

Vasiliki Vrana  
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## CURRICULUM VITAE

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### STUDIES

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- Dept. of Mathematics, Aristotle University of Thessaloniki, 1986
  - MSc in Information Systems, MSc Thesis '*Localization and content analysis of influential tech blogs in Greece*', Hellenic Open University, 2013
  - PhD thesis "*Study of Computer Systems with Multiple Processors*" Dept. of Mathematics, Aristotle University of Thessaloniki, 1999
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### CURRENT EMPLOYEMENT

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- Professor, Dept. Of Business Administration, International Hellenic University
  - Member of the Collaborating Educational Staff of the Hellenic Open University, within the thematic unit (DEO45) Electronic Business and New Technologies for Entrepreneurship of the Undergraduate Study Program Management of Businesses and Organizations of the School of Social Sciences
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### PARTICIPATION IN PROGRAMS

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#### University of Macedonia

- EXCELLENCE II" NSRF 2007-2013-G.G.E.T.- E.P. "EDUCATION AND LIFELONG LEARNING"- "The collective action of "indignant citizens" in Greece: cause, content, actions and conclusions for policy makers"-CODE.5334-CAICG

#### Aristotle University of Thessaloniki

- «Study for the organization of the Library of the Mathematical Dept.» 1/5/1991 - 31/12/1991

#### Technological Education Institute of Central Macedonia

- Erasmus+ CBHE action "Licence, Master professionnels en formation ouverte et a distance pour le developpement du tourisme durable en Chine, au Vietnam et au

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Kirghizstan - LMPT", Project N° 573897-EPP-1-2016-1-BG-EPPKA2-CBHE-JP που χρηματοδοτείται από το ERASMUS + Programme

- Design and implementation of research and evaluation actions regarding the quality of teachers and therefore services", Quality Assurance Unit, TEI Serres
- «2.4.2.a. internships at TEI of Serres - B Phase» 1/1/2005 -31/12/2005
- «Reform of the Undergraduate Programme of Study» 20/4/2006 - 31/5/2006
- «Development of Interregional Education Programs between the TEI of Serres and the Univ. of Plovdiv Hilendarski" 1/12/2006 - 28/2/2008
- Advanced Tele-education Services at TEI of Serres 6/6/2007 -15/9/2007
- Manager and coordination of the project "Interregional Management of Human Resources του European Territorial Cooperation Programme Greece-Bulgaria 2007-2013" 10/4/2013-31/5/2013.
- «Design and implementation of research and quality evaluation actions of education and other services" Quality Assurance Unit TEI of Serres 10/4/2012-30/6/2013

#### **University of Ioannina**

- «Development of supplementary educational material on gender issues in education", MIS 92268» 10-4-2008 to 31/10/2008

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#### **BOOKS**

- Zafiroopoulos, K & Vrana, Ω 2010, *Hyperlinking Analysis of Political Blog Communication Patterns.*, Nova Publishers, USA
- Βράνα, Β & Κύδρος, Δ 2009, *Εισαγωγικά θέματα Πληροφορικής - Αλγοριθμικής Σοφία, Θεσσαλονίκη*

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#### **JOURNAL PUBLICATIONS**

**2023**

- Mondal, S., Das, S. and Vrana, V.G., 2023. How to Bell the Cat? A Theoretical Review of Generative Artificial Intelligence towards Digital Disruption in All Walks of Life. *Technologies*, 11(2), p.44.
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- Vrana, V., Kydros, D., Kotzaivazoglou, I. and Pechlivanaki, I., 2023. EU Citizens' Twitter Discussions of the 2022-23 Energy Crisis: A Content and Sentiment Analysis on the Verge of a Daunting Winter. *Sustainability*, 15(2), p.1322.
  - Puri, V, Mondal, S Das, S., & Vrana, V. 2023. Blockchain propels Tourism Industry—An Attempt to Explore Topics and Information in Smart Tourism Management through Text Mining and Machine Learning. *Informatics*, 10(1), p.9.
  - Vrana, V., Kydros, D., Kotzaivazoglou, I. & Pechlivanaki, I. 2023. EU Citizens' Twitter Discussions of the 2022-23 Energy Crisis. A Content and Sentiment Analysis on the Verge of a Daunting Winter. *Sustainability*, Vol. 15, no. 2, 10.3390/su15021322

#### 2022

- Das, S., Mondal, S., Puri, V, & Vrana, V. 2022. Structural review of relics tourism by text mining and machine learning. *Journal of Tourism, Heritage & Services Marketing*, 8(2), 25-34. <https://doi.org/10.5281/zenodo.7358349>
- Kydros, D. & Vrana V. 2022. Vaccination talks on Twitter. Semantic social networks and public views from Greece. *WSEAS Transactions on Information Science and Applications*. Vol. 19, 44-53

