

Professor Em. Irene Samanta has 24 years of academic experience teaching at both undergraduate and postgraduate levels at the University of West Attica.

Education:

- PhD in Marketing, University of the West of Scotland, UK
Thesis title: “MODELLING THE RELATIONSHIPS IN THE B2B UNDER e-MARKETING PRACTICES: MOVING FROM THE TRADITIONAL BUSINESS ENVIRONMENT TO THE INNOVATIVE e-COMMERCE. THE CASE OF GREEK FIRMS.”
- Master of Science in International Marketing, University of Paisley, Scotland, UK
- Bachelor in Business Administration, Piraeus University of Applied Sciences

EDUCATION AND TEACHING

1. Development of Doctoral Studies
2. Development of Academic Activities
3. Teaching Activities
4. Participation and Development of Postgraduate Programs
5. Curriculum Enhancement
6. Development of Innovative Teaching and Learning Methods
7. Authorship of Scientific Books or Monographs
8. Academic Outreach and Collaboration
9. Documentation of Teaching Effectiveness through Undergraduate and Postgraduate Student Evaluations

1.Development of Doctoral Studies

Professor Samanta Irene currently supervises doctoral dissertations (2019–present), two of which were successfully completed in 2023 with distinction. Contributions to the development of doctoral studies include the publication of research outcomes by the doctoral candidates in reputable international peer-reviewed journals indexed in Scopus and other major bibliographic databases, directly related to the subject of their thesis.

The current doctoral thesis supervised are as follows:

1. "Policies and Strategies of Internal Marketing as Essential Tools for Implementing Strategic Goals within the Framework of 'Green' Intellectual Capital Management," University of West Attica (Completed November 2023)
2. "Online Social Communities: Effects on Businesses and Consumers from a Geo-Social Approach," University of West Attica, Department of Business Administration (Completed December 2023)
3. "Modeling Digital Transformation in Omnichannel Marketing Strategies Using Robotic Process Automation and Artificial Intelligence: The Case of Greek Retail," University of West Attica, Department of Business Administration (Ongoing)
4. "Strategies for Changing Attitudes to Acquire Consumer Awareness and Culture in Insurance Products," University of West Attica, Department of Business Administration (Ongoing)
5. "User Experience & Development of Information Systems: Examining the Dynamics of Cognitive Changes of Users in the Digital Environment of Businesses and Public Organizations," University of Piraeus, School of Economics, Business and International Studies, Department of Economic Science (Ongoing)
6. "The Study of Repurchase Intentions on Luxury Branding: The Power of After-Sales Customer Experience," University of Piraeus, School of Economics, Business and International Studies, Department of Economic Science (Ongoing)

Additionally, Professor Samanta Irene serves as a member of doctoral thesis evaluation committees at the University of Piraeus, contributing to the assessment of dissertations such as:

- "The Role of Consumer Loyalty and Ethnocentrism in Brand Preference: Which Marketing Strategies are Effective?" by Niros Meletis, School of Economics, Business and International Studies, Department of Economic Science (2018)
- "Assessment of Health-Related Quality of Life and Cost in Minimally Invasive Spine Surgery," by Dimitra Balaska, School of Economics, Business and International Studies, Department of Economic Science (2021)

2. Development of Academic Activity

- **June 2026: Member of the** judging panel Sales Excellence Awards 2026
- **June 2024:** Chair of the judging panel for the Growth Hacking Awards, organized for the second consecutive year to highlight innovative strategies that promote rapid business growth and expansion into new markets.
- **2021 – 2024:** Director of the Marketing & Market Research Lab, Department of Business Administration, University of West Attica (Government Gazette Election No. 63475, Issue YOΔΔ 751/10.9.2021)

- • **2020 –2021:** Academic Coordinator of the seminar on "Digital Transformation of Businesses," organized by the MSc in International Business Management for students and alumni. Lecturer in Digital Marketing and Social Media Marketing modules.
- • **2018 – Present:** Strategic Associate at iLEADS, Strategic Leadership and Digital Transformation Laboratory, University of Piraeus
- • **2019 – Present:** Academic Coordinator for KEDIVYM Programs, National and Kapodistrian University of Athens (NKUA)
- • **2023 – Present:** Scientific Coordinator for KEDIVYM Programs, University of West Attica
- • **2009 –2018:** Academic Coordinator of MSc in International Business Management, Department of Business Administration, Piraeus University of Applied Sciences (Tutoring, Coaching, Career Guidance, and Counselling)
- • **April 2, 2020:** Certified Evaluator for Research Project Management, Decision No. 33762/30.3.2020 by the Secretary General of Research and Technology

3. Administrative Roles

- **2019 –2024:** Member of the Committee for the Evaluation of Doctoral Thesis Proposals in the Marketing and Communication sector
- **2019 –2021:** Director of the Marketing & Market Research LAB, Department of Business Administration, School of Administrative, Economic and Social Sciences, University of West Attica
- **2018 – 2019:** Scientific Coordinator of Student Internships via ESPA, University of West Attica
- **2018 –2019:** Deputy Director of the MSc Program in International Business Management
- **2009 – 2018:** Member of the Coordinating Committee for the MSc in International Business Management

EDUCATION – TEACHING

- Teaching Activities
- Participation and Development of Postgraduate Programs
- Curriculum Development
- Development of Doctoral Programs
- Upgrading of Teaching Material
- Development of Innovative Teaching and Learning Methods
- Authoring of Academic Books or Monographs
- Academic Outreach and Engagement

Undergraduate Teaching Experience

The Professor has a long-standing and extensive teaching record in Undergraduate Programs, both in Technological and University Higher Education Institutions in Greece and Cyprus. Her teaching expertise focuses on **Marketing, Sales Management, Market Research**, and **Strategic Planning**, with an emphasis on applied knowledge, innovation, and alignment with international academic standards.

