



### Academic Personnel Short Profile / Short CV

|                             |                                                                |
|-----------------------------|----------------------------------------------------------------|
| <b>University:</b>          | UNIC Athens                                                    |
| <b>Surname:</b>             | Doukidis                                                       |
| <b>Name:</b>                | George                                                         |
| <b>Rank/Position:</b>       | Professor                                                      |
| <b>Faculty:</b>             | Business School                                                |
| <b>Department:</b>          | Department of Management                                       |
| <b>Scientific Domain: *</b> | Artificial Intelligence, Digital Transformation and Innovation |

*\* Field of Specialization*

| Academic qualifications<br>(list by highest qualification) |           |                            |            |                               |
|------------------------------------------------------------|-----------|----------------------------|------------|-------------------------------|
| Qualification                                              | Year      | Awarding Institution       | Department | Thesis title (Optional Entry) |
| PhD Artificial Intelligence and Simulation                 | 1981–1985 | London School of Economics |            |                               |
| MSc Operational Research                                   | 1980–1981 | London School of Economics |            |                               |
| BSc Mathematics                                            | 1976–1980 | University of Thessaloniki |            |                               |
|                                                            |           |                            |            |                               |



| Employment history in Academic Institutions/Research Centers – List by the three (3) most recent |         |                                             |          |                                                        |
|--------------------------------------------------------------------------------------------------|---------|---------------------------------------------|----------|--------------------------------------------------------|
| Period of employment                                                                             |         | Employer                                    | Location | Position                                               |
| From                                                                                             | To      |                                             |          |                                                        |
| 2026                                                                                             | Present | UNIC Athens                                 | Athens   | Professor                                              |
| 1990                                                                                             | 2026    | Athens University of Economics and Business | Athens   | Associate Professor (1990–1995); Professor (1995–2026) |
| 1984                                                                                             | 1990    | London School of Economics                  | London   | 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           | 2026 | Digital Twins under the Lens of Digital Transformation: A Practice-Based Multiple Case Study                                                          | T. Farmakis; S. Lounis; I. Mourtos                    | Production Planning & Control (Forthcoming)                                                                        |         |         |
| 2           | 2025 | Digital transformation, digital organisational culture and business model innovation: Evidence from trade, service, and manufacturing firms in Greece | T. Farmakis; K. Pramataris; I. Krasonikolakis         | EuroMed Journal of Business                                                                                        |         |         |
| 3           | 2022 | A two-stage business analytics to perform behavioural and geographic customer segmentation using E-commerce delivery data                             | A. Griva; E. Zambou; V. Stavrou; D. Papakiriakopoulos | Journal of Decision Systems                                                                                        |         |         |
| 4           | 2022 | Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention                               | C. Lazaris; A. Vrechopoulos; P. Sarantopoulos         | Journal of Retailing and Consumer Services                                                                         | 64      |         |
| 5           | 2021 | Factors affecting customer analytics: Evidence from three retail cases                                                                                | A. Griva; C. Bardaki; A. Pramataris                   | Information Systems Frontier                                                                                       | 24 (2)  | 493–516 |
| 6           | 2021 | Effects of increased omnichannel integration on customer satisfaction and loyalty intentions                                                          | C. Lazaris; P. Sarantopoulos; A. Vrechopoulos         | International Journal of Electronic Commerce                                                                       | 25 (3)  | 440–468 |
| 7           | 2020 | Digital transformation: A primer for practitioners                                                                                                    | D. Spinelis; C. Ebert                                 | IEEE Software                                                                                                      | 37 (5)  | 13–21   |
| 8           | 2007 | RFID-Enabled Traceability in the Food Supply Chain                                                                                                    | T. Kelepouris; K. Pramataris                          | Industrial Management and Data Systems                                                                             | 107 (2) | 183–200 |
| 9           | 2004 | Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail                                                                     | A. Vrechopoulos; R. O'Keefe; G. Siomkos               | Journal of Retailing                                                                                               | 80 (1)  | 13–22   |
| 10          | 1999 | The potential of electronic commerce in re-engineering consumer-retail relationships through intelligent agents                                       | I. Terpsidis; A. Moukas; B. Pergoudakis; P. Maes      | Advances in Information Technology: The Business Challenge. J. Roger, B. Stanford-Smith, P. Kidd (eds.), IOS Press |         |         |