#### 2021

- Kydros, D. Argyropoulou, M. & Vrana V. 2021. A Content and Sentiment Analysis of Greek Tweets during the Pandemic. *Sustainability*. 13(11):6150.
- Vrana, V. & Kydros, D., 2021. The Oscars in Twitter: Insights Acquired through Social Network Analysis", *Int. J. of Entertainment Technology and Management*, 1(2),123-124.
- Kydros, D & Vrana, V. 2021. A Twitter Network Analysis of European Museums. *Museum Management and Curatorship*. 36:6, 569-589

#### 2020

- Van, N.T.T., Vrana, V., Duy, N.T. Minh, D.X.H., Dzung, P.T., Mondal, S.R. & Das, S. 2020. The Role of Human-Machine Interactive Devices for Post COVID-19 Innovative Sustainable Tourism of Ho Chi Minh City, *Sustainability*, 12(22), 9523; <https://doi.org/10.3390/su12229523>
  - Theocharidis, A.I., Argyropoulou, M. Karavasilis, G. Vrana, V. & Kehris, E. 2020. An Approach towards Investigating Factors Affecting Intention to Book a Hotel Room through Social Media. *Sustainability*, 12(21), 8973.
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## 2019

- Vrana, V. Kydros, D., Kehris, E., Theocharidis, A,I. & Karavasilis, G. 2019. Top Museums onInstagram: A Network Analysis. *International Journal of Computational Methods in Heritage Science*, Vol. 3, Iss. 2, pp. 18-42
- Kydros, D. Vrana, V & Kehris, E. 2019. Social Networks, Politics and Public Views: An Analysis of the Term "Macedonia" in Twitter, *Social Networking*, Vol. 8, pp. 1-15.
- Azaria, A. Karavasilis, G. Kehris, E. & Vrana, V. 2019. The impact of financial crisis on university students in Greece *South Eastern Europe Journal of Economics*

## 2017

- Kiorpes, C. Vrana, V. Karavasilis, I. & Paschaloudis, D. 2017. 'Citizen Satisfaction from Local Government: Assessment in a Greek Municipality'. *The Journal of American Academy of Business, Cambridge*, Vol. 23, Num. 1, September

## 2016

- Antoniadis, K., Zafiropoulos, K. and Vrana, V. 2016, 'Community characteristics of Twitter followers in EU-countries governmental accounts', *International Journal of Electronic Governance* Vol.8, No.3, pp.283-302
- Antoniadis, K., Zafiropoulos, K. and Vrana, V. 2016, 'A Method for Assessing the Performance of e-Government Twitter Accounts', *Future Internet*, Vol. 8, No. 2, 12.
- Karavasilis, I., Vrana, V. and Zafiropoulos, K. 2016. 'An Extended Model of E-Government Adoption by Civil Servants in Greece', *International Journal of Electronic Government Research (IJEGR)*, Vol. 12, No. 1, pp. 1-23.,

## 2015

- Zafiropoulos, K., Vrana, V. and Antoniadis, K., 2015 'Use of twitter and Facebook by top European museums', *Journal of Tourism, Heritage & Services Marketing*, Vol. 1, No. 1, pp. 16-24
  - Tsanidis, C., Nerantzaki, DM., Karavasilis, G., Vrana, V. and Paschaloudis, D. 2015, 'Greek consumers and the use of Bitcoin', *The Business & Management Review*, Vol.6, No. 2, 2, pp.295
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- Antoniadis, K., Zafiropoulos, K. and Vrana, V. 2015, 'Communities of followers in tourism Twitter accounts of European countries', *European Journal of Tourism, Hospitality and Recreation*, Vol. 6, Issue 1, pp. 11-26
  - Vrana, V.G., Dimitriadis, S.G. and Karavasilis, G.I. 2015, 'Students' perceptions of service quality at a Greek higher education institute', *International Journal of Decision Sciences, Risk and Management* , Vol. 6, No. 1, pp.80-102
  - Karavasilis G., Nerantzaki D.-M., Pantelidis P., Paschaloudis D. and Vrana V. 2015, 'What Generation Y in Greece thinks about Green Hotels' *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 11, No. 4, pp. 268-280

2014

- Theocharidis, A.I Nerantzaki,DM Vrana, V and Paschaloudis,D 2014, 'Use of the web and social media by Greek museums', *International Journal of Cultural and Digital Tourism*, Vol. 1, No.2, pp. 8-22 .
- Zafiropoulos, K Karavasilis, I & Vrana, V 'Exploring e-governance acceptance by primary and secondary education teachers in Greece', *International Journal of Information Technology and Management*, 13(4): 285-304.
- Vrana V., Kydros D., and Theocharidis, A. 2014, A Network Analysis of Greek Tech Blogs: A Lonely Road, *Social Networking*, 3(1): 1-8.
- Antoniadis K., Vrana V. and Zafiropoulos K. 2014, Promoting European Countries Destination Image through Twitter, *European Journal of Tourism, Hospitality and Recreation*, 5(1): 85-103
- Zafiropoulos K., Antoniadis K. and Vrana V. 2014, Sharing Followers in e-Government Twitter Accounts: The Case of Greece, *Future Internet*, 6(2): 337-358

