

Assist. Professor Antonis Zairis

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Research Gate:

Antonios Zairis was born in Piraeus. He studied Political Sciences and did postgraduate studies (MBA) in Business Administration. He is a Doctor of the Panteion University. His doctoral dissertation was on Consumer Behavior, specializing in Retail Trade. He has served for 32 years as Managing Director of Sales and Marketing and General Manager in various Multinational Companies and Large Greek Enterprises. From 2005 to June 2012 he served as General Manager of the Hellenic Retail Business Association (SELPE). From July 2012 to November 2013, he served as General Manager of the Department for International Development Cooperation at the Ministry of Foreign Affairs. He also served as Deputy National Representative at the UN Intergovernmental Expert Committee on Sustainable Development. Today is Assist. Professor at Neapolis University, Pafos as well as Associate Vice President of the Board of Directors of SELPE. He has also served Public Administration as a President and General Director (OLYMPIC SERVICES, GAIOSE, EFET, ELOT). He has also served as a Business and Management Consultant and has 25 years experience as a Trainer in the field of in-company training. He has lectured in various Universities in Greece and abroad and has written many articles and studies both in financial newspapers and in prestigious marketing scientific journals. He has taught as a Visiting Professor at the Athens University of Economics and Business (2002-2006) at the Democritus University of Thrace (2011-2013) as well as in the Master of Business Administration programs at University of New York in Tirana and University of New York in Prague and at the University of Toulouse capitoul 1. From 2014 until today he is a member of Collaborative Education. He is a member of the American Economists Association (AEA), the British Institute of Management (BIM), the Goethe University of Economics (CFS), the Company of Senior Managers (ESSE), the Greek Academy of Marketing (EAM) and the Association of European Journalists. He has participated in many international conferences and has several academic publications with the judges system. He has also given interviews to well-known Greek and foreign newspapers. Among other things, he is the author of books: "What Development? ", " Total Business Success ", 2009 by the publishers Ath. Stamoulis (in collaboration with G. Stamatis), "The role of the leader in the modern business", "How to make successful sales" and "Sales Practice", 2005 by Modern publishing, "Discovering the wheel - In Search of a New Politics ", 2005 by Dardanos (in collaboration with G. Stamatis) and " For a New Democratic Model ", 2010 by Critics.

RESEARCH INTERESTS

His research interests include research and study of trends and consumer behavior in the light of the ongoing rebalancing and changes in the retail market, particularly in small and medium-sized and large Greek as well as multinational enterprises.

Participation in research and advisory support from the beginning of 2018 on specific projects, eg service evaluation, customer satisfaction indicators, procurement procedures, trends research, design of training programs, evaluation of quality indicators in Internet applications in retail market etc.

PUBLICATIONS (2012-2018)

Monographs

1. " Ποιά Ανάπτυξη", εκδόσεις Σιδέρη,2016
2. "Οι Πωλήσεις σε δύσκολους καιρούς", εκδόσεις Σταμούλη,2015
3. "Το λιανικό Εμπόριο .Θεωρία και Πραγματικότητες" ,εκδόσεις Point,2012"

Editorials – Collective Volumes

1. Antonis Zairis ,George Zairis " The effects of banking regulation and supervision on the banking system overall stability. The case of Greece "European Business Review page 33,issue 1,Year 21st,2018
2. Nantia Tigani, Antonis Zairis " Social Media and SMEs "European Business Review page 84, issue 5,Year 21st,2018
3. Antonis Zairis, George Stamatis "The main causes of the Greek Crisis and ways to emerge from it" Authors Participation in Collective book: "GREECE : ECONOMIC CRISES AND MANAGEMENT", Published by Nova Science Publishers, Inc, New York, April 2016, chapter 1 , pp.1-22 (ISBN :978-1-63484-406-2)
4. A. Zairis, G. Zairis " A long term policy needed for Greek SME's " European Business Review page 22,issue 2,2016
5. Antonis Zairis "Total Business Success" (co-writing with G. Stamatis), Lambert Academic Publishing ,2015
6. Antonis Zairis, George Zairis "Europe's economic situation today and the role of Quantitative Easing" European Business Review page 14,issue 2,2015
7. SOS Get Paid in Full Now!!!- Debt Collection Strategies", Antonis Zairis, George Stamatis 2013.εκδ.source
8. Antonis Zairis, Elisa Karaiskos" The public private partnership as a reform policy tool " Authors Participation in Collective book: "Reforms in public administration, possibilities. perspectives, weaknesses" , 2012.

