

ΗΛΕΚΤΡΑ ΠΙΤΟΣΚΑ

Καθηγήτρια

Τμήμα Λογιστικής & Χρηματοοικονομικής

Σχολή Διοίκησης & Οικονομίας

Πανεπιστήμιο Δυτικής Μακεδονίας

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ΕΚΠΑΙΔΕΥΣΗ

Διδακτορικό του Τμήματος Διοίκησης Επιχειρήσεων της Σχολής Διοίκησης Επιχειρήσεων του ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΑΙΓΑΙΟΥ

Τίτλος διατριβής: «Ανταγωνιστικά πλεονεκτήματα και στρατηγικές Μικρομεσαίων Επιχειρήσεων σε παραμεθόριες περιοχές: Η περίπτωση των Μικρομεσαίων Επιχειρήσεων σε παραμεθόριες περιοχές της Νότιας Βαλκανικής».

Πτυχίο Επιστημών Διοίκησης Επιχειρήσεων της ΑΝΩΤΑΤΗΣ ΒΙΟΜΗΧΑΝΙΚΗΣ ΣΧΟΛΗΣ ΘΕΣΣΑΛΟΝΙΚΗΣ,

Πτυχίο παιδαγωγικών Σπουδών της Σχολής Εκπαιδευτικών Λειτουργιών Επαγγελματικής και Τεχνικής Εκπαίδευσης (Σ.Ε.Λ.Ε.Τ.Ε)- ΠΑΙΔΑΓΩΓΙΚΗ ΤΕΧΝΙΚΗ ΣΧΟΛΗ (ΠΑ.ΤΕ.Σ.).

ΞΕΝΕΣ ΓΛΩΣΣΕΣ: Αγγλικά & Ιταλικά

ΑΚΑΔΗΜΑΪΚΗ ΠΡΟΥΠΗΡΕΣΙΑ

2009 έως σήμερα:

- **Αυτόνομη διδασκαλία των μαθημάτων:**

Στρατηγική Επιχειρήσεων, Ελληνική Οικονομία, Μεθοδολογία Έρευνας, Διεθνείς Οικονομικοί Οργανισμοί και Επιχειρήσεις, Επιχειρηματική Ηθική και Εταιρική Κοινωνική Ευθύνη, Διεθνείς Οικονομικές Σχέσεις, International Trade (Erasmus), Tourism & Regional Development ΔΕ Γρεβενά,(Erasmus), Ειδικές και Εναλλακτικές Μορφές Τουρισμού (ΔΕ Γρεβενά), International Trade (Erasmus)

- **Διδασκαλία στα αγγλικά (Erasmus) των μαθημάτων:**

Business Plan, International Economic Relations, International Trade, Greek Economy, Tourism & Regional Development (Τμήμα ΔΕ Γρεβενά) International Trade

- **Διδασκαλία μεταπτυχιακών μαθημάτων:**

Διδασκαλία του μαθήματος «**Οικονομική των Επιχειρήσεων**» στο Μεταπτυχιακό Πρόγραμμα Σπουδών του Τμήματος Λογιστικής και Χρηματοοικονομικής της Σχολής Διοίκησης και Οικονομίας του Τ.Ε.Ι. Δυτικής

Μακεδονίας με τίτλο «Λογιστική & Ελεγκτική» (Master of Science (M.Sc) in Accounting and Auditing)

Διδασκαλία του μαθήματος «**Μη Τραπεζική Χρηματοδότηση και Νέα Χρηματοδοτικά Εργαλεία**» στο Πρόγραμμα Μεταπτυχιακών Σπουδών (Π.Μ.Σ) του Τμήματος Λογιστικής και Χρηματοοικονομικής της Σχολής Διοίκησης και Οικονομίας του Τ.Ε.Ι. Δυτικής Μακεδονίας με τίτλο «Τραπεζική και Χρηματοοικονομική» (M.Sc.– Master of Science in Banking and Finance)