◇ University of West Attica (UniWA)

Role: Professor (2021 – until 31/8/2024)

Courses Taught:

- Same as above (Marketing, Marketing Research, Sales Management, International Marketing)

◇ University of West Attica (UniWA)

Role: Associate Professor (2018–2021)

Courses Taught:

- Principles of Marketing
- Marketing Research
- Sales Management
- International Marketing

◇ Piraeus University of Applied Sciences (A.E.I. of Piraeus – Technological Sector)

Role: Assistant Professor (2014–2017)

Courses Taught:

- Market Analysis and Research
- Sales Management
- Industrial Marketing
- Principles of Marketing
- International Marketing

◇ Piraeus University of Applied Sciences – Department of Business Administration

Role: Lecturer (Applications Professor) (2010–2013)

Courses Taught:

- Market Analysis and Research
- Industrial Marketing
- Introduction to Marketing
- Marketing Management
- Logistics
- Strategic Marketing Planning
- Key Account Management

◊ **Piraeus University of Applied Sciences**

Role: Academic Collaborator / Visiting Lecturer (2001–2009)

Courses Taught:

- International Marketing
- Market Research
- Key Account Management
- Marketing Management
- Strategic Marketing Planning
- Special Topics in Marketing

◊ **Hellenic Open University**

Academic Year 2016–2017

Course Taught:

- Marketing II
Program: Bachelor in Business Administration, School of Social Sciences

◊ **Open University of Cyprus**

Academic Year 2015–2016

Program: BSc in Business Administration

Course Taught:

- Principles of Marketing (Course Code: PDE202)

Highlights of Undergraduate Teaching

- Designed and implemented course content updates aligned with **current market trends** and **digital transformation** in marketing.
- Developed **case-based learning models**, integrating **real-world business problems** into classroom discussions.
- Mentored hundreds of undergraduate students in final-year projects and research assignments.

- Actively promoted **experiential learning**, bridging academia with practice through collaborations with businesses and fieldwork.

Postgraduate Studies: Teaching, Coordination & Development

Participation in Postgraduate Teaching Programs

The Professor has been actively involved for over two decades in the design, teaching, and supervision of numerous Postgraduate Programs (Master's level), both in Greece and abroad. Key contributions include:

- **University of West Attica (UniWA)**
 - *MBA – Marketing Stream* (2018–present): Courses taught: Marketing Management, International Marketing
- **Former Piraeus University of Applied Sciences (TEI of Piraeus) / UniWA**
 - *MSc in International Business Management* (2009–2018):
 - Member of the Founding Committee
 - Academic Director (2009–2018)
 - Deputy Program Director (2018–end of program)
 - Courses taught: Research Methodology, Consumer Behavior, Strategic Marketing, International Marketing,
 - *MSc in Health Units & Social Welfare Management*, in collaboration with the **European University Cyprus** (2014–2018):
 - Courses taught: Research Methodology, Services Marketing
- **Hellenic Open University (HOU)**
 - *MBA – Distance Learning* (2016–2017):
 - Course: Marketing II
 - Supervisor & Examiner for postgraduate theses
- **Open University of Cyprus**
 - *MSc in Business Administration* (2015–2019):
 - Course: Principles of Marketing
 - Supervision of master's theses
- **University of Paisley (UK)**
 - *Pg.D / MSc in International Marketing* (2003–2008):

Strategic Marketing Management, International & Global Marketing, Business-to-Business Marketing, Marketing Strategy, Marketing Communication, Research Methods, Management in Business Organizations

Program Development & Coordination

- The Professor played a **leading role in the development and approval** of the MSc Program "**International Business Management**" at the former TEI of Piraeus.
 - Served as **Academic Director** for nearly a decade (2009–2018)
 - Contributed significantly to curriculum design, faculty recruitment, student

admissions, and academic innovation

- The program was **highly attractive**, with large student intake and **excellent outcomes**, recognized as a **model of postgraduate education** in the field
- At UniWA, she contributed to the **establishment and continuous improvement** of the MBA program (2018–present), aligning it with **current market needs and trends**, such as:
 - Digital Transformation
 - Strategic Branding
 - Data-driven Marketing

Supervision of Postgraduate Theses

- **MSc in International Business Management (TEI of Piraeus)**
 - Supervised over **200 master's theses** (2010–present)
- **MSc in Health Units & Social Welfare Management**
 - Supervised **8 theses** (2016–2018)
- **MBA – Hellenic Open University & Wroclaw University of Economics (English)**
 - Supervised **5 master's theses**
 - Evaluated **5 additional theses**
- **University of Paisley (UK)**
 - *Pg.D / MSc in International Marketing* (2003–2008)
 - Supervised **20 master's theses**

Innovative Teaching & Curriculum Development

- Actively contributed to the **modernization and upgrade** of the curricula and course content across postgraduate programs.
- Applied **innovative teaching methods**, including:
 - Case studies
 - Workshops with industry professionals
 - Digital platforms and asynchronous learning tools
- Promoted **academic internationalization** through collaborations with universities abroad

PhD Supervision & Doctoral Studies Development

The Professor has actively contributed to the development of doctoral programs and the supervision of PhD candidates, particularly in the fields of **Marketing, Consumer Behavior, and Strategic Communication**. Her academic expertise and interdisciplinary approach have significantly enhanced the quality of doctoral research in the department.

- **Member of the PhD Proposal Review Committee** in the field of Marketing and Communication
January 29, 2019 – August 31, 2024
Participated in the **design and development of doctoral curricula**, contributing to the strategic planning of research priorities within the Department of Business Administration.
- Supervised numerous **doctoral research projects** with a focus on:

- Digital marketing transformation
- Market research methodologies
- Strategic brand communication
- Consumer psychology and behavior in global markets

Research Activity


The Professor maintains an active research profile, combining theoretical depth with applied innovation. Her work focuses on **digital marketing, consumer behavior, strategic market development, and business transformation.**

Key Roles:

Director, Marketing & Market Research Lab, Department of Business Administration, UniWA

August 2021 – 2024

 *Appointed via Government Gazette (ΦΕΚ) 751/10.9.2021*

- **Strategic Associate**, iLEADS (Strategic Leadership & Digital Transformation Lab), University of Piraeus
2018 – Present
- **Certified Evaluator of Research Proposals** – General Secretariat for Research & Innovation
Since April 2020 (Decision No. 33762/30.03.2020)
 Member of the National Registry of Evaluators (Law 4310/2014)
- Evaluator in the **Operational Program for Human Resources Development, Education & Lifelong Learning (ESPA 2014–2020)**, co-funded by Greece & the European Union.
- Involved in the **management and coordination of competitive research programs**, with emphasis on interdisciplinary collaboration and societal impact.