| Exhibitions (where applicable). List the five (5) more recent and other five (5) selected.<br>(max total 10) |      |       |                       |           |                    |
|--------------------------------------------------------------------------------------------------------------|------|-------|-----------------------|-----------|--------------------|
| Ref. Number                                                                                                  | Date | Topic | International / Local | Location* | Role in Exhibition |
| 1                                                                                                            |      |       |                       |           |                    |
| 2                                                                                                            |      |       |                       |           |                    |
| 3                                                                                                            |      |       |                       |           |                    |
| 4                                                                                                            |      |       |                       |           |                    |
| 5                                                                                                            |      |       |                       |           |                    |
| 6                                                                                                            |      |       |                       |           |                    |
| 7                                                                                                            |      |       |                       |           |                    |
| 8                                                                                                            |      |       |                       |           |                    |
| 9                                                                                                            |      |       |                       |           |                    |
| 10                                                                                                           |      |       |                       |           |                    |

*\*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                                                                                           | 2023-2025 | PLOOTO - PRODUCT PASSPORT THROUGH TWINNING OF CIRCULAR VALUE CHAINS                                                                                                           | Horizon - European Commission                                           | Research Officer       |
| 2                                                                                           | 2021-2024 | AquaSPICE: ADVANCING SUSTAINABILITY OF PROCESS INDUSTRIES THROUGH DIGITAL AND CIRCULAR WATER USE INNOVATIONS                                                                  | Horizon - European Commission                                           | Research Officer       |
| 3                                                                                           | 2020-2022 | i3-MSRKET: INTELLIGENT, INTEROPERABLE, INTEGRATIVE AND DEPLOYABLE OPEN SOURCE MARKET PLACE WITH TRUSTED AND SECURE SOFTWARE TOOLS FOR INCENTIVISING THE INDUSTRY DATA ECONOMY | Horizon - European Commission                                           | Research Officer       |
| 4                                                                                           | 2020-2021 | COGLO: COGNITIVE Logistics Operations through secure, dynamic and ad-hoc collaborative networks                                                                               | Horizon - European Commission                                           | Research Officer       |
| 5                                                                                           | 2020-2021 | FACTLOG: Energy-Aware Factory Analytics for Process Industries                                                                                                                | Horizon - European Commission                                           | Research Officer       |
| 6                                                                                           | 2017-2019 | ENTROPY: Design of an Innovative Energy-aware IT Ecosystem for Motivating Behavioural Changes towards the Adoption of Energy Efficient Lifestyles                             | Horizon - European Commission                                           | Scientific Coordinator |
| 7                                                                                           | 2010-2014 | Scheduling, routing and transport challenges in multi-hop wireless networks                                                                                                   | Marie Curie International Reintegration Grant FP7 - European Commission | Scientific Coordinator |
| 8                                                                                           | 2006-2009 | SMART- INTELLIGENT INTERGRATION OF SUPPLY CHAIN PROCESSES AND CONSUMER SERVICES BASED ON UNIQUE PRODUCT IDENTIFICATION IN A NETWORK BUSINESS                                  | FP6 - European Commission                                               | Scientific Coordinator |
| 9                                                                                           | 2002-2005 | MB-NET: A NETWORK OF EXCELLENCE IN mBUSINESS APPLICATIONS AND SERVICES                                                                                                        | IST - European Commission                                               | Scientific Coordinator |
| 10                                                                                          | 2001-2003 | MYGROCER: MOBILE SHOPPING OF ELECTRONICALLY REFERENCED PRODUCTS                                                                                                               | IST - European Commission                                               | Scientific Coordinator |