Διδασκαλία του μαθήματος «**Στρατηγικές Εισόδου σε Διεθνείς Αγορές (Entry Strategies for International Markets)**» στο Διατμηματικό Πρόγραμμα Μεταπτυχιακών Σπουδών (Δ.Π.Μ.Σ) των Τμημάτων Διεθνούς Εμπορίου και Ψηφιακών Μέσων και Επικοινωνίας (πρώην Τμήμα Δημοσίων Σχέσεων και Επικοινωνίας του Παραρτήματος Καστοριάς του ΤΕΙ Δυτικής Μακεδονίας) με τίτλο «Δημόσιες Σχέσεις και Μάρκετινγκ με Νέες Τεχνολογίες – Master of Arts-MA in Public Relations and Marketing with New Technologies του ΤΕΙ Δυτικής Μακεδονίας

Διδασκαλία του μαθήματος «**Μη Τραπεζική Χρηματοδότηση και Νέα Χρηματοδοτικά Εργαλεία**» στο Πρόγραμμα Μεταπτυχιακών Σπουδών (Π.Μ.Σ) του Τμήματος Λογιστικής και Χρηματοοικονομικής της Σχολής Διοίκησης και Οικονομίας του Τ.Ε.Ι. Δυτικής Μακεδονίας με τίτλο «Τραπεζική - Ασφαλιστική και Χρηματοοικονομική» (M.Sc.- Master of Science in Banking, Insurance and Finance),

1983-2009

2009-2010: Διδασκαλία ως Λέκτορας (Π. Δ. 407/80) στο Τμήμα Μηχανολόγων Μηχανικών του Πανεπιστημίου Δυτικής Μακεδονίας. Εξάμηνη διδασκαλία του μαθήματος «Στρατηγική Διοίκηση»

2007-2009: Διδασκαλία ως Λέκτορας (Π. Δ. 407/80) στο Τμήμα Βαλκανικών Σπουδών του Πανεπιστημίου Δυτικής Μακεδονίας. Διδασκαλία των μαθημάτων «Διεθνείς Οικονομικές Σχέσεις», «Διεθνές Μάνατζμεντ», «Επιχειρησιακή Στρατηγική», «Βιομηχανική Οργάνωση» και «Εισαγωγή στο Μάρκετινγκ».

2003- 2007: Διδασκαλία ως Εξωτερική Επιστημονική συνεργάτης με πλήρη προσόντα στο ΤΕΙ Δυτικής Μακεδονίας- Σχολή Διοίκησης Οικονομίας, στο Τμήμα Χρηματοοικονομικών Εφαρμογών. Διδασκαλία των μαθημάτων «Επιχειρηματικά Σχέδια», «Ελληνική Οικονομία», «Διεθνείς Οικονομικές Σχέσεις» και «Business Plan” σε φιλοξενούμενους αλλοδαπούς φοιτητές του Προγράμματος ERASMUS

2003- 2004: Σύμβουλος Εκπαίδευσης του Κέντρου Εκπαίδευσης Ενηλίκων (ΚΕΕ) Φλώρινας του Ινστιτούτου Διαρκούς Εκπαίδευσης Ενηλίκων (ΙΔΕΚΕ)

2000-2002: Υπεύθυνη του Θεματικού Πεδίου «Επαγγέλματα Οικονομίας και Διοίκησης» του ΚΕΝΤΡΟΥ ΑΤΥΠΗΣ ΕΠΑΓΓΕΛΜΑΤΙΚΗΣ ΚΑΤΑΡΤΙΣΗΣ ΣΑΝΤΟΡΙΝΗΣ Ε.Π.Ε.».

1996-1997: Διευθύντρια του ΚΕΝΤΡΟΥ ΕΠΑΓΓΕΛΜΑΤΙΚΗΣ ΚΑΤΑΡΤΙΣΗΣ της Νομαρχιακής Αυτοδιοίκησης Φλώρινας, 1996-1997.

