



Academic Personnel Short Profile / Short CV

University:	Neapolis University Pafos
Surname:	Schiniotakis
Name:	Nikolaos
Rank/Position:	Adjunct Lecturer
Faculty:	School of Economics, Administration and Computer Science
Department:	Department of Economics and Business
Scientific Domain: *	Digital Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
Phd	2008	Technical University of Crete	Production and Management Engineering	
MSc	2003	MAICH	Economics and Business	
DSPU	2002	MAICH	Economics and Business	
BSc	1998	University of Piraeus	Economic science	

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2005	today	Hellenic Mediterranean University	Agios Nikolaos, Heraklion, Greece	Adjunct Lecturer
2019	today	Higher School of Tourism Education	Agios Nikolaos, Greece	Adjunct Lecturer
2018	2019	Hellenic Open University	Athens, Greece	Adjunct 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	2020	Influencer Marketing an essential strategy or just a trend?	Divini Aik.	Journal of Digital and Social Media Marketing, Henry Stewart Publications		
2	2018	Guerilla Marketing in Social Media, the age of Marketing out of the box	Divini Aik.	Journal of Digital and Social Media Marketing, Henry Stewart Publications		
3	2018	Book: Money, Banks, Markets and Risk Management	Silligardos G.	Disigma Publications		
4	2014	Performance and Profile:A twofold bank profitability riddle	Divini Aik.	Team Performance Management, Emerald		
5	2012	Profitability factors and efficiency of Greek banks		EuroMed Journal of Business		
6	2011	Book: Modern Financial Management, Money and Capital Makets	Silligardos G.	Disigma Publications		
7	2010	Book:Risk Management	Silligardos G.	Disigma Publications		

8	2006	Financial analysis and Economic Aspects of Agricultural Unions of Crete	Zopounidis C.,Baourakis G.	Agricultural Economics Review		
---	------	---	----------------------------	-------------------------------	--	--