

Professor Evangelos Moustakas

PhD, SFHEA, FCIM, FBCS, CMgr FCMI

www.moustakas.pro | www.linkedin.com/in/evangelosmoustakas/

Academic Qualifications

1. *Certificate in Executive Leadership (2020)*
Executive Education Program, Harvard Business School
2. *Post-Graduate Certificate in Higher Education (2009)*
School of Arts and Education, Middlesex University London
3. *Doctorate, PhD (2006)*
Title: E-mail Marketing and Unsolicited Commercial Communication. The integrated Scenario.
Middlesex University, London.
Scholarships:
 - *Research Scholarship (2004 – 2005).*
Department of Management, University of Illinois in Chicago.
 - *Research Scholarship Award (2004).*
School of Science and Technology, Middlesex University, London.
 - *Doctorate Full Scholarship (May 2001)*
Greek State Scholarship Foundation (IKY)
4. *BA Business Administration (2004)*
Business School, Middlesex University London
5. *MSc Electronic Commerce (2001)*
School of Science and Technology, Middlesex University London
Scholarships:
 - *Post Graduate Full Scholarship (May 2000)*
Greek State Scholarship Foundation (IKY)
6. *BA Accounting (1999)*
Department of Management, Science and Technology School of Economics and Business,
University of Patras
Scholarships:
 - *Student Excellence Scholarship (1995 – 1996)*
Unit of European Programs in Greece
 - *Academic Progression Student Award (1996)*
Unit of European Programs in Greece
7. *Higher Diploma in Classical Guitar (1999)*
Grade: Distinction
Athens Music Academy



Professional Academic Awards and Honorary Positions

1. **Appreciation Award, Professional Dev. Committee of Qatar University, Qatar (2025)**
For delivering PD Sessions on 'Creative Industries: Foundations and Digital Transformation'
2. **Appreciation Award, Project Management Institute (PMI), UAE (2025)**
Awarded at the Annual Gathering of the PMI UAE Chapter
3. **Certificate of Appreciation, Chandigarh University, India (2025)**
In recognition of Exemplary Leadership in Lifelong learning and Academic Innovation
4. **Amity Exemplary Leadership in Life-long Learning and Academic Innovation Award, UAE (2023)**
Awarded at the 4th International Conference on Computation and Knowledge Management
5. **Higher Education Academy, UK (2022)**
Senior Fellowship (SFHEA)
6. **Chartered Institute of Management, UK (2022)**
Fellowship (CMgr FCMI)
7. **British Computer Society, UK (2022)**
Fellowship (FBCS)
8. **Chartered Institute of Marketing, UK (2021)**
Fellowship (FCIM)
9. **EXPO2020 Team Leader and Talent Management Recruiter, UAE (2019 – 2021)**
Sustainability Pavilion and House of Volunteers
10. **Teaching and Learning Innovation Award, UAE (2018)**
Middlesex University Dubai
11. **Reciprocal Excellence Award, USA (2018)**
Loyola University Chicago
12. **Research Recognition Award, KSA (2015)**
Prince Sultan University
13. **Academy of Marketing, UK (2008 – 2011)**
Chair, Special Interest Group e-marketing
14. **External Evaluator for Research Funding Proposals, Greece (2010)**
Greek Ministry for Education, Lifelong Learning, and Religious Affairs



Career History

1. Alpha Media Digital LLC (2018+)

Founder and CEO www.executive.ac | www.alphamedia.agency

Specialised global organisation providing applied marketing research, digital strategy, and corporate-education solutions for higher education and industry. Fully licensed by the Dubai Film and TV Commission and the UAE Media Council, ensuring compliance with all media, production, and content standards.

- a. Alpha Media Digital has worked with more than 100 organisations in designing marketing, and communication strategies. Clients include Middlesex University Dubai (UAE), Middlesex University London (UK), Heriot-Watt University Dubai (UAE), Canadian University Dubai (UAE), Prince Sultan University (Saudi Arabia), the American College of Greece and Metropolitan College (Greece). Additional industry clients include Papadopoulos S.A. (Greece), Fitness Time Gym (Saudi Arabia), Elettrico Lighting (UAE), Hilton Mall of the Emirates (UAE), XS Conferences (Saudi Arabia).
- b. The organisation also designs and implements academically grounded Corporate Immersion Programs (CIP) internationally. These programs integrate leadership science, team development methodologies, AI literacy, digital transformation and sustainability frameworks. They combine workshops, seminars, industry case studies, and curated institutional visits to leading innovation and knowledge hubs such as Google Dubai, Heriot-Watt University Dubai, DTEC, SEE Institute, Hub71, In5, Louvre Abu Dhabi, and the Museum of the Future, providing participants with experiential learning and global exposure. www.executive.ac/events

2. Canadian University Dubai, UAE (August 2024 – July 2025)

Dean, School of Communications and Creative Industries

- a. Led the development and continuous enhancement of academic programs in collaboration with Toronto Metropolitan University, Toronto University, McGill University aligned with international standards and the Outcome-Based Education Framework (OBEF).
- b. Supported faculty in advancing research, publications, and creative outputs, while overseeing recruitment, mentorship, and performance evaluation.
- c. Built global academic and industry partnerships, upgraded the CUD Media Lab in collaboration with SONY and CANON, and introduced field trips to leading UAE media agencies alongside workshops with top Canadian and U.S. universities.
- d. Redesigned and taught the Digital Marketing and Social Media class.

3. Heriot-Watt University Dubai, UAE (May 2023 – May 2024)

a. Executive Director, Lifelong Learning and Continuing Education

Led the design and delivery of innovative short courses, online programmes, and accredited degrees enabling organisations to achieve strategic goals and build competitive advantage. Partnered with global universities, schools, and training providers to develop skills programmes and academic field trips
Delivered programmes (non-credited): Digital Transformation & Innovation, Digital Marketing & Analytics, Executive Leadership, Succession Planning, Real Estate Management, Organisational Psychology, Advanced Merchandising Management.

Marketed programmes (credited): Online MBA Essentials, MA Organisational Psychology, DBA.

- b. Professor in Digital Marketing, School of Social Science, Edinburgh Business School
- c. Member of the Heriot-Watt University Dubai Executive Committee
- d. Member of the Heriot-Watt University External Relations Group

4. Middlesex University, Dubai Business School, UAE (2015 – 2023)

a. Professor in Digital Marketing (2020 – 2023)

Associate Professor in Digital Marketing (2015 – 2019)

b. Director, Postgraduate Business School (2015 – 2023)

MBA, MSc Marketing Communications, MSc Digital Marketing, MA International Business Management, MSc Strategic Marketing, MA Human Resource Management



- c. Chair, External Engagement Committee (2018)
 - d. Head, Centre of Innovation and Entrepreneurship (2017 – 2023)
Fostered an ecosystem for enterprise creation and growth through research, education, and practice, providing an inclusive community with the spaces, resources, and networks for innovation to thrive.
 - e. University Digital Marketing Strategist (2016 – 2017)
Developed and implemented digital communications strategies for international student recruitment, overseeing creative design, campaign execution, and performance monitoring.
- 5. Chandigarh University India (2023+)**
Visiting Faculty in Digital Communications, Career Development and Research Mentor
- 6. University of Illinois at Chicago, USA (2016+)**
College of Business Administration
Visiting Research associate in health care communication
- 7. Prince Sultan University (2014 – 2015)**
College of Business Administration
- a. Associate Professor in Marketing Communications
 - b. Led, monitored, and managed Student Affairs including Student Employability and Counselling
 - c. Served as Co-Chair of the NCAAA Accreditation Committee for the Marketing Department.
 - d. Organised, designed, marketed, and delivered a Professional Digital Marketing and Communications courses for the King Salman Education for Employment Program.
- 8. American College of Greece (2013 – 2014)**
Graduate School of Communications
- a. Associate Professor in Digital Marketing
 - b. Head of Executive Education.
Organised, designed, marketed, and delivered Professional Training Courses in Social Media at the Centre of Professional Training
 - c. Programme Leader for MA Digital Communication and Social Media.
 - d. Member of the NCAAA Accreditation Committee for the Graduate School.
- 9. King Faisal University (2011 – 2013)**
School of Business, Management Department
Assistant Professor in Management
- 10. Digital Communications Strategist & Co-Founder (2011 – 2017)**
Alpha Media Digital Communications, Riyadh, Saudi Arabia
- 11. Middlesex University London, UK (2001 – 2015)**
Business School, Marketing and Enterprise Department
- a. Senior Lecturer in Digital Marketing (2007 – 2015)
Lecturer in Marketing (2001 – 2006)
 - b. Program Designer and Leader – MA e-Marketing & social media (2010 – 2012)
Program Designer and Leader – BSc Digital Marketing (2010 – 2012)



Achievements and Innovative Approaches in Teaching and Learning

- 1. Residential Visits and Workshops (2020–2025)**
Designed and delivered experiential learning initiatives in digital Communications through collaborations with leading organizations across diverse industries for Learning and Development purposes. Key partners include Google, META, Hilton, Occidental, EXPO 2020, OSN, FlyNAS, Emirates, RTA, Gargash, among others.
- 2. US Graduate Student Exchange Programs (2007, 2009, 2010, 2011, 2020)**
Initiated and designed Graduate Student Exchange Programs in collaboration with Loyola University, Chicago, enhancing global exposure and cross-cultural learning.
- 3. Student Award – 1st Place (2011)**
Mentored Middlesex University MA e-Marketing students who secured first place in the Wilson Sporting Goods Video Advertising Competition in Chicago, USA.
- 4. Alex Moon Development Grant for Learning and Teaching (2010)**
Recipient of Middlesex University’s prestigious teaching innovation grant.
Project title: “Developing a Model for 3G Mobile Learning Applications.”
- 5. International Digital Marketing Course – Portugal (2009)**
Conceptualized, marketed, and delivered the first international Digital Marketing training program of Middlesex University in collaboration with Escola Superior de Tecnologia e Gestão de Lamego.
- 6. Organiser and Coordinator – International e-Lecture (2006)**
Organized the Business School’s first e-Lecture at Middlesex University in cooperation with Loyola University, Chicago.
Lecture title: “Breakthrough Technology: Harnessing the Future Today” by Eve K. Geroulis.
- 7. Student Assessment through Mobile Technologies (2006)**
Pioneered an innovative SMS-based assessment method at Middlesex University. Students received questions on their mobile devices, submitted responses via SMS, and engaged in knowledge sharing communication— introducing new pedagogical models in electronic marketing.
- 8. Implementation of the First Fully Enabled e-Course (2004)**
Led the introduction of Middlesex University’s first fully digital course delivery system, enabling electronic submissions, grading, feedback, and moderation.