2004-2005: Εισηγήτρια στους κύκλους σεμιναρίων του Κέντρου επιχειρηματικής και Τεχνολογικής Ανάπτυξης (Κ.Ε.Τ.Α) Δυτικής Μακεδονίας, με θέμα τις Μικρομεσαίες Επιχειρήσεις.

1983-1995: Δεκατρία χρόνια υπεύθυνη κατάρτισης, παρακολούθησης και αξιολόγησης εκπαιδευτικών προγραμμάτων Επιμόρφωσης Ενηλίκων, ως Σύμβουλος Λαϊκής Επιμόρφωσης Νομού Φλώρινας .

Διδασκαλία με αντικείμενο την ίδρυση, οργάνωση και διοίκηση Μικρομεσαίων Επιχειρήσεων σε προγράμματα κατάρτισης πολλών Κέντρων Κατάρτισης (Μ.Ι.Τ. , ΕΥΝΗ, ΠΙΝΔΟΣ, κ.α.)

ΔΙΟΙΚΗΤΙΚΟ ΕΡΓΟ ΤΕΙ ΔΥΤΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ

- Αναπληρωτής Προέδρος Τμήματος Λογιστικής και Χρηματοοικονομικής τα έτη 2014-2015 και 2015-2016.
- Μέλος της Συντονιστικής Επιτροπής του Μεταπτυχιακού Προγράμματος «ΛΟΓΙΣΤΙΚΗ & ΕΛΕΓΚΤΙΚΗ» κατά τα έτη 2015-2016, 2016-2017 & 2017-2018
- Αναπληρωτής διευθυντής στο Μεταπτυχιακό Πρόγραμμα «ΛΟΓΙΣΤΙΚΗ & ΕΛΕΓΚΤΙΚΗ»
- Εκπρόσωπος του Τμήματος στην Επιτροπή Ερευνών του Ειδικού Λογαριασμού Κονδυλίων Έρευνας του ΤΕΙ Δυτικής Μακεδονίας, από 16/07/2013 έως 08/03/2017
- Μέλος Επιτροπών όπως: Αξιολόγηση και υποβολή γραπτής εισηγητικής έκθεσης για την πρόσληψη εργαστηριακών και επιστημονικών συνεργατών στο Τμήμα Λογιστικής και Χρηματοοικονομικής, Κατατάξεις πτυχιούχων Ανώτατης Εκπαίδευσης και άλλων Ανώτερων Σχολών στο Τμήμα Λογιστικής και Χρηματοοικονομικής, Πρακτική Άσκηση, Αξιολόγηση αιτήσεων δώρης απασχόλησης φοιτητών, Επιτροπή Αντιστοίχισης παλαιών Προγραμμάτων σπουδών των Τμημάτων της Σχολής που συγχωνεύονται, με το νέο πρόγραμμα του Τμήματος, κ.α.

ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΠΡΟΫΠΗΡΕΣΙΑ

1983- 1995: Σύμβουλος Εκπαίδευσης Ενηλίκων της Γενικής Γραμματείας Εκπαίδευσης Ενηλίκων

1995-2009 : Προϊσταμένη Διεύθυνσης Πολιτισμού- Τουρισμού- Επιμόρφωσης Ενηλίκων της Νομαρχιακής Αυτοδιοίκησης Φλώρινας.

1997-2004: Υπεύθυνη λειτουργίας / εκπρόσωπος του Γραφείου Ο.Π.Ε. Φλώρινας (Οργανισμός Εξαγωγικού Εμπορίου).

2003- 2004: Σύμβουλος Εκπαίδευσης του Κέντρου Εκπαίδευσης Ενηλίκων (ΚΕΕ) Φλώρινας του Ινστιτούτου Διαρκούς Εκπαίδευσης Ενηλίκων (ΙΔΕΚΕ)

1996-1998: Σύμβουλος Οργάνωσης του Οινοποιείου της Ένωσης Αγροτικών Συνεταιρισμών Αμυνταίου.

1994-1996: Διετής θητεία ως ειδική Σύμβουλος στο Επιμελητήριο Φλώρινας.