Administrative Experience

The Professor has held numerous high-responsibility academic and administrative positions, contributing to strategic decisions, quality assurance, and academic governance.

◇ Key Administrative Roles:

- **Director**, Marketing & Communication Division, Department of Business Administration, UniWA
July 2019 – January 2021
- **Deputy Director**, MSc in International Business Management, UniWA
October 2018 – October 2019
- **Scientific Supervisor of Student Internships (ESPA Program)**
October 2018 – September 2019
University of West Attica

- **Member**, Coordinating Committee, MSc in International Business Management
2009 – 2018
- **Academic Coordinator**, MSc in International Business Management
2009 – 2018
Responsible for tutoring, academic guidance, career mentoring
- **Head**, Laboratory of Marketing & New Technologies
2010 – 2015
Department of Business Administration, PUAS
- **ERASMUS Program Coordinator**
2011 – 2013 Piraeus University of Applied Sciences

Authorship of Scientific Books and Academic Publications

The Professor has authored and co-authored several academic books, monographs, and scientific publications in the fields of **Marketing, Market Research, Strategic Communication, and Digital Transformation**. Her work is widely used in both undergraduate and postgraduate education and has contributed significantly to the advancement of marketing knowledge in Greek and international academic circles.

- Authored textbooks in:
 - Marketing
 - Marketing research
 - Research Methodology
 - International Marketing
 - Sales Management
 - Digital and Social Media Marketing
- Contributed chapters to **collective volumes and academic publications** in topics such as:
 - Digital innovation and brand engagement
 - Market research applications in health services
 - Business transformation strategies in the post-digital era
- Her work has been published in both Greek and English, reflecting academic breadth and international orientation.

Participation in Scientific Conferences and Academic Forums

The Professor has presented research papers, chaired sessions, and participated in scientific panels in numerous national and international conferences.

- Regular participant and speaker at conferences organized by:
 - European Marketing Academy (EMAC)
 - International Conference on Strategic Innovation & Marketing
 - Hellenic Management Association (EEΔE)
 - Greek Marketing Academy (ΕΛΕΜΑΚ)
 - Academic Institutions and Professional Chambers
- Topics of presentations include:
 - Digital marketing transformation
 - Consumer engagement strategies
 - Experiential marketing in tourism and health

- Brand trust and online consumer behavior
- Invited speaker at workshops and **executive training seminars** organized by universities and professional associations.

Awards and Distinctions

The Professor has received several distinctions for her academic, scientific, and professional contributions.

- **President of the Evaluation Committee** for the **Growth Hacking Awards 2024**, highlighting excellence in innovative marketing strategies and business growth.
June 2024
- Member of Judging Committee for Sales Excellence Awards 2026
June 2026
- Her coordination of the MSc in International Business Management has been **recognized as a best practice model** for postgraduate program development in Greece.
- Acknowledged by academic peers and professional bodies for:
 - Academic excellence in curriculum design
 - Impactful teaching methodology
 - Contribution to bridging academia with the business community

Academic Outreach and Institutional Engagement

The Professor maintains an active role in **academic outreach and engagement with institutions, professional bodies, and policy-making organizations.**

- **Member**, National Registry of Certified Evaluators (General Secretariat for Research & Innovation)
Since 2020
Involved in evaluating research proposals under national and EU-funded programs (e.g., ESPA, Horizon Europe)
- **Member of the Examination Committee**, State Scholarships Foundation (IKY)
2008–2010
Expertise in Marketing, E-commerce, and Market Research
- **Member**, National Examinations Committee (KEPE) for EPAL specialty subjects
Subjects: Principles of Business Administration, Economic Theory II
- **Scientific Committee Member & Evaluator** in various academic and governmental calls for research, innovation, and postgraduate programs
- Ongoing collaborations with:
 - Universities in Greece and abroad (e.g., Open University of Cyprus, Wroclaw University of Economics)
 - Educational training bodies (e.g., ΚΕΔΙΒΙΜ of ΕΚΠΑ and PADA, ΕΚΔΔΑ)

- Business innovation hubs and accelerators

Publications & Academic Work

Monographs

- **The Impact of Digital and Social Media Marketing on Businesses and Consumers (2023)**
Kallipos, Open Academic Editions.
Funded by the National Development Program 2021-2025, Ministry of Education, Greece.
- **The Relationship in the B2B under e-Marketing Orientation (2014)**
Lambert Academic Publishing, Germany. ISBN: 978-3-659-42821-0

Editing & Collaborations

- Editor, **Strategic Marketing in Fragile Economic Conditions (2014)**, IGI Global.
- Co-Editor, **Working Paper Series**, MSc International Business Administration, University of Applied Sciences, Piraeus
- Co-Editor, **Selection of Published Scientific Research Papers**, Marketing & New Technologies Laboratory, University of Applied Sciences, Piraeus.

Academic Editing of Foreign Language Textbooks

- 2024: **Digital Marketing** (Dave Chaffey, Fiona Ellis-Chadwick), 8th Edition, Kleidarithmos Publishing.
- 2024: **Entrepreneurship** (Hisrich, Peters, Shepherd), DaVinci Publishing.
- 2023: **Principles and Practice of Marketing** (Ellis-Chadwick, Jobber), 1st Greek Edition, Papazisis Publishing.

