



Short CV – Irini Dimou

Dr. Irini Dimou is an Associate Professor of Strategic Tourism Management in the Department of Business Administration and Tourism, at the Hellenic Mediterranean University (H.M.U), as well as Adjunct Lecturer at the Hellenic Open University (M.Sc. in Tourism Business Administration). She is currently Head of the Department and Director of the MSc Program “Tourism and Hospitality Management”. She has previously worked as a Certified Online Instructor in the Online MBA of the University of Liverpool, a full-time professor at the American College of Greece (Deree College), while she has also taught as visiting lecturer at Ningbo University (China), as well as Vives University and Thomas More University (Belgium). Irini has graduated from the department of Business Administration of Athens University of Economics and Business and holds an M.B.A. degree from the same university. Having earned a scholarship from the State Scholarships Foundation of Greece, she studied for a PhD at the University of Surrey, U.K. Her PhD thesis focused on Strategic Management of International Hospitality Corporations.

She has published in various international journals, including *Journal of Business Research*, *Journal of Marketing Channels*, *International Journal of Tourism Research*, *Industry and Higher Education* and *Journal of Hospitality Marketing and Management*, while she has also presented her research work in national and international conferences. Moreover, Irini acts as reviewer for some of the mainstream high impact peer review journals in the tourism field (*Journal of Economics and Management Strategy*, *Annals of Tourism Research*, *Anatolia*, *EuroMed Journal of Business*, *Industry and Higher Education*) and as a Reviewer Editor for *Frontiers in Sustainable Tourism* and member of the Editorial Board of the *Journal on Tourism and Sustainability*. Besides research, she has also participated in various EU-funded projects and worked as a freelancer for Greek and international consulting companies, conducting various industry reports.

Her current research interests focus on tourism destination management and strategy, cruise tourism and yachting, tourism education and human resource training, the effects of technology and robotics in hospitality and tourism

Teaching Experience

- *Dec 2019 – present*: Associate Professor of Strategic Tourism Management, School of Management and Economics, Hellenic Mediterranean University (Courses: Principles of Management, Strategic Tourism Management, Introduction to Tourism, Tourism Destination Management)
- *Jan 2012 – Dec. 2019*: Assistant Professor in Management, School of Management and Economics, Technological Educational Institute of Crete (Courses: Principles of Management, Strategic Management, Marketing Management, International Management)
- *2008 – 2011*: Assistant Professor in Tourism Marketing, Advanced School of Tourism Education in Crete (Courses: Introduction to Management, Tourism Marketing, Market Research in Tourism).
- *2007 – 2008*: Certified Honorary Teacher for Liverpool University, teaching in the online MBA program of Laureate Online Higher Education (Course: Marketing Management)
- *2006 – 2008*: Adjunct Professor, School of Management and Economics, Technological Educational Institute of Crete (Courses: Tourism Management and Tourism Marketing, including Erasmus Students’ supervision).

- 2005 – 2006: Professor I of Management, American College of Greece, Athens. (Courses: Business Strategy, New Ventures Creation, Human Resource Management, Organizational Behavior)
- 2003 – 2006: Visiting Lecturer, School of Management and Economics, Technological Educational Institute of Crete (Courses: Introduction to Tourism, Tourism Policy, Tourism Marketing).
- 2001 - 2002: Teaching Assistant, School of Management Studies for the Service Sector, Univ. of Surrey (Courses: Business Finance, Business Economics)

Selected Publications

- Kourgiantakis, M., Apostolakis, A., Dimou, I. (2021). COVID-19 and Holiday Intentions: The Case of Crete, Greece. *Anatolia*, 32(1), 148-151.
- Kourgiantakis, M., Stavroulaki, A. and Dimou, I. (2021). Training needs and current practices in the hospitality industry: The case of Crete, Greece. 9th International Conference of Contemporary Marketing Issues. 3-5 September 2021 (online).
- Apostolakis A., Dimou I., Viskadouraki I., (2019). "Towards the Development of an Employer Programme for the Hospitality and Tourism Sector in Greece", *Polish Journal of Management Science*, 20(1), 29-42.
- Dimou I., Melessanaki, O. & Kourgiantakis M. (2019). "Penetration of local agri-food products in the restaurant business: Heraklion city as a case study". Paper presented at the *7th ICCMI 2019 International conference* (10 – 12 July Heraklion, Crete)
- Dimou, I. & Vandorou, V. (2018). "Yacht Tourism in Greece: Current Issues and Prospects for Development". Paper accepted to be presented at the *2nd International Scientific Conference "In search of excellence in tourism, travel & hospitality management"*, Rhodes, Greece, 25-28 October.
- Kourgiantakis, M., Kataki, M., Apostolakis, A. & Dimou, I. (2018). How important CSR is for consumers in supermarket selection". Paper presented at the *6th International Conference on Contemporary Marketing Issues (ICCM)*, Athens, Greece, 27- 29 June.
- Tikoudi, A., Dimou, I., Kourgiantakis, M. (2016). "Locals' Perceptions on the Multidimensional Impact and the Potential of Disaster Tourism: The Case of Montserrat, West Indies". *Tourism Today*, 3, 75-94.
- Simantiraki, E. & Dimou, I. (2016). "Undergraduate Tourism Education in Greece: Graduates' Employment in the Hospitality Industry". *Tourismos: An International Multidisciplinary Journal of Tourism*, 11(3), 113-132.
- Soteriades, M. and Dimou, I. (2011) "Special Events: A Framework for Efficient Management" *Journal of Hospitality Marketing and Management* 20(3), 329-346.
- Diplari, A. and Dimou, I. (2010) "Public Tourism Education and Training in Greece: a Study of the Necessity for Educational Restructuring», *Industry and Higher Education*, 24(2), 115-120.
- Chen, J. and Dimou, I. (2005) "Expansion Strategy of International Hotel Firms" *Journal of Business Research*, 58, 1730-1740.