2013

- Dimitriadis, S., Vrana. V., Dimitriou, S., Kalaitzis, V. and Drogalas, G. 2013, Investigating customer satisfaction and service quality in academic libraries: the case of Technological Educational Institute of Central Macedonia, *Int. J. Decision Sciences, Risk and Management*, 5(1):48-66
  - Vrana, V Zafiropoulos K., Vagianos D., 2013, 'Authority Groups among Popular Wine Blogs', *Journal of Quality Assurance in Hospitality & Tourism*, 14:1-21.
  - Zafiropoulos K., Vrana V., Vagianos D., 2013 Measuring influence of the Greek Political Blogosphere. *Cyprus Journal of Science ISSN 1450-2291*, 11:3-21
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2012

- Zafiropoulos, K Karavasilis, I & Vrana, V 2012, *Assessing the Adoption of e-Government services by Teachers in Greece*. *Future Internet*. 4(2):528-544
- Zafiropoulos K., Vrana V., Vagianos D 2012, *Bloggers' Community Characteristics and Influence within Greek Political Blogosphere*. *Future Internet*. 4(2):396-412.

2011

- Vrana, V & Zafiropoulos, K, 2011, *'Associations Between USPs and Design Characteristics of Mediterranean Countries'*, *Journal of Hospitality Marketing & Management, Special Issue: Evaluating Website Design and Structure in Tourism: Dimensions, Stakeholders, and Marketing Issues* vol 20. no.7, pp. 766-790

2010

- Vrana, V & Zafiropoulos, K, 2010, *'Locating central travelers' groups in travel blogs' social networks'*, *Journal of Enterprise Information Management*, vol. 23, no. 5, pp. 595-609
- Karavasilis, I. Zafiropoulos, K. & Vrana, V 2010, *'A Model for Investigating E-Governance Adoption Using TAM and DOI'* *International Journal of Knowledge Society*, vol 1, no 3, pp 71-86.

2009

- Zafiropoulos, K & Vrana, V 2009, *'The impact of political events on blog conversational patterns: two cases from Greece'*, ISSN: 1138-9761 / [www.cac.cat](http://www.cac.cat). *Quaderns del CAC* no. 33, Desembre 2009, pp. 77-85
- Vrana, V & Zafiropoulos, K, 2009, *'Rural Tourism Lodgings' websites: A comparative study among Mediterranean countries'*, *International Journal of Tourism Policy*, vol 2, no 1-2, pp.89-106

2008

- Zafiropoulos, K & Vrana, V 2008, *'Service quality assessment in a Greek Higher Education Institute'*, *Journal of Business Economics and Management*, vol. 9, No 1, pp.33-45
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2006

- Vrana, V & Zafiropoulos, K 2006, 'Tourism agents' attitudes on internet adoption: an analysis from Greece', *International Journal of Contemporary Hospitality Management*, vol 18, no 7, pp. 601-608.
- Zafiropoulos, K Vrana, V & Paschaloudis, D 2006, 'Patterns of Information Services on Hotel websites. The case of Greece', *Anatolia*, vol 17, no 2, pp. 55-74.
- Zafiropoulos, K & Vrana, V 2006, 'A framework for the evaluation of hotel websites. The case of Greece', *Journal of Information Technology & Tourism*, Special Issue on "Website Evaluations" vol. 8, pp. 239- 254
- Zafiropoulos, K Vrana, V & Paschaloudis, D 2006, 'The Internet Practices of Tourism Hotel Companies: An analysis from Greece', *International Journal of Contemporary Hospitality Management*, vol 18, no 2, pp. 156-163.

2005

- Zafiropoulos, C & Vrana, V, 2005 'Information Services offered through the Hotel Web sites. A Comparative study between Cyprus and Greece', *The Cyprus Journal of Sciences*, vol 3, pp. 225 -248.

2004

- Vrana, V Zafiropoulos, C & Paschaloudis, D 2004, 'Measuring the provision of information services in tourism hotel web sites: The case of Athens-Olympic City 2004', *Tourism and Hospitality Planning and Development*, vol 1, no 3, pp. 255-272.

