

# ***CURRICULUM VITAE***

Irini Dimou

## **Personal**

*Date of Birth* 11 December 1972  
*Work Address* Advanced School of Tourism Education,  
25 Latous st., 72100, Ag. Nikolaos, Crete, Greece  
*E-mail* [itdimou@yahoo.com](mailto:itdimou@yahoo.com)

## **Education**

*Oct. 1999 - June 2004* Ph.D. in Management, School of Management Studies, Univ. of Surrey, UK. “Expansion Strategies of International Hotel Firms”  
*Oct. 1995 – Sept. 1997* M.B.A. Department of Business Administration, Athens Univ. of Economics and Business, Greece  
Thesis: “The Role of P.R. Manager in the Greek Hotel Industry”  
*Oct. 1990 - Feb. 1995* B.A. Department of Business Administration, Athens Univ. of Economics and Business, Greece  
Erasmus student (Oct. 1993-Feb. 1994), Univ. of Innsbruck, Austria

## **Awards and Distinctions**

- Grant from the Greek National Scholarship Foundation (IKY), 1999-2003
- Honorary Scholarship from the Greek National Scholarship Foundation, 1991

## **Teaching Experience**

- *2008 – present*: Assistant Professor in Tourism Marketing, Advanced School of Tourism Education (ASTEAN)
- *2006 – 2008*: Adjunct Professor, School of Management and Economics, TEI of Crete. (Courses: Tourism Management, Tourism Marketing and Tourism Policy, including Erasmus Students’ supervision)
- *2007 – present*: Certified Honorary Teacher for Liverpool University, teaching in the online MBA program of Laureate Online Higher Education (Course: Marketing Management)
- *2004 – 2008*: Instructor, Trinity International Hospitality Studies, Crete (Course: Introduction to Hospitality Accounting).
- *2005 – 2006*: Visiting Professor I of Management, American College of Greece, Athens. (Courses: Business Strategy, New Ventures Creation, Human Resource Management, Organizational Behaviour)
- *2003 – 2006*: Visiting Lecturer, School of Management and Economics, TEI, Crete.

- 2001 - 2002: Teaching assistant, School of Management Studies, Univ. of Surrey  
(Courses: Business Finance, Business Economics)

### **Dissertation Supervision**

- 2005 – 2008: Greek Open University - Supervisor for M.Sc. dissertations in Tourism Management
- 2004 – 2008: TEI Crete – Supervisor of undergraduate dissertations.

### **Refereed Journal Publications**

- Soteriades, M. and Dimou, I. “Special Events: A Framework for Efficient Management” *Journal of Hospitality Marketing and Management* (accepted for publication).
- 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.
- Dimou I. and Zambeli, F. (2006) Carrying Capacity in Prespes Region, *Tourism Issues*, 2, 2-10 (in Greek).
- Chen, J.J. and Dimou, I. (2005) “Expansion Strategy of International Hotel Firms” *Journal of Business Research*, 58, 1730-1740.
- Dimou, I., Chen, J.J. and Archer, S. (2003) “The Choice between Management Contracts and Franchise Agreements in the Corporate Development of International Hotel Firms”, *Journal of Marketing Channels*, 10(3/4), 33-51.
- Dimou, I. (2003): “Management Contracts vs. Franchise Agreements in the Corporate Development of International Hotel Firms: A Transaction Cost and Agency Theory Perspective”, Research Notes, *International Journal of Tourism Research*, 5(2), 151-152.

### **Refereed Conference Publications**

- Dimou, I and Simantiraki, E. (2010) Cruise Tourism vs. Hotel Accommodation: A Substitute or Supplementary Relationship. A Preliminary Analysis for the City of Heraklion, 2<sup>nd</sup> *Int'l Conference on Tourism and Hospitality Management*, Athens, 22-23 May.
- Dimou, I. and Diplari, A. (2009) “Public Tourism Education and Training in Greece: a Study of the Necessity for Educational Restructuring», 6<sup>th</sup> *Int'l Conference New Horizon in Industry Business & Education*, Santorin, 27-28 August.
- Soteriades, M. and Dimou, I. (2008) “Special Events: A Framework for Efficient Management”, 2<sup>nd</sup> *International Tourism Conference*, Alanya, 05-09 November.
- Voltirakis, G. and Dimou, I. (2008) “Customer Relationships Management in Passenger Shipping Companies”, *Marketing & Management in Tourist Enterprises: Contemporary and Innovative Approaches*, Heraklion, 28-29 May (in Greek).

