

SHORT CV KATARACHIA ANDRONIKI

University:	University of Western Macedonia
Surname:	Katarachia
Name:	Androniki
Position:	Professor – Dean of school of Economic Sciences
Faculty:	School of Economic Sciences
Department:	Accounting and Finance
Scientific Domain: *	Business Administration with emphasis in Financial Marketing and Cooperative credit

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
Ph.D in Marketing Management	2009	Democritus University of Thrace	Polytechnic School Department of Production and Management Engineering	Doctoral Thesis: “Financial Services Customer Satisfaction Drivers and Behavioural Intensions in the Co-operative Banking Business Model “
Master in Business Administration (Executive MBA)	2003	Athens University of Economics and Business	Business Administration	
National Diploma in Business studies in International Marketing	1990	Sligo Regional Technical College	Business Studies	
BA in Business Administration	1990	Technological Educational Institute of Kavala	Business Administration	

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
September 2020	Till now	University of Western Macedonia	KOZANI- GREECE	Professor
December 2016	September 2020	University of Western Macedonia TEI of Western	KOZANI- GREECE	Associate Professor

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		Macedonia		
February 2013	December 2016	TEI of Western Macedonia	KOZANI- GREECE	Assistant Professor

Indicative recent academic research

Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
2020	Determinants of the intention to adopt mobile augmented reality apps in shopping malls among university students	Saprikis, V., Avlogiaris,G., katarachia, A.	Journal of Theoretical and Applied Electronic Commerce Research	Vol. 16 Issue 3	491-512
2020	The Transition to Online Banking in Greece: Dimensions and Trigger Factors Affecting Customer Satisfaction and Behavioural Intentions	Katarachia, A. , Avlogiaris G	Journal of Economics and Finance	vol.11, Issue 2 Ser. II	8-19.
2020	Job satisfaction and commitment in Greek systemic banks.	Katarachia ^{1,*} A., Avlogiaris ² G	. Journal of Economics and Finance	Vol 11	56-62
2020	Investigating the Demographic Characteristics of University Students' Perceptions towards Their Intention to Adopt a Mobile Augment Reality App for Entertainment and Shopping Purposes: A UTAUT Model Perspective	Saprikis, V., Avlogiaris, G. and Katarachia, A	7th international conference on new ideas in management, economics and accounting .Rome 21-23 February		
2019	Investigating the adoption of Insurance distribution channels: An empirical study in Greece	Katarachia, A. and Papadopoulou, E.	7th International Conference on Contemporary Marketing Issues, Crete, Greece, 10- 13 July 2019		
2019	"Examining Behavioral Intention Towards Mobile Augment Reality Apps in Shopping Malls	Saprikis, V., Avlogiaris, G., Katarachia, A., Altini, A	34th IBIMA on 13-14 November, 2019, Madrid, Spain.		

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	Disposition Effect, Endowment Effect, Attachment Bias and Investment Advisers	Konstantinidis, A., Katarachia A. and Siskou, Th.	<i>Journal of Business and Management</i>	Vol. 21 (2)	16-21
2018	Corporate social responsibility in greek higher educational institutions	Pitoska, E., Katarachia, A., Giannakis, K.	<i>Corporate Governance and Organizational Behavior Review</i>	Vo.2 Issue 1	
2018	"The Drivers of Corporate Governance Disclosure the case of Nifty 500 Index"	Karachia, A. , Pitoska, E., Giannarakis, G. and Poutoglidou, E.	<i>International Journal of Law and Management,</i>	Vol. 60 Issue: 2	681-700
2017	An analysis of determinants affecting the returns of Dow Jones Sustainability Index United States",	Pitoska, E., Karachia, A., Giannarakis, G. and Tsilikas, C.	International Journal of Economics and Financial Issues	Vol.7 (3)	113-118