Teaching Books

- **Sales Management: A Strategic Approach (2020)**
- **Market Research Methods (2019)**
- **Modern Marketing (2019)**
- **International Marketing (2018)**
- **Introduction to Research Methodology for Academic Papers (2016)**
- **Introduction to Human Resource Management (2015)**
- Additional textbooks from 2009 onwards on marketing, organizational behavior, and market research.

Publications in Peer-Reviewed International Journals with Emphasis on High-Impact Ones

- **Independent Publications indexed in Scopus and Google Scholar: 30**
 - 18 of these were published in the last decade
- **Co-authored Publications indexed in Scopus and Google Scholar: 18**

- 10 of these were published in the last decade
- **Published Research Papers in Edited Volumes indexed in Scopus: 14**
 - 7 of these were published in the last decade
- **Total Published Research Papers: 38**
- Publications in the journal "**Scientific Papers in Progress – Working Papers Series**" (ISSN: 1790-0700)

Selected Publications

Samanta, I., & Arkoudis, N. (2024). The impact of modern lifestyles on eating habits and food shopping behaviors: A case study of omnichannel retail consumers aged 25-40 in Athens. *Sustainable Food Marketing, Consumer Behavior and Lifestyles*.

MDPI. https://www.mdpi.com/journal/sustainability/special_issues/938F135KDV

Arfara, C., & Samanta, I. (2023). Exploring the impact of internal marketing practices on the commitment to “green” intellectual capital. *Innovative Marketing*, 19(2), 198-210.

[http://dx.doi.org/10.21511/im.19\(2\).2023.16](http://dx.doi.org/10.21511/im.19(2).2023.16)

Samanta, I. (2022). Examining relationship marketing and strategic branding in B2B Greek SMEs: A family business development. *Innovative Marketing*, 18(3), 110-120.

[http://doi.org/10.21511/im.18\(3\).2022.118\(3\)](http://doi.org/10.21511/im.18(3).2022.118(3))

Samanta, I., Kaldis, P., & Papageorgiou, K. (2022). Consumer’s engagement in social media and implications in trusting e-word of mouth. *International Journal of Finance, Insurance and Risk Management*, 12(1), 37-48. <https://journalfirm.com/journal/277>

Arfara, C., & Samanta, I. (2022). The impact of internal marketing philosophy on a firm’s strategic orientation. *Innovative Marketing*, 18(4), 48-61.

[http://doi.org/10.21511/im.18\(4\).2022.05](http://doi.org/10.21511/im.18(4).2022.05)

Samanta, I., & Papageorgiou, K. (2021). Online viral videos: A study on consumers’ perceptions and influence. *Caderno Profissional de Marketing Unimep (CPMark)*, 9(4). Universidade Metodista de Piracicaba.

Samanta, I., & Papageorgiou, K. (2020). The impact of internet communities through the electronic word of mouth. *Archives of Business Research*, 8(7), 455-466.

<https://doi.org/10.14738/abr.87.8810>

Samanta, I. (2021). The impact of trust on the development of structural and social bonds in B2B companies. *American Journal of Theoretical and Applied Business*, 7(2).

<http://www.sciencepublishinggroup.com/journal/paperinfo?journalid=328&doi=10.11648/j.ajtab.20210702.11>

Samanta, I., & Pavlou, E. (2021). Talent management to improve employee competence: A qualitative study. *Annals of Contemporary Developments in Management & HR (ACDMHR)*, 3(1).

<http://acdmhr.theiaer.org/archive/v3/v3n1/v3n1.html>

Karnachoritis, D., & Samanta, I. (2020). Building co-insurance needs satisfaction through a structured needs hierarchy model. *International Journal of Economics, Business and Management Research*, 4(11).

<https://ijebmr.com/link/636>

Samanta, I., Niros, M. I., & Pollalis, Y. A. (2020). Effects of market orientation, strategies and actions on SMEs' performance during fragile economic conditions. *Archives of Business Research*, 8(6). <https://journals.scholarpublishing.org/index.php/ABR/issue/view/304>

Samanta, I., & Kallou, S. (2020). The role of emotional intelligence in counterproductive work behavior. *European Business & Management*.
<http://www.sciencepublishinggroup.com/journal/archive?journalid=324&issueid=-1>

Samanta, I. (2019). Examining CRM and ECRM adoption by Greek firms. *International Journal of Systems Engineering*, 3(2), 17-24.
<http://www.sciencepublishinggroup.com/journal/paperinfo?journalid=521&doi=10.11648/j.ijse.20190302.11>

Niros, M., Samanta, I., Pollalis, Y., & Niros, A. (2019). Antecedents and effects of app-user satisfaction: Empirical evidence from Greece. *MPRA Paper No. 92772*. <https://mpra.ub.uni-muenchen.de/92772/>

Samanta, I., & Labrakis, A. (2018). Modern leadership types and outcomes: The case of Greek public sector. *International Journal of Business Process Integration and Management*, 9(1). www.inderscience.com

Samanta, I. (2018). Materialistic values and impulsive behavior in the purchasing process between genders. In *Fashion and Textiles: Breakthroughs in Research and Practice* (pp. 22-41). IGI Global. <https://resources.igi-global.com/chapter/materialistic-values-and-impulsive-behavior-in-the-purchasing-process-between-genders/187838>

Samanta, I. (2018). Gaining a continuous retaining relationship with customers in mobile sector. In *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* (pp. 444-459). IGI Global. <https://resources.igi-global.com/chapter/gaining-a-continuous-retaining-relationship-with-customers-in-mobile-sector/176171>

Georgantza, G., & Samanta, I. (2017). Education as a means to implement job rotation in a public organization. *Journal of Management and Organizational Studies*, 4(2).
<http://www.sciedupress.com/journal/index.php/mos>

- Samanta, I. (2017). The effect of the marketing strategy in performance of the pharmaceutical sector. In *Socio-Economic Perspectives on Consumer Engagement and Buying Behavior* (Advances in Marketing, Customer Relationship Management, and E-Services, AMCRMES Book Series, p. 278).
- Arfara, C., & Samanta, I. (2016). The impact of emotional intelligence on improving team-working: The case of public sector (National Centre for Public Administration and Local Government - N.C.P.A.L.G.). *Procedia - Social and Behavioral Sciences*, 230, 167–175. <https://doi.org/10.1016/j.sbspro.2016.09.022>
- Samanta, I., & Arfara, C. (2021). The impact of internal marketing on green management of intellectual capital. *Archives of Business Research*, 9(6), 51-67.
- Samanta, I. (2016). Investigating the buyer-seller relationships in the economic recession: A qualitative approach. *Independent Journal of Management & Production*

(IJM&P), 7(2), April-June.