### **Greek Journals**

2004

- Βράνα, Β., Ζαφειρόπουλος, Κ., Πασχαλούδης, Δ. 2004, Διαμόρφωση πολιτικής πωλήσεων στην ξενοδοχειακή βιομηχανία με χρήση υπηρεσιών πληροφόρησης στις δικτυακές τοποθεσίες. Η περίπτωση της Σαντορίνης, *Επιστημονική επετηρίδα εφαρμοσμένης έρευνας*. ΙΧ, τχ. 1, σσ. 159 -174.
- Ζαφειρόπουλος, Κ. και Βράνα, Β. Πρακτικές παροχής υπηρεσιών πληροφόρησης των τουριστικών ξενοδοχειακών επιχειρήσεων στο Διαδίκτυο, *Επιθεώρηση Ελληνικής Ακαδημίας Διοίκησης Επιχειρήσεων*. Τόμος 2 Αρ. 2/3. σελ 21 -32.

**2023**

- Vrana, V. and Das, S., 2023. Role of Enterprises and Their Digital Transformation in Post-pandemic Sustainable Development. In *New Normal in Digital Enterprises: Strategies for Sustainable Development* (pp. 137-157). Singapore: Springer Nature Singapore.
- Vrana, V. and Das, S., 2023. Dynamic Restructuring of Digital Media and Entertainment Sector: Role of Urbanization, Industrial Innovation, and Technological Evolution. In *Digital Entertainment as Next Evolution in Service Sector: Emerging Digital Solutions in Reshaping Different Industries* (pp. 15-34). Singapore: Springer Nature Singapore.

**2022**

- Ganou, E., Karavasilis, G. Vrana, V. & Kehris, E, 2022. Online Food Ordering and Delivery applications: An empirical study of the factors affecting intention to re-use. In Katsoni, V & Seban, A.C, (eds.) *Transcending Borders in Tourism through innovation and cultural Heritage*. Springer Proceedings in Business and Economics. Springer, Cham

**2021**

- Kydros D., Argyropoulou M. & Vrana V. 2021. COVID 19 goes on Twitter. Greek conversations and discussions. In A. Kavoura, S. Halvovic & N. Totskaya (eds). *Strategic Innovative Marketing and Tourism in the COVID-19 Era: 9th ICSIMAT Conference 2020*, Springer Nature, 77-86.

**2020**

- Bitzidis N., Dimitridis S., Karavasilis G, Vrana V., Kehris E, and Vrana, V. 2020 Enhancing Entrepreneurship: The Greek National Electronic Public Procurement System - Internal Customer Opinions. In Andreas Masouras Georgios Maris and Androniki Kavoura, *Entrepreneurial Development and Innovation in Family Businesses and SMEs* , 87-108
  - Bitzidis N., Dimitridis S., Karavasilis G, Vrana V., Kehris E, and Vrana, V. 2020, Satisfaction from an e-procurement Information System: The Case of Greek Electronic Public Procurement System (ESIDIS) In: Kavoura A., Kefallonitis E., Theodoridis, P.
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(eds) *Strategic Innovative Marketing and Tourism*. Springer Proceedings in Business and Economics. Springer, Cham

2019

- Vrana V., Kydros D., Kehris E., Theocharidis AI., Karavasilis G. (2019) A Network Analysis of Museums on Instagram. In: Kavoura A., Kefallonitis E., Giovanis A. (eds) *Strategic Innovative Marketing and Tourism* (pp. 1-10). Springer Proceedings in Business and Economics. Springer, Cham
- Vrana, V., Khan, F., Karavasilis, G., Kehris, V. & Kydros, D. Indian Cultural Institutions on Instagram. In: Kavoura A., Kefallonitis E., Giovanis A. (eds) *Strategic Innovative Marketing and Tourism* (pp. 693-701) Springer Proceedings in Business and Economics. Springer, Cham
- Theocharidis, A.I. Karavasilis, G Vrana, V Kehris, E. Antoniadis, K. What Is Affecting Customers' Intention To Perform Social Media Marketing Activities In The Hotel Industry? In V.Katsoni (ed.) *Exploring Smart Tourism: The cultural and sustainability synergies*. (pp 375-391) Springer, Cham

2018

- Zafiropoulos, K., Antoniadis, K. & Vrana, V. (2018). Community Characteristics in Tourism Twitter Accounts of European Countries in Marianna Sigala, Ulrike Gretzel (eds.) *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases* Edited by Routledge (pp 311-326)

2017

- Lazaridou K., Vrana V., Paschaloudis D. (2017) Museums + Instagram. In: Katsoni V., Upadhya A., Stratigea A. (eds) *Tourism, Culture and Heritage in a Smart Economy*. Springer Proceedings in Business and Economics. Springer, Cham
- Vrana V., Zafiropoulos K., Antoniadis K., Theocharidis AI. (2017) Measuring the Twitter Performance of Hotel E-Mediaries. In: Katsoni V., Upadhya A., Stratigea A. (eds) *Tourism, Culture and Heritage in a Smart Economy*. Springer Proceedings in Business and Economics. Springer, Cham

