

ΜΑΜΑΛΗΣ ΣΠΥΡΙΔΩΝ
ΚΑΘΗΓΗΤΗΣ ΜΑΡΚΕΤΙΝΓΚ
ΔΙΕΘΝΕΣ ΠΑΝΕΠΙΣΤΗΜΙΟ ΤΗΣ ΕΛΛΑΔΑΣ
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ΤΙΤΛΟΙ ΣΠΟΥΔΩΝ

- 1998- 2003: Ph.D. in Food Service Marketing.
"Consumer Attitudes towards Fast Food Restaurants in Greece: An Investigation of Store Image, Consumer Satisfaction and Loyalty",
University of Newcastle Upon Tyne.
- 1996-1997: MSc, in International Agricultural and Food Marketing.
University of Newcastle Upon Tyne.
- 1990-1995 : Πτυχίο κατεύθυνσης Αγροτικής Οικονομίας του τμήματος Γεωπονίας,
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ΔΙΔΑΚΤΙΚΗ ΕΜΠΕΙΡΙΑ

- 8/05/2019- Καθηγητής ‘‘Μάρκετινγκ’’, Τμήμα Διοικητικής Επιστήμης και Τεχνολογίας,
Διεθνές Πανεπιστήμιο Της Ελλάδας
- 18/09/2007- Αναπληρωτής Καθηγητής ‘‘Μάρκετινγκ’’, Τμήμα Διοίκησης Επιχειρήσεων,
Σχολή Διοίκησης και Οικονομίας, ΤΕΙ Καβάλας
- 1/10/2005- Επίκουρος καθηγητής ‘‘Μάρκετινγκ’’, Τμήμα Οικονομικών Επιστημών
Α.Π.Θ (407/80).
- 1/10/2005- Μέλος ΣΕΠ ‘‘Μάρκετινγκ’’, Ελληνικό Ανοικτό Πανεπιστήμιο.

1/10/2005-1/10/2011	Λέκτορας “Μάρκετινγκ Τμήμα Οικονομικών Επιστημών ΑΠΘ
1/10/2008-1/10/2009	Λέκτορας “Μάρκετινγκ”, Τμήμα Μάρκετινγκ και Διοίκησης Λειτουργιών Πανεπιστήμιο Μακεδονίας (407/85).
1/10/2006-1/10/2007	Λέκτορας “Μάρκετινγκ” Τμήμα Αγροτικής Ανάπτυξης Δ.Π.Θ. (407/80).
1/10/2005-1/07/2007	Λέκτορας “Μάρκετινγκ” Τμήμα Διοίκησης Επιχειρήσεων, ΤΕΙ Σερρών
1/10/2002:1/07/2006	Λέκτορας “Μάρκετινγκ” Τμήμα Μάρκετινγκ και Ποιοτικού Ελέγχου, ΤΕΙ Δυτικής Μακεδονίας.

Έχω διδάξει και διδάσκω στα μεταπτυχιακά προγράμματα

- Διοίκηση – Master in Business Administration”, ΤΕΙ ΑΜΘ, 2013-2015
- Σπουδές στη Ν.Α., ΔΠΘ 2009-2018
- Πρόγραμμα μεταπτυχιακών σπουδών “Διοικητική των Επιχειρήσεων με Διεθνή Προσανατολισμό “ 2016-2018
- MSc in Innovation technology and entrepreneurship ΤΕΙ ΑΜΘ
- ΕΑΠ Επίβλεψη μεταπτυχιακών διατριβών στο πρόγραμμα ΔΤΕ

Διδασκαλίας Erasmus στο τμήμα

- Μάρκετινγκ Μάνατζμεντ

ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΕΜΠΕΙΡΙΑ

12/3/2009 30/11/2017	ως	1. Προϊστάμενος Τμήματος Οινολογίας και Τεχνολογίας Ποτών, ΤΕΙ Καβάλας
15/09/05 και από 1/1/2007 έως 29/09/08		2. Ινστιτούτο Διαρκούς εκπαίδευσης Ενηλίκων: Υπεύθυνος οργάνωσης Τμημάτων στον Νομό Σερρών
1/2/2005 – 30/09/2005		3. Γαλακτοβιομηχανία “Όλυμπος”: Σύμβουλος Μάρκετινγκ και Ποιοτικού ελέγχου.
15/4/2004-19/1/2005		4. Βουλή των Ελλήνων: Επιστημονικός Συνεργάτης.
9/8/2000-14/9/2000		5. Ε. Α. Γ. Α.: Εκτιμητής ζημιών.

