the Organizing Committee	1) IC-MMS 2008 (International Conference on Marketing and Management Sciences 2008), 2) IC-TDM 2009 (International Conference on Tourism Development and Management 2009) 3) IC-ININFO 2011 (International Conference on Integrated Information) 4) IC-MAST 2011, IC-MAST 2012, IC-MAST 2013, IC-MAST 2014, IC-MAST2015 (International Conference on Materials and Applications for Sensors and Transducers) 5) IC-MSQUARE 2012, IC-MSQUARE 2013, IC-MSQUARE 2014, IC-MSQUARE 2015, IC-MSQUARE 2016 (International Conference on Mathematical Modeling in Physical Sciences)

EDITORIAL WORK	
	1) Editor of ICTDM 2009 Conference Proceedings (International Conference on Tourism Development and Management 2009) Kos, September 2009 2) Editor of IC-ININFO 2011 Conference Proceedings (International Conference on Integrated Information 2011) Kos, September 2011

PROFESSIONAL EXPERIENCE	
• Dates (from - to)	08/10/2007-27/11/2009
	<ul style="list-style-type: none"> Online Travel Agency «Travel Bookings» - CEO Responsibilities: Partners' training, Negotiation with hotels to secure the best possible rates, Reservations supervision, Customer support.
• Dates (from - to)	12/02/2008-30/03/2009 & 01/08/2011 - today
	<ul style="list-style-type: none"> Travel Agency "Terzis Travel" - OWNER Address: 30, Ethnikis Antistaseos Street, Korinthos 20131 Responsibilities: Managing online reservation systems, booking domestic and international air and ferry tickets, booking domestic and international accommodation, organizing group and individual packages, organizing conferences and seminars, car rentals, providing services for American, Canadian and Australian visas, maintaining customer databases, maintaining statistical and financial records, social media management, dealing with customer queries and complaints.
• Dates (from - to)	06/09/2017- today - CMO
	Culture App (DCM) Augmented Reality Application – Digital tour of the most important Greek archaeological sites with 3D models, 360° panoramic photos, videos, texts and maps. Responsibilities: <ul style="list-style-type: none"> Set marketing goals and objectives Oversee the overall advertising and sales strategy Review and manage content marketing strategy Coordinate marketing efforts with the company's financial and branding goals Design, plan and execute effective marketing campaigns

TRAVEL AND TOURISM COURSES	<p>SABRE PRINCIPLES AND TICKETING (INTERNATIONAL & DOMESTIC) COURSE (2005)</p> <p>HOLDER OF IATA (INTERNATIONAL AIR TRANSPORT ASSOCIATION) - IATA / UFTAA FOUNDATION E.B.T. COURSE (LEVEL1) (2006)</p> <p>HOLDER OF IATA (INTERNATIONAL AIR TRANSPORT ASSOCIATION) - IATA/ UFTAA CONSULTANT COURSE (LEVEL2) (2009)</p> <p>SABRE PRINCIPLES AND TICKETING (INTERNATIONAL & DOMESTIC) COURSE (2013)</p> <p>THE WORLDSPAN BASIC COURSE (2013)</p>
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LANGUAGE SKILLS	
	ENGLISH
• Level	First Certificate in English Language proficiency due to postgraduate studies
	FRENCH
• Level	Delf I & II

COMPUTER SKILLS	<p>ECDL (WINDOWS XP, WORD, EXCEL, ACCESS, POWERPOINT, INTERNET EXPLORER, OUTLOOK EXPRESS)</p> <p>LIKNOSS ONLINE RESERVATION SYSTEM</p> <p>CERTUS ONLINE RESERVATIONS SYSTEM</p>
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ΣΕΜΙΝΑΡΙΑ	<p>ΤΟ ΜΕΛΛΟΝ ΤΟΥ ΟΗΕ (2001)</p> <p>ΟΙ ΔΗΜΟΣΙΕΣ ΣΧΕΣΕΙΣ ΚΑΙ Η ΣΥΜΒΟΛΗ ΤΟΥΣ ΣΤΗΝ ΟΜΑΛΗ ΕΠΙΧΕΙΡΗΣΙΑΚΗ ΑΝΑΠΤΥΞΗ (2001)</p> <p>ΕΥΡΩ, ΟΙΚΟΝΟΜΙΚΕΣ ΚΑΙ ΚΟΙΝΩΝΙΚΟ-ΠΟΛΙΤΙΣΜΙΚΕΣ ΕΠΙΠΤΩΣΕΙΣ ΣΤΗΝ ΕΛΛΑΔΑ (2001)</p> <p>ΔΙΕΘΝΗ ΛΟΓΙΣΤΙΚΑ ΠΡΟΤΥΠΑ (2003)</p> <p>ΔΗΜΙΟΥΡΓΙΚΟ: Η ΤΕΧΝΗ ΤΗΣ ΔΙΑΦΗΜΙΣΗΣ (2003)</p> <p>ΑΝΑΠΤΥΞΗ ΣΤΡΑΤΗΓΙΚΗΣ ΤΟΥ MANAGEMENT ΤΩΝ ΕΛΛΗΝΙΚΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ.</p> <p>ΑΝΑΜΟΡΦΩΣΗ ΤΟΥ ΣΥΣΤΗΜΑΤΟΣ ΤΗΣ ΔΗΜΟΣΙΑΣ ΔΙΟΙΚΗΣΗΣ ΠΡΟΣ ΟΦΕΛΟΣ ΤΟΥ ΠΟΛΙΤΗ (2003)</p> <p>Η ΕΛΛΗΝΙΚΗ ΠΡΑΓΜΑΤΙΚΟΤΗΤΑ ΜΕΤΑ ΤΟ 2004 (2003)</p> <p>ΝΕΑΝΙΚΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ: ΠΡΟΟΠΤΙΚΕΣ ΕΞΕΛΙΞΗΣ ΣΤΟ ΧΩΡΟ ΤΟΥ ΤΟΥΡΙΣΜΟΥ, ΤΟΥ MANAGEMENT ΚΑΙ ΤΟΥ MARKETING (2005)</p> <p>ΟΙΚΟΛΟΓΙΚΟΣ ΤΟΥΡΙΣΜΟΣ, ΑΓΡΟΤΟΥΡΙΣΜΟΣ ΚΑΙ ΦΥΣΙΚΟ ΠΕΡΙΒΑΛΛΟΝ (2005)</p>
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ΕΡΓΑΣΙΕΣ	<p>Στρατηγική Διεθνούς Επικοινωνίας: Μοντέλα Προσομοίωσης Διεθνών Διοργανώσεων, 2013.</p> <p>ShipServ: A Modified Model for Measuring Quality in the Shipping Transportation Sector -2007</p> <p>Διοίκηση Ολικής Ποιότητας: Η περίπτωση των ελληνικών μικρομεσαίων επιχειρήσεων – 2005.</p>
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ΕΝΔΙΑΦΕΡΟΝΤΑ	Ταξίδια, γυμναστική, βιβλία
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