- Vrana, V., Zafiropoulos, K. and Antoniadis, K. 2016. Top European Museums on Twitter. *Tourism and Culture in the Age of Innovation*. Part of the series Springer Proceedings in Business and Economics pp 457-469

2015

- Vrana, V. Nerantzaki, DM and Paschaloudis, D., 2015, 'Greek museums on the web', *Cultural Tourism in a Digital Era* Springer International Publishing, pp. 97-109

2013

- Zafiropoulos, K. & Vagianos, V & Vrana, V., 2013 "Influential Greek Political Blogs: What Are They Talking A bout?" in (ed. Akrivopoulou, C & Garipidis, N.) *Digital Democracy and the Impact of Technology on Governance and Politics: New Globalized Practices*, pp.38-49.

2012

- Karavasilis, I. Zafiropoulos, K. & Vrana, V 2012 'E-Governance Adoption: Identification of Success Factors from Teachers' Perspectives in Greece', in Cakir, A., & Ordonez de Pablos, P. (Eds), *Social Development and High Technology Industries: Strategies and Applications*, (pp. 99-117). doi:10.4018/978-1-61350-192-4.ch007.
- Vrana, V. Zafiropoulos, K. & Vagianos, V 2012, ' An Exploration of Wine Blog Communication Patterns', in Sigala, M., Gretzel, U., & Christou, E. (Eds.), *Web 2.0 in travel, tourism and hospitality: theory, practice and cases*. Farnham, UK: Ashgate Publishers, pp 225-238.

2010

- Zafiropoulos, K. & Vrana, V 2010, ' A hyperlinking study of Greek Political Blogs Communication Patterns' , *Internet Issues: Blogging, the Digital Divide and Digital Libraries*, Nova Science Publishers, Inc., USA, pp.27-52
- Karavasilis, I Zafiropoulos, K & Vrana, V , 2010, 'Extending TAM to Understand e-governance Adoption by Teachers in Greece', *Organizational, Business, and Technological Aspects of the Knowledge Society, Communications in Computer and*

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Information Science, Volume 112. ISBN 978-3-642-16323-4. Springer Berlin Heidelberg, 2010, pp. 57-68.

2009

- Zafiropoulos, K. & Vrana, V 2009, 'Active forms of political participation: Active public opinion in participatory web', G Konstaninidis, N Marantzidis & T. Papas (eds.) Parties and Politics in Greece. Kritiki, Athens, pp. 181-204 (in Greek)

2008

- Zafiropoulos, K. & Vrana, V 2008, 'A Social Networking Exploration of Political Blogging in Greece', Lecture Notes in Computer Science, Vol. 5288/2008 573-582

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#### PUBLICATIONS IN CONFERENCE PROCEEDINGS

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##### **International Conferences**

2021

- Mpassias, V., Azaria, A. and Vrana, V. 2021. Establishment of the first gaming hotel concept in Greece. TOURMAN 2021, Virtual Conference, 21-23 May.
- Poriasi, C., Karavasilis, G., Vrana, V. and Kehris, E. 2021. Food influencers on Instagram: the user viewpoint. TOURMAN 2021, Virtual Conference, 21-23 May.
- Orfanidis, G., Vrana, V., Kehris, E, & Karavasilis, G. 2021. Understanding factors affecting Intention to Book a Hotel Room using a third-party website. Evidence from Greece. 9th ICCMI, Virtual Conference, 3-5 September
- Kyrtasoglou, P., Antoniadis, A., Karavasilis, G., Kehris, E. & Vrana, V. 2021. Evaluating health service quality using patient satisfaction. The case of the pulmonary clinic of the general hospital of Serres, 2nd ICOHEMA 2021 "Preparing for a new world in health management: opportunities and challenges", Thessaloniki, 19-21 March 2021
- Konstantinidis, C., Lykou, A., Rizopoulou, E. & Vrana, V. 2021. Study of patients' satisfaction as a competitiveness measure in primary health care. The case of four regional clinics in the municipality of Visaltia, Serres 2nd ICOHEMA 2021 "Preparing for a new world in health management: opportunities and challenges", Thessaloniki, 19-21 March 2021

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2020

- Kyrtasoglou, M., Vrana, V., Karavasilis, G. Kehris, E. Assessing satisfaction and quality of life of the elderly served by the program "Help at Home". The case of Serres municipality. 8th ICCMI, Virtual Conference, 13-15 September.