External Examining Experience

1. **External Examiner Research Accessor (2022 +)**
Academic Council
King Saud University, Saudi Arabia
 - *Research work evaluator for Promotion to Associate Professor (2022)*
Candidate name: Dr Souad bin Obaidullah Mohammad Dukhayk
Academic Council, King Saud University
 - *Invitation to assess the research work for promotion to Associate Professor (2023)*
Candidate name: Dr. Heyam Abdulrahman Abdullah El Moussa
Department of Marketing, College of Business Administration
Academic Council, King Saud University
 - *Research work evaluator for Promotion to Associate Professor (2022)*
Candidate name: Dr. Mohammad Almotairi
Department of Marketing, College of Business Administration
Academic Council, King Saud University
2. **UN-Habitat Program Auditor (2016)**
United Nations, Kingdom of Saudi Arabia
3. **Examiner at the Assessment Development Unit (2019)**
Emirati Ministry of Education (MOE)
MOE undertook with Grade 10 students across the UAE the App Challenge. As part of the Assessment framework, students were tasked with an assessed project every term. In term one, students have been asked to design an app which solves a problem on a conceptual level. The problem can be local, national, or global. My role was to evaluate the research projects and provide recommendations.
4. **Examiner of the External Experts Committee (EEC) (2013)**
Greek Quality Assurance Agency for Higher Education
The committee evaluated: Department of Logistics of the Technological Institute of Thessaloniki in Greece <http://www.enqa.eu>
5. **Chief External Examiner for Academic Program Validation (2011)**
University of the Highlands and Islands, Management School, Inverness
Programmes for validation: MSc Leadership and Management, MSc E-Marketing
6. **Chief Examiner of the External Experts Committee (EEC) (2011)**
European Association for Quality Assurance in Higher Education
The committee evaluated the Department of Business Administration of the Technological Institute of Piraeus in Greece <http://www.enqa.eu>
7. **External Research Evaluator (2010)**
Athens University of Economics and Business.
8. **External Examiner BCCB Hungary (2009 – 2010)**
Programme for Validation: MA Marketing Communications
On behalf of Middlesex University in London
9. **MBA Dissertation Moderator (2009 – 2011)**
London School of Commerce (LSC), UK
10. **External Examiner (2008)**
Viseu Polytechnique, Portugal
Validation of the post-graduate degree on e-entrepreneurship



Research

Doctoral External Examiner

1. External Examiner
Shri Mata Vaishno Devi University, India
Title of thesis: 'Role of Network Bricolage in Social Purpose Organizations: A Knowledge-Based Dynamic Capability Perspective' PhD Candidate: Rohit Bhardwaj
The PhD was successfully awarded with minor revisions (2023)
2. External Examiner
King Saud University, College of Business Administration
Title of thesis: 'The impact of social media attributes on consumer's purchase intention in the Saudi foodservice market: the mediating role of customer's attitudes' PhD Candidate: Nora A. Al-Hadban
The PhD was successfully awarded with minor revisions (2021)
3. External Examiner
University Shaheed Zulfikar Ali Bhutto, Institute of Science and Technology Department of Management Sciences, Islamabad
Title of thesis: 'What Really Works in Social Media Marketing? An Empirical Study of Social Media Content, Social Media Consumer and Brand loyalty'
The PhD was successfully awarded with minor revisions (2017)
4. Chief External Examiner
University of Salamanca
Director: Pablo A. Muñoz Gallego Facultad de Economía y Empresa
Department: Administración y Economía de la Empresa
Campus Miguel de Unamuno - Edificio FES E-37007 Salamanca, Spain
PhD Candidate: Anabela Fragata
The PhD was successfully awarded with minor revisions (2013)
5. Chief External Examiner
University Haheed Zulfikar Ali Bhutto
Institute of Science and Technology
Management Sciences Department
Director: Dr Shamom A Sahibzada
SZABIST, Islamabad Campus, Pakistan Plot 67, Street 9, H-8/4, Islamabad
PhD Candidate: Wisal Ahmad
The PhD was successfully awarded with minor revisions (2010)

Conferences, workshops, seminars, and invited talks.

1. Participation at the AI Summit New York USA (Javits Center) (December 10–11, 2025). International Conference on commercial AI applications and innovation
2. Presentation at AIB MENA 2023 Conference - Digitization SIG (December 10th, 2023)
Title: "Digital scaling in the Middle East. Advantages and challenges"
3. Guest Lecture (March 15th, 2021)
Executive MBA, Business School, King Saud University
Title: Developing successful social media campaigns in the Middle East
4. Chair / Moderator (26 – 27 November 2019)
Marketing and Sales Show | Chief Marketing Officer Summit | UAE



Keynote panel: Brand purpose in the age of digital transformation
Melissa Jarvinen, Director of Sales and Marketing, Novo Cinemas
Khaled Ismail, Vice President Communications, Tetra Pak Pablo
Durante, Chief Marketing Officer, AWOK
Bart Pietruszka, Chief Data Officer & Head of Analytics, HSBC

5. Presentation at the e-Participation forum (24 April 2019)
UAE Telecommunications Regulatory Authority (TRA) | Dubai, UAE
Title: Optimising e-Participation initiatives through social listening
6. The Strathclyde Dialogues and the UAE Research Evenings
Strathclyde University
Workshop topic: 'Innovative methodological tools in Digital Marketing for market research'
Strathclyde Business School (December 19, 2017).
7. Research Seminar (11 April 2017)
European International College | Abu Dhabi, UAE
Title: Advanced social media listening tools.
8. Chair Conference Session (2016)
Social Media Week | Dubai, UAE
Track: Social Customer – 'The Customer is always Right'.
9. Master Class Series Seminar (7 December 2015)
Hult International School | Dubai, UAE
Title: Developing successful social media campaigns.
10. Effective Teaching Strategies Workshop (15 March 2015)
Prince Sultan University | Riyadh, KSA
Topic: Social Media as a Tool in Teaching and Learning
11. Conference Keynote speaker (2 February 2011)
1st InfoCom Smartphones & Apps Conference | Athens, Greece
12. Participation and presentation (2008)
Online EDUCA Conference, International conference on Technology – supported learning and training | Berlin, Germany
13. Conference presentation (4 June 2007)
Middlesex University Interdisciplinary Conference | London, UK
Title: 'E-mail Marketing and Spam' Guest lecture (2007)
14. Keynote Presentation (2007)
Polytechnic Institute Digital Forum | Viseu, Portugal
Title: 'Exploring the letter 'e''
15. Research Workshop (28 April 2006)
Middlesex University Marketing Group | London, UK
Title: 'E-mail marketing and spam'
16. Guest lecture in Digital Marketing (28 February 2005)
Polytechnic Institute of Viseu | Viseu, Portugal
17. Guest lecture in Digital Marketing (8 November 2004)
University of Illinois in Chicago | Chicago, USA
18. Guest seminar (21 October 2004)
Loyola University of Chicago, Loyola Marketing Club | Chicago, USA
Title: 'Unsolicited Commercial Communication (Spam Tale) Problems and Possible Solutions
19. Guest lecture (27 October 2004)
Loyola University of Chicago | Chicago, USA
Graduate Internet Marketing Class.



Title: 'Spam, International Dimensions and Marketing Implications'

20. Guest lecture (19 May 2004)
Turku University, Department of Technology | Hensinki, Finland
Title: Kill Spam Volume 4 - The Integrated Scenario
21. Presentation (2008)
Global Forum, Shaping the Future | Athens, Greece
Title: Enhancing Users Empowerment in the Global Digital Economy
22. Presentation (11 July 2007)
Cambridge Professional Academy, Cambridge, UK
In collaboration with the Chartered Institute of Marketing (CIM)
Title: 'E-mail Marketing – Making email marketing work for our businesses'.
23. Presentation at the National Marketing Conference (10 October 2006)
Chartered Institute of Marketing (CIM) Business Design Centre, UK
24. Participation at EU Workshop (27 – 28 November 2006)
European Commission, Charlemagne Conference Centre, Belgium
Title: The EU's legal framework for e-business, Technology for innovation
25. Participation at the Higher Education Academy (3 – 5 July 2006)
Annual Conference Enhancing the Student Learning Experience
East Midlands Conference Centre, Nottingham, UK
26. Participation at the Business Link for London Workshop (27 April 2006)
Title: E-marketing through web-site optimization, London, UK
27. Observer at the 'Spam Enforcement Workshop' (3 & 4 November 2005)
London Action Plan, EU Contact Network of Spam Authorities, UK
28. Presentation (14 September 2005)
British Computer Society (BCS) North London Branch meeting
Title: Internet Use and Abuse Spam, scams, cams, clicks, blogs and more

Grants

1. Law Sponsorship Grant (Awarded 2017)
Middlesex University Dubai
Willem C. Vis International Commercial Arbitration Moot. The Proposal was developed by the Law Department in collaboration with the Emirates Maritime Arbitration Centre (EMAC)
2. Prince Salman Research Grant (Awarded December 2014)
Prince Sultan University
Developing and implementing a Social Media Strategy for Prince Sultan University including Prince Salman Research Centre and Community Services & Continuing Education Centre
3. Alex Moon Development Grant for Learning and Teaching (Awarded 2010)
Middlesex University London
Developing a model for 3G Mobile Learning Application



Doctoral supervisions

1. Basmah Alotaibi (2018)
School of Science and Technology, Middlesex University London
External Advisor: Dr Evangelos Moustakas
Title: 'Assessing Social Media Adoption in SMEs. A case of Saudi Arabia'
2. Katerina Sidiropoulou (2015)
Business School, Middlesex University London
Supervisors: Dr Evangelos Moustakas, Prof Richard Croucher, Prof David Lewis.
Title of thesis: 'Workers' voice and Employment Tribunals in Britain: From employment professionals' perspective.'