Επίσης,

Μέλος Περιφερειακού Οργάνου για έλεγχο επενδύσεων του Νόμου 1892/90 της Γενικής Γραμματείας Περιφέρειας Δυτικής Μακεδονίας.

Οργάνωση και γραμματειακή υποστήριξη από την ίδρυση και για δύο χρόνια του Ομοσπονδιακού Πανεπιστημίου του Δήμου Φλώρινας (1991-1993)

Υπεύθυνη ίδρυσης, οργάνωσης και οικονομοτεχνικής υποστήριξης συνεταιρισμών γυναικών.

ΜΕΛΟΣ ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΕΣ ΕΠΙΤΡΟΠΕΣ ΔΙΕΘΝΩΝ ΣΥΝΕΔΡΙΩΝ-ΕΚΔΟΣΕΩΝ & ΔΙΚΤΥΩΝ

◆ Member as expert in corporate governance, to «Global Virtus center for corporate governance» (<http://virtusinterpress.org/-Virtus-Global-Center-for-Corporate-.html>)

Μέλος Επιστημονικής Επιτροπής Διεθνών Συνεδρίων & Εκδόσεων:

1) Μέλος της συντακτικής επιτροπής του Βιβλίου «THE DETERMINANTS OF COMPETITIVENESS, (2015) » Edited by Bojan Krstić and Zbigniew Paszek, UNIVERSITY OF NIŠ, FACULTY OF ECONOMICS AND RZEJ FRYCZ MODRZEWSKI KRAKOW UNIVERSITY [\[BIBΛΙΟ\] The Determinants of Competitiveness. B Krstić, Z Paszek - 2015 - academia.edu](#)

2) Μέλος της Οργανωτικής επιτροπής στο 3ο Διεθνές Επιστημονικό Συνέδριο "Παραγωγική Ανασυγκρότηση της Ελλάδας: Εναλλακτικές Στρατηγικές", 7-8 Δεκεμβρίου 2018, Κοζάνη, Ελλάδα.

3) Μέλος της Οργανωτικής επιτροπής of the 13th Annual MIBES (Management of Innovative Business, Education & Supports Systems) International Conference, Kozani 19-20 October 2018.

4) Μέλος της Οργανωτικής επιτροπής of 3rd International Conference of Development and Economy, Kalamata, Greece 2017

5 Member of the Scientific Committee of the International Conference: «SMALL AND MEDIUM SIZED ENTERPRISES IN A GLOBALIZED WORLD», the 6th Edition, 2015 Kozani- Greece

6) Member of the Scientific Committee of the International Conference: «SMALL AND MEDIUM SIZED ENTERPRISES IN A GLOBALIZED WORLD», the 5th Edition, September 22nd-24th, 2011 Cluj-Napoca, Romania

7) Member of the International Scientific Committee "2nd Advances in Hospitality & Tourism Marketing and Management Conference", (AHTMM 2012). Conference hosted at the island of Corfu in Greece and co-organised by the Alexander Technological Institute of Thessaloniki, the Washington State University and the Democritus University Thrace, 24-27 of May 2012

8) Member of Board of the RSI Journal:

http://www.rsijournal.eu/ARTICLES/Editorial_Board.pdf

9) Member of Board of the Journal: Institute of Rural Studies, Federal Research Institute for Rural Areas, Forestry and Fisheries, Braunschweig, Germany.

[Citeseer \[PDF\] psu.edu](#)

10) Member of the International Scientific Committee "EHI '12 ENTREPRENEURSHIP IN THE HOSPITALITY", Second Edition 2012, on Innovation in Hospitality. The conference will be hosted at Cluj-Napoca, România and will be co-organised by Universitatea Babeş-Bolyai Cluj-Napoca- Facultatea de Business & Universitatea din Oradea-Facultatea de Ştiinţe Economice. The conference will take place the 11-12 of October 2012.