- Dimou, I. Doulgaroglou, I. and Soteriades, M. (2007) “The Implementation of a Strategy of Continuous Quality Improvement in Small Hotel Businesses”, *5<sup>th</sup> Int’l Conference- New Horizon in Industry Business & Education*, Rhodes, 30-31 August.
- Sitas, A., Nikitakis, M., Papadourakis, G. and Dimou, I. “Preparing Students to Use Virtual Learning Environments: Information Literacy & Independent Researching, *Int’l Conference for Computer-Based Learning in Science*, Heraklion, 30 June - 6 July.
- Dimou, I. (2003) “Transaction Cost Economics and Agency Theory Explanations for the Corporate Development of International Hotel Firms”, *Global Conference on Business and Economics*, London, 5-7 July.
- Dimou, I. (2003) “Expansion Strategies of International Hotel Firms: An Empirical Examination”, Proceedings of the *First International Conference on Business, Economics, Management and Marketing*, Athens, Greece, 26-29 June, 2003, ISBN 960-87822-2-8.
- Dimou, I. Chen, J.J. and Archer, S. (2002) “The Choice between Management Contracts and Franchise Agreements in the Corporate Development of International Hotel Firms”, *16<sup>th</sup> Conference of International Society of Franchising*, Orlando, 9-10 February.

### **Book Chapters**

- Dimou, I. and Pitsouli, E. (2009): Management Tools and Approaches. In Farsari, I. and Soteriades M. (eds.) *Alternative and Special Interest Tourism: Planning, Management and Marketing*, Athens: Interbooks Publications, (in Greek).
- Dimou I. and Ikkos A. (2003): The Status Quo of Greek Franchising and Opportunities for Future Growth. In I. Alon and D. Welsh (eds) *International Franchising in Industrialized Markets: Northern and Western Europe*, CCH Inc.

### **Professional Experience**

- *Feb. – June 2008*: Project contractor responsible for the financial and physical monitoring of two “O.P. Education” programs in the Career Office of the Technological Educational Institute of Crete.
- *Oct. 2004 – May 2005*: Advertising representative for “Money & Tourism” magazine in Crete.
- *Oct. 1997 – Feb. 1999*: Assistant to the General Manager, Elounda Beach Hotel, Crete, Greece. Main duties included the development of the “Club Card” loyalty program, as well as sales analysis and forecasting and contract analysis and design.

### **Projects – Consulting Experience**

- *Freelancer for Euromonitor Consulting, London*. I have worked on the following projects: “Consumer Lifestyles in Greece” (2005), “Travel and Tourism in Greece” (2003, 2004, 2007 and 2008), “Domestic Electrical Appliances in Greece” (2004), “Clothing & Footwear, DIY and Gardening, Home Furniture and Housewares in Greece” (2004) and “The Retail Industry in Greece” (2004).

- *July 2006 – Dec 2007*: Freelancer for E-2000 Consulting in Athens, conducting tourism related projects and financial supervision of CSF-III projects.

### **Academic-related Activities**

- Referee in Scientific Journals: *Annals of Tourism Research*  
*Industry and Higher Education*
- Scientific and Organizing Committees:
  - 3<sup>rd</sup> Int'l Conference on “Sustainable Tourism: Issues, Debates & Challenges”, Crete and Santorini, 22-25 April 2010.
  - “Marketing & Management in Tourist Enterprises: Contemporary and Innovative Approaches”, T.E.I. of Crete, Department of Tourism and Hotel Management, Heraklion, Crete, 29-30 May 2008
  - International Conference on Tourism Trends, Impacts and Policies on Tourism Development, Hellenic Open University, Heraklion, 15-18 June 2006.

### **Special Qualifications**

- Computer Literacy: MS Office, SPSS, E-Views
- Languages: Greek (native speaker), English (very good), German (good), Spanish (fair).