\*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           | 2007   | Supply Chain Management: An International Journal | Guest Editor                 | Special issue: Collaboration: the key to responsive supply chains, Vol. 12, No. 3                                             |
| 2           | 2003   | International Journal of Electronic Commerce      | Guest Editor                 | Special issue: Mobile Business: Technological pluralism, social assimilation and growth, Vol. 8, No. 1                        |
| 3           | 1993   | European Journal of Information Systems           | Guest Editor                 | Special issue: Information systems in Greece: the need for context related research. Vol. 2, No. 2                            |
| 4           | 1990   | Journal of the Operational Research Society       | Guest Editor                 | Special issue: Artificial Intelligence and Expert Systems - Production Planning, Applications and Methodology. Vol. 41, No. 5 |
| 5           | 1990   | Journal of the Operational Research Society       | Guest Editor                 | Special issue: Artificial Intelligence and Expert Systems - Simulation and Scheduling. Vol. 41, No. 6                         |



**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           | 2024      | Visiting Professor                                                                       | INSEAD                                                          |
| 2           | 2015      | European Innovation Award for Business Analytics Research in Retail                      | ECR Europe                                                      |
| 3           | 2009      | European Case-Study Award in Knowledge, Information and Communication Systems Management | ECCH – European Case Clearing House                             |
| 4           | 1996–2004 | Visiting Research Professor                                                              | Information Systems Group, University of Brunel                 |
| 5           | 2000      | Conference Chairman                                                                      | 11th International eCommerce Conference                         |
| 6           | 1999      | Conference Co-Chairman                                                                   | 5th International Conference of the Decision Sciences Institute |
| 7           | 1995      | Conference Co-Chairman                                                                   | 3rd European Conference on Information Systems                  |
| 8           | 1992–1993 | Visiting Professor                                                                       | Information Systems Group, London School of Economics           |
| 9           | 1997      | eCommerce Consultant/Expert                                                              | European Commission                                             |
| 10          | 1996      | Very Important Visitors Programme                                                        | US Government                                                   |



| Other Achievements. List the five (5) more recent and other five (5) selected.<br>(max total 10) (Optional Entry) |               |                                                                                                                                                |                 |
|-------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Ref.<br>Number                                                                                                    | Date          | Title                                                                                                                                          | Key Activities: |
| 1                                                                                                                 | 2025-Present  | Vice-President — National Council for Research, Technology and Innovation (ESETEK)                                                             |                 |
| 2                                                                                                                 | 2025- Present | Partner — Coralia VC                                                                                                                           |                 |
| 3                                                                                                                 | 2023-2025     | Independent Board Member — Hellenic Development Bank of Innovation                                                                             |                 |
| 4                                                                                                                 | 2020-2023     | Member of Supreme Council — National Authority for Higher Education (HAHE)                                                                     |                 |
| 5                                                                                                                 | 2019- Present | Independent Board Member — EURONEXT Athens Stock Exchange                                                                                      |                 |
| 6                                                                                                                 | 2012- Present | Scientific Advisor and President (2023-Present) — The Research Institute of Grocery Retail Consumer Goods (IELKA)                              |                 |
| 7                                                                                                                 | 2015-2020     | Co-founder and scientific coordinator — Athens Center of Innovation and Entrepreneurship (ACEin), Athens University of Economics and Business. |                 |
| 8                                                                                                                 | 2004- Present | Independent Board Member — Alumil S.A.                                                                                                         |                 |
| 9                                                                                                                 | 1995-2025     | Board Member — Association of Efficient Consumer Research in Greece                                                                            |                 |
| 10                                                                                                                | 2000-2004     | President of the Board — New Economy Fund of Funds (TANEO)                                                                                     |                 |