ΚΡΙΤΗΣ ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ

2014: Αξιολόγηση και αναθεώρηση άρθρων για λογαριασμό του "THEMATIC COLLECTION OF PAPERS OF INTERNATIONAL SIGNIFICANCE" του Πανεπιστημίου Nis της Σερβίας, FINANCED BY MINISTRY OF EDUCATION AND SCIENCE - REPUBLIC OF SERBIA (PROJECT NUMBER 179066)

2013: Αξιολόγηση και αναθεώρηση άρθρων για λογαριασμό του επιστημονικού περιοδικού journal "Service Management" που εκδίδει το University of Szczecin της Πολωνίας

2012: Αξιολόγηση και αναθεώρηση άρθρων για λογαριασμό του επιστημονικού περιοδικού Management Research Review: Communication of emergent international management research ISSN: 2040-8269 (Sep-2012)

2012: Αξιολόγηση και αναθεώρηση άρθρων για λογαριασμό του επιστημονικού περιοδικού "International Research Journal of Accounting and Auditing (IRJAA)" published monthly by INTERNATIONAL RESEARCH JOURNALS

2011: Αξιολόγηση και αναθεώρηση 3 άρθρων για λογαριασμό του επιστημονικού περιοδικού "STUDIA NEGOTIA" (τεύχος 2/2011) που εκδίδει το Πανεπιστήμιο BABES-BOLYAI, FACULTA DE BUSINESS, της Cluj-Napoca, Romania. ISSN: 1224-8738.

ΕΞΕΙΔΙΚΕΥΣΗ- ΕΡΕΥΝΗΤΙΚΑ ΕΡΓΑ

◆ Πιστοποιημένη Σύμβουλος Συγκριτικής Αξιολόγησης Επιχειρήσεων BENCHMARKING QUALIFIED CONSULTANT (BQC)

◆ ΕΚΠΟΝΗΣΗ ΦΑΚΕΛΟΥ ΥΠΟΨΗΦΙΟΤΗΤΑΣ ΣΕ ΠΑΝΕΥΡΩΠΑΪΚΟ ΔΙΑΓΩΝΙΣΜΟ ΚΑΙ ΒΡΑΒΕΥΣΗ ΑΠΟ ΤΗΝ ΕΥΡΩΠΑΪΚΗ ΕΠΙΤΡΟΠΗ. Εκπόνηση του φακέλου και της αίτησης υποψηφιότητας στο Πιλοτικό πρόγραμμα της Ευρωπαϊκής Επιτροπής "EUROPEAN DESTINATIONS OF EXCELLENCE 2007". Υποβλήθηκαν συνολικά και πανευρωπαϊκά 400 υποψηφιότητες και η πρόταση επιλέχθηκε και βραβεύτηκε. Το βραβείο απονεμήθηκε στις 26.10.2007 στο Algarve της Πορτογαλίας.

◆ Επιστημονικώς Υπεύθυνη του έργου «Trade without borders for the companies of Greece – The former Yugoslav Republic of Macedonia Interregional Area- TRAWBOR» του διασυνοριακού προγράμματος IPA «Ελλάδα- πρώην Γιουγκοσλαβική Δημοκρατία της Μακεδονίας 2007-2013»

◆ Επιστημονικώς Υπεύθυνη του ερευνητικού έργου «Εταιρική Κοινωνική Ευθύνη & Μικρομεσαίες Επιχειρήσεις στην Περιφέρεια Δυτικής Μακεδονίας» που χρηματοδοτείται από τον Ε.Λ.Κ.Ε του ΤΕΙ Δυτικής Μακεδονίας.

◆ Επιστημονικώς Υπεύθυνη του ερευνητικού έργου «Οικονομική ολοκλήρωση μιας διασυνοριακής οικονομίας» που χρηματοδοτήθηκε από τον Ε.Λ.Κ.Ε του ΤΕΙ Δυτικής Μακεδονίας.