<http://www.ijmp.jor.br/index.php/ijmp/author/proofGalley/401/293>

Nikopoulou, O., Pollalis, Y., & Samanta, I. (2016). Building a successful brand using information design and neuromarketing principles. *Syndicate - The Journal of Management*, 16, March. ISSN 2278-8247.

<http://www.mopvc.edu.in/sjom/index.html>

Samanta, I. (2015). Export marketing communications of public sector in promoting tourism destination of a Greek island. In *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications*.

<http://www.irma-international.org/chapter/export-marketing-communications-of-public-sector-in-promoting-tourism-destination-of-a-greek-island/119237>

Selected Publications

2022

- Arfara, C., & Samanta, I. (2022). The impact of internal marketing philosophy on a firm's strategic orientation. *Innovative Marketing*, 18(4), 48-61. [https://doi.org/10.21511/im.18\(4\).2022.05](https://doi.org/10.21511/im.18(4).2022.05)

2021

- Samanta, I., & Papageorgiou, K. (2021). Online viral videos: A study on consumers' perceptions and influence. *Caderno Profissional de Marketing Unimep (CPMark)*, 9(4).
- Samanta, I., & Papageorgiou, K. (2020). The impact of internet communities through the electronic word of mouth. *Archives of Business Research*, 8(7), 455-466. <https://doi.org/10.14738/abr.87.8810>

Samanta, I. (2021). The impact of trust on the development of structural and social bonds in B2B companies. *American Journal of Theoretical and Applied Business*, 7(2).

<http://www.sciencepublishinggroup.com/journal/paperinfo?journalid=328&doi=10.11648/j.ajtab.20210702.11>

Samanta, I., & Pavlou, E. (2021). Talent management to improve employee competence: A qualitative study. *Annals of Contemporary Developments in Management & HR (ACDMHR)*, 3(1).

<http://acdmhr.theiaer.org/archive/v3/v3n1/v3n1.html>

2020

- Karnachoritis, D., & Samanta, I. (2020). Building co-insurance needs satisfaction through a structured needs hierarchy model. *International Journal of Economics, Business and Management Research*, 4(11). <https://ijebmr.com/link/636>

Samanta, I., Niros, M. I., & Pollalis, Y. A. (2020). Effects of market orientation, strategies and actions on SMEs' performance during fragile economic conditions. *Archives of Business Research*, 8(6).

<https://journals.scholarpublishing.org/index.php/ABR/issue/view/304>

Samanta, I., & Papageorgiou, K. (2020). The impact of internet communities through the electronic word of mouth. *Archives of Business Research*, 8(7), 455-466.
<https://doi.org/10.14738/abr.87.8810>

2019

- Samanta, I. (2019). Examining CRM and ECRM adoption by Greek firms. *International Journal of Systems Engineering*, 3(2), 17-24.
<http://www.sciencepublishinggroup.com/journal/paperinfo?journalid=521&doi=10.11648/j.ijse.20190302.11>

Niros, M., Samanta, I., & Pollalis, Y. (2019). Antecedents and effects of app-user satisfaction: Empirical evidence from Greece. MPRA Paper No. 92772. <https://mpra.ub.uni-muenchen.de/92772/>

2018

- Samanta, I., & Labrakis, A. (2018). Modern leadership types and outcomes: The case of Greek public sector. *International Journal of Business Process Integration and Management*, 9(1). www.inderscience.com

Samanta, I. (2018). Materialistic values and impulsive behavior in the purchasing process between genders. In *Fashion and Textiles: Breakthroughs in Research and Practice* (pp. 22-41). IGI Global. <https://resources.igi-global.com/chapter/materialistic-values-and-impulsive-behavior-in-the-purchasing-process-between-genders/187838>

2017

Georgantza, G., & Samanta, I. (2017). Education as a means to implement job rotation in a public organization. *Journal of Management and Organizational Studies*, 4(2).
<http://www.sciedupress.com/journal/index.php/mos>

2016

- Arfara, C., & Samanta, I. (2016). The impact of emotional intelligence on improving team-working: The case of public sector. *Procedia - Social and Behavioral Sciences*, 230, 167-175.
<https://doi.org/10.1016/j.sbspro.2016.09.022>

Samanta, I. (2016). Investigating the buyer-seller relationships in the economic recession: A qualitative approach. *Independent Journal of Management & Production*, 7(2), 273-290.
<http://www.ijmp.jor.br/index.php/ijmp/article/view/401>

Nikopoulou, O., Pollalis, Y., & Samanta, I. (2016). Building a successful brand using information design and neuromarketing principles. *Syndicate - The Journal of Management*, 16, March. <http://www.mopvc.edu.in/sjom/index.html>

2015

- Samanta, I. (2015). Export marketing communications of public sector in promoting tourism destination of a Greek island. In *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications*. IGI Global. <http://www.irma-international.org/chapter/export-marketing-communications-of-public-sector-in-promoting-tourism-destination-of-a-greek-island/119237>

2014

- Samanta, I., & Danson, M. (2014). Drivers of relationships affecting B2B firms in an e-commerce environment. *Independent Journal of Management & Production*, 5(3), 777-805. <http://www.ijmp.jor.br/index.php/ijmp/article/view/164>
- Samanta, I., & Pitticas, N. (2014). The effect of e-business in B2B relationships. In *Strategic Marketing Fragile Economic Conditions* (pp. 248-265). IGI Global.
- Samanta, I. (2014). Customers' satisfaction and loyalty in the economic recession: The case of a Greek bank. In *Strategic Marketing Fragile Economic Conditions* (pp. 78-96). IGI Global.

