



Name: Dr. Faidon Theofanidis

Rank: Associate Professor – Marketing & Events Management

Personal Information

Nationality: Greek

AU Joining Date: 16 Aug 2015

E-Mail Address: f.theofanidis@au.edu.ku

Professional Information

Education:	- 2001-2006: University of Piraeus PhD (Hons) Marketing "Music as a Scientific Tool for Marketing: Product Image Making and Influence on Consumer Behaviour". - 1997-1998: University of Wales, Cardiff Business School, Master in Business Administration (MBA), (top 10%). - 1992-1996: University of Piraeus BSc Business Administration (specialization in Marketing) - 1995-1996: University of Orebro, Sweden, ERASMUS.
Specialization:	Advertising, Digital Marketing, Marketing Research, Consumer Behavior, Social and Economic Policies
Current Academic Position:	Associate Professor – Marketing & Events Management
Current Professional Positions:	NA
Previous Administrative Position Held:	Manager Statistical Analysis (AU)
Previous Academic Positions Held:	Assistant Professor – Marketing & Events Management Lecturer
Fellowships And Honors:	Member of the European Marketing Academy (EMAC – membership id: 184556). Winner of the "Teaching Excellence Award" in 2021/2022 – College of Business, Australian University - Kuwait.

Teaching Experience:	Extensive teaching experience (2000-2025) at all academic educational levels (Postgraduate and Undergraduate) in the public and private sector (Greece and Kuwait).
Industrial And Technical Experience:	Advertising research, marketing research (advanced techniques in quantitative and qualitative analysis), marketing planning and evaluation of marketing strategies, evaluation of the functioning of structures and procedures of (cross-border) European Programs (e.g. Interreg), the competitiveness of Greek and European SMEs, Greek and European social (labor issues, insurance, disability) and economic policies, Greek and European legal environment affecting businesses.
Research Interest:	Advertising, Digital Marketing, Marketing Research, Marketing Communications, Consumer Behavior, Artificial Intelligence, Social and Economic Policies.
Research Grants:	1. Australian University Internal research grant: Theofanidis, F., Livas, C., Simovic, V. and Domazet, I., Sophistication, Goal Attainment and Satisfaction with Personal Care Products, start: 15/6/2025 - end: 14/6/2026. 2. Australian University Internal research grant: Nissi, Y., Erturk, A., Theofanidis, F., Chahine, J. and Safi, M., A Meta-Analysis of Industry 5.0 Technologies vs. Traditional Supply Chain Management Practices: Enhancing Performance, Sustainability, Human Factors, and Resilience in Manufacturing, start: 1/6/2025 - end: 31/5/2026. 3. Australian University Internal research grant: Roche, M., Simovic, V., Theofanidis, F., Alougman, F. and Jovanovic, A., Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability, start: 05/2023 - end: 04/2023. 4. Australian University Internal research grant: Simovic, V., Theofanidis, F., Antonijevic, M., Rahat, M., Ilic, M., Investigating the factors which determine the adoption of mobile banking apps by youth: The case of Kuwait and Serbia, start: 05/2022- end: 04/2023. 5. Support for information measures relating to the EU Cohesion policy", Regio-Gnosis Project, reference number: 2018CE16BAT042, 2019-2020, budget €300,000. 6. "Standard Support System for People with Autism based on an Intelligent Information System - PAVEFS" project. Budget: €3.5 million (2013-2015). 7. "CULTEMA (Cultural Heritage Management/Southeast Europe)" Project. Marketing Expert for evaluating the Marketing Strategy of the project and the usability of the web platform: http://www.cultema.eu/, overall project budget: 1.816.500,00 € (2013) 8. Creation of six marketing plans to support the promotion and distribution of organic products across South-west Greece (based on consumer research- six large scale surveys). Overall project budget: 159.361,00€ (2012-2014) 9. "Support measures for promoting international activities of SMEs in so-called third countries", DG Enterprise and Industry of the European