Research Outputs

A) Articles and chapters in edited books

1. E. Moustakas, C. Ranganathan, N. Lamba (2020) Chapter 9 'Virtual Influencers in Digital Marketing: Innovative trend or Passing fad?' Chapter at the book titled: 'Emerging Human and Techno-Human Business Management Dynamics in a Globalized Environment' NOVA Publishing ISBN: 978-1-53618-602-4
2. E. Moustakas (2014) Chapter 7 'The impact of social networking in consumer behaviour' PsicoSoma Publishing, Portugal
3. E. Moustakas, A. Sidiropoulou (2009) 'Handbook of Research on E-Services in the Public Sector. E-Government Strategies and Advancements' University of Bahrain, Kingdom of Bahrain Information Science Reference Publishing, New York, ISBN 978-1-61520-789-3
4. E. Moustakas, C. Ranganathan, P. Duquenoy (2008), "Unsolicited Commercial Communication (SPAM): An exploratory Understanding Using Stakeholder Analysis", in E-mail Scam and Spam, editor Asifa Begum, The Icfai University Press, 1st edition p. 56-74 ISBN 9788131417553

B) Refereed articles in academic journals

1. Chandrasekaran, R, Moustakas, E. (2025) 'Patient attitudes toward ambient artificial intelligence scribes in clinical care: insights from a cross-sectional study'. *Journal of the American Medical Informatics Association (JAMIA)* ocaf218, <https://doi.org/10.1093/jamia/ocaf218>
2. Chandrasekaran R, Takale L, Moustakas E (2025) 'Listening to Patients' Voices on the Use of AI in Health Care: Cross-Sectional Study' *Journal of Medical Internet Research* 2025;27:e77501
URL: <https://www.jmir.org/2025/1/e77501> DOI: 10.2196/77501
3. Chandrasekaran R, Sadiq T M, Moustakas E (2025) 'From Wearable Health Care Devices to Shared Health Data: Cross-Sectional Study of Wearable Usage Patterns and Data Sharing Practices Among US Adults' *Journal Medical Internet Reseach* 2025;27:e63879
URL: <https://www.jmir.org/2025/1/e63879> DOI: 10.2196/63879
4. Chandrasekaran R, Sadiq T M, Moustakas E (2024) "Racial and Demographic Disparities in Susceptibility to Health Misinformation on Social Media: National Survey-Based Analysis" *J Med Internet Res* 2024;26:e55086 URL: <https://www.jmir.org/2024/1/e55086>
DOI: 10.2196/55086



5. Ranganathan C., Konaraddi K, Sharma S., Moustakas E (2024) 'Text Mining and Video Analytics of COVID-19 Narratives Shared by Patients on YouTube' Journal of Medical Systems, Issue 1/2024 Springer
6. Chandrasekaran R, Sharma P, Moustakas E (2023) "Exploring Disparities in Healthcare Wearable Use among Cardiovascular Patients: Findings from a National Survey" Reviews in Cardiovascular Medicine 24 (11), 307
7. Chandrasekaran R, Bapat P., Jeripity V., Moustakas E. (2023) "Facetime with Physicians: How do Patients Assess Providers in Video-Visits?" Heliyon Volume 9, Issue 6, 2023, e16883 ISSN 2405-8440
8. Chandrasekaran R, Bapat P., Jeripity V., Moustakas E. (2023). "Do Patients Assess Physicians Differently in Video Visits as Compared with In-Person Visits? Insights from Text-Mining Online Physician Reviews" Telemedicine Journal and e-health: The official journal of the American Telemedicine Association. 10.1089/tmj.2022.0507 PMID: 36847352
9. Chandrasekaran R, Desai R, Shah H, Kumar V, Moustakas E. (2022) "Examining Public Sentiments and Attitudes Toward COVID-19 Vaccination: Infoveillance Study Using Twitter Posts". JMIR Infodemiology. 15;2(1):e33909. doi: 10.2196/33909. PMID: 35462735; PMCID: PMC9014796.
10. Ranganathan, C., Kathulla, V and Moustakas E. (2021) "Too old for technology? Use of Wearable Healthcare Devices by US Older Adults and their Willingness to Share Health Data with Providers", Health Informatics Journal Vol. 27(4) 1–14
11. C. Ranganathan, V. Mehta., T. Valkunde, E. Moustakas (2020) "Topics, Trends, and Sentiments of Tweets About the COVID-19 Pandemic: Temporal Infoveillance Study" Journal of Medical Internet Research (JMIR) 22 (10), e22624
12. E. Moustakas, R. Chandrasekaran, V. Katthula (2020) "Patterns of Use and Key Predictors for the Use of Wearable Health Care Devices by US Adults: Insights from a National Survey" The Journal of Medical Internet Research (JMIR) 22(9): e22443
13. E. Moustakas, A. Fragata, H. Teixeira, L. Cruz-Lopes (2019) 'Mobile Banking: Evidence from Portugal' Archives of Business Research Journal Vol 6, No 10
14. E. Moustakas, A. Fragata (2013) 'Investigating the Determinants of e-Banking Loyalty for Large Business Customers: Two Empirical Models' Journal of Economics, Business and Management, Vol. 1(2), May 2013
15. E. Moustakas, I. Oliveira (2012) 'Towards the development of a mobile learning model for smart phones using stakeholders' analysis' Journal of Education Technology, ISSN 2041-2762, Vol. 2(1)
16. E. Moustakas (2010) How m-learning (SMS texting) can enhance the student learning experience. Journal of Education Technology ISSN 2041-2762 Vol 8(1)
17. E. Moustakas, C. Ranganathan, P. Duquenoey (2006) Email marketing at the crossroads: A stakeholder analysis of unsolicited commercial email (spam)'. Internet Research Journal, Vol 16(1), 38-52



C) Other refereed business articles

1. Moustakas *et al.* (2023) 'Want to build a rewarding career in the Middle East? Then focus on this skill' Fast Company <https://fastcompany.com/impact/want-to-build-a-rewarding-career-in-the-middle-east-then-focus-on-this-skill> Accessed 28 September 2023
2. Moustakas (2023) 'Universities prepping students for the future workplace' Gulf News <https://gulfnews.com/uae/education/universities-prepping-students-for-the-future-workplace-1.1692037132061> Accessed 28 September 2023
3. Moustakas (2023) 'Unleashing the potential of social listening (it's not just about being responsive)' Entrepreneur Middle East
4. Moustakas (2017) 'Saudi Women Drivers Expected to Unlock Profits Far Beyond Autos' Bloomberg Technology <https://goo.gl/3tfTRQ> Accessed 6 November 2017
5. Moustakas (2017) 'Adopting automation systems starts manually' Gulf Marketing Review
6. Moustakas *et al.* (2015) 'The Queens of Saudi E-Commerce' Bloomberg Businessweek Middle East
7. Moustakas (2009) 'Reviewing the e-marketing web presence of European airline companies' e-Net surfing magazine, SMART Press Ltd, Athens Greece
8. Moustakas (2007) 'Measuring and evaluating the online shopping in the EU' e-Net surfing magazine, SMART Press Ltd, Athens Greece

D) Refereed and published conference proceedings

1. E. Moustakas, N. Lamba, C. Ranga, D. Mahmoud (2020) 'Blurring lines between fiction and reality: Perspectives of experts on marketing effectiveness of virtual influencers' IEEE Cyber Science Conference, Dublin City University, Ireland
2. E. Moustakas, C. Ranganathan, A. Tandon, S. Edacherian (2020) 'An Assessment of WhatsApp Use by Physicians to Communicate with Patients' 6th Biennial Conference of the Indian Academy of Management (INDAM 2020) at Indian Institute of Management Tiruchirappalli.
3. E. Moustakas, L. Itani (2018) 'Towards the Development of a Framework to Enhance the Performance of Social Media Campaigns with Influencers for Beauty Product Brands in the UAE' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS) Dubai, UAE
4. E. Moustakas, L. Burger (2018) 'Towards the Development of a Social Media Model for B2B Shipping Companies in the United Arab Emirates' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS) Dubai, UAE
5. E. Moustakas (2015), 'The impact of social media on consumer behaviour' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS) Dubai, UAE
6. E. Moustakas, A. Bratu (2013) 'Towards the development of a business research strategy for organising Professional Training Courses in social media in Romania' 3rd International Conference on Enterprise Marketing and Globalization in Singapore (22 - 23 April 2013)
7. E. Moustakas, A. Fragata (2012), "Investigating loyalty determinants in business banking in offline and online environments", 4th International Business and Social Science Research Conference, Dubai, UAE



8. E. Moustakas, A. Sidiropoulou (2009) 'A review of the main technical solutions to facilitate effective on-line dispute resolution mechanisms' EEE'09 - The 2009 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, Nevada, USA
9. E. Moustakas, R. Brennan, C. Ranganathan (2009) 'Legislative approaches to tackle Unsolicited Commercial E-mail (SPAM): A cross-country comparative analysis' Academy of Marketing Annual Conference 2009
10. E. Moustakas (2009), 'Using the familiar: How m-learning (SMS texting) can enhance the student learning experience' EEE'09 - The 2009 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, Nevada, USA
11. E. Moustakas, A. Sidiropoulou (2009) 'E-disputes at the crossroads: A stakeholder analysis of on-line dispute resolution mechanisms (ODR)' 17th European Conference on Information systems, Verona, Italy
12. E. Moustakas, A. Sidiropoulou (2009) 'The development of an On-line Dispute Resolution' mechanism for managing electronic disputes' British and Irish Law, Education and Technology Association (BILETA) 2009 - The 24th Annual Conference, Winchester, UK
13. Sidiropoulou, E. Moustakas (2008) 'An exploratory analysis of the On-line Dispute Resolution mechanism' 4th International Conference on e-Government RMIT University, Melbourne, Australia
14. E. Moustakas, A. Sidiropoulou (2008) 'The use of On-line Arbitration System in the Tourism industry' 1st International Symposium in Tourism and Law, Escola Superior de Tecnologia e Gestao de Lamego, Portugal
15. E. Moustakas, C. Ranganathan (2006) 'Legislative approaches to tackle unsolicited commercial email (spam): a cross-country comparative analysis' VI Computer Law World Conference AHRC Research Centre for studies in Intellectual Property and Technology Law School of Law at the University of Edinburgh (4-8 Sept 2006)
16. E. Moustakas, C. Ranganathan, Jean-Jacque Sahel, Michel Walrave, Lynn Voss, Ana Branca Carvalho. Use of Corporate E-mail Policies for Combating Unsolicited Commercial Communications: Towards Development of a Framework. International Conference on Information Warfare and Security (ICIW 2006) University of Maryland Eastern Shore, USA (15-16 March 2006)
17. E. Moustakas, C. Ranganathan, Ana Branca Carvalho (2005) 'Abort, delete, or ignore? Assessing the implications of unsolicited commercial communication (spam) for e-commerce' IADIS International Conference E-Commerce 2005, Porto, Portugal [<http://www.iadis.org/ec2005/>] (15 – 17 December 2005)
18. E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Combating Spam through Legislation: A Comparative Analysis of US and European Approaches' 2nd Conference on Email and Anti-Spam (CEAS 2005) - Stanford University, Palo Alto, CA, USA in Cooperation with the International Association for Cryptologic Research and the IEEE Technical Committee on Security and Privacy (21- 22 July 2005)
19. E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Phish or Treat? Phishing tricks reloaded' 4th European Conference on Information Warfare and Security (ECIW) University of Glamorgan, UK (11-12 July 2005)
20. E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Unsolicited Commercial E-mail (Spam): An Exploratory Understanding Using Stakeholder Analysis' 13th European Conference on Information Systems. Information Systems in a Rapidly Changing Economy Regensburg, Germany [<http://www.ecis2005.de>] (May 23 - 25, 2005)



