

Curriculum Vitae

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Assistant Professor

**Department of Management Science and Technology
International Hellenic University**

Kavala

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Ifigeneia Mylona, PhD, MA, BA

1. Current position

Assistant Professor of Marketing and Communications with emphasis in New Technology and Public Relations (February 2019) – Department of Management Science and Technology, International Hellenic University.

2. Personal information

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International Hellenic University
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3. Studies

2003 PhD in Communication	University of Kent at Canterbury, UJ –School of Drama, Film & Visual Studies. PhD in Communication and Image Studies Dissertation Title: ‘A study of Internet use by Greek and British academics. A contribution to the globalisation debate’
1999 MA	City University, London, UK – Department of Sociology7MA in Communication Policy Studies

Communication Policy	Dissertation Title: 'EU regulation on television advertising. Implementation in the UK'.
1997 B.A. Communications and Politics	Leeds University, Leeds, UK – Institute of Communications

4. Seminars

2006	ECDL holder
2015	Participation in the Training Seminar of Hellenic Open University Teachers for Open and Distance Education and for the ICT of Hellenic Open University
2016	Certification by EOPPEP in Adult Education

5. Professional experience – Participation in Research Programs

2002-2003	Administrative Officer in the Department of Communication and Mass Media at North College Responsible for the publication of the university newspaper and for the administrative work and the operation of the specific Department.
2003-2005	Researcher in the Program for the Professional and Academic Upgrading of the teachers of the primary education, which was implemented by the Pedagogical Department of Primary Education of the Aristotle University of Thessaloniki

2005-2006	Researcher in the Research Programme 'Arhimides II' - - Reinforcement of Scientific Groups in the Technological Education Institutions (EOT). Subject of Research 'Political Communication and Political Marketing in the Digital Age'
2007	Researcher in the E-Start Research Program: Digital Literacy Network for Primary and Secondary Education in the European Union under the supervision of the Research Committee of the Aristotle University of Thessaloniki -Creation of a unified network for the promotion of support activities for Digital Literacy. Establishment and development of human resources (scientists, researchers) and coordination of educational activities within the framework of Digital Literacy in the European Union.
2006	Participation in the program for the implementation of epidemiological research of EIPSY 'Research for student health' of the program Health Behavior in School-Age Children
2007	Lecturer in the Program 'Special Issues of Political Communication' of the University of Macedonia '. Lecture Title: 'New technologies and Political Communication'
2010-11	Researcher in the project 'Innovation and Entrepreneurship Unit' of the TEI of Epirus of the Operational Program 'Education and Lifelong Learning'.
2010	Supervisor in dissertations in the Erasmus Mundus Program at the Alexandreio TEI of Thessaloniki.
2018-2019	Coordinator of communication policy of the project, receipt of intermediate deliverables in the Program "Integration and education of Roma children in the Region of Western Macedonia - Thrace" of AUTH

	-Coordination of the communication strategy and the formulation of the communication policy of the project, the receipt of intermediate deliverables and materials used for the education of Roma students and their formation in communication materials.
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6. Academic Experience

Undergraduate

2019 – today	International Hellenic University Department of Management Science and Technology Assistant Professor Research Area: Marketing and Communication with New Technologies and Public Relations <u>Courses:</u> ✓ International Marketing (2019-2022) ✓ Sales Promotion and Public Relations (2020-2022) ✓ New Product Development and Pricing Strategy (2020-2022) ✓ Communication and Advertising (2019-2021) ✓ Marketing Research (2020-2021) ✓ Information and Communication Management (2020-2021)
2019 – today	International Hellenic University Department of Management Science and Technology Assistant Professor Research Area: Marketing and Communication with New Technologies and Public Relations <u>Courses in Erasmus:</u> ✓ Marketing (2019-2022)
2017-2019	Technological Educational Institution of Eastern Macedonia and Thrace Department of Business Administration Adjunct Lecturer (2017-2019) <u>Courses:</u> ✓ Public Relations - Sales Promotion ✓ Information and Communication Management ✓ International Marketing
2013-2019	Technological Educational Institution of Western Macedonia