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- Commission, Partners of ENSR network across Europe, coordinated by EIM, 2009 & 2010.
10. "2009 Annual Report", Framework contract ENTR/2007/040-1 for the provision of Economic Studies in support of SME Policy development and implementation, EIM, 2009.
 11. Study on non-legislative initiatives for companies to promote gender equality at the workplace", European Commission, KMU FORSCHUNG AUSTRIA, 2009.
 12. "Providing reasonable accommodation for persons with disabilities in the EU – best practices and financing schemes", European Commission, DG Employment, Austrian Institute for SME Research (KMFA), 2008.
 13. "Studies in the Area of European Competitiveness and Sustainable Development", European Commission, DG Enterprise & Industry, Partners of ENSR network across Europe, coordinated by EIM, 2008.
 14. "Interaction between Local Employment Development and Corporate Social Responsibility", European Commission, DG Employment, Austrian Institute for SME Research (KMFA), 2008.
 15. "Overview of Family Business Relevant Issues", European Commission, DG Enterprise, Austrian Institute for SME Research (KMFA), 2008.
 16. Innovative Actions to provide good company practice on worker mobility for SMEs and PES, Austrian Institute for SME Research (KMFA), 2007.
 17. "Feasibility study Identifying EU companies with revenues over 1 billion euros", Partners of ENSR network across Europe, coordinated by EIM, 2007.
 18. "Europe INNOVA Cluster Mapping Project", Oxford Research AS, Norway, 2006.
 19. "Input-Output Tables of Greek Economy", 2006, Athens Academy.
 20. "Social security for new entrepreneurs and their spouses", DG Enterprise & Industry, 2006, EIM Business & Policy Research (Netherlands).
 21. "Benchmarking Regional and National Support Services for SMEs in the Field of Intellectual Property Rights", KMU FORSCHUNG, Austrian Institute for SME Research, 2006.
 22. "Promoting craft and SMEs in the area of European standardization", 2005, EIM Business & Policy Research (Netherlands).
 23. "Analytic report on the functioning of structures and procedures in 12 INTERREG III-A programs", 2005, INTERACT Point Toolbox, Research voor Beleid International (The Netherlands). Elaboration and compilation of five analytic technical reports for the INTERREG Programs Greece-Bulgaria, Greece-FYROM, Greece-Cyprus, Greece-Turkey and Greece-Albania.
 24. "Prohibition of selling below purchase price; an international comparison", 2005, EIM Business and Research Group, Netherlands.
 25. "Appraisal of Directive 98/6/EC on Pricing Policy: The case of Greece", 2004, EIM Business and Research Group, Netherlands.
 26. "SME Cooperation", Greek Country Report, 8th Observatory for European SMEs, 2003, European Commission.
 27. "SMEs and the Enlargement of the EU", Greek Country Report, 8th Observatory for European SMEs, 2003, European Commission.
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	28. "Best Practices in SME Management Training Programs", Leonardo Da Vinci Program, Research Center of Piraeus University, 1999. 29. "New Services in SMEs", European Observatory, European Commission, DG XXIII, Research Center of Piraeus University, 1999. 30. "Health and Safety conditions in SMEs", 5th European Observatory, European Commission, DG XXIII, Research Centre of Piraeus University, 1998. 31. "Management and Transmission of SMEs", 4th European Observatory, European Commission, DG XXIII, Research Centre of Piraeus University, 1997. 32. "Training Processes in SMEs: Practices, Problems and Requirements (Information, Organization, Methods)", European Commission, DG XXIII, Research Center of Piraeus University, 1997. 33. "Business Related Services and Competitiveness in SMEs", Research Center of Piraeus University in cooperation with Bocconi University of Italy, 1995. 34. "Entrepreneurship: The year 2000 +", Research Centre of Piraeus University, 1994-95. 35. "The Financing of European Firms in the Framework of European Integration", Research Center of Piraeus University, 1993-1994. 36. "Performance Evaluation of Companies", Research Centre of Piraeus University, 1992.
Research and Publications including Journal and Books:	Books 1. Theofanidis, F., Abidi, O., Erturk, A., Colbran, S. and Coskun, E., (2024), Digital Transformation and Sustainable Development in Cities and Organizations, IGI Global Book, DOI: 10.4018/979-8-3693-3567-3, ISBN13: 9798369335673, EISBN13: 9798369335680. 2. Erturk, A., Colbran S., Coskun, E. Theofanidis, F. and Abidi, O. (2024), Convergence of Digitalization, Innovation, and Sustainable Development in Business, IGI Global, ISBN13: 9798369307984, EISBN13: 9798369307991. 3. Skountzos, T., Stomblos, N., Vovikis, A. and Theofanidis, F. (2007), Inter-industry relations of the Greek Economy at national and regional level, Athens Academy (in Greek). Book Chapters 1. Simovic, V., Theofanidis, F., Antonijevic, M., Rahat, M. and Nissi, Y., (2024) "The differences in perceptions of continuous intention to use mobile banking apps: Evidence from Kuwait and Serbia", published in Convergence of Digitalization, Innovation, and Sustainable Development in Business: Book Chapter, Editors: Erturk, A., Colbran S., Coskun, E. Theofanidis, F. and Abidi, IGI Global, ISBN13: 9798369307984, EISBN13: 9798369307991. 2. Ottesen, A. and Theofanidis, F. (2017), "A Simulative Comparison of Output Commercial Value, Employment and Pollution Levels between a Chemical Cluster and a Standalone Aluminum Smelting Plant", Leadership, Innovation and Entrepreneurship as Driving Forces of the Global Economy: Book Chapter 43, Editors: Benlamri, R. and Sparer, M., ISBN978-3-319-43433-9.