2019

- Theocharidis, A.I. Vrana, V. Karavasilis, G. Kehris, E. and Albertos Azaria. FactoAffecting Consumers' Intention to Book a hotel through Social Media 3rd International Scientific Conference, TOURMAN 2019, "Tourism, travel and hospitality at crossroads: The way ahead", 24-27 October. Thessaloniki, Greece
- Καζακλαρη, Γ. Καραβασίλης, Γ.. Βρανα, Β. 2019. Παράγοντες διαμόρφωσης ευνοϊκού σχολικού κλίματος για μια ολιστική προσέγγιση των μαθητών της δευτεροβάθμιας εκπαίδευσης, 2<sup>nd</sup> ICOMEU 2019, 29 Nov-1Dec, Thessaloniki, Greece

2018

- Ekmetsoglou T. Karavasilis, G. Vrana, V. Kehris, E. Azaria, A. (2018). Where should I go to eat? Factors affecting consumers' choice. 6<sup>th</sup> ICCMI International Conference on Contemporar Marketing Issues, June 27-29, Athens, Greece
- Soulidou, A. Karavasilis, G. Vrana, V. Kehris, E. Theocharidis, A.I. Azaria, A. (2018). Factors Affecting Hotel Selection. Greek Customers' Perception. 2nd International Scientific Conference, TOURMAN 2019, "In search of excellence in tourism, travel & hospitality management" 25-28 October 2018, Rhodes, Greece, pp. 90-98.
- Antoniadis, K., Grougiou, V., Zafiroopoulos, K., Vrana, V. & Theocharidis, A.I. (2018). The use of facebook & Twitter by DMO's in Europe. 2nd International Scientific Conference TOURMAN 2019, "In search of excellence in tourism, travel & hospitality management" 25-28 October 2018, Rhodes, Greece, pp. 155-163.

2017

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- Azaria, A. Karavasilis, G. Kehris, E. & Vrana, V. 2017, 'The impact of financial crisis on university students in Greece', 2<sup>nd</sup> Scientific Conference on "Productive Reconstruction of Greece: Economic Crisis and Prospects for Development", 5-6 May 2017, Serres, Greece.

2016

- Vaitzi, A.S., Kehris, E., Karavasilis, G., Vrana, V. 2016 'Adoption and Use of Social Media by Hospitals' Staff in Greece', 9<sup>th</sup> annual Conference of the EuroMed Academy of Business, Innovation, Entrepreneurship and Digital Ecosystems, 14-16 September 2016 - University of Warsaw, Poland.
- Karavasilis, G., Kyranakis, D., Paschaloudis, D. and Vrana, V., 2016, 'Measuring service quality in higher education: the Experience of Technological Education Institute of Central Macedonia, Greece', The Asian Conference on Education & International Development 2016, Art Center of Kobe, Kobe, Japan, Sunday, April 3 - Wednesday, April 6, 2016

2015

- Antoniadis, K., Zafiroopoulos, K., Vrana, V. 'Locating Active Followers in Governmental Twitter Accounts: The Case of Greece', ECSM2015-Proceedings of the 2nd European Conference on Social Media 2015: ECSM 2015, Porto, Portugal.
- Karavasilis G., Nerantzaki D.-M., Paschaloudis D., Pantelidis P. and Vrana V., 2015, Green hotels and generation Y in Greece. Is it on board? World Association of Sustainable Development, 1-3 June 2015, Istanbul - Turkey
- Theocharidis, A.I. Vrana, V Michailidis, E.N Zafiroopoulos, K Paschaloudis, D and Pantelidis, P., 2015, 'Social Influence in online social networks', International Conference on Internet Studies (NETs2015), 18-19 July, Tokyo, Japan.
- Parousis, E., Kazas, K., Kalpaktsoglou, D., Vouroutzidou, P., Vrana, V., 2015, The Usage of Social Media Networks from Local Authorities' Websites: Preliminary Findings, 9th International conference on "New Horizons in Industry, Business and Education (NHIBE 2015)", 27-29 August, Skiathos, Greece.
- Gakis, P Vrana, V & Paschaloudis, D, 2015, 'Impact of socioeconomic characteristics on customers' Intention to use Internet Banking in Greece; World Finance & Banking Symposium , 17-19 December, Hanoi, Vietnam

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2014

- Antoniadis, K. Vrana, V & Zafiropoulos, K 2014, *Associating e-Government and e-Participation indexes with Governmental Twitter accounts performance*, in *EU Countries, International Conference for E-Democracy and Open Government 2014 (CeDEM 2014)*, 21-23 /05/2014, Krems Austria.
- Antoniadis, K. Zafiropoulos, K and Vrana, V. 2014. *Exploring potential communities of followers in governmental Twitter accounts of EU countries Electronic Governance and open society: changes in Euroasia (EGOSE 2014)* St. Petersburg, Russian Federation, November 18-20, 2014 [Αρ. Αποδεικτικού C36]
- Antoniadis, K. Zafiropoulos, K and Vrana, V. 2014. *Communities of followers in tourism Twitter accounts of EU countries*, ITC 2014.