	Department Digital Media and Communications Adjunct Lecturer (2013-2019) <u>Cources:</u> ✓ Methodological Approaches on Communications ✓ Writing Texts for Electronic Media ✓ Communication Management of Issues and Campaigns ✓ Media Relations ✓ Communication Policy ✓ Media Marketing ✓ Publicity and media ✓ Principles of Communication ✓ Digital Broadcast Production ✓ Ethics of Communication
2003-2013	Technological Educational Institution of Western Macedonia Department of Communication and Public Relations Adjunct Lecturer <u>Cources:</u> ✓ Advertising ✓ Actions in the EU ✓ Mass Media Marketing ✓ Publicity and media
2004-2006 2009-2013	Alexander Technological Educational Institution of Thessaloniki Department of Library and Information Systems Adjunct Lecturer <u>Course:</u> ✓ Marketing and Public Relations ✓ Information and Society ✓ Communication and Public Relations
2006-2013	University of Makedonia Department of Marketing and Operations Management Adjunct Lecturer <u>Cources:</u> ✓ Communication and Public Relations

	✓ Introduction in Communication Theory
2003-2005	University of Ioannina Department of Plastic Arts and Art Sciences Adjunct Lecturer <u>Courses</u> ✓ Communication Systems and Institutions ✓ Modern Media - New Technologies ✓ Communication Theory
2007-2008	Aristotle University of Thessaloniki Department of Communication and Mass Media Adjunct Lecturer <u>Courses:</u> ✓ Online Journalism

Postgraduate

2021-today	International Hellenic University Executive MBA in Tourism Department of Management Science and Technology <u>Courses:</u> ✓ Special Tourism Issues ✓ Marketing and Content Management with an emphasis on Tourism ✓ Marketing on Social and Mobile Networks with an emphasis on Tourism ✓ Tourism Marketing and Branding of Tourist Destinations
2021-today	Hellenic Open University MA in Creative Writing <u>Courses:</u> ✓ Journalistic Discourse

	International Hellenic University MSc in Technology Innovation and Engineering Management Department of Physics <u>Courses:</u> ✓ Design and Marketing of Innovative Products ✓ Supervision of MSc Thesis
2019-2022	International Hellenic University MSc in Digital Marketing Department of Management Science and Technology <u>Courses:</u> ✓ Basic Principles of Digital Marketing ✓ Marketing and Content Management ✓ Social and Mobile Marketing
2019-today	International Hellenic University MSc in Information Systems, Management Science and Technology Department of Management Science and Technology <u>Courses:</u> ✓ Decision Support Systems and Administrative Control ✓ Data Analysis and Research Methods
2013-today Adjunct Lecturer	Hellenic Open University School of Social Sciences, MA in Cultural Administration <u>Courses taught:</u> Cultural Communication
2014-2016	Open University of Cyprus School of Humanities and Social Sciences, Postgraduate Program in Communication and New Journalism <u>Courses:</u>

	✓ Human Sciences and Communication / Journalism ✓ Digital Communication and New Media
2013-today	Hellenic Open University Supervisor of 47 dissertations in the MA in Cultural Administration

7. Administrative Work - Administrative Positions

2021-σήμερα	Member of the Gender Committee of the International Hellenic University
2022	Member of the evaluation committee for the 16.2/159/28.01.2022 call for expression of interest for the recruitment of teachers based on PD 407/80 in the Department of Management Science and Technology, International Hellenic University
2021	Deputy Scientific Manager in the Executive MBA in Tourism 33016/2021, Department of Management Science and Technology, International Hellenic University
2021	Member of the evaluation committee for the application of PhD candidate, Parastatidou Georgia, Department of Management Science and Technology, International Hellenic University Research area: Blockchain Technology - Modern developments and applications with the subject title 'The innovative use of information systems as an aid to business sustainability'
2021-22	Member of the appeal committee of the evaluation of candidates of the in the program "Acquisition of Academic Experience for Young Scientists with PhDs 2020-2021" International Hellenic University
2021	Member of the supervisory committee for Department Chair of the Department of Management Science and Technology of International Hellenic University
2020-21	Hellenic Open University MA Cultural Organization Management, <u>Coordinator of the course 'Cultural Communication'</u>