21. E. Moustakas, P. Duquenoy (2004) 'Unsolicited Commercial Communication: The integrated scenario' ETHICOMP 2004 – 'Challenges for the Citizen of the Information Society' University of the Aegean Syros, Greece (14 - 16 April 2004)
22. E. Moustakas, P. Duquenoy (2003) 'Service Provider Responsibility for Unsolicited Commercial Communication (Spam)' IFIP Conference on Risks and Challenges of the Network Society Karlstad University, Sweden [<http://www.cs.kau.se/IFIP-summerschool>] (4 - 8 August 2003)

E) Book reviews and review articles

1. 'Social Media Management' (2018)
Karen Sutherland, University of the Sunshine Coast
Macmillan International Higher Education
2. 'E-Marketing' (2011)
Stephen Dann and Susan Dann, Palgrave Macmillan Publication
3. 'Digital Marketing' (2012)
2nd Edition Paul Baines, Chris Fill, and Kelly Page, Oxford University Press

F) Official Business reports

1. Elite Leadership Development Program Session 1 Report
Centre of Innovation and Excellence, Middlesex University Dubai, 28 September 2016
2. Elite Leadership Development Program Focus Group Report
Centre of Innovation and Excellence, Middlesex University Dubai, 5 October 2016
3. Elite Leadership Development Program Coaching Session 1
Centre of Innovation and Excellence, Middlesex University Dubai, 19 October 2016
4. Elite Leadership Development Program Coaching Session 2
Centre of Innovation and Excellence, Middlesex University Dubai, 26 October 2016
5. Elite Leadership Development Program Coaching Session 3
Centre of Innovation and Excellence, Middlesex University Dubai, 2 November 2016
6. Elite Leadership Development Program Group Session 2
Centre of Innovation and Excellence, Middlesex University Dubai, 16 November 2016
7. Elite Leadership Development Program Final Report
Centre of Innovation and Excellence, Middlesex University Dubai, 7 December 2016
8. Leadership Self-Assessment Questionnaire Results Report (2018)
Qeyadi Leadership Programme for Roads and Transport Authority Dubai

G) Departmental working papers and University series

1. Developing successful Training Courses overseas Report (2013)
The report was developed after a series of Social Media Training Courses in Portugal (2009, 2010, 2011, 2012, 2013) Lisbon, Porto, Aveiro, Leiria, Viseu, Lamego
2. Promotional activities for the Marketing Department Report (2015)
Business School, Prince Sultan University
3. Development Strategy for the Marketing Club (2015)
Marketing Department, Prince Sultan University
4. Developing Learning Unit Narratives for Accreditation Report (2015)
The National Commission for Academic Accreditation & Assessment

H) Other forms of public output

Lead marketing video production for Middlesex University Dubai
Managing the design, development, film production, editing, sharing and promoting for the

1

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

□□□□□: 17/50

following videos. The videos have received over 1 million views.

1. Moustakas E. [MiddlesexDubai] (2017). Middlesex University Dubai [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=FniUgqfCxKU>
2. Moustakas E. [MiddlesexDubai] (2017). BA (Hons) Graphic Design [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=gy5xfaBf9FY>
3. Moustakas E. [MiddlesexDubai] (2017). BA (Hons) International Tourism Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=pNMDTQNY3RA>
4. Moustakas E. [MiddlesexDubai] (2017). MSc Digital Marketing [Video File]. Retrieved from URL www.youtube.com/watch?v=ws8jlam6x2E
5. Moustakas E. [MiddlesexDubai] (2017). Master of Business Administration [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=MGFRJpyFUDA&t=9s>
6. Moustakas E. [MiddlesexDubai] (2017). MSc Corporate and Marketing Communications [Video File]. Retrieved from URL https://www.youtube.com/watch?v=pMqOQd2_XJc
7. Moustakas E. [MiddlesexDubai] (2017). MSc International Tourism Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=nQZZ8j4D9yc&t=7s>
8. Moustakas E. [MiddlesexDubai] (2017). Computer Engineering and Informatics [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=xcKnjao08EU>
9. Moustakas E. [MiddlesexDubai] (2017). MA International Business Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=p-BH9ebg1fE>
10. Moustakas E. [MiddlesexDubai] (2017). Accounting and Finance [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=lwGbdhg7w1c>
11. Moustakas E. [MiddlesexDubai] (2017). Media Studies [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=gxB82avNM9M>
12. Moustakas E. [MiddlesexDubai] (2017). Law and Politics Department [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=gxB82avNM9M>
13. Moustakas E. [MiddlesexDubai] (2017). Centre of Innovation and Excellence [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=TsaB2jo9LXs>
14. Moustakas E. [MiddlesexDubai] (2017). Institute of Entrepreneurship & Business Excellence [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=jum768Wsj68&t=13s>
15. Moustakas E. [MiddlesexDubai] (2017). Student Research [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=zXqbe4erZIM>
16. Moustakas E. [MiddlesexDubai] (2017). Student Services [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=4M81yXsD4fw>
17. Moustakas E. [MiddlesexDubai] (2017). Transportation Video [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=h6MQadLveis>
18. Moustakas E. [MiddlesexDubai] (2017). Accommodation [Video File]. Retrieved from URL https://www.youtube.com/watch?v=mG_7mVvZfeA
19. Moustakas E. [MiddlesexDubai] (2017). Open Days [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=b8bxOj5OTpc>
20. Moustakas E. [MiddlesexDubai] (2017). Open Evenings [Video File]. Retrieved from URL https://www.youtube.com/watch?v=KlGjvt4_QXI
<https://www.youtube.com/watch?v=7O8juuNrGs8>
21. Moustakas E. [MiddlesexDubai] (2017). GETEX [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=osiqEdjX39Y>
22. Moustakas E. [MiddlesexDubai] (2017). Team Middlesex – Social Clubs [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=Zu73JA1j6Gc&t=11s>
23. Moustakas E. [MiddlesexDubai] (2017). Team Middlesex / Football [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=uVXrvigDYQU&t=7s>
24. Moustakas E. [MiddlesexDubai] (2017). Team Middlesex / Basketball [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=ycOc9IXtrfI>

1

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου : 4gSXEiKknkPHKE61BsgBTQ

18/50

Volunteering Work

- 1. Dubai Health Authority (DHA) – Dubai Government (April 2020 – 2022)**
Call Centre | Provided support to UAE citizens who needed guidance, information and support during COVID-19 challenging times.
- 2. House of Volunteers Interview Team, EXPO 2020 (2019 – 2021)**
Responsible for interviews and training initiatives
- 3. CISV International Educational Programs (1995 – 2003)**
Non-profit organisation affiliated with UNESCO.
 - International Staff Seminar Camp Angelholm Sweden (2003)
 - Camp Director Village in Leeds UK (2002)
 - International Staff Summer Camp in Strasburg France (2001)
 - International Staff Summer Camp Etten-Leur Netherlands (2000)
 - Coordinator of the 1st Summer Camp in Greece (1998)
 - Representative of the Greek C.I.S.V. at the European Junior Branch Meeting, in Austria (1997)
 - Participant C.I.S.V. Seminar Camp Kirkkonummi Finland (1996)
 - Participant C.I.S.V. Seminar Camp Kapp, Norway (1995)



References

1. Dr Stephen Donohoe
Senior Lecturer in Marketing, Business School, Marketing Branding & Tourism
Middlesex University London
s.donohoe@mdx.ac.uk
2. Prof Carole Davis
National Teaching Fellow (HEA)
Principal Teaching Fellow (HEA)
carole@davisward.com
3. Prof Ranganathan Chandrasekaran
Information & Decision Sciences, Biomedical & Health Information Sciences
University of Illinois at Chicago
ranga@uic.edu
4. Prof Raymond Benton
Professor Emeritus, Marketing, Quinland School of Business
Loyola University Chicago
rbenton@luc.edu
5. Dr Olga Mourouti
Deputy Dean Quality Enhancement & Development and Student Success
Middlesex University London
o.mourouti@mdx.ac.uk



Δρ. Ευάγγελος Μουστάκας, Καθηγητής
vmoustakas@gmail.com

Ακαδημαϊκά Προσόντα

1. **Πιστοποιητικό Εκτελεστικής Ηγεσίας (2020)**
Πρόγραμμα Executive Education, Harvard Business School
2. **Μεταπτυχιακό Πιστοποιητικό στην Ανώτατη Εκπαίδευση (2009)**
School of Arts and Education, Middlesex University London
3. **Διδακτορικό Δίπλωμα, PhD (2006)**
Τίτλος: E-mail Marketing και Ανεπιθύμητη Εμπορική Επικοινωνία.
Middlesex University, London.

Υποτροφίες:

- Ερευνητική Υποτροφία Τμήμα Διοίκησης, University of Illinois at Chicago (2004)
 - Βραβείο Ερευνητικής Υποτροφίας, Middlesex University London (2004)
 - Πλήρης Υποτροφία Διδακτορικών Σπουδών, Ίδρυμα Κρατικών Υποτροφιών (2001)
4. **BA Διοίκηση Επιχειρήσεων (2003)**
Business School, Middlesex University London
 5. **MSc Ηλεκτρονικό Εμπόριο (2001)**
Middlesex University London
Πλήρης Μεταπτυχιακή Υποτροφία, Ίδρυμα Κρατικών Υποτροφιών (ΙΚΥ) (2000)
 6. **BA Λογιστική (1999)**
Department of Management, Science and Technology
Τεχνολογικό Εκπαιδευτικό Ίδρυμα Μεσολογίου

Υποτροφίες:

- Υποτροφία Αριστείας Φοιτητών (1995 - 1996)
Μονάδα Ευρωπαϊκών Προγραμμάτων στην Ελλάδα
 - Βραβείο Ακαδημαϊκής Προόδου Φοιτητή (1996)
Μονάδα Ευρωπαϊκών Προγραμμάτων στην Ελλάδα
7. **Ανώτερο Δίπλωμα Κλασικής Κιθάρας, Ωδείο Ραζή (1999)**
Βαθμός: Άριστα