1/1/1995-1/5/1997	6. ΕΛ.ΒΙ.Ζ. Αντιπρόσωπος πωλήσεων και Σύμβουλος Οργάνωσης και Διαχείρισης Επιχειρήσεων
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ΣΥΜΜΕΤΟΧΗ ΣΕ ΕΡΕΥΝΗΤΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ

1/1/2019-	1. Επιστημονικός Υπεύθυνος προγράμματος ETBAΠ (Ερευνώ καινοτομώ)
24/9/2018-4/9/2019	2. Ιδρυματικός Υπεύθυνος της πράξης “Απόκτηση Ακαδημαϊκής Εμπειρίας σε νέους Επιστήμονες Κατόχους Διδακτορικού 2018-19 ΤΕΙ ΑΜΘ
1/1/2017-31/12/2019	3. Επιστημονικός Υπεύθυνος προγράμματος “The wine Lab – Generating Innovation Between practice and Research (TWL)
29/10/2018- 24/12/2018	4. Επιστημονικός συνεργάτης στο πρόγραμμα “Support of Social Enterprises and Enhancement of Development (Socede)
1/4/2016-31/10/2018	5. Πρακτική Άσκηση Τριτοβάθμιας εκπαίδευσης του ΤΕΙ Ανατολικής Μακεδονίας και Θράκης
1/8/2012-30/6/2015	6. Μονάδα καινοτομίας και Επιχειρηματικότητας ΤΕΙ Καβάλας Εσωτερικός αξιολογητής του έργου
1/3/2013-30/6/2013 1/3/14-18/7/14 16/3/15-15/7/2015	7. Μονάδα καινοτομίας και Επιχειρηματικότητας ΤΕΙ Καβάλας Διδασκαλία Μαθημάτων 2 ^{ου} κύκλου Επιχειρηματικότητας
2/7/2012-30/6/2015	8. Πρόγραμμα “Αρχιμήδης” ΤΕΙ Δυτικής Μακεδονίας
10/11/11-17/11/13	9. Επιστημονικός Υπεύθυνος Προγράμματος Διασυνοριακής συνεργασίας Interegg “Geopromotion” Τυποποίηση και διαχείριση φυσικών καταστροφών”, διάρκεια 2 χρόνια και προϋπολογισμός 1.555.000 ευρώ