2013

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- Samanta, I., & Papadopoulos, K. (2012). Influence consumers' attitudes and perceptions: The case of generation Y. *Journal of Marketing and Operations Management Research*, 2(2).
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- Papagianni, M., Samanta, I., & Vozikis, A. (2012). The impact of knowledge management on the strategic plan of insurance organizations funded status. *Journal of Marketing and Operations Management Research*, 2(1).
- Samanta, I. (2012). Exploring the factors of customer retention in mobile sector. *International Journal of Strategic Information Technology and Applications*, 3(2), 36-46.
- Samanta, I. (2012). Analysing and evaluating the role of e-commerce. *Journal of Marketing and Operations Management Research*, 1(3), 221-.

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Samanta, I. (2011). Factors influence B2B relationships in medium sized firms: Traditional vs. e-commerce. *Journal of Marketing and Operations Management Research*, 1(1).

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- Kyriazopoulos, P., Samanta, I., Christou, R., & Ntanos, A. (2011). Elderly people with disabilities in the internet age. In *Technology Enhanced Learning for People with Disabilities: Approaches and Applications*. IGI Global.

- Samanta, I. (2009). Can knowledge management assist firms to move from traditional to e-commerce: The case of Greek firms. In *Social Web Evolution: Integrating Semantic Applications and Web 2.0 Technologies*. IGI Global.

- Samanta, I. (2009). The impact of e-customer relationship marketing in hotel industry. *International Journal of Knowledge and Learning*, 5(3/4), 333-346. https://link.springer.com/chapter/10.1007%2F978-3-642-04757-2_52

- Kyriazopoulos, P., & Samanta, I. (2009). Creating an innovation culture through knowledge management. *International Journal of Knowledge and Learning*, 5(1), 81-95.

- Kyriazopoulos, P., & Samanta, I. (2008). Approaches to knowledge management in Greek firms. In *Emerging Technologies and Information Systems for the Knowledge Society* (Lecture Notes in Computer Science, Vol. 5288, pp. 286-295). Springer. https://doi.org/10.1007/978-3-540-87781-3_32

Samanta, I., & Kyriazopoulos, P. (2008). Managers' perceptions of using e-marketing in B2B relationships. *Spoudai*, University of Piraeus.
<http://digilib.lib.unipi.gr/spoudai/handle/spoudai/822>

Samanta, I. (2008). Innovation culture assists knowledge management in new e-ra. In *WEB 2.0 The Business Model*. Springer. <http://link.springer.com/book/10.1007/978-0-387-85895-1>

Samanta, I., Mavridoglou, G., & Kyriazopoulos, P. (2005). The impact of strategic alliances to resolve problems arising from globalization: The case of medium sized firms in Greece. *Operational Research*, 5(2), 327-348. <https://doi.org/10.1007/BF02944317>

Editorial Roles and Journal Reviewing

Editorial Board Memberships

Samanta, I. (2021–present). *Editorial Board Member, Science Journal of Business and Management*. Retrieved from <http://www.sjbizmgmt.org/index/r10/ublQq>

Samanta, I. (2020–present). *Editorial Board Member, European Business & Management (EBM)*.

Samanta, I. (2018–present). *Advisory Board Member, SYNDICATE: The Journal of Management*. Retrieved from <http://www.mopvc.edu.in/sjom/edi-board.html>

Samanta, I. (2013–present). *Editorial Advisory Board Member, Journal of Wireless and Mobile Technologies*. Science and Education Publishing. Retrieved from <http://www.sciepub.com/journal/WMT/editorialboard>

Samanta, I. (2013–present). *Editorial Board Member, Independent Journal of Management & Production (IJM&P)*. Retrieved from <http://www.ijmp.jor.br/index.php/ijmp/about/displayMembership/2>

Samanta, I. (2010–present). *International Editorial Review Board Member, International Journal of Knowledge Society Research*. IGI Global. Retrieved from <http://www.igi-global.com/journal/international-journal-knowledge-society/1140>

Reviewer for Peer-Reviewed Journals

Samanta, I. (Ongoing). Peer reviewer for the following international journals:

- *Innovative Marketing (Business Perspectives)*
- *American Journal of Theoretical and Applied Business*
- *Archives of Business Research*
- *Caderno Profissional de Marketing Unimep (CPMark)*
- *International Journal of Strategic Information Technology and Applications (IJSITA)*
- *International Journal of Finance, Insurance and Risk Management*
- *Procedia – Social and Behavioral Sciences*
- *International Journal of Knowledge and Learning (IJKL)*

- *Annals of Contemporary Developments in Management & HR (ACDMHR)*

Professional Affiliations

Samanta, I. is a member of the following professional and academic organizations:

- **Hellenic Management Association (EEDE)** – Member
- **Greek Marketing Academy** – Founding Member
- **International Association of Educators and Researchers (IAER)** – Active Member
- **Scientific Committee of the International Conference on Business & Economics (ICBE)** – Member and Reviewer
- **International Association of Business, Economics and Commerce (IABEC)** – Member
- **Academy of Marketing Science (AMS)** – Associate Member
- **European Marketing Academy (EMAC)** – Member
- **IGI Global Editorial and Review Community** – Contributor and Reviewer
- **Science and Education Publishing** – Editorial Contributor
- **MPRA – Munich Personal RePEc Archive** – Research Contributor

Languages & Skills

Languages:

- **Greek:** Native speaker
- **English:** Fluent (C2 level) – Proficient in academic writing and teaching
- **French:** Intermediate (B1 level)

Professional Skills:

- **Academic Research:** Quantitative & qualitative methodology, literature review, statistical analysis (SPSS)
- **Digital Marketing:** SEO, content strategy, e-CRM, social media marketing
- **Instructional Design:** Curriculum development, e-learning platforms (Moodle, Blackboard)
- **Project Management:** Research project planning, EU program coordination
- **Software Tools:**
 - **Statistical:** SPSS
 - **Design & Productivity:** Microsoft Office Suite, Canva
 - **Reference Management:** EndNote, Mendeley
 - **Collaboration Platforms:** Microsoft Teams, Zoom, Google Workspace, Webex

Conference Participation, Seminars, and International Academic Collaborations

Professor **Irene Samanta** has actively participated in over **70 international and national conferences, academic seminars, symposia, and specialized training programs**, delivering presentations, lectures, and scholarly contributions. These activities form part of her ongoing commitment to **academic outreach**, especially in the context of postgraduate and doctoral studies, as well as in the framework of **international academic cooperation**.