2013

- Antoniadis, K. Vrana, V & Zafiropoulos, K 2013, *'Promoting European Countries Destination Image through Twitter'*, VI international Tourism Congress, 27-29 November, Peniche, Portugal. [Αρ. Αποδεικτικού C33]
- Kotsampasis A., Vrana V., Sarigiannidis, L. & Paschaloudis, D. 2013, *A model for investigating e-banking. Adoption in Greece*. New Horizons in Industry, Business and Education (NHIBE2013), Chania, Greece, Conference Proceedings

2012

- Vrana, V & Zafiropoulos, K 2012 *'A Social Networking Analysis of wine Blogs'*, 2nd Advances in Hospitality and Tourism Marketing and Management Conference, 31May-3June, Corfu, Greece.

2011

- Zafiropoulos, K Vagianos, D & Vrana, V 2011, *' Discussion of eParticipation topics in Greek political blogs CeDEM11 Proceedings of the International Conference for E-Democracy and Open Government*, Peter Parycek, Manuel J. Kripp, Noella Edelman (Editors). 5-6 May 2011 Danube University Krems, Austria, pp145-157

2010

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- Zafiropoulos, K Vrana, V & Vagianos, D, 2010 'Conversation Authorities Among Popular Wine Blogs' EuroCHRIE 2010 - Passion for Hospitality Excellence" Amsterdam, 25-28 October
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#### **Greek Conferences**

2019

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2017

- Αντωνιάδης, Κ. Ζαφειρόπουλος, Κ. Βράνα, Β. (2017). Εντοπισμός των ενεργών χρηστών στους λογαριασμούς Twitter των ελληνικών κυβερνητικών οργανισμών. Ελληνική Εταιρία Ανάλυσης Δεδομένων Πρακτικά 9ου Πανελληνίου Συνεδρίου Ανάλυσης Δεδομένων, σελ. 39-56

2010

- Ηλεκτρονική Διακυβέρνηση και Περιβαλλοντική Εκπαίδευση. Το Οικολογικό Αποτύπωμα Σχολείων. Ιωάννης Καραβασίλης, Ιωάννης Πούλιος, , Κώστας Ζαφειρόπουλος, Βασιλική Βράνα, Στέργιος Δομουχτσής. 2ο Πανελλήνιο Συνέδριο Ημαθίας. Ψηφιακές και Διαδικτυακές Εφαρμογές στην Εκπαίδευση 23-25 /4 /2010 Βέροια - Νάουσα

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- Από το ισόπλευρο τρίγωνο στον κύκλο. Μια διαθεματική προσέγγιση σε Logo like περιβάλλοντα. Βράνα Βασιλική, Καραβασίλης Ιωάννης, Καρτσιώτης Θόδωρος. 1ο Πανελλήνιο Συνέδριο Ημαθίας. Ψηφιακό υλικό για την υποστήριξη του παιδαγωγικού έργου των εκπαιδευτικών 9-11/5/2008 Βέροια - Νάουσα