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

Κωδικός: 21/50

Ακαδημαϊκές Διακρίσεις και Τιμητικές Θέσεις

1. Βραβείο Αναγνώρισης, Professional Development Committee Qatar University (2025)
Για την παροχή εκπαίδευσης επαγγελματικής ανάπτυξης με τίτλο:
«Creative Industries: Foundations and Digital Transformation»
2. Βραβείο Αναγνώρισης, Project Management Institute (PMI), HAE (2025)
Απονεμήθηκε στην ετήσια συνάντηση του PMI UAE Chapter
3. Πιστοποιητικό Εκτίμησης, Chandigarh University, Ινδία (2025)
Σε αναγνώριση υποδειγματικής ηγεσίας στη δια βίου μάθηση και την ακαδημαϊκή καινοτομία
4. Amity Exemplary Leadership in Lifelong Learning and Academic Innovation Award, HAE (2023)
Απονεμήθηκε στο 4ο Διεθνές Συνέδριο Computation and Knowledge Management
5. Higher Education Academy, Ηνωμένο Βασίλειο (2022)
Senior Fellowship (SFHEA)
6. Chartered Institute of Management, Ηνωμένο Βασίλειο (2022)
Fellowship (CMgr FCMI)
7. British Computer Society, Ηνωμένο Βασίλειο (2022)
Fellowship (FBCS)
8. Chartered Institute of Marketing, Ηνωμένο Βασίλειο (2021)
Fellowship (FCIM)
9. EXPO2020 Team Leader και Recruiter Διαχείρισης Ταλέντων, HAE (2019 – 2021)
Sustainability Pavilion και House of Volunteers
10. Βραβείο Καινοτομίας στη Διδασκαλία και Μάθηση, HAE (2018)
Middlesex University Dubai
11. Reciprocal Excellence Award, ΗΠΑ (2018)
Loyola University Chicago
12. Βραβείο Αναγνώρισης Έρευνας, Σαουδική Αραβία (2015)
Prince Sultan University
13. Academy of Marketing, Ηνωμένο Βασίλειο (2008 – 2011)
Chair, Special Interest Group e-marketing
14. External Evaluator for Research Funding Proposals, Ελλάδα (2010)
Υπουργείο Παιδείας, Δια Βίου Μάθησης και Θρησκευμάτων

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

22/50

Επαγγελματική Σταδιοδρομία

1. **Ιδρυτής και Διευθύνων Σύμβουλος (2018+)**

Alpha Media Digital FZE LLC | Ajman, Ηνωμένα Αραβικά Εμιράτα
www.executive.ac | www.alphamedia.agency

- Εξειδικευμένος διεθνής οργανισμός που παρέχει εφαρμοσμένη έρευνα μάρκετινγκ, ψηφιακή στρατηγική και λύσεις εταιρικής εκπαίδευσης για την ανώτατη εκπαίδευση και τη βιομηχανία. Πλήρως αδειοδοτημένος από την Dubai Film and TV Commission και το UAE Media Council, διασφαλίζοντας συμμόρφωση με όλα τα πρότυπα μέσων, παραγωγής και περιεχομένου. Η Alpha Media Digital έχει συνεργαστεί με περισσότερους από 100 οργανισμούς στον σχεδιασμό στρατηγικών μάρκετινγκ και επικοινωνίας.
- Ο οργανισμός σχεδιάζει και υλοποιεί διεθνώς Corporate Immersion Programs (CIP). Τα προγράμματα αυτά ενσωματώνουν επιστήμη ηγεσίας, μεθοδολογίες ανάπτυξης ομάδων, γνώση τεχνητής νοημοσύνης, ψηφιακό μετασχηματισμό και πλαίσια βιωσιμότητας. Συνδυάζουν εργαστήρια, σεμινάρια, μελέτες περιπτώσεων από τη βιομηχανία και επιλεγμένες επισκέψεις σε κορυφαίους κόμβους καινοτομίας και γνώσης: www.executive.ac/events

2. **Κοσμήτορας (Dean), Canadian University Dubai (2024 - 2025)**

School of Communications and Creative Industries

- Ηγήθηκε της ανάπτυξης και της συνεχούς βελτίωσης ακαδημαϊκών προγραμμάτων σύμφωνα με διεθνή πρότυπα και το Outcome-Based Education Framework (OBEF).
- Υποστήριξε τα μέλη ΔΕΠ στην ανάπτυξη έρευνας, δημοσιεύσεων και δημιουργικών έργων, ενώ επέβλεπε προσλήψεις, καθοδήγηση και αξιολόγηση απόδοσης.
- Ανέπτυξε διεθνείς ακαδημαϊκές και επαγγελματικές συνεργασίες, αναβάθμισε το CUD Media Lab σε συνεργασία με τις SONY και CANON και εισήγαγε εκπαιδευτικές επισκέψεις σε κορυφαίες media agencies των ΗΑΕ, καθώς και εργαστήρια με κορυφαία πανεπιστήμια του Καναδά και των ΗΠΑ.

3. **Executive Director, Heriot-Watt University Dubai (2023 - 2024)**

- Executive Director, Lifelong Learning and Continuing Education
Ηγήθηκε του σχεδιασμού και της υλοποίησης καινοτόμων σύντομων προγραμμάτων σπουδών, διαδικτυακών προγραμμάτων και διαπιστευμένων τίτλων σπουδών που επιτρέπουν σε οργανισμούς να επιτυγχάνουν στρατηγικούς στόχους και να αναπτύσσουν ανταγωνιστικό πλεονέκτημα. Συνεργάστηκε με διεθνή πανεπιστήμια, σχολεία και εκπαιδευτικούς οργανισμούς για την ανάπτυξη προγραμμάτων δεξιοτήτων και ακαδημαϊκών εκπαιδευτικών επισκέψεων.
- Καθηγητής Ηλεκτρονικού Μάρκετινγκ, School of Social Science, Edinburgh Business School

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

23/50

- Μέλος της Executive Committee του Heriot-Watt University Dubai
 - Μέλος της External Relations Group του Heriot-Watt University
4. **Επικεφαλής Σχολής και Καθηγητής, Middlesex University Dubai (2015 – 2023)**
Business School
- Καθηγητής Digital Marketing (2020 – 2023)
 - Αναπληρωτής Καθηγητής Digital Marketing (2015 – 2019)
 - Επικεφαλής Μεταπτυχιακών Προγραμμάτων (2015 – 2023)
MBA, MSc Marketing Communications, MSc Digital Marketing, MA International Business Management, MSc Strategic Marketing, MA Human Resource Management
 - Πρόεδρος (Chair), External Engagement Committee (2018)
 - Επικεφαλής, Centre of Innovation and Entrepreneurship (2017 – 2023)
Καλλιέργησε ένα οικοσύστημα δημιουργίας και ανάπτυξης επιχειρήσεων μέσω έρευνας, εκπαίδευσης και πρακτικής εφαρμογής, παρέχοντας μια συμπεριληπτική κοινότητα με χώρους, πόρους και δίκτυα για την ανάπτυξη της καινοτομίας.
 - University Digital Marketing Strategist (2016 – 2017)
Ανέπτυξε και υλοποίησε στρατηγικές ψηφιακής επικοινωνίας για τη διεθνή προσέλκυση φοιτητών, επιβλέποντας τον δημιουργικό σχεδιασμό, την εκτέλεση καμπανιών και την παρακολούθηση απόδοσης.
5. **Επισκέπτης Καθηγητής, Chandigarh University, Ινδία (2023+)**
Επισκέπτης Καθηγητής στην Ψηφιακή Επικοινωνία, Σύμβουλος Σταδιοδρομίας και Μέντορας Έρευνας
6. **Ερευνητικός Συνεργάτης, University of Illinois at Chicago, ΗΠΑ (2016+)**
Σχολή Διοίκησης Επιχειρήσεων, Επισκέπτης Ερευνητικός Συνεργάτης στην Επικοινωνία στον Τομέα της Υγείας
7. **Αναπληρωτής Καθηγητής, Prince Sultan University, Σαουδική Αραβία (2014 – 2015)**
Σχολή Διοίκησης Επιχειρήσεων
- Αναπληρωτής Καθηγητής Marketing Communications
 - Ηγήθηκε, επέβλεψε και διαχειρίστηκε τις Υπηρεσίες Φοιτητικών Υποθέσεων, συμπεριλαμβανομένων της Απασχολησιμότητας Φοιτητών και της Συμβουλευτικής Υποστήριξης
 - Υπηρέτησε ως Co-Chair της NCAAA Accreditation Committee για το Marketing Department
 - Οργάνωσε, σχεδίασε, προώθησε και παρέδωσε επαγγελματικά μαθήματα Digital Marketing and Communications για το King Salman Education for Employment Program

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

00000: 24/50

8. **Αναπληρωτής Καθηγητής, American College of Greece (2013 – 2014)**
Μεταπτυχιακή Σχολή Επικοινωνίας
- Αναπληρωτής Καθηγητής Digital Marketing
 - Επικεφαλής Executive Education
 - Οργάνωσε, σχεδίασε, προώθησε και παρέδωσε επαγγελματικά προγράμματα εκπαίδευσης Social Media στο Centre of Professional Training
 - Υπεύθυνος Προγράμματος για το MA Digital Communication and Social Media
 - Μέλος της NCAAA Accreditation Committee για το Graduate School
9. **Επίκουρος Καθηγητής, King Faisal University (2011 – 2013)**
Σχολή Διοίκησης Επιχειρήσεων, Τμήμα Διοίκησης
Επίκουρος Καθηγητής στη Διοίκηση
10. **Συνιδρυτής και Στρατηγικός Σύμβουλος Alpha Media Digital Communications (2011 – 2017)** Ριάντ, Σαουδική Αραβία
11. **Ανώτερος Λέκτορας, Middlesex University London, Ηνωμένο Βασίλειο (2001 – 2015)**
Σχολή Διοίκησης Επιχειρήσεων, Τμήμα Μάρκετινγκ και Επιχειρηματικότητας
- Ανώτερος Λέκτορας στο Ψηφιακό Μάρκετινγκ (2007 – 2015)
 - Λέκτορας στο Μάρκετινγκ (2001 – 2006)
 - Σχεδιαστής και Υπεύθυνος Προγράμματος – MA e-Marketing & Social Media (2010 – 2012)
 - Σχεδιαστής και Υπεύθυνος Προγράμματος – BSc Digital Marketing (2010 – 2012)

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

25/50

Επιτεύγματα και Καινοτόμες Προσεγγίσεις στη Διδασκαλία και Μάθηση

1. Διεθνείς Εκπαιδευτικές Επισκέψεις και Εργαστήρια (2020–2025)

Σχεδίασε και υλοποίησε πρωτοβουλίες βιωματικής μάθησης στον τομέα των ψηφιακών επικοινωνιών μέσω συνεργασιών με κορυφαίους οργανισμούς από διαφορετικούς κλάδους για σκοπούς μάθησης και ανάπτυξης. Βασικοί συνεργάτες περιλαμβάνουν: Google, META, Hilton, Occidental, EXPO 2020, OSN, FlyNAS, Emirates, RTA, Gargash και άλλους.

