

KONSTANTINA KAMVYSI

Assistant Professor

Quantitative Methods in Service Management

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Google Scholar: https://scholar.google.com/citations?user=x8sAIxYAAAAJ

ResearchGate: https://www.researchgate.net/profile/Konstantina-Kamvysi

Website: https://konstantinakamvysi.com/

Education

2019 **Postdoctoral Research**

Department of Business Administration, School of Business Administration, University of Macedonia (Scholarship from the State Scholarships Foundation (IKY)).

Research title: Sustainable Tourism Supply Chain Management: Designing Sustainable Services Using an Extended QFD Methodology.

2015 **PhD**

Interdepartmental Postgraduate Programme in Business Administration, Department of Business Administration, School of Business Administration, University of Macedonia ("Heraclitus II" scholarship).

Thesis title: Integrating quantitative methods in the development of a combined methodological framework, towards quality design and improvement in the services industry

2007 **Master of Business Administration (MBA)**

Interdepartmental Postgraduate Programme in Business Administration, Department of Business Administration, School of Business Administration, University of Macedonia (Scholarship for academic excellence, 2006–2007).

2005 **BSc in Mathematics**

School of Mathematics, Faculty of Sciences, Aristotle University of Thessaloniki (2005).

Academic Appointments

14 Oct 2026–present **Assistant Professor**

Department of Economics, Aristotle University of Thessaloniki. Field: Quantitative Methods in Service Management.

2023–2026 **Laboratory Teaching Staff Member (EDIP)**

Department of Economics, Aristotle University of Thessaloniki.

Teaching Experience

2025–2026	**Aristotle University of Thessaloniki**
	Department of Economics.
	Undergraduate courses: Business Administration; Service Management; Business and Society: Corporate Social Responsibility (regular curriculum and Erasmus programme); Human Resource Management.
	Postgraduate course: Management of Reception and Accommodation Facilities, Interdepartmental Postgraduate Programme in Managing Mass Migration and Populations on the Move.
	Supervisor of the department's Internship Programme (winter semester).
	Coordinator of the department's Internship Programme (spring semester).
2024–2025	**Aristotle University of Thessaloniki**
	Department of Economics.
	Undergraduate courses: Business Administration; Business and Society: Corporate Social Responsibility (regular curriculum and Erasmus programme); Human Resource Management.
	Supervisor of the Internship Programme.
2023–2024	**Aristotle University of Thessaloniki**
	Department of Economics.
	Undergraduate courses: Business Administration; Innovation and Entrepreneurship; Business and Society: Corporate Social Responsibility; Human Resource Management.
2019–2023	**Hellenic Open University (HOU)**
	Adjunct Faculty Member (SEP).
	Annual module DEO42: Total Quality Management and Environmental Management, Business Administration programme, School of Social Sciences. Teaching in an online class.
2021–2022	**University of Macedonia**
	Department of Economics, School of Economics and Regional Studies.
	Research Methodology.
2019–2020	**International Hellenic University**
	Department of Organisation Management, Marketing and Tourism, School of Economics and Management.
	Marketing Strategy.
2019–2020	**International Hellenic University**
	Department of Accounting and Information Systems, School of Economics and Business Administration.
	Principles of Marketing.
2018–2019	**Alexander Technological Educational Institute of Thessaloniki**
	Department of Business Administration, School of Management and Economics.

Tourism Marketing.

2016–2017 **Technological Educational Institute of Central Macedonia**

Department of Accounting and Finance.

Innovation and Total Quality.

2014–2015 **University of Macedonia**

Department of Business Administration, School of Business Administration.

Teaching Assistant.

Operational Research.

2009–2015 **University of Macedonia**

Department of Business Administration, School of Business Administration.

Teaching Assistant.

Quantitative Analysis for Business Decisions II.

2010–2014 **University of Macedonia**

Department of Business Administration, School of Business Administration.

Teaching Assistant.

Quantitative Analysis for Business Decisions I.

Research Experience

2016–2019 **Postdoctoral Researcher**

Department of Business Administration, School of Business Administration, University of Macedonia.

The research was funded by the State Scholarships Foundation (IKY) from 6 April 2017 to 8 July 2019, under the action «Strengthening Post Doctoral Research» (MIS5001552), within the Operational Program «Human Resources Development, Education and Lifelong Learning 2014-2020».

2009–2014 **Heraclitus II Research Program**

Department of Business Administration, School of Business Administration, University of Macedonia.

"Heraclitus II – Strengthening Human Research Potential through the Implementation of Doctoral Research" (MIS: 346726), *Funding:* Doctoral research scholarship, from 13 February 2009 to 30 September 2014.

Feb 2013 **Research Collaboration Workshop**

Participation in a research collaboration workshop between the University of Macedonia research team (Andreas Georgiou, Katerina Gotzamani, Andreas Andronikidis and Konstantina Kamvysi) and Professor E. Thanassoulis's team at Aston Business School, Aston University, United Kingdom.

30 Sep 2009–31 Jan 2010 **Scientific Support for a Citizen Satisfaction Survey**

Scientific support for the "Citizen Satisfaction Survey" project for the Office of Quality and Efficiency of the Region of Central Macedonia, within the approved action "Implementation of a Citizen Satisfaction Measurement System" of the Operational Programme "POLITEIA", Measure 1.1, Subprogramme 1.

Research Interests

Quantitative Methods in Management; Service Management; Total Quality Management; Multicriteria Decision Making (MCDM); Stochastic Processes for Modelling and Forecasting Customer Preferences; Sustainability Management; Sustainable Service Supply Chains.

Professional Experience

Aug 2020–2023 **Permanent Secondary School Teacher**

Directorate of Secondary Education of Eastern Thessaloniki.

2009–2020 **Substitute Secondary School Teacher**

Secondary schools in the Prefecture of Thessaloniki.

Apr–Oct 2008 **Project Management Officer**

IDS Ltd., a consulting firm. Implementation of the project "Digital Municipality: Training Elected Local Government Representatives in ICT" for the Central Union of Municipalities and Communities of Greece (KEDKE), under the Operational Programme "Information Society".

Oct 2007–Mar 2008 **Entrepreneurship Consultant**

Development Agency of the Municipality of Thessaloniki, under the "ARIADNE: Traditional Crafts and Urban Development" programme of the EQUAL Community Initiative. Provision of specialist information and support services to craft businesses, and participation in organising and delivering a handicraft products market and exhibition.

Publications

Doctoral Dissertation

Kamvysi, K. (2015). Integrating quantitative methods in the