◆ Ερευνητική εργασία με αμοιβή και συμμετοχή στο ερευνητικό πρόγραμμα: «Ανάπτυξη Με Υποστήριξη Νέων Τεχνολογιών Αγροτικών Συνεταιριστικών Επιχειρήσεων - Α.Μ.Υ.Ν.Τ.Α.Σ.» που υλοποίησε με τη χρηματοδότηση της Γενικής Γραμματείας Έρευνας και Τεχνολογίας η ερευνητική ομάδα Ε.ΣΤΡΑ.ΝΕ.Τ. της Επιτροπής Ερευνών του Τμήματος Διοίκησης Επιχειρήσεων του Πανεπιστημίου Αιγαίου.

◆ Αξιολογητής των "Ελληνικών Ακαδημαϊκών Ηλεκτρονικών Συγγραμμάτων & Βοηθημάτων", του Μετσόβειου Πολυτεχνείου

- ◆ Μέλος Θεματικής Ομάδας της Περιφέρειας Δυτικής Μακεδονίας ΜΑΚΕΔΟΝΙΑΣ για την Αξιοποίηση πολιτιστικών και τουριστικών πόρων για σχεδιασμό της Προγραμματικής Περιόδου 2014-2020
- ◆ 2012: Συμμετοχή στο έργο «Ανάπτυξη Οδικού Χάρτη για την αναβάθμιση της λειτουργίας των Διοικητικών Υπηρεσιών του ΤΕΙ Δυτικής Μακεδονίας
- ◆ 2010: Μελέτη εφαρμογής, με ανάθεση από τον Ειδικό Λογαριασμό, του έργου της ΜΟΔΙΠ του ΤΕΙ Δυτικής Μακεδονίας

ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΔΙΕΘΝΗ ΠΕΡΙΟΔΙΚΑ & ΕΚΔΟΣΕΙΣ

1. **Pitoska E. - Giannakis K. - Sdraka D.** (2018), “Corporate social responsibility and Small-Medium sized enterprises: Evidence from Greece”, accepted for publication on Journal of Governance and Regulation
2. **E Pitoska, A Katarachia, G Giannarakis, C Tsilikas** (2017) An Analysis of Determinants Affecting the Returns of Dow Jones Sustainability Index United States, INTERNATIONAL JOURNAL OF ECONOMICS AND FINANCIAL ISSUES, Vol 7, No 3 (2017),
<https://www.econjournals.com/index.php/ijefi/article/view/4328>
3. **Pitoska E.** (2014) “Wine Tourism and local development in Greece” Turystyka winna i rozwój lokalny w Grecji" Scientific Journal „Service Management” vol. 14 /2014 (<http://www.wzieu.pl/?y=4502&yy=6590>)
University of Szczecin Poland
4. **T. Lazarides, E Pitoska** – (2014) The European banking system before and after the crises, [papers.ssrn.com](https://papers.ssrn.com/papers.ssrn.com/sol3/papers.cfm?abstract_id=2392816).
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2392816.
Παρουσιάστηκε αρχικά σε Συνέδριο
5. **E. Pitoska** (2014), SOCIOECONOMIC INTEGRATION OF ALBANIAN IMMIGRANTS IN THE TRANS-BORDERS AREAS **E Pitoska - 2014 - dspace.epoka.edu.al**. Παρουσιάστηκε αρχικά σε Συνέδριο. [**PDF**] [epoka.edu.al](https://dspace.epoka.edu.al)
6. **E Pitoska, G Damianos** (2014) THE ECONOMIC CRISIS AND ITS IMPACT ON MUNICIPAL ENTERPRICES: THE MUNICIPAL ENTERPRISE “WATERFALLS OF EDESSA” [**PDF**] teikav.edu.gr. Παρουσιάστηκε αρχικά στο Συνέδριο
7. **E. Pitoska**, (2014) OFFICIAL & UNOFFICIAL TRADE BETWEEN TRANS BORDER AREAS DURING THE ECONOMIC CRISIS: THE CASE OF FLORINA/GREECE AND BITOLA/FYROM, [**PDF**] teikav.edu.gr.
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