2. Προγράμματα Ανταλλαγής Μεταπτυχιακών Φοιτητών στις ΗΠΑ (2007, 2009, 2010, 2011, 2020)

Πρωτοστάτησε και σχεδίασε προγράμματα ανταλλαγής μεταπτυχιακών φοιτητών σε συνεργασία με το Loyola University, Chicago, ενισχύοντας τη διεθνή εμπειρία και τη διαπολιτισμική μάθηση.

3. Βραβείο Φοιτητών – 1^η Θέση (2011)

Καθοδήγησε φοιτητές του μεταπτυχιακού προγράμματος MA e-Marketing του Middlesex University οι οποίοι κατέκτησαν την πρώτη θέση στον διαγωνισμό Wilson Sporting Goods Video Advertising Competition στο Σικάγο.

4. Alex Moon Development Grant for Learning and Teaching (2010)

Αποδέκτης της σημαντικής υποτροφίας καινοτομίας στη διδασκαλία του Middlesex University. Τίτλος έργου: «Ανάπτυξη ενός μοντέλου για εφαρμογές κινητής μάθησης (3G Mobile Learning Applications)»

5. Διεθνές Πρόγραμμα Digital Marketing – Πορτογαλία (2009)

Σχεδίασε, προώθησε και υλοποίησε το πρώτο διεθνές πρόγραμμα εκπαίδευσης Digital Marketing του Middlesex University σε συνεργασία με το Escola Superior de Tecnologia e Gestão de Lamego.

6. Διοργανωτής και Συντονιστής – Διεθνής Ηλεκτρονική Διάλεξη (e-Lecture) (2006)

Οργάνωσε την πρώτη ηλεκτρονική διάλεξη της Business School του Middlesex University σε συνεργασία με το Loyola University, Chicago. Τίτλος διάλεξης: «Breakthrough Technology: Harnessing the Future Today» από την Eve K. Geroulis.

7. Αξιολόγηση Φοιτητών μέσω Κινητών Τεχνολογιών (2006)

Πρωτοστάτησε στην εφαρμογή μιας καινοτόμου μεθόδου αξιολόγησης βασισμένης σε SMS στο Middlesex University. Οι φοιτητές λάμβαναν ερωτήσεις στα κινητά τους τηλέφωνα, υπέβαλλαν απαντήσεις μέσω SMS και συμμετείχαν σε διαδικασία ανταλλαγής γνώσης, εισάγοντας νέα παιδαγωγικά μοντέλα στο ηλεκτρονικό μάρκετινγκ.

8. Εφαρμογή του Πρώτου Πλήρως Ψηφιακού Μαθήματος (2004)

Ηγήθηκε της εισαγωγής του πρώτου πλήρως ψηφιακού συστήματος παράδοσης μαθημάτων στο Middlesex University, το οποίο επέτρεπε ηλεκτρονική υποβολή εργασιών, βαθμολόγηση, παραχή ανατροφοδότησης και διαδικασίες moderation.

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

26/50

Εμπειρία Εξωτερικού Εξεταστή

1. Εξωτερικός Αξιολογητής Ερευνητικού Έργου (Examiner Research Assessor) (2022+)
Academic Council, King Saud University, Σαουδική Αραβία
2. Αξιολογητής Ερευνητικού Έργου για προαγωγή, βαθμίδα Αναπληρωτή Καθηγητή (2022)
Υποψήφια: Dr Souad bin Obaidullah Mohammad Dukhayk
Academic Council, King Saud University, Σαουδική Αραβία
3. Αξιολογητής Ερευνητικού έργου για προαγωγή, βαθμίδα Αναπληρωτή Καθηγητή (2023)
Υποψήφια: Dr. Heyam Abdulrahman Abdullah El Moussa
Department of Marketing, College of Business Administration
Academic Council, King Saud University, Σαουδική Αραβία
4. Αξιολογητής Ερευνητικού έργου για προαγωγή, βαθμίδα Αναπληρωτή Καθηγητή (2022)
Υποψήφιος: Dr. Mohammad Almotairi
Department of Marketing, College of Business Administration
Academic Council, King Saud University, Σαουδική Αραβία
5. Ελεγκτής Προγράμματος UN-Habitat (2016)
Ηνωμένα Έθνη, Σαουδική Αραβίας
6. Εξεταστής στη Μονάδα Ανάπτυξης Αξιολόγησης (2019)
Υπουργείο Παιδείας Ηνωμένων Αραβικών Εμιράτων
Το Υπουργείο Παιδείας υλοποίησε το πρόγραμμα App Challenge με μαθητές της 10^{ης} τάξης σε όλα τα ΗΑΕ. Στο πλαίσιο του συστήματος αξιολόγησης, οι μαθητές ανέπτυσαν ένα έργο αξιολόγησης κάθε τρίμηνο. Στο πρώτο τρίμηνο ζητήθηκε από τους μαθητές να σχεδιάσουν μια εφαρμογή που να επιλύει ένα πρόβλημα σε εννοιολογικό επίπεδο. Το πρόβλημα μπορούσε να είναι τοπικό, εθνικό ή παγκόσμιο. Ο ρόλος μου ήταν η αξιολόγηση των ερευνητικών έργων και η παροχή συστάσεων.
7. Μέλος της Επιτροπής Εξωτερικών Εμπειρογνομόνων (EEC) (2013)
Ελληνική Αρχή Διασφάλισης Ποιότητας στην Ανώτατη Εκπαίδευση
European Association for Quality Assurance in Higher Education
Η επιτροπή αξιολόγησε το Τμήμα Logistics του Τεχνολογικού Ιδρύματος Θεσσαλονίκης στην Ελλάδα.
8. Επικεφαλής Εξωτερικός Εξεταστής για Επικύρωση Ακαδημαϊκών Προγραμμάτων (2011)
Management School, University of the Highlands and Islands, Inverness
Προγράμματα προς επικύρωση: MSc Leadership and Management, MSc E-Marketing
9. Επικεφαλής Εξεταστής της Επιτροπής Εξωτερικών Εμπειρογνομόνων (EEC) (2011)
European Association for Quality Assurance in Higher Education
Η επιτροπή αξιολόγησε το Τμήμα Διοίκησης Επιχειρήσεων του Τεχνολογικού Ιδρύματος Πειραιά στην Ελλάδα.

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

00000: 27/50

10. Εξωτερικός Αξιολογητής Έρευνας (2010)
Athens University of Economics and Business
11. External Examiner BCCB Hungary (2009 – 2010)
Πρόγραμμα προς επικύρωση: MA Marketing Communications
Εκ μέρους του Middlesex University London
12. Συντονιστής Αξιολόγησης Διπλωματικών Εργασιών MBA (2009–2011)
London School of Commerce (LSC), Ηνωμένο Βασίλειο
13. External Examiner (2008)
Viseu Polytechnic, Πορτογαλία
Επικύρωση μεταπτυχιακού προγράμματος στο e-entrepreneurship.

Έρευνα (Research)

1. Διδακτορικός Εξωτερικός Εξεταστής

- Εξωτερικός Εξεταστής (2023)
Shri Mata Vaishno Devi University, Ινδία
Τίτλος διατριβής:
«Role of Network Bricolage in Social Purpose Organizations: A Knowledge-Based Dynamic Capability Perspective»
Υποψήφιος Διδάκτορας: Rohit Bhardwaj
Το διδακτορικό απονεμήθηκε επιτυχώς με μικρές διορθώσεις
- Εξωτερικός Εξεταστής (2021)
King Saud University, College of Business Administration
Τίτλος διατριβής:
«The impact of social media attributes on consumer's purchase intention in the Saudi foodservice market: the mediating role of customer's attitudes»
Υποψήφια Διδάκτορας: Nora A. Al-Hadban
Το διδακτορικό απονεμήθηκε επιτυχώς με μικρές διορθώσεις
- Εξωτερικός Εξεταστής (2017)
University Shaheed Zulfikar Ali Bhutto
Institute of Science and Technology
Department of Management Sciences, Islamabad
Τίτλος διατριβής:
«What Really Works in Social Media Marketing? An Empirical Study of Social Media Content, Social Media Consumer and Brand Loyalty»
Το διδακτορικό απονεμήθηκε επιτυχώς με μικρές διορθώσεις
- Chief External Examiner (2013)
University of Salamanca

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου : 4gSXEiKknkPHKE61BsgBTQ

□□□□ : 28/50

Director: Pablo A. Muñoz Gallego
Facultad de Economía y Empresa
Department: Administración y Economía de la Empresa
Campus Miguel de Unamuno – Edificio FES
E-37007 Salamanca, Spain
Υποψήφια Διδάκτορας: Anabela Fragata
Το διδακτορικό απονεμήθηκε επιτυχώς με μικρές διορθώσεις.

- Chief External Examiner (2010)
University Shaheed Zulfiqar Ali Bhutto
Institute of Science and Technology
Management Sciences Department
Director: Dr Shamom A. Sahibzada
SZABIST, Islamabad Campus, Pakistan
Plot 67, Street 9, H-8/4, Islamabad
Υποψήφιος Διδάκτορας: Wisal Ahmad
Το διδακτορικό απονεμήθηκε επιτυχώς με μικρές διορθώσεις

2. Ερευνητικές Χρηματοδοτήσεις (Grants)

- Law Sponsorship Grant (2017)
Middlesex University Dubai
Willem C. Vis International Commercial Arbitration Moot.
Η πρόταση αναπτύχθηκε από το Law Department σε συνεργασία με το Emirates Maritime Arbitration Centre (EMAC).
- Prince Salman Research Grant (2014)
Prince Sultan University
Ανάπτυξη και υλοποίηση στρατηγικής Social Media για το Prince Sultan University, συμπεριλαμβανομένων του Prince Salman Research Centre και του Community Services & Continuing Education Centre.
- Alex Moon Development Grant for Learning and Teaching (2010)
Middlesex University London
Developing a model for 3G Mobile Learning Application.

3. Διδακτορικές Επιβλέψεις

- Basma Alotaibi (2018), School of Science and Technology, Middlesex University London
Τίτλος: «Assessing Social Media Adoption in SMEs: A case of Saudi Arabia».
- Katerina Sidiropoulou (2015), Business School, Middlesex University London
Τίτλος διατριβής: «Workers' voice and Employment Tribunals in Britain: From employment professionals' perspective».