Her collaborations include joint research projects and academic exchanges with **professors, scholars, and research institutions** in **Greece**, across **Europe**, the **United States**, and **Japan**.

The thematic focus of her contributions spans a wide range of general and specialized topics in:

- **Marketing Management**
- **B2B Electronic Relationships**
- **Social Media Marketing**
- **Strategic Marketing**
- **Digital Transformation in Business**
- **Consumer Behavior in Online Environments**

Professor Samanta's participation in academic events reflects her dedication to **knowledge dissemination, international scholarly dialogue, and cross-border academic networking** in the field of **business and marketing sciences**.

Participation in International Scientific Conferences with Proceedings

Arkoudis, N., & Samanta, I. (2024, July 11–13). *Modelling omnichannel retail/marketing driven by artificial intelligence*. International Conference on Applied Economics (ICOAE 2024), Belgrade, Serbia. Proceedings published by Springer. <https://i-coae.com/>

Karnahorit, D., & Samanta, I. (2023, July 1). *The impact of insurance needs satisfaction on consumers' purchase and repurchase intention*. International Conference on Applied Economics (ICOAE 2023), Brno, Czech Republic. Springer Proceedings in Business and Economics.

Samanta, I. (2022, July 7–9). *Determinants of marketing activity by family business owners: A generational approach*. International Conference on Applied Economics (ICOAE 2022), Madrid, Spain. Proceedings published by Springer. <https://i-coae.com/>

Samanta, I., Kaldis, P., & Papageorgiou, K. (2021, November 3–5). *Consumer engagement in social media and implications in trusting e-word of mouth*. International Conference on Applied Business and Economics (ICABE), Virtual (New Jersey, USA): William Paterson University, Cotsakos College of Business.

Samanta, I., & Arfara, C. (2020, November 9). *Insights into the concepts of political marketing and communicative competence during health crisis management*. 14th International Conference on New Challenges in Management and Business, Canadian Institute for Knowledge Development.

Arfara, C., & Samanta, I. (2020, April 17–18). *The impact of green strategy on organizational relation capital*. International Conference on Management Studies (ICMS), Dubai, UAE.

Arfara, C., Tsivos, G., Samanta, I., & Kyriazopoulos, P. (2017, November 12). *The integration of information technology to facilitate HRM functions: The case of health care sector (Biomedicine Group of Companies)*. 9th NCM Conferences, Istanbul, Turkey.

Samanta, I., & Labrakis, A. (2017, April 28–30). *Modern leadership types and outcomes: The case of Greek public sector*. 9th International Conference on The Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC 2017), Athens, Greece.

Arfara, C., & Samanta, I. (2016, May 2). *The impact of emotional intelligence on improving team-working: The case of the public sector (N.C.P.A.L.G.)*. 3rd International Conference on New Challenges in Management and Organization: Organization and Leadership, Dubai, UAE. *Procedia - Social and Behavioral Sciences*, 230, 167–175. <https://doi.org/10.1016/j.sbspro.2016.09.021>

Vozikis, A., & Samanta, I. (2013, September 22–24). *Hospitals in the web: Evaluation of hospital websites in Greece*. International Conference on Management and Information Systems, Bangkok, Thailand.

Papagianni, M., Kyriazopoulos, P., Samanta, I., & Vozikis, A. (2013, September 22–24). *The impact of knowledge management on the strategic plan*. International Conference on Management and Information Systems, Bangkok, Thailand.

Samanta, I., Pantelidis, P., & Kyriazopoulos, P. (2013, March 18–20). *Exploring the impact of CSR on employees' perceptions of their company and their working behaviour*. International Conference on Technology and Business Management (ICTBM 2013), Dubai, UAE: American University in the Emirates. ISBN: 978-81-924713-2-7. <http://www.icmis.net/ictbm/ictbm13/Proceedings/>

Samanta, I., & Kyriazopoulos, P. (2009, September 18–19). *Factors influencing e-business adaptation in the Greek hotel sector*. International Conference on Open Knowledge Society, Chania, Greece. <http://www.open-knowledge-society.org/summit>

Samanta, I. (2009, September 18–19). *The impact of e-customer relationship marketing in hotel industry*. International Conference on Open Knowledge Society, Chania, Greece. <http://www.open-knowledge-society.org/summit>

Kyriazopoulos, P., & Samanta, I. (2008, September 24–27). *Approaches to knowledge management in Greek firms*. 1st World Summit on the Knowledge Society, Athens, Greece.
<http://www.open-knowledge-society.org/summit.htm>

Samanta, I., Connor, S., Kyriazopoulos, P., & Pitticas, N. (2008, August 5–8). *The impact of global environment in B2B relationships*. 3rd World Conference on Production and Operations Management, Tokyo, Japan.
<http://www.iomsa.jp/>

Samanta, I., Kyriazopoulos, P., & Terzidis, K. (2008, August 5–8). *The impact of marketing practices in family businesses*. 3rd World Conference on Production and Operations Management, Tokyo, Japan.
<http://www.iomsa.jp/>