15/06/08 έως 31/10/2008	10. Επιστημονικός Υπεύθυνος Προγράμματος Υπουργείου Παιδείας και Γενικής Γραμματείας Νέας Γενιάς "Λειτουργία Σημείου Άντλησης και συνεχούς ροής δεδομένων του Παρατηρητηρίου Νεανικής Επιχειρηματικότητας της Γενικής Γραμματείας Νέας Γενιάς στο ΤΕΙ Καβάλας και εκπόνηση μελέτης για τις τάσεις Νεανικής Επιχειρηματικότητας στην περιφέρεια Ανατολικής Μακεδονίας"
1/9/2010-31/08/13	11. Μονάδα Διασφάλισης Ποιότητας ΜΟΔΙΠ του ΤΕΙ Καβάλας
21/03/08 ως 30/06/08	12. EQUAL: Δράση 2.1.3. "Εκπόνηση Οδηγού για την ένταξη της διαφορετικότητας στο σύστημα διαχείρισης των Επιχειρήσεων για εργοδότες και διευθυντές ανθρώπινων πόρων "
1/10/06 ως 30/06/07	13. Προγράμματα Προπτυχιακών Σπουδών του ΤΕΙ Καβάλας με αντικείμενο εργασιών την Διοίκησης Μάρκετινγκ και Τεχνικές προώθησης Πωλήσεων με επίκεντρο το Ε-την Επικοινωνία και Διαφήμιση και την Έρευνα Αγοράς.
15/05/08 ως 15/05/2009	14. Παράγοντες επιλογής μιας Τράπεζας και Ολική Ικανοποίηση από αυτές στην πόλη της Καβάλας.
9/11/05 ως 31/12/2006	15. EQUAL: Κοινωνική Αμφικτιονία: Υποέργο: Μελέτες Δράσεις 3-5-13M1-13M3 Ανάδειξη προοπτικών απασχόληση διαφορετικών ομάδων στόχου, Μελέτη για την ποιοτική θέση Εργασίας στην κοινωνική Οικονομία
9/11/05 ως 31/07/07	16. EQUAL:Ενημέρωση ευαισθητοποίηση στελεχών Επιχειρήσεων Υποέργο: Προετοιμασία Υλικού και Υλοποίηση Γενικής Καμπάνιας Ενημέρωσης/ Ευαισθητοποίησης Επιχειρήσεων σε Θέματα Ισότητας
9/11/05 -31/10/06	17. EQUAL: Διαπολιτισμική Διοίκηση και Τεχνολογικές Προσαρμογές Υποέργο: μελέτη εξειδίκευσης εφαρμογών τηλεργασίας στις γυναίκες μετανάστριες

- 1/11/2002-15/3/2003 18. Α.Π.Θ.: Μελέτη Χ.Υ.Τ.Α. Υποέργο: Ανάλυση Οικονομικών Επιπτώσεων Αντικείμενο: Κατάρτιση μελέτης οικονομικών επιπτώσεων
- 1/1/1993- 1/12/1993 19. Α.Π.Θ.: ‘Σχεδιασμός Αγροτικού Τουρισμού στις ορεινές κοινότητες της επαρχίας Παιονίας του νομού Κιλκίς’.

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Κωδικός Βιβλίου στον Εύδοξο: 94692129
2. ΒΕΛΕΝΤΖΑΣ Γ., ΛΑΠΠΑΣ Γ., ΜΑΜΑΛΗΣ Σ., ΜΠΡΩΝΗ Γ., (2014), ‘ΔΙΑΦΗΜΙΣΗ ΕΠΙΚΟΙΝΩΝΙΑΚΑΙ ΑΝΤΑΓΩΝΙΣΜΟΣ ΣΤΗΝ ΨΗΦΙΑΚΗ ΕΠΟΧΗ’ ISBN 978-960-93-6141-5, Εκδόσεις ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ
Κωδικός Βιβλίου στον Εύδοξο: 77114220
3. ΒΕΛΕΝΤΖΑΣ Γ., ΜΑΜΑΛΗΣ Σ., ΜΠΡΩΝΗ Γ., (2014), ‘ ΣΥΜΠΕΡΙΦΟΡΑ ΚΑΤΑΝΑΛΩΤΗ ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ’ ISBN 978-918-81373-0-1, Κωδικός Βιβλίου στον Εύδοξο: 68377502
4. ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, (2010), ‘ΕΠΙΚΟΙΝΩΝΙΑ - ΔΗΜΟΣΙΕΣ ΣΧΕΣΕΙΣ & ΔΙΑΦΗΜΙΣΗ’, Εκδόσεις, IuS ΝΟΜΙΚΗ ΤΡΑΠΕΖΑ, ΑΘΗΝΑ
5. ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ (2017), ‘ Η ΕΠΙΚΟΙΝΩΝΙΑ ΚΑΙ ΟΙ ΕΚΦΑΝΣΕΙΣ ΤΗΣ Αρχές, μέθοδοι, μορφές’, εφαρμογές, προστασία ISBN 978-618-81373-4-9 Εκδόσεις ΕΠΙΣΤΗΜΟΝΙΚΟ - ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον Εύδοξο: 77114360
6. ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, (2017), ‘MANAGEMENT MARKETING ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ ΕΠΙΧΕΙΡΗΣΕΩΝ’ ιδίως τουριστικών και ξενοδοχειακών ‘ ISBN 978-618-81373-3-2 Εκδόσεις ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ /

