

Resume

By Dr., Dr. Serdaris Panagiotis

Professor, Department of Management Science and Technology

Dr. Serdaris Panagiotis is a professor in our Department of Business Psychology & Financial Management & Marketing. Appointed to our Department in 2005 as Assistant Professor, in 2012 he became Associate Professor and in 2017 he became Professor with rich professional, educational and consulting experience in both Private and Public Sector, financial marketing consultant, psychological support in interpreting consumer behavior and marketing. He has studied at the Universities of Sofia and Plovdiv and holds two doctoral degrees in psychology and marketing. Degree in Psychology from the University of Sofia (Master of Arts in psychology 1986).

Ph.D. in Psychology from the Sofia Academy of Sciences 1996.

Doctor of Economics Marketing Plovdiv University of Food Technology 2011.

His scientific and research interests in undergraduate, doctoral dissertations and postgraduate theses focused on the following fields of knowledge:

Thesis: Prostitutsiata kato Scotsialno iavlenie - (Prostitution as a social phenomenon). Sofia, 1986.

1st PhD thesis: Psyhitsna gotovnost za otkloniavasto povedenie v 'iounousecka vazrast (The mental readiness of deviant behavior in adolescence). Sofia, 1995.

2nd PhD Thesis: Ikonomitseski marketing I potrebitelsko Povedenie sled vlizaneto na Gartsia v evrozonata (Economic Marketing and Consumer Behavior after Greece's Entry into the Eurozone), Plovdiv 2011.

Postgraduate thesis: Savremeni method izsledvane n aezirovoto razvitie v Gartsia (Modern methods of language examination in Greece). Sofia 1996.

He has served as deputy head and chair of the department several times during his service to date, and is responsible for counseling and psychological support for students at the institution level. He was a member of the organizational and supervisory committee of the BSc in Business Administration (MBA) in collaboration with Ternopil National University of Economics in Ukraine. Also, he has been a member of the scientific editorial board of the Journal of Global Economy Review.

His academic interests and scientific work revolve around issues of social psychology, communication, human resources management, business, organizations and consumer psychology-behavior. He has also written 5 articles on behavioral psychology, sociology and organizational behavior in particular:

1. Panagiotis Serdaris. The psychology of personality. University Studio press publications, 2002 Thessaloniki, ISBN 960-12-1084-9

2. Panagiotis Serdaris. Industrial - Business Psychology, University Studio press, 2008 Thessaloniki, ISBN 978-960-12-1675-1
3. Panagiotis Serdaris Jordan Iordanov. - Organizational Behavior and Management. University Studio press publications, 2008 Thessaloniki, ISBN 978-960-12-2941-3
4. Panagiotis Serdaris. Social Psychology Past, Present, Future..., University Studio press publications, 2014 Thessaloniki ISBN 978-970-12-2186-1
5. Angel Velichkov Panagiotis Serdaris. Environmental Psychology, University Studio press publications, 2014 Thessaloniki ISBN 978-960-12-2350-6

Two different disciplines related to his previous service:

1. Panagiotis Serdaris. Mental Deprivation, the Nature of Its Character (pedagogical approach), Athanasiadis Publications, 1993 Kozani
2. Panagiotis Serdaris. Psychology of speech disorders. University Studio press publications, 1998 Thessaloniki, ISBN 960-12-071-X

He was appointed responsible for teaching the following eleven courses in the Undergraduate Curriculum of the Business Administration at Technological Educational Institute – Kozani.

- Introduction Law
- Commercial and labor law elements
- Business communications
- Human Resource Management
- Organizational Behavior
- Public relations
- EU. Funds
- Introduction to Sociology
- Methodology of Technical and Scientific Works
- Leadership and development of personal skills

Lessons he teaches:

Undergraduate level:

- Marketing principles
- Sociology
- Leadership
- Human Resource Management

- Organizational Behavior
- Public relations
- Management of the natural and urban environment

Postgraduate level:

- Human Resource Management

(Master of Business Administration)

-Public Relations Strategies)

(MA in Public Relations and

Marketing with New Technologies)

He was responsible for supervising the preparation of two hundred (200) Graduate theses in total, under the Department's Undergraduate Program.

Organized and taught training modules (for approximately four (4) years):

a) in the Public Relations Strategies course in the Postgraduate Interdisciplinary Postgraduate Program of the Department of International Trade and Digital Media and Communication, formerly (Public Relations and Communication).

b) in Case Studies in Management and Marketing, in Human Resources Management in the Postgraduate Program in Business Administration (MBA) from TEI of Western Macedonia-Kozani in partnership with Ternopil University of Economics, Ukraine.

In the framework of the above two postgraduate programs of TEI West. Macedonia-Kozani he supervised (5) Diploma Theses in Greek and also was responsible (as a grader) for examining (20) Postgraduate Thesis in total.

Scientific collaborations:

In the academic year 1995-96 as a research fellow at the headquarters of the Bulgarian Academy of Sciences with Professor A. Velitskov, he collaborated on a lecture series entitled "Psychology of Personality" and a series on "Human Relations Social Behavior" which have been included in my book "The Psychology of Personality". In the same office and the same time with the lecturer M. Radoslavova worked in two lectures writing circles to discuss: a) "Psychology of Marketing", b) "Psychology Business Organization and Management" which were included in my treatise "Industrial Psychology - operational management."

Research-authoring publications:

In 2014, for its part, the proposal for a mixed research between Greece - Bulgaria in a joint product "Red Pepper" that thrives in both regions to Professor Tomekova Nasya - specializing in molecular genetic biology at the Agricultural University - Department of Breeding, Maritsa Vegetable Crops Research Institute. The proposal was also accepted by the Assistant Professor of our Foundation, Mr. Antoniadis Ioannis, peer researcher. The research was entitled "Red Peppers - Research of Greece-Bulgaria" The research was conducted from April 2015 until the end of October 2016 in Greece and Bulgaria along with the experimental study - perception of the taste properties of red pepper only in the sample of Bulgaria. The results justified their effort. Articles have already been published in scientific journals, reports as well as conference presentations. His scientific publications in International and Greek Conferences with reviewers as well as the hetero-references that have been made to him reach 60.