2020-21	Alternate member of Committee for the proclamation of evaluating preliminary tenders for the supply of goods and services for Kavala Campus needs (1.9.20-31.8.21)
2020-21	Alternate member of Committee for receipt of goods and services of the Department of Management Science, International Hellenic University
2019	Member of the supervisory committee for Department Chair of the Department of Management Science and Technology of International Hellenic University

8. Reviewer in scientific journals and conferences

Journal of Education, Informatics and Cybernetics (JEIC)

1st and 2nd SEEDA-CECNSM 2016, 2017, TEI Western Macedonia, Kastoria

9. Foreign Languages - Computers

Greek: Mother Tongue, English: Fluent, French: Intermediate.

Computer: Operating Systems: Windows NT/2000, MS-DOS, Excel.

10.Social contribution

2018-2019	Member of the Board of Directors of the Association of Parents and Guardians of the 1st Experimental Primary School of Thessaloniki
2016-2017	Member of the committee for the administration of YMCA of Kalamaria.

2003-2012	Participation in the online magazine Business Woman which collaborates with the newspaper Aggelioforos.
2003-2004	Publisher of the School newspaper of North College, Thessaloniki, Greece
1997-1998	Representative of Postgraduate students at City University in London
1996-7	Secretary of Hellenic Community of Leeds University Leeds, UK
1993-4	Member of the design team of the 'Day Camp' of YMCA of Thessaloniki
1984-99	YMCA Member

11. Publications

<u>A. Thesis</u>
1. Mylona, I. (1998). EU regulation on television advertising. Implementation in the UK. MA in Communication Policy Studies. City University. London, UK.
2. Mylona, I. (2003). A study of Internet use by Greek and British academics. A contribution to the globalisation debate. PhD in Communication and Image Studies. University of Kent at Canterbury. Canterbury, UK.
<u>B. Book Chapters</u>
1. Mylona, I., Papadaki, E. (2006). 'New way of collecting information and producing news? Examining the production of media content in the Internet era'. In N. Leandros (eds) <i>The Impact of Internet on the Mass Media in Europe</i> . UK: Abramis, 391-402.
2. Mylona, I. (2006). 'SMS: A new way Communications. In S. Kaitatzi– Whitlock, A. Baltzis (eds.) <i>New Directions in European Media</i> . Thessaloniki: University Studio Press, 431-444.
3. Mylona, I., Kentererlidou, K. (2007). 'Athens 2004 Olympic Games: Promotion of Internet Topics'. In A. Doukeri (eds) <i>Sports, Society and the Media: The Case of the Athens 2004 Olympic Games</i> . Athens: Papazisi, 765-785.
4. Mylona, I. (2007). 'Gender and Internet: The case of Academics;' In E. Drenoyianni, F. Seroglou, E. Tressou (Eds.) <i>Gender and education: Mathematics, natural sciences and new technologies</i> . Athens: Kalidoskopio, 293-305.