ΕΡΕΥΝΗΤΙΚΩΝ ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον
Εύδοξο: 77114349

7. ΜΠΡΩΝΗ ΓΕΩΡΓΙΑ, ΜΑΜΑΛΗΣ ΣΠΥΡΟΣ, ΒΕΛΕΝΤΖΑΣ ΓΙΑΝΝΗΣ(2017),
“ ΗΓΕΣΙΑ ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ MANAGEMENT - ΚΥΒΕΡΝΗΤΙΚΗ
ΔΙΟΙΚΗΣΗ ΚΑΙ ΣΤΡΑΤΗΓΙΚΗ”, ISBN 978-618-81373-5-6 Εκδόσεις
ΕΡΕΥΝΗΤΙΚΟ ΚΕΝΤΡΟ ΕΚΠΑΙΔΕΥΤΙΚΩΝ / ΕΡΕΥΝΗΤΙΚΩΝ
ΥΠΗΡΕΣΙΩΝ ΚΑΙ ΜΕΛΕΤΩΝ ΑΜΚΕ Κωδικός Βιβλίου στον Εύδοξο:
77114343.

ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΠΕΡΙΟΔΙΚΑ

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2. Irene C. Kamenidou*, Spyridon A. Mamalis, Ifigeneia Mylona, Aikaterini Stavrianea, Evangelia Zoi Bara (2021) Perceptions of Environmental Benefits from Sustainable Food Consumption Patterns: Evidence from the Generation Z and Y Cohort. Int. J. of Agriculture Resources, Governance and Ecology
3. Mylona, I., Amanatidis, D., Stavrianea, A, Kamenidou, I, & Mamalis, S. (2021). Promoting tourists' destinations in Greece with social media: The Case of Kimolos. International Journal of Economics & Business Administration (**IJEBA**), 9(1), 347-361.
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12. Irene C. Kamenidou , Spyridon A. Mamalis and Zoe Alexandrou, (2018), **“Tourism and Ecologically Sensitive Areas: The case of the Prefecture of Preveza from Citizens’ Point of View”**, in Economy, Finance and Business in Southeastern and Central Europe, Proceedings of the 8th International Conference on the Economies of the Balkan and Eastern Countries in the Changing world in Split, Croatia 2016, Springer Proceedings in Business and Economics.
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ΔΙΟΙΚΗΤΙΚΗ ΚΑΙ ΟΡΓΑΝΩΤΙΚΗ ΕΜΠΕΙΡΙΑ ΣΕ ΑΕΙ

1. Μέλος Διοικούσας Επιτροπής Διεθνές Πανεπιστήμιο της Ελλάδας
2. Προϊστάμενος Τμήματος Οινολογίας και Τεχνολογίας Ποτών (2009-2017)
3. Μέλος της Επιτροπής Ερευνών του ΤΕΙ Καβάλας (2009-2017)
4. Μέλος στη σύγκλητο του ΤΕΙ ΑΜΘ (2015-2017)
5. Μέλος στη γενική συνέλευση ειδικής σύνθεσης του ΤΕΙ ΑΜΘ
6. Διευθυντής Εργαστηρίου Έρευνας Μάρκετινγκ και Ανάπτυξης Νέων Προϊόντων Τροφίμων και ποτών 31/8/2016-31/8/2019

Αξιολογητής ΥΠΕΠΘ - ΕΣΠΑ προγραμμάτων

1. "Επιχειρηματικότητα "
2. Πρακτική Άσκηση στα πλαίσια του ΔΑΣΤΑ
3. ΘΑΛΗΣ

ΔΙΟΙΚΗΤΙΚΗ ΚΑΙ ΟΡΓΑΝΩΤΙΚΗ ΕΜΠΕΙΡΙΑ

1. Πρόεδρος Δ.Σ Γεωτεχνικού Επιμελητηρίου Ελλάδας (2011-...)