3. Theofanidis, F. and Livas, C., (2010), "A Comparative Analysis of Segmentation, Targeting and Positioning in the Greek Banking Sector: The Cases of EFG Eurobank Ergasias and Citibank", Essays in Honour of Prof. Petros Livas, University of Piraeus, pp 699-717.
4. Theofanidis, F., (2010), "The use and effect of music in TV ads towards the influence of consumer behaviour in accordance with Classical Conditioning Theory", Essays in Honour of Late Prof. Vartholomaos, University of Piraeus (in Greek).

Publications in international scientific journals (peer review)

1. Theofanidis, F., Tsianaka, E., & Livas, C. (2025), Towards Systemic Leadership Resilience: Proposing the Hybrid Artificial Intelligent Leader in Response to Economic Crises, *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l' Administration*. SJR: indexed in Q2, ABDC rating: B. <https://doi.org/10.1002/cjas.70000>
2. Karali N., Livas, C. and Theofanidis, F. (2024), "Technological Innovativeness, Entrepreneurial Proactiveness, and Performance in Established and International Women-Led Companies", *Journal of Women's Entrepreneurship and Education*, JIF: 0.16 (2022), SJR: indexed in Q3, <https://doi.org/10.28934/jwee24.12.pp207-226>
3. Livas, C., Theofanidis, F., & Karali, N. (2023), Consumer sentiment toward international activist advertising, *Innovative Marketing*, Vol 19, Issue 2, pp 250-260. JIF: 1.68 (2022), SJR: indexed in Q3. [http://dx.doi.org/10.21511/im.19\(2\).2023.20](http://dx.doi.org/10.21511/im.19(2).2023.20).
4. Elbeheri, G., Theofanidis, F., Al Muhareb, K., Al Hamwi, H., Mahfoudhi, A. & Everatt, J. (2023), Learning support provisions for post-secondary students with disabilities in Kuwait, *Psychology Research and Practice*, Vol. 2. Doi: 10.37155/2972-3086-0201-3.
5. Theofanidis, F. and Rahat, M. (2023), Investigating the Factors Which Determine the Adoption of Mobile Banking Apps by Youth: The Case of Kuwait and Serbia. *Proceedings* 85, 31. JIF: 0.3 (2022), <https://doi.org/10.3390/proceedings2023085031>
6. Karadagli F., Theofanidis F. and Beytullah, E. (2021), Consumers' Evaluation of Flushable Products with Respect to Post-Disposal Effects in Wastewater Infrastructures, *Journal of Cleaner Production*, Vol: 278, <https://doi.org/10.1016/j.jclepro.2020.123680>, JIF:7.246 (2019), SJR: indexed in Q1, ABS ranking: 4/ABDC ranking: A.
7. Elbeheri, G., Everatt, J., Theofanidis, F., Mahfoudhi, A. & Muhareb, K., (2018) Attitudes of academics to special needs accommodations in Kuwait, *International Journal of Inclusive Education*, DOI: 10.1080/13603116.2018.1508517, SJR: indexed in Q1, JIF:1.053 (2018).
8. Atyeh, M. and Theofanidis, F. (2017), Exploring the relationship between economic sectors and the Kuwaiti stock exchange, *International Journal of Commerce and Management Research*, Vol 3, Issue 1, pp 06-09.
9. Theofanidis F. and Karagiannopoulou A. (2013), "Exploring the Touristic Image of Greece", *Tourism Issues Tourism Science Review*, Vol: 16, Athens, Greece.