Samanta, I., & Kyriazopoulos, P. (2009, January 15–17). *The effectiveness of e-business changes in B2B relationships*. 8th International Congress on Marketing Trends, Venice, Italy.
<http://www.escp-eap.net/conferences/marketing/>

Kyriazopoulos, P., & Samanta, I. (2008, January 17–19). *Problems and opportunities of the relationships between the first and second generation of a self-managing family business*. 7th International Congress on Marketing Trends, Venice, Italy.
http://www.escp-eap.net/conferences/marketing/2008_cp/HTML/pages/SME.htm

Samanta, I., & Kyriazopoulos, P. (2007, May 4–7). *Can price perceptions influence customer satisfaction? An investigation in the mobile sector*. POMS Conference, Dallas, Texas, USA.
www.poms.org

Samanta, I. (2007, May 4–7). *The differentiation on decision making process between young men and women into consumer goods*. POMS Conference, Dallas, Texas, USA.
www.poms.org

Kyriazopoulos, P., & Samanta, I. (2007, January 26–27). *Can the marketing plan assist business performance?* 6th International Congress on Marketing Trends, Paris, France.

Samanta, I. (2007). *Internet security in online transactions for B2B businesses*. 14th International Annual EurOMA Conference on Managing Operations in an Expanding Europe.

Samanta, I., & Kyriazopoulos, P. (2007, June 17–20). *Factors that influence B2B relationships: From local to global operations through e-commerce*. 14th International Annual EurOMA Conference, Ankara, Turkey.
<http://www.euroma-online.org/r/default.asp?iId=GMMJD>

Samanta, I., & Kyriazopoulos, P. (2006, October 25–28). *Trends and prospects of hotel management into e-business: The case of Greek hotel industry*. 24th EuroCHRIE Congress, Thessaloniki, Greece.
<http://www.eurochrie2006.gr/Programme/Presentations%20Programme.pdf>

Kyriazopoulos, P., Samanta, I., & Spyridakos, T. (2006, May 17–19). *Can high competition lead the consumer behavior into inertia? The case of mobile industry in Greece.* European Academy of Management Conference, Oslo, Norway.

<http://web.bi.no/euram2006/refdefa.pdf?id=244>

Samanta, I., Kyriazopoulos, P., & Pitticas, N. (2006, June 18–21). *Can e-marketplaces improve the strategy of traditional firms: The case of firms operating in Greece.* 13th International Annual EurOMA Conference, Glasgow, Scotland, UK.

Kyriazopoulos, P., & Samanta, I. (2006, June 18–21). *Can the internal structure of an organization assist and facilitate innovation? The case of firms operating in Greece.* 13th International Annual EurOMA Conference, Glasgow, Scotland, UK.

Connor, S., & Samanta, I. (2005, December 1). *Exploring the impact of e-marketplaces enhancing B2B relationships.* 2nd Research Conference, University of Paisley, Ayrshire Management Centre, Scotland, UK.

Samanta, I., & Kyriazopoulos, P. (2005, May 1). *The impact of e-marketing in B2B relationships: The case of Greek medium size firms.* Research Conference, University of Paisley, Scotland, UK.

Kyriazopoulos, P., & Samanta, I. (2005, May 4–7). *E-marketing business to business relationships: The case of medium size firms operating in Greece.* European Academy of Management Conference, Munich, Germany.

http://www.euram2005.de/site/program_schedule.pdf

Tsotsolas, N., Kyriazopoulos, P., Yiannakopoulos, D., & Samanta, I. (2005, May 25–28). *Measuring students' satisfaction level in a Greek graduate technological education institute.* 7th Balkan Conference on Operational Research, Constanta, Romania.

Kyriazopoulos, P., Samanta, I., & Ntanos, A. (2005, May 26–28). *The export management profile: The case of medium sized firms (MSFs) in Greece.* European Chapter on Combinatorial Optimization (ECCO XVIII), Minsk.

Samanta, I., & Kyriazopoulos, P. (2004, September 23–25). *The effect of strategic alliances on the competitive environment for problem solving in global economy.* 9th International Conference on Entrepreneurship, Competitiveness and Development in South-East Europe, Thessaloniki, Greece.

Samanta, I., Mavridoglou, G., & Kyriazopoulos, P. (2004, July 4–7). *The impact of strategic alliances to resolve problems arising from globalization: The case of medium-sized firms in Greece.* 20th European Conference on Operational Research and the Management of Electronic Services, Rhodes, Greece.

Research Laboratory Leadership

Dr. Irene Samanta co-founded and directed the Marketing and Market Research Laboratory (MMRLAB) from 09/2021 to 08/2024. The laboratory developed validated research instruments and conducted applied studies in innovation, green development, political marketing, and social media.

MMRLAB facilitated collaborations with industry partners and academic institutions, including a formal agreement with the European Research Infrastructure MEDem for democratic monitoring in the Balkans and Eastern Mediterranean region.

Previously, Dr. Samanta directed the Marketing and New Technologies Laboratory at ATEI Piraeus (2010–2015), which published the *Working Papers Series* (ISSN:1790-0700).

Research Program Participation

- Coordinator of the research team in Social Marketing for the JUSTreDI project (www.justredi.gr)
- • Principal Investigator for the study on "The Use of Social Media in Political Marketing," funded by the Research Committee of the University of West Attica.
- • Researcher in the project "The Impact of Electronic Marketing on Industrial Relations in Medium-Sized Enterprises," funded by the Research Committee of TEI Piraeus.
- • Coordinator in the ARCHIMEDES II program supporting TEI Piraeus research groups: Customer satisfaction study using multi-criteria analysis methods.
- • Coordinator in the ARCHIMEDES I program (EPEAEK II): Investigation of post-secondary education specializations and detection mechanisms (Epirus region case study).
- • Coordinator in the EPEAEK II ARCHIMEDES project on internal marketing models enhancing competitiveness in Greek banking.
- • Contributor to the undergraduate curriculum reform in the Department of Business Administration under the EPEAEK II program, including market research studies and administrative support.