2. Μέλος του Δ.Σ. του ΕΛΓΟ ΔΗΜΗΤΡΑ (2013-...) και μέλος του Υπηρεσιακού συμβουλίου
3. Μέλος της Συντονιστικής Επιτροπής του Μ. Α. Ι.ΧΗ-ΧΑΝΙΑ. (2005-...)
4. Μέλος του Δ.Σ. της CEDIA (European Federation of Agronomist Association 2012-...)
5. Μέλος της Επιτροπής παρακολούθησης κοινωνία της Πληροφορίας (2011-2016)
6. Μέλος της Επιτροπής παρακολούθησης Επιχειρησιακού προγράμματος “Προσπελασιμότητα” (2007-...)
7. Ιδρυτικό Μέλος ΔΣ επαγγελματικού ασφαλιστικού ταμείου ΤΕΑΓΕ 4/6/2006-30/9/2008
8. Μέλος του Εθνικού Συμβουλίου Καταναλωτή (2007-2009)
9. Μέλος της εκτελεστικής Επιτροπής του Εθνικού Συμβουλίου Καταναλωτή (2007-2009).
10. Μέλος του Δ.Σ. του Γεωτεχνικού Επιμελητηρίου Ελλάδας (2003-2011)
11. Μέλος του Δ.Σ. του ΕΛΓΑ (2005-2008)

ΔΙΑΚΡΙΣΕΙΣ

- Υπεύθυνος εκδόσεως του Επιστημονικού περιοδικού Γεωτεχνικά Επιστημονικά θέματα (περιοδικότητα - με κριτές), 2011-2021.
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- Βράβευση από Οινοποιεία “Nico Lazaridi” για την προσφορά μου στην ανάπτυξη του άμπελο-οινικού τομέα.
- ΥΠΟΤΡΟΦΙΑ ΙΚΥ ΓΙΑ ΜΕΤΑΠΤΥΧΙΑΚΕΣ ΣΠΟΥΔΕΣ (2006-20010)

ΚΟΙΝΩΝΙΚΗ ΠΡΟΣΦΟΡΑ

1. Μέλος της οργανωτικής επιτροπής “**Δραμεινογνωσίας**” 2015, 2016, 2018
2. Μέλος του Εθνικού Συμβουλίου Καταναλωτή (2007-2009)
3. Μέλος της εκτελεστικής Επιτροπής του Εθνικού Συμβουλίου Καταναλωτή (2007-2009).
4. Ιδρυτικό Μέλος ΔΣ επαγγελματικού ασφαλιστικού ταμείου ΤΕΑΓΕ 4/6/2006-30/9/2008
5. Μέλος οργανωτικής επιτροπής συνεδρίων με θέμα την τοπική ανάπτυξη στο νομό Σερρών
6. Ανεπίσημες Ομιλίες με θέμα την αγροτική ανάπτυξη σε όλες τις περιοχές της χώρας
7. Συμμετοχή με ομιλίες στα συνέδρια “Ναυτεμπορικής”, ΣΑΣΣΟΕ, Νέων Αγροτών
8. Υποψήφιος βουλευτής Σερρών
9. Μέλος της οργάνωσης “Φίλοι του Αγίου όρους “
10. Μέλος του συλλόγου Μικρασιατών Σερρών

Μέλος

- **Cedia board member**
- **MAICH board member**
- **SPACE council member**
- **European Association of Agricultural Economists (2006-2021)**
- **EuroMed Research Business Institute (EMBRI)**

Μέλος σε επιστημονικές οργανώσεις

- **ΓΕΩΤΕΧΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ**
- **ΕΠΕΓΕΠ**
- **ΕΤΑΓΡΟ**