5. Mylona, I., Amanatidis, D., Kamenidou, I., Mamalis S. (2022). Mining textual and imagery Instagram data for the top Greek national hotel chains in E. Christou and A. Fotiadis (Eds.) <i>Restarting Tourism, Travel and Hospitality</i>, IHU-SEB Press.
C. Publications in journals
1. Mylona, I. (2006). 'SMS – A new ways of reaching business and organizations consumers'. <i>Inspection of the Hellenic Academy of Business Administration</i>, 4(2), 19-30.
2. Mylona, I., Papadaki, E. (2007). 'Research through Internet. A new way in the field of communication research?'. <i>Cyprus Journal of Sciences</i>, 5, 127-137
3. Mylona, I. (2007). 'Advertising on online newspapers: The case of Greek newspapers'. <i>Inspection of the Hellenic Academy of Business Administration</i> 5(2/3), 58-68.
4. Priporas, C.V., Mylona, I. (2008). 'Mobile services: Potentiality of SMS as new business communication tool in attracting consumers'. <i>International Journal of Mobile Communications</i>, 6(4), 456-466.
5. Mylona, I., Priporas, C.V. (2008). 'University Students Attitudes Toward Communication'. <i>International Journal of Mobile Marketing</i>, 3(2), 143-162.
6. Mylona, I. (2008). 'SMS in the everyday political marketing in Greece'. <i>Journal of Political Marketing</i>, 7-8, 278-295.
7. Konstantinidis, I., Mylona, I., Tsantopoulos, G. (2009). 'Methodological pluralism in contemporary economic and social research'. <i>Review of Economic</i>, 16, 139-148.
8. Mylona, I. (2015). 'SMS: A new way of communication and promotion? A case study in Greek university students'. <i>International Journal of Wireless Communications, Networking and Mobile Computing</i>, 2(2), 19-26.
9. Mylona, I. Kolakas, N. (2015). 'An approach of the public reflection of the New Museum of Acropolis'. <i>International Journal of Psychology and Cognitive Science</i>, 1(4), 56-65.
10. Mylona, I., Amanatidis, D. (2017). "The New Acropolis Museum on Twitter: Seven Years After". <i>Advances in Sciences and Humanities</i>, 3(5), 61-72.
11. Mylona, I. Amanatidis, D. (2019). 'Public Relations in the era of Web 2.0 and Semantic Web'. <i>IJ Qualitative and Quantitative Methods in Libraries (QQML)</i>, 6(1), 155-163.

12. Mylona, I. , Despotaki, O. (2018). 'Use of the internet and social media for the promotion of goods in tourism destination: The case of Crete'. <i>TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism</i> . Special Issue.
13. Mylona, I. (2018). 'Use of the internet and Social Media (YouTube, Twitter) for the communication of the Municipality of Thessaloniki' <i>Dimosiografia</i>
14. Kamenidou, IE, Stavrianea, A., Mamalis, S., Mylona, I. (2020). 'Knowledge Assessment of COVID-19 Symptoms: Gender Differences and Communication Routes for the Generation Z Cohort'. <i>International Journal of Environmental Research and Public Health</i> , 17 (19), 6964.
15. Amanatidis, D., Mylona, I. , Mamalis, S., Kamenidou, IE, (2020). 'Social media for cultural communication: A critical investigation of museums' Instagram practices'. <i>Journal of Tourism, Heritage & Services Marketing</i> , 6 (2), 38-44.
16. Nikolaidou, A. & Mylona, I. (2020). Promotional Greek screen industries: Branded entertainment in the digital age. <i>Journal of Greek Media & Culture</i> , 6(2), 241-259.
17. Amanatidis, D., Mylona, I. , Kamenidou, I.(E.) & Mamalis, S. (2021). Mining textual and imagery Instagram data during the COVID-19 pandemic. <i>Applied Sciences</i> , 4281. (IF=2.679) (SCOPUS, SCI).
18. Mylona I. , Amanatidis D., Stavrianea A., Kamenidou I.(E). & Mamalis S. (2021). Promoting Tourists' Destinations in Greece with Social Media: The Case of Kimolos. <i>International Journal of Economics & Business Administration (IJEBA)</i> , 9(1),347-361.
19. Bara, E.Z., Kamenidou, I.E., Mamalis, S. & Mylona, I. (2021). Perceptions of environmental benefits from sustainable food consumption patterns: evidence from the Generations Z and Y cohort. <i>Int. J. Agricultural Resources, Governance and Ecology</i> , 1(1):1. (IF=0.40) (SCOPUS)
20. Kamenidou, I-E Mamalis S., Stavrianea, A., Bara E-Z, Mylona I. , Pavlidis S. (2022). Risk Communication based on Gender Differences of COVID-19 Related Trusted Information Sources. <i>Medical Research Archives</i> , 10 (4).
21. Kamenidou, I-E Mamalis, S. Mylona I. , Stavrianea, A., Bara E-Z, (2022). Perceptions of environmental benefits from sustainable food consumption patterns: evidence from the Generations Z and Y cohort, <i>International Journal of Agricultural Resources, Governance and Ecology</i> , 18 (1-2), 182-198
<u>D. Publications in conference proceedings</u>
1. Mylona, I. (2001). 'The use of the Internet by the academics', <i>Proceedings of the 5th Panhellenic Conference for the Didactics of mathematics and Informatics in Education</i> , Thessaloniki, October 2001: Adaction, 508-509.