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#### OTHER PRESENTATIONS

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- Αξιολόγηση ποιότητας λοιπών υπηρεσιών: Μελέτη Περίπτωσης της Βιβλιοθήκης του ΤΕΙ Σερρών. Διασφάλιση της ποιότητας στην Ανώτατη Εκπαίδευση: Απολογισμός από τη χρήση του Πληροφοριακού Συστήματος της ΜΟ.ΔΙ.Π. του ΤΕΙ Σερρών. Πέμπτη 31 Μαΐου 2012.
  - Εκτίμηση του βαθμού απήχησης πολιτικών γεγονότων στα ελληνικά ιστολόγια, μέσω της θεωρίας της κοινωνικής δικτύωσης και της ανάλυσης δε - δομένων 22ο Συνέδριο Στατιστικής Χανιά, Κρήτη, 22-26 Απριλίου 2009
  - Ενεργητική κοινή γνώμη στο συμμετοχικό διαδίκτυο: απόψεις σχετικά με την εκλογή προέδρου του ΠΑΣΟΚ στα ελληνικά ιστολόγια. Κώστας Ζαφειρόπουλος και Βασιλική Βράνα, «Το Νέο Κομματικό Τοπίο στην Ελλάδα», 3-4 Απριλίου 2008
  - Έρευνα για την αξιολόγηση του προγράμματος της πρακτικής άσκησης Ε.Π.Ε.Α.Ε.Κ ΙΙ του ΤΕΙ Σερρών Βράνα Βασιλική και Ζαφειρόπουλος Κώστας. Πρακτική Άσκηση - Εμπειρία και προοπτικές. Πρακτικά Διεθνούς συνάντησης ΤΕΙ Καβάλας 14-15-16 Ιουνίου 2007
  - Έρευνα για την αξιολόγηση του προγράμματος «Πρακτική άσκηση σπουδαστών β' φάση Βράνα Βασιλική και Ζαφειρόπουλος Κώστας. Από την εκπαίδευση στην παραγωγή. Διημερίδα ΤΕΙ Σερρών Γραφείο Διασύνδεσης και Παραγωγής & Πρακτική Άσκηση σπουδαστών Γ' Φάση 16-17 Μαΐου 2007.
  - Η αξιολόγηση των Unique Selling Proposition's (USP's) των ιστοσελίδων Μεσογειακών τουριστικών προορισμών, Βασιλική Βράνα, και Κώστας Ζαφειρόπουλος. Το e-business forum στον τουρισμό πάει PHILOXENIA 2007 «Ηλεκτρονικά Συστήματα Διαχείρισης & Μάρκετινγκ Τουριστικών Προορισμών: Ισχύουσα Κατάσταση, Διεθνείς Τάσεις και Προοπτικές» 11 Νοεμβρίου 2007 Θεσ/νικη.
  - Internet adoption by hotels and tourism agencies in Greece: Findings from an empirical survey. Vrana Vasiliki and Zafiroopoulos Kostas International Symposium: "e-Business in Travel, Tourism and Hospitality" 26th of March 2007 Athens Chamber of Commerce and Industry7, Athens, Greece
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  - Zafiropoulos, K & Vrana, V, 2008 'An exploration of Political Blogging in Greece', Paper presented at Web 2.0: an International Conference, New Political Communication Unit, Department of Politics and International, Relations, Royal Holloway, University of London, April 17-18, [[http://newpolcom.rhul.ac.uk/politics-web-20-paper-download/political\\_blogging\\_in\\_Greece-Zafiropoulos\\_Vrana.pdf](http://newpolcom.rhul.ac.uk/politics-web-20-paper-download/political_blogging_in_Greece-Zafiropoulos_Vrana.pdf)].
  - Vrana, V & Zafiropoulos, K, 2009, 'Exploring conversational patterns in travel blogs', 4th International tourism conference, University of Aegean, Planning for the Future - Learning from the Past: Contemporary Developments in Travel, Tourism Hospitality 3-5 April 2009, Rhodes

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	Όλα	Από το 2018
Παραθέσεις	<b>1508</b>	809
h-index	<b>20</b>	16
i10-index	35	23

Ημερομηνία πρόσβαση; 26-4-2023

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#### AWARDS

##### **Best paper award**

- Theocharidis, A.I. Vrana, V. Karavasilis, G. Kehris, E. and Albertos Azaria. FactoAffecting Consumers' Intention to Book a hotel through Social Media 3rd International Scientific Conference, TOURMAN 2019, "Tourism, travel and hospitality at crossroads: The way ahead", 24-27 October. Thessaloniki, Greece
  - Antoniadis, K. Zafiropoulos, K and Vrana, V. 2014. Exploring potential communities of followers in governmental Twitter accounts of EU countries Electronic Governance and open society: changes in Euroasia (EGOSE 2014) St. Petersburg, Russian Federation, November 18-20, 2014
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- Antoniadis, K. Zafiropoulos, K and Vrana, V. 2014. *Communities of followers in tourism Twitter accounts of EU countries*, ITC 2014, Oman.
  - Zafiropoulos, K. & Vrana, V 2008, 'A Social Networking Exploration of Political Blogging in Greece', Track V Government and Democracy for the Knowledge Society. 1st World Summit on the knowledge Society, 24-26 September 2008, Athens.

#### **Honorable Mention**

- Antoniadis, K. Vrana, V & Zafiropoulos, K 2013, 'Promoting European Countries Destination Image through Twitter', VI international Tourism Congress, 27-29 November, Peniche, Portugal

#### **Candidates for Best paper award**

- Patterns of Information services offered on the web. An analysis of Hotel-Company Practices, Zafiropoulos, C., Vrana, V. and Paschaloudis, D. Annual European Council for Hotel, Restaurant and Institutional Education (Euro-CHRIE) Conference "Global issues and trends in Hospitality and Tourism Industries", Ankara Turkey: Bilkent University, 3-7 November 2004.
- Differentiations between expected and perceived interactivity in hotel web sites", Zafiropoulos, C., Vrana, V. and Karystinaiou, D. (2007). Proceedings of the 15th European Conference on Information Systems, ECIS2007, St. Gallen, Switzerland.

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#### **EDITOR IN JOURNALS**

- Associated Editor, *International Journal of Entertainment Technology and Management*
  - Guest Editor, *Sustainability*, Special Issue, "Social media in Hospitality and Tourism"
  - Guest Editor, *Sustainability*, Special Issue "Sustainable Tourism Development and Innovation: Recent Advances and Challenges"
  - Guest Editor, *Sustainability*, Special Issue, "Neuromarketing and Sustainable Development: Latest Advances and Prospects"
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