	10. Theofanidis, F., Makri, V., Mayroeidis, V. and Iliopoulos, D. (2011), "Profiling Student Smokers: A Behavioral Approach", <i>Management of International Business and Economic Systems (MIBES), MIBES Transactions, Vol. 5, No. 2, pp. 136-157.</i> 11. Mardas, D., Theofanidis, F. and Fillipidou, S. (2011), "How work context affects public employees' cognitions", <i>International Advances in Economic Research</i>, DOI 10.1007/S11294-011-9329-9. ABS ranking: 1, ABDC ranking: C. 12. Theofanidis, F and Livas, C., (2007), "The battle of Marathon: Strategic Segmentation, Targeting and Positioning in Ancient and Contemporary Greece", <i>Journal Innovative Marketing</i>, Vol 3, Issue 4. JIF: 1.68, SJR: indexed in Q3. 13. Malindretos, G. and Theofanidis, F. (2007), "Evolution and Coexistence of Modern Marketing and Logistics: New Holistic Approach, Review of Economic Sciences. 14. Malindretos, G. and Theofanidis, F. (2007), "Marketing Distribution Channels in the European Automotive Supply Chain: The Greek Case", <i>Archives of Economic History</i>, Vol XIX, Issue 1. 15. Theofanidis, F. (2007), "Music and Marketing: analysis of the music content of Greek TV advertisements", <i>Spoudai</i>, Vol 57, Issue 3 (in Greek).
Paper Presentations at Professional Conferences:	Peer Review International Academic Conferences (with proceedings) 1. Theofanidis, F. Zabalawi, I., Mourdaa R. and Kordahji, H. (2025), The Hybrid AI Educator: Revolutionizing Student Engagement and Motivation in the Digital and AI Age, Higher Education in the Arab World: Fostering Student Engagement in the Digital Age, Lebanon, 21 & 22 November 2025. 2. Nissi, Y., Theofanidis, F. and Abdallah, F. (2025), Integrating Digital Technologies for Enhanced Sustainability and Performance in Supply Chains, 20th International Strategic Management Conference, Belgrade, Serbia, September 11th - 13th, 2025. 3. Roche, M., Theofanidis, F., Alougman, F., Jovanovic, A. and Simovic, V., (2025), Perceptions of Instagram Posts in Kuwait's Banking Sector: Insights from Bank Marketing Managers and Consumers, 20th International Strategic Management Conference, Belgrade, Serbia, September 11th - 13th, 2025. 4. Livas, C., Theofanidis, F., Domazet, I., Simovic, V., Tsianaka, E., (2025) Sophistication, Goal Attainment and Satisfaction with Personal Care Products among Millennial and Gen Z Consumers in Greece and Serbia, EMAC Spring Conference, May 25-30, Madrid, Spain. 5. Karali, N., Livas, C. Theofanidis, F., Agapitou, C, and Skotis, A. (2024), Exploring the Impact of Proactiveness, Innovativeness, and International Scope on Economic Performance, 19th International Strategic Management Conference: Planning for Industry 5.0: Human-Centric, Sustainable and Resilient Organizations, 30-31 October, Kuwait. 6. Livas, C., Theofanidis, F., Skotis, A., Agapitou, C., (2023), Social Media use, value consciousness and brand relationships, International

- Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait.
7. Karali, N., Livas, S. Theofanidis, F., (2023), Technological innovativeness, entrepreneurial proactiveness, and firm performance: the perspective of female executives, International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait.
 8. Simovic, V., Theofanidis, F., Antonijevic, M., Rahat, M. and Nissi, Y., (2023), The differences in perceptions of continuous intention to use mobile banking apps: Evidence from Kuwait and Serbia, International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait.
 9. Roche, M., Simovic, V., Theofanidis, F., Alougman, F. and Jovanovic, A., (2023), Content marketing insights from Kuwait Banking industry: Matching managers' and customers' perceptions for social media posts likability and readability, International Scientific Conference on Digitalization, Innovations & Sustainable Development: Trends and Business Perspectives, November 29, Kuwait.
 10. Theofanidis, F. and Rahat, M. (2022), "Investigating the Factors which Determine the Adoption of Mobile Banking Apps by Youth: The Case of Kuwait and Serbia", International Scientific Conference on Digital Transformation in Business: Challenges and New opportunities, November 17, Kuwait.
 11. Theofanidis, F. and Papadiamantopoulou, C. (2018), "An Exploratory Study on the effects of Positive and Negative Consumer Generated Content using Informative and Demonstrative Executional Frameworks on Brand Attitude and Purchase Intention", 28th International Conference – International Trade and Finance Association, 23-26 May 2018, Beijing, China.
 12. Eilaghi, A., Jaeger, M., Theofanidis, F. and Abdul-Niby, M. (2018), "Facilitators perception for project-based learning: practical implications", Project Based Learning Symposium - Motivation and Creativity in the Classroom, Australian College of Kuwait, March 21st – 22nd.
 13. Atyeh, M. and Theofanidis, F. (2016), "Exploring the Relationship between Economic Sectors and the Kuwaiti Stock Exchange", International Academic Conference on Management, Economics, Business and Marketing (IAC-MEBM), November 25-26, Austria.
 14. Ottesen, A. and Theofanidis, F. (2016), "A Simulative Comparison of Output Commercial Value, Employment and Pollution Levels between a Chemical Cluster and a Standalone Aluminum Smelting Plant", International Conference on Leadership, Innovation and Entrepreneurship, April 20th – 22nd, Dubai, U.A.E.
 15. Theodosiou, M., Theofanidis, F. and Chaveles, P. (2014), "An empirical investigation of the antecedents and consequences of export relationship capabilities", Global Marketing Conference at Singapore:

- "Bridging Asia and the world: Globalization of Marketing and Management Theory and Practice", July 15-18, Singapore.
16. Theofanidis, F, Pavlis, N. and Daskalopoulos E. (2014), "The use of factor analysis for evaluating mediative websites", MIBES International Conference, May 30th- June 1st.
 17. Theofanidis F. and Karagiannopoulou A. (2013), 'Exploring the touristic image of Greece', 3rd International Conference on Tourism and Hospitality Management, Dratte, 27-29 June 2013, Athens, Greece.
 18. Yannopoulou, N., Theofanidis, F. and, Andrikopoulou, A. (2013), "How Positive and Negative Consumer Generated Advertising Messages Affect Brand Attitude and Buying Intention", International Conference on Research in Advertising (ICORIA), June 27-29, Zagreb, Croatia.
 19. Theofanidis, F., Yannopoulou, N. and Andrikopoulou A. (2013), "Consumer Generated advertisements and how they affect brand attitude and buying intention", 42nd EMAC Annual Conference, Istanbul, Turkey, June 4-7, 2013 (Poster).
 20. Maroudas, L., Theofanidis, F. and Giannopoulou A. (2013), "Evaluating the Service Quality of Greek Academic Libraries" 3rd International Conference: Quantitative and qualitative methodologies in the economic and administrative sciences, Athens, May 23-24, 2013.
 21. Maroudas, L., Silignaki, D., Stavrinoudis Th. and Theofanidis, F. (2013), "Factors influencing education, training and development in the Greek hospitality industry. A case study", 5th international scientific conference in Tourism Trends and Advances in the 21st century, May 30th - June 2nd, Rhodes, Greece.
 22. Theofanidis, F. and Kerasidou, E. (2012), "The Role of Sensory Stimuli on Perceived Quality of Cosmetic Products: An Empirical Examination of the Buying Process of Pharmaceutical Face Creams, International Conference on Contemporary Marketing Issues (ICCM), June 13-15, 2012, Thessaloniki, Greece.
 23. Theofanidis, F. and Papanikolaou V. (2012) "Exploring and exploiting medical tourism opportunities in Greece", 2nd International Scientific Conference: Advances in Hospitality and Tourism Marketing & Management (accepted for presentation during 31 May-3 June 2012).
 24. Theofanidis, F., Makri, V., Mayroeidis, V. and Iliopoulos, D. (2011), "Profiling Student Smokers: A Behavioral Approach", Management of International Business and Economic Systems (MIBES), 16-18 Sep. 2011.
 25. Mardas, D., Theofanidis, F. and Fillipidou, S. (2011), "How work context affects public employees' cognitions", International Atlantic Economic Society, 71st Atlantic Economic Conference in Athens.
 26. Theofanidis, F. Agapitou, C. and Georgopoulos, N. (2008), 'Content Analysis of the E-functions of European Airline Companies: An Empirical Research of I.A.T.A members', 4o National Conference of the Hellenic Society for Systemic Studies (HSSS), Ioannina.
 27. Spais, G. and Theofanidis, F. (2006), "A fundamental equation for the quality of augmented customized social services and the communication effects: the case of Canada's non-profit and voluntary