Papers in Peer Review Journals

- A. Zairis and G. Zairis" A major aspect of the Greek financial crisis: Brain drain" In preparation to be submitted to the Southeast European and Black Sea Studies.,2019
- A. Zairis and G. Zairis" "Imposing capital controls: the case of Greece." In preparation to be submitted to International Journal of Business Science and Applied Management.,2019
- Antonis Zairis " New consumer standards and behavior of the Global Consumer",European Business Review page 76,issue 2,Year 21st,2018
- Antonis Zairis "The course of Foreign Direct Investment in the Greek Economy" ,East-West Journal of Economics and Business,Vol.19, 2016-2
- Antonis Zairis, Paraskevi Lagia "Social Media :The new trend in marketing communication ",Journal of Euromarketing,Vol.24/No 1,page 62-80, January-March 2015.
- Antonis Zairis "Complete Sales Strategy and Opportunities for Successful Sales",Asian Journal of Business and Management,Vol.2,No 2,page 114-120,April,2014.
- Antonis Zairis, Evangelos Prontzas "Consumer behavior toward convenience store chains in Greece ",Euromed Journal of Business,Vol.9, Iss : 2, pp.175-197,Feb.28,2014.
- Antonis Zairis ,Dimitris Dimakakos "Consumer ethnocentrism, economic animosity and the role of media: The case of Greek products(Shortened version of the title: Consumer ethnocentrism, animosity and media) " Journal of Euromarketing,Vol.22,Number 4,page 21-43, October-December ,2013.

- Antonis Zairis "The retail store managers' role: Evidence from Greece", International Journal of Business Science and Applied Management ,Vol.8,Issue 1,page 28-40, 2013.
- Antonis Zairis "New Trends in Greek Financial Environment and Solution Proposed for the Survival and Development of SMEs and Small Business in the Insufferable Economic Inequalities",Asian Journal of Business and Management,Vol.1,No 1,April,2013.
- Antonis Zairis " Consumer behavior and economic recession .The case of Greece", Journal of Euromarketing,Vol.21,Number 2 &3, page 153-169, April-September 2012.

Proceedings in Scientific Conferences

- Antonis Zairis "The course of foreign Direct Investment in the Greek Economy",Proceedings of the International conference (Vol.3) ,Hellenic Open Business Administration,7-8 March,2015,Patras.
- Antonis Zairis ,George Stamatis and Antonis Makris "An Examination of Consumer's Attitude Toward Convenience Stores in the Greek Market",Proceedings of the 19th International Conference on Retailing and Consumer Services Sciences,09-12 July, 2012,Vienna, Austria.
- Αντώνης Ζαΐρης ,Ελισσάβετ Καραΐσκου "Οι συμπράξεις Δημοσίου και Ιδιωτικού τομέα ως εργαλείο μεταρρυθμιστικής πολιτικής",Πρακτικά 4^{ου} Συνεδρίου Διοικητικών Επιστημών με θέμα : "Μεταρρυθμίσεις στη Δημόσια Διοίκηση : Δυνατότητες,Προοπτικές,Αδυναμίες" 2012,Πανεπιστήμιο Θεσσαλονίκης.
- Panygirakis George, Antonis Zairis and George Stamatis "Consumer Behavior towards Convenience stores in Greece",Proceedings of the 16th International Conference on Corporate and Marketing Communications ,titled "The new Knowledge Globalization Era: Future Trends Changing,Corporate and Marketing Communications ",27-29 April, 2011,Athens, Greece.

Participation in Scientific and Professional Bodies and Networks

Member : American Economic Association (AEA) ,
 Member : the institute of Management, Corby-England,
 Member : the center for Financial Studies(CFS) of Goethe University in Frankfurt,
 Member : the Greek Marketing Academy,
 Member : the European Marketing Academy(EMAC),
 Member : the European Academy of Management(EURAM),
 Member : the Society of Higher Business Executives,
 Member : the Association of European Journalists.