2. Mylona, I. (2002). 'The use of the Internet by the academics in UK – A case study'. <i>Proceedings of International Conference on Information Communication Technologies in Education</i> , Samos: IN.E.A.Γ, 131-138.
3. Mylona, I. (2002). 'New ways of research: The response of the academics' <i>Proceedings of the 3rd Panhellenic Conference of Technologies of Information and Communication in Education</i> , Athens: Kastantiotis, 509-511.
4. Drenoyianni, E., Mylona, I. (2004). 'Commenting on the Nature and Attributes of ICT in Education'. <i>Proceedings of International Conference on Education and Information Systems, Technologies and Applications (EISTA 2004)</i> and the International Conference on <i>Cybernetics and Information Technologies, Systems and Applications (CITSA 2004)</i> , Orlando, USA: IIS, 66-71.
5. Mylona, I. (2004). 'SMS (Short Message System). A new way of Communication?'. <i>Proceedings of Conference in New Directions in European Media</i> , Thessaloniki: AUTH, CD.
6. Mylona, I. (2005). 'SMS in the everyday political marketing in Greece'. <i>Proceedings of the International Conference of Political Marketing</i> , Kastoria: TEI Western Makedonia, CD.
7. Mylona, I. , Panagiotou, N., Kenterelidou, K. (2005). 'Disseminating Europe via the internet. Evaluation of the official website of the European Union'. <i>Proceedings of the 1st National Conference of the Society for Systemic Studies</i> , Tripoli: University of Peloponnese, 59-72.
8. Papadaki, E., Mylona, I. (2005). 'The meta-national space of the newworld: Visiting virtual Societies'. <i>Proceedings of IADIS Conference WWW/Internet</i> , Lisbon: IADIS Press, 26-30.
9. Mylona, I. (2005). 'The use of the Internet by teachers of primary education', <i>Proceedings of 3rd Panhellenic Conference of Technologies of Information and Communication in Education</i> , Syros: ETPE, 634-641.
10. Konstantinidis, I., Mylona, I. , Tsantopoulos, G. (2006). 'Qualitative and quantitative methods in the research of political behavior: incompatible or additional?' <i>Proceedings of 19^o Conference of Statistics</i> , Kastoria: Hellenic Statistical Institute, CD
11. Mylona, I. , Papadaki, E. (2005). 'Research through Internet. A new way in the field of communication research?' <i>Proceedings of First European Communication Conference</i> , Amsterdam: University of Amsterdam, CD.