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

29/50

4. Ερευνητικά Αποτελέσματα (Research Outputs)

Άρθρα και κεφάλαια σε συλλογικούς τόμους

- E. Moustakas, C. Ranganathan, N. Lamba (2020)
Κεφάλαιο 9: «Virtual Influencers in Digital Marketing: Innovative trend or Passing fad?»
Στο βιβλίο: «Emerging Human and Techno-Human Business Management Dynamics in a Globalized Environment» NOVA Publishing ISBN: 978-1-53618-602-4
- E. Moustakas (2014)
Κεφάλαιο 7: «The impact of social networking in consumer behaviour»
PsicoSoma Publishing, Πορτογαλία
- E. Moustakas, A. Sidiropoulou (2009)
«Handbook of Research on E-Services in the Public Sector: E-Government Strategies and Advancements»
University of Bahrain, Kingdom of Bahrain
Information Science Reference Publishing, New York ISBN: 978-1-61520-789-3
- E. Moustakas, C. Ranganathan, P. Duquenois (2008)
«Unsolicited Commercial Communication (SPAM): An exploratory Understanding Using Stakeholder Analysis»
Στο βιβλίο: E-mail Scam and Spam Editor: Asifa Begum The Icfai University Press
1η έκδοση, σελ. 56-74 ISBN 9788131417553

Άρθρα σε επιστημονικά περιοδικά με κριτές

- Chandrasekaran R., Moustakas E. (2025)
«Patient attitudes toward ambient artificial intelligence scribes in clinical care: insights from a cross-sectional study»
Journal of the American Medical Informatics Association (JAMIA)
- Chandrasekaran R., Takale L., Moustakas E. (2025)
«Listening to Patients' Voices on the Use of AI in Health Care: Cross-Sectional Study»
Journal of Medical Internet Research
- Chandrasekaran R., Sadiq T.M., Moustakas E. (2025)
«From Wearable Health Care Devices to Shared Health Data»
Journal of Medical Internet Research
- Chandrasekaran R., Sadiq T.M., Moustakas E. (2024)
«Racial and Demographic Disparities in Susceptibility to Health Misinformation on Social Media»
Journal of Medical Internet Research
- Ranganathan C., Konaraddi K., Sharma S., Moustakas E. (2024)
«Text Mining and Video Analytics of COVID-19 Narratives Shared by Patients on YouTube»
Journal of Medical Systems

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

□□□□: 30/50

- Chandrasekaran R., Sharma P., Moustakas E. (2023)
«Exploring Disparities in Healthcare Wearable Use among Cardiovascular Patients»
Reviews in Cardiovascular Medicine
- Chandrasekaran R., Bapat P., Jeripity V., Moustakas E. (2023)
«Facetime with Physicians: How do Patients Assess Providers in Video-Visits?»
Heliyon
- Chandrasekaran R., Bapat P., Jeripity V., Moustakas E. (2023)
«Do Patients Assess Physicians Differently in Video Visits as Compared with In-Person Visits?»
Telemedicine Journal and e-Health
- Chandrasekaran R., Desai R., Shah H., Kumar V., Moustakas E. (2022)
«Examining Public Sentiments and Attitudes Toward COVID-19 Vaccination»
JMIR infodemiology
- Ranganathan C., Kathulla V., Moustakas E. (2021)
«Too old for technology? Use of Wearable Healthcare Devices by US Older Adults»
Health Informatics Journal
- Ranganathan C., Mehta V., Valkunde T., Moustakas E. (2020)
«Topics, Trends and Sentiments of Tweets about the COVID-19 Pandemic»
Journal of Medical Internet Research
- Moustakas E., Chandrasekaran R., Kathulla V. (2020)
«Patterns of Use and Key Predictors for the Use of Wearable Healthcare Devices by US Adults»
Journal of Medical Internet Research
- Moustakas E., Fragata A., Teixeira H., Cruz-Lopes L. (2019)
«Mobile Banking: Evidence from Portugal»
Archives of Business Research
- Moustakas E., Fragata A. (2013)
«Investigating the Determinants of e-Banking Loyalty for Large Business Customers»
Journal of Economics, Business and Management
- Moustakas E., Oliveira I. (2012)
«Towards the development of a mobile learning model for smart phones using stakeholders' analysis»
Journal of Education Technology
- Moustakas E. (2010)
«How m-learning (SMS texting) can enhance the student learning experience»
Journal of Education Technology
- Moustakas E., Ranganathan C., Duquenois P. (2006)
«Email marketing at the crossroads: A stakeholder analysis of unsolicited commercial email (spam)»
Internet Research Journal

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

31/50

Άρθρα σε επιχειρηματικά μέσα

- Moustakas *et al.* (2023)
«Want to build a rewarding career in the Middle East? Then focus on this skill»
Fast Company Middle East
- Moustakas (2023)
«Universities prepping students for the future workplace» Gulf News
- Moustakas (2023)
«Unleashing the potential of social listening (it's not just about being responsive)»
Entrepreneur Middle East
- Moustakas (2017)
«Saudi Women Drivers Expected to Unlock Profits Far Beyond Autos»
Bloomberg Technology
- Moustakas (2017)
«Adopting automation systems starts manually» Gulf Marketing Review
- Moustakas *et al.* (2015)
«The Queens of Saudi E-Commerce» Bloomberg Businessweek Middle East
- Moustakas (2009)
«Reviewing the e-marketing web presence of European airline companies»
e-Net Surfing Magazine
- Moustakas (2007)
«Measuring and evaluating online shopping in the EU» e-Net Surfing Magazine

Δημοσιεύσεις σε Πρακτικά Επιστημονικών Συνεδρίων (κατόπιν αξιολόγησης από ομότιμους κριτές)

- E. Moustakas, N. Lamba, C. Ranga, D. Mahmoud (2020) 'Blurring lines between fiction and reality: Perspectives of experts on marketing effectiveness of virtual influencers' IEEE Cyber Science Conference, Dublin City University, Ireland
- E. Moustakas, C. Ranganathan, A. Tandon, S. Edacherian (2020) 'An Assessment of WhatsApp Use by Physicians to Communicate with Patients' 6th Biennial Conference of the Indian Academy of Management (INDAM 2020) at Indian Institute of Management Tiruchirappalli.
- E. Moustakas, L. Itani (2018) 'Towards the Development of a Framework to Enhance the Performance of Social Media Campaigns with Influencers for Beauty Product Brands in the UAE' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS) Dubai, UAE

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

□□□□: 32/50

- E. Moustakas, L. Burger (2018) 'Towards the Development of a Social Media Model for B2B Shipping Companies in the United Arab Emirates' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS) Dubai, UAE
- E. Moustakas (2015), 'The impact of social media on consumer behaviour' 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS) Dubai, UAE
- E. Moustakas, A. Bratu (2013) 'Towards the development of a business research strategy for organising Professional Training Courses in social media in Romania' 3rd International Conference on Enterprise Marketing and Globalization in Singapore (22 - 23 April 2013)
- E. Moustakas, A. Fragata (2012), "Investigating loyalty determinants in business banking in offline and online environments", 4th International Business and Social Science Research Conference, Dubai, UAE
- E. Moustakas, A. Sidiropoulou (2009) 'A review of the main technical solutions to facilitate effective on-line dispute resolution mechanisms' EEE'09 - The 2009 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, Nevada, USA
- E. Moustakas, R. Brennan, C. Ranganathan (2009) 'Legislative approaches to tackle Unsolicited Commercial E-mail (SPAM): A cross-country comparative analysis' Academy of Marketing Annual Conference 2009
- E. Moustakas (2009), 'Using the familiar: How m-learning (SMS texting) can enhance the student learning experience' EEE'09 - The 2009 International Conference on e-Learning, e-Business, Enterprise Information Systems, and e-Government, Las Vegas, Nevada, USA
- E. Moustakas, A. Sidiropoulou (2009) 'E-disputes at the crossroads: A stakeholder analysis of on-line dispute resolution mechanisms (ODR)' 17th European Conference on Information systems, Verona, Italy
- E. Moustakas, A. Sidiropoulou (2009) 'The development of an On-line Dispute Resolution' mechanism for managing electronic disputes' British and Irish Law, Education and Technology Association (BILETA) 2009 - The 24th Annual Conference, Winchester, UK
- Sidiropoulou, E. Moustakas (2008) 'An exploratory analysis of the On-line Dispute Resolution mechanism' 4th International Conference on e-Government RMIT University, Melbourne, Australia
- E. Moustakas, A. Sidiropoulou (2008) 'The use of On-line Arbitration System in the Tourism industry' 1st International Symposium in Tourism and Law, Escola Superior de Tecnologia e Gestao de Lamego, Portugal
- E. Moustakas, C. Ranganathan (2006) 'Legislative approaches to tackle unsolicited commercial email (spam): a cross-country comparative analysis' VI Computer Law World

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

33/50

Conference AHRC Research Centre for studies in Intellectual Property and Technology Law School of Law at the University of Edinburgh (4-8 Sept 2006)

- E. Moustakas, C. Ranganathan, Jean-Jacque Sahel, Michel Walrave, Lynn Voss, Ana Branca Carvalho (2006) 'Use of Corporate E-mail Policies for Combating Unsolicited Commercial Communications: Towards Development of a Framework' International Conference on Information Warfare and Security (ICIW 2006) University of Maryland Eastern Shore, USA (15-16 March 2006)
- E. Moustakas, C. Ranganathan, Ana Branca Carvalho (2005) 'Abort, delete, or ignore? Assessing the implications of unsolicited commercial communication (spam) for e-commerce' IADIS International Conference E-Commerce 2005, Porto, Portugal [<http://www.iadis.org/ec2005>] (15 - 17 December 2005)
- E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Combating Spam through Legislation: A Comparative Analysis of US and European Approaches' 2nd Conference on Email and Anti-Spam (CEAS 2005) - Stanford University, Palo Alto, CA, USA in Cooperation with the International Association for Cryptologic Research and the IEEE Technical Committee on Security and Privacy (21- 22 July 2005)
- E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Phish or Treat? Phishing tricks reloaded' 4th European Conference on Information Warfare and Security (ECIW) University of Glamorgan, UK (11- 12 July 2005)
- E. Moustakas, C. Ranganathan, P. Duquenoy (2005) 'Unsolicited Commercial E-mail (Spam): An Exploratory Understanding Using Stakeholder Analysis' 13th European Conference on Information Systems. Information Systems in a Rapidly Changing Economy Regensburg, Germany [<http://www.ecis2005.de>] (May 23 - 25, 2005)
- E. Moustakas, P. Duquenoy (2004) 'Unsolicited Commercial Communication: The integrated scenario' ETHICOMP 2004 - 'Challenges for the Citizen of the Information Society' University of the Aegean Syros, Greece (14 - 16 April 2004)
- E. Moustakas, P. Duquenoy (2003) 'Service Provider Responsibility for Unsolicited Commercial Communication (Spam)' IFIP Conference on Risks and Challenges of the Network Society Karlstad University, Sweden [<http://www.cs.kau.se/IFIP-summerschool>] (4 - 8 August 2003)