	sector”, 1o Scientific Conference in Management Thinking and Practice, Technological Scientific Institute of Athens. 28. Theofanidis, F. and Spais, G., (2006), «The Problem Resolution Advertising Appeal: An Important Greek Communicational Practice”, 1o Scientific Conference in Management Thinking and Practice, Technological Scientific Institute of Athens. 29. Theofanidis, F., (2003), “The Use of an Effective Methodology: Content Analysis of TV advertisements”, International Conference of Technological Scientific Institute of Athens on “Quantitative Methods in Industrial and Commercial Sector”.
College Service including committee Membership:	- Organizing the CoB Conferences (2022, 2023, 2024, 2025), reviewing submitted extended abstracts and book chapters, selecting extended abstracts to be presented in the CoB conference and selecting book chapters to be included in the IGI Global Book (editor). - Delivery of statistical seminars for AU faculty. - Setting the criteria to define PBL courses. - Reviewing portfolios of AU faculty and making recommendations for academic promotions. - Designed the College of Business Promotional plan (2023). - Advising and supporting faculty with research publications, which require advanced statistics, and supporting AU staff for the completion of their master thesis. - Validating, moderating assessments, and checking e-portfolio of AU faculty for internal accreditation purposes. - Participating in CQU external audits by selecting student samples of assessments to be presented during these audits. - Head of CoB curriculum development: development of the proposal of Master of Management for Engineers (AU postgraduate program - 2023). - Deputy Head of CoB curriculum development: participated in the development of five postgraduate study proposals (MBA in Management, MBA in Marketing, MBA in Accounting, MBA in Human Resources, MBA in Finance - 2025). - Recommending statistical software to be included in selected courses (e.g., SPSS for Marketing Research - responsible for SPSS licenses). - Presented the empirical findings of two surveys to the Industry Advisory Board (employer survey and student survey about employability - 2023). - Supporting the recruitment of Marketing Faculty by attending candidates' presentations and providing feedback. - Statistical consultation services for the development of policies, procedures, and forms at college level (e.g., performance appraisal forms, Class observation forms etc.). - Supervision of student research projects related to industry (e.g., National Aviation Services – NAS, AU surveys, Retail etc.). - Student advising.

National Service:	Completed military service (1999-2000) at the Greek Air Force Economic Department and specialized in administrating and monitoring Air Force Supplies.
College Committees:	- Head/Deputy Head of Curriculum Development Committee. - Member of the College of Business Council. - Member of the Marketing Department Council. - Member of the AU conference steering committee (2022-2025). - Member of the AU conference scientific committee (2022 - 2025). - Member of the Research Committee. - Member of the College Disciplinary Committee. - Member of the Marketing Validation & Moderation Committee. - Previous Head of the Events Committee. - Previous member of the Accreditation & Audit Committee. - Previous member of the Project Based Learning Committee.