12. Mylona, I., Panagiotou, N., Kenterelidou, K.(2005). ‘Propagating Europe via the Internet: Assessment of official web page the European Union’. <i>Proceedings of First European Communication Conference</i>, Amsterdam: University of Amsterdam, CD.
13. Mylona, I. (2005). ‘The use of the Internet by teachers of primary education’, <i>Proceedings of 3rd Panhellenic Conference of Technologies of Information and Communication in Education</i>, Syros: ETPE, 634-641.
14. Papadaki, E., Mylona, I. (2006). ‘The Image of the Balkans art in Media’. <i>Proceedings of 9th International Scientific Conference The Image of the Balkans: Historical Approaches and Communication Perspectives</i>. Sofia: Bulgarian Academy of Science, 334-340.
15. Papadaki, E., Mylona, I. (2006). ‘Education and New Technologies: The case of Folklore Museums in Greece’. <i>Proceedings of Conference in Popular Culture and Education Conference</i>, Volos.
16. Mylona, I. (2007). ‘Mobile telephony: A new methodological tool in the science of communication’. <i>Proceedings of Panhellenic Conference New Technologies and Marketing</i>, Ierapetra.TEI Crete, 31-37.
17. Mylona, I. (2008). ‘E-Advertising: A new challenge for the Greek Market?’. <i>Proceedings of IADIS International Conference WWW/Internet</i>, Germany: IADIS Press, 541-543.
18. Mylona, I. (2009). ‘Children’s TV shows: gender stereotypes’. <i>Proceedings of the Conference Child and Audiovisual Media</i>, Thessaloniki, Greece.
19. Mylona, I. (2009). ‘Mobile Mass Media: A new challenge for the consumers and the society. The case of the Greek market’. <i>Proceedings of International Conference New Media and Information: Convergences and Divergences</i>, Athens, CD-ROM.
20. Mylona, I. (2012). ‘Facebook: A new ‘weapon’ for Greek Politicians? An investigative study in the Greek political era’. <i>Proceedings of Advanced Research in Scientific Areas</i>, Slovak: EDIS - Publishing Institution, 193-197.
21. Mylona, I. (2014). ‘Differences between advertising on online and traditional newspaper in the Greek market’. <i>Proceedings in 2nd Scientific Conference, SCIECONF</i>, Slovak: EDIS - Publishing Institution, 184-188.
22. Mylona, I. (2014). ‘Social Media and Political Communication: The case of Greek municipal elections of 2014’. <i>Proceedings of Hellenic Open Business Administration International Conference</i>, Patra: Hoba, CD-ROM.

23. Dossis, M., Amanatidis, D., Mylona, I. (2015). 'Mining Twitter Data: Case Studies with Trending Hashtags'. <i>Proceedings of the 4th Advanced Research in Scientific Areas</i>. Slovak: EDIS - Publishing Institution, 193-197.
24. Gioltzidou, G. Amanatidis D. and I. Mylona, I. (2018). 'Natural Disaster Information Dissemination on Twitter: Testing Against Mainstream Media Coverage'. <i>Proceedings of SafeKozani 2018 - New Technologies and Civil Protection</i>, Kozani, Greece, 31/10 - 3/11, 2018.
25. Mylona, I. & Amanatidis, D. (2018). Globalization, social media and public relations: A necessary relationship for the future? <i>Proceedings of the The Economies of the Balkan and the Eastern European Countries in the changing World, KnE Social Sciences</i>, 309–325.
26. Mamalis, S. Mylona, I., Kamenidou, IE. Stavros Pavlidis, S. (2019). 'Exploring Consumer Orientation Towards Fast-Food Consumption in Greece'. <i>Advances in Cross-Section Data Methods in Applied Economic Research: 2019 International Conference on Applied Economics (ICOAE 2019) Springer Nature</i>.
27. Amanatidis, D., Mylona, I., Mamalis, S., and Kamenidou, I.E. (2019). Cultural communication through social media: Exploring Instagram Practices among Greek museums. <i>TOURMAN 2019, 3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead"</i>, 24-27 October Thessaloniki, Greece.
28. Kamenidou, I.E., Mamalis, S., Chatziaggelou A. Mylona, I., Pavlidis, S. Bara, E.Z (2019). 'Patient satisfaction from a public hospital: The case of the General Hospital of Kavala, Greece. <i>Proceedings of 7th International Conference on Contemporary Marketing Issues (ICCMi 2019)</i>, Leeds University Business School and the Alexander Technological Educational Institute (ATEI) of Thessaloniki.
29. Gioltzidou, G., Amanatidis D., I. Mylona, I. & Gioltzidou, F. (2020). #menoumespiti, #menoumeasfaleis, #covid19greece: The role of hashtag's language in the dissemination of information in Greece. <i>Proceedings of SafeKozani 2020 - New Technologies and Civil Protection</i>, Kozani, Greece, 87-92.
30. Kamenidou, I.(E)., Mamalis, S., Mylona, I., & Bara, E.Z. (2020). Complying marketing communication techniques based on patient's gender, age, and marital status effects on satisfaction from a public hospital. <i>Proceedings of the 8th International Conference on Contemporary Marketing Issues, ICCMI- 2020</i>, September 11-13, Thessaloniki, Greece, 298-306.