Κριτικές βιβλίων και άρθρα αξιολόγησης

- Social Media Management (2018)
Karen Sutherland, Macmillan International Higher Education
- E-Marketing (2011) Stephen Dann και Susan Dann, Palgrave Macmillan
- Digital Marketing (2012)
Paul Baines, Chris Fill και Kelly Page, Oxford University Press

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXE1KknkPHKE61BsgBTQ

34/50

Επίσημες επιχειρηματικές εκθέσεις

- Elite Leadership Development Program Reports (2016)
Centre of Innovation and Excellence, Middlesex University Dubai
- Leadership Self-Assessment Questionnaire Results Report (2018)
Qeyadi Leadership Programme for Roads and Transport Authority Dubai

Ερευνητικές αναφορές και πανεπιστημιακές εκθέσεις

- Developing Successful Training Courses Overseas Report (2013)
Μετά από σειρά εκπαιδευτικών προγραμμάτων Social Media στην Πορτογαλία
- Promotional Activities for the Marketing Department Report (2015)
Business School, Prince Sultan University
- Development Strategy for the Marketing Club (2015)
Marketing Department, Prince Sultan University
- Developing Learning Unit Narratives for Accreditation Report (2015)
National Commission for Academic Accreditation & Assessment

Άλλες Μορφές Δημόσιας Παραγωγής

Παραγωγή προωθητικών βίντεο μάρκετινγκ για το Middlesex University Dubai.
Διαχείριση του σχεδιασμού, της ανάπτυξης, της κινηματογράφησης, της επεξεργασίας,
της δημοσίευσης και της προώθησης των παρακάτω βίντεο.
Τα βίντεο έχουν συγκεντρώσει περισσότερες από 3εκ προβολές.

- Moustakas E. [MiddlesexDubai] (2017). Middlesex University Dubai [Video File]. Retrieved from <https://www.youtube.com/watch?v=FniUgqfCxKU>
- Moustakas E. [MiddlesexDubai] (2017). BA (Hons) Graphic Design [Video File]. Retrieved from <https://www.youtube.com/watch?v=gy5xfaBf9FY>
- Moustakas E. [MiddlesexDubai] (2017). BA (Hons) International Tourism Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=pNMDTQny3RA>
- Moustakas E. [MiddlesexDubai] (2017). MSc Digital Marketing [Video File]. Retrieved from URL www.youtube.com/watch?v=ws8jlam6x2E
- Moustakas E. [MiddlesexDubai] (2017). Master of Business Administration [Video File]. <https://www.youtube.com/watch?v=MGFRJpyFUDA&t=9s>
- Moustakas E. [MiddlesexDubai] (2017). MSc Corporate and Marketing Communications [Video File]. Retrieved from URL https://www.youtube.com/watch?v=pMqOQd2_Xjc
- Moustakas E. [MiddlesexDubai] (2017). MSc International Tourism Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=nQZZ8j4D9yc&t=7s>
- Moustakas E. [MiddlesexDubai] (2017). Computer Engineering and Informatics [Video File]. Retrieved from URL

Ψηφιακή Βεβαίωση Εγγράφου



Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate

Κωδικός εγγράφου : 4gSXEiKknkPHKE61BsgBTQ

35/50

- <https://www.youtube.com/watch?v=xcKnjao08EU>
- Moustakas E. [MiddlesexDubai] (2017). MA International Business Management [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=p-BH9ebg1fE>
- Moustakas E. [MiddlesexDubai] (2017). Accounting and Finance [Video File]. <https://www.youtube.com/watch?v=lwGbdhg7w1c>
- Moustakas E. [MiddlesexDubai] (2017). Media Studies [Video File]. Retrieved from <https://www.youtube.com/watch?v=gxB82avNM9M>
- Moustakas E. [MiddlesexDubai] (2017). Law and Politics Department [Video File]. Retrieved <https://www.youtube.com/watch?v=gxB82avNM9M>
- Moustakas E. [MiddlesexDubai] (2017). Centre of Innovation and Excellence [Video File]. Retrieved <https://www.youtube.com/watch?v=TsaB2jo9LXs>
- Moustakas E. [MiddlesexDubai] (2017). Institute of Entrepreneurship & Business Excellence [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=jum768WsJ68&t=13s>
- Moustakas E. [MiddlesexDubai] (2017). Student Research [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=zXqbe4erZlM>
- Moustakas E. [MiddlesexDubai] (2017). Student Services [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=4M81yXsD4fw>
- Moustakas E. [MiddlesexDubai] (2017). Transportation Video [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=h6MQadLveis>
- Moustakas E. [MiddlesexDubai] (2017). Accommodation [Video File]. Retrieved from URL https://www.youtube.com/watch?v=mG_7mVvZfeA
- Moustakas E. [MiddlesexDubai] (2017). Open Days [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=b8bx0j5OTPc>
- Moustakas E. [MiddlesexDubai] (2017). Open Evenings [Video File]. Retrieved from URL https://www.youtube.com/watch?v=KlGjvt4_QXI
<https://www.youtube.com/watch?v=7O8juuNrGs8>
- Moustakas E. [MiddlesexDubai] (2017). GETEX [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=osiqEdjX39Y>
- Moustakas E. [MiddlesexDubai] (2017). Team Middlesex – Social Clubs [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=Zu73JA1j6Gc&t=11s>
- Moustakas E. [MiddlesexDubai] (2017). Team Middlesex / Football [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=uVXrvigDYQU&t=7s>
- Moustakas E. [MiddlesexDubai] (2017). Team Middlesex / Basketball [Video File]. Retrieved from URL <https://www.youtube.com/watch?v=ycOc9IXtrII>

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

36/50

5. Συνέδρια, εργαστήρια, σεμινάρια και προσκεκλημένες ομιλίες

- Συμμετοχή στο AI Summit New York, ΗΠΑ (Javits Center) (10-11 Δεκεμβρίου 2025)
Διεθνές συνέδριο για εμπορικές εφαρμογές τεχνητής νοημοσύνης και καινοτομία.
- Παρουσίαση στο συνέδριο AIB MENA 2023 – Digitization SIG (10 Δεκεμβρίου 2023)
Τίτλος: «Digital scaling in the Middle East: Advantages and challenges».
- Προσκεκλημένη διάλεξη (15 Μαρτίου 2021)
Executive MBA, Business School, King Saud University
Τίτλος: Developing successful social media campaigns in the Middle East.
- Chair / Moderator (26-27 Νοεμβρίου 2019)
Marketing and Sales Show | Chief Marketing Officer Summit | UAE
Keynote Panel: Brand purpose in the age of digital transformation.
- Παρουσίαση στο e-Participation Forum (24 Απριλίου 2019)
UAE Telecommunications Regulatory Authority (TRA), Dubai
Τίτλος: Optimising e-Participation initiatives through social listening.
- The Strathclyde Dialogues and the UAE Research Evenings (19 Δεκεμβρίου 2017)
Strathclyde Business School
Θέμα εργαστηρίου: Innovative methodological tools in Digital Marketing for market research.
- Research Seminar (11 Απριλίου 2017)
European International College, Abu Dhabi
Τίτλος: Advanced social media listening tools.
- Chair Conference Session (2016)
Social Media Week, Dubai
Track: Social Customer – The Customer is always Right.
- Master Class Series Seminar (7 Δεκεμβρίου 2015)
Hult International School, Dubai
Τίτλος: Developing successful social media campaigns.
- Effective Teaching Strategies Workshop (15 Μαρτίου 2015)
Prince Sultan University, Riyadh
Θέμα: Social Media as a Tool in Teaching and Learning.

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου : 4gSXEiKknkPHKE61BsgBTQ

■ ■ ■ ■ ■ : 37/50

Εθελοντική Δράση

- Dubai Health Authority (DHA) – Κυβέρνηση Ντουμπάι (Απρίλιος 2020 – 2022)
Κέντρο Τηλεφωνικής Υποστήριξης | Παροχή υποστήριξης σε πολίτες των ΗΑΕ που χρειαζόνταν καθοδήγηση, πληροφορίες και βοήθεια κατά τη διάρκεια των δύσκολων συνθηκών της πανδημίας COVID-19.
- House of Volunteers Interview Team, EXPO 2020 (2019 – 2021)
Υπεύθυνος για συνεντεύξεις και πρωτοβουλίες εκπαίδευσης.
- CISV International Educational Programs (1995 – 2003)
Μη κερδοσκοπικός οργανισμός συνδεδεμένος με την UNESCO.
 - International Staff Seminar Camp, Angelholm, Sweden (2003)
 - Camp Director Village, Leeds, UK (2002)
 - International Staff Summer Camp, Strasbourg, France (2001)
 - International Staff Summer Camp, Etten-Leur, Netherlands (2000)
 - Συντονιστής του 1ου Summer Camp στην Ελλάδα (1998)
 - Εκπρόσωπος του ελληνικού C.I.S.V. στη συνάντηση European Junior Branch Meeting στην Αυστρία (1997)
 - Συμμετέχων στο C.I.S.V. Seminar Camp Kirkkonummi, Finland (1996)
 - Συμμετέχων στο C.I.S.V. Seminar Camp Kapp, Norway (1995)

Συστάσεις

Dr Stephen Donohoe
Senior Lecturer in Marketing, Business School, Marketing Branding & Tourism
Middlesex University London s.donohoe@mdx.ac.uk

Prof Carole Davis
National Teaching Fellow (HEA), Principal Teaching Fellow (HEA)
carole@davisward.com

Prof Ranganathan Chandrasekaran
Information & Decision Sciences, Biomedical & Health Information Sciences
University of Illinois at Chicago ranga@uic.edu

Prof Raymond Benton
Professor Emeritus, Marketing, Quinlan School of Business
Loyola University Chicago rbenton@luc.edu

5. Dr Olga Mourouti
Deputy Dean Quality Enhancement & Development and Student Success
Middlesex University London o.mourouti@mdx.ac.uk

Ψηφιακή Βεβαίωση Εγγράφου

Μπορείτε να ελέγξετε την ισχύ του εγγράφου
σκανάροντας το QR code ή εισάγοντας τον κωδικό
στο docs.gov.gr/validate



Κωδικός εγγράφου: 4gSXEiKknkPHKE61BsgBTQ

38/50