31. Kamenidou, I.(E)., Mamalis, S., Mylona, I. & Bara, E.Z. (2020). Environmental Impact Assessment of Sustainable Food Practices: insights from the Generation Z cohort. Proceedings of HAICTA, 294-299.
32. Mamalis, S., Kamenidou, I.(E)., Bara, E.Z., Pavlidis, S., & Mylona, I. (2021). Segmenting Consumers Based on Reasons for purchasing Local Traditional Food Products. Proceedings of 14th Annual Conference of the EuroMed Academy of Business, Euromed Press, 480-491. (SCI)
33. Kamenidou, I.(E)., Mamalis, S., Stavrianea A. & Mylona, I. (2021). Area of residence differences in COVID-19 effect on Greek citizens' life. Proceedings of Strategic Innovative Marketing and Tourism in the COVID-19 Era: 9th ICSIMAT Conference 2020, Springer International Publishing, 29-37.
34. Kamenidou, I.(E)., Mamalis, S., Mylona, I. & Bara, EZ. (2021). Comparing five generational cohorts on their sustainable food consumption patterns: Recommendations for improvement through marketing communication. In Tsounis, N. and Vlachvei, A. (Eds) Advances in Longitudinal Data Methods in Applied Economic Research – 2020 International Conference on Applied Economics (ICOAE2020). Springer Proceedings in Business and Economics, Cham, 69-80. (SCOPUS)
35. Kamenidou, I.(E)., Mamalis, S., Stavrianea, A., Bara, E-Z., & Mylona, I. (2021). Gender Differences in Protective COVID 19 Measure Engagement: Understanding the Generation Y Cohort. Proceedings of the SIBR 2021 (Osaka) Conference on Interdisciplinary Business and Economics Research, Osaka, Japan (s21-086).
36. Kamenidou, I., Mamalis, S., Stavrianea, A., Mylona, I. (2022). Differences in Generational Cohort Satisfaction from a Public Hospital Medical Personnel: Insights from Generation Cohorts X, Y, and Z. In: Tsounis, N., Vlachvei, A. (eds) Advances in Quantitative Economic Research. ICOAE 2021. Springer Proceedings in Business and Economics. Springer, Cham.
37. 37. Stavrianea, A., Kamenidou, I., Mamalis, S., Mylona, I. (2022). Application of the Experiential Value Scale in Online Booking Conditions: Are There Consumer Demographic Characteristic Differences?. In: Tsounis, N., Vlachvei, A. (eds) Advances in Quantitative Economic Research. ICOAE 2021. Springer Proceedings in Business and Economics.
38. Kamenidou, I., Mamalis, S., Bara, EZ., Mylona, I., Pavlidis, S. (2022). Segmenting the Generation Z Cohort Based on Evaluation of Hotel's Environmental Policy. In: Katsoni, V., Şerban, A.C. (eds) Transcending Borders in Tourism Through Innovation and Cultural Heritage. Springer Proceedings in Business and Economics. Springer, Cham
<u>E. Presentations in Conferences</u>

1. Mylona, I. (2004). Viewing of the Athens Olympic Games from electronic media websites. Scientific Conference The Olympic Games Athens 2004 and the International Media, Department of Journalism and Mass Media, Aristotle University of Thessaloniki
2. Mylona, I. (2005). A study of Internet use by Greek and British academics. A contribution to the globalisation debate. 2nd LSE PhD Symposium on <i>Modern Greece</i>, LSE, London.
3. Μυλωνά, Ι. & Bairaktaris, K. (2005). Presentation of Greek Health Institutions by the Print Mass Media. 7th Panhellenic Scientific Conference on Management of Health and Social Care Services, Porto Heli, Greece
4. Mylona, I. & Amanatidis, D. (2018). Use of social media in promoting tourist destinations in Greece: The case of Kimolos Island, <i>ICODECON Conference</i>, Kalamata.
5. Mylona, I. & Papadaki, E. (2021). Cultural narratives in tourism contexts: Examples from Social Media. Conference on Digital Communication in Tourism and Culture: The Greek example, MSc in 'Digital Marketing', Department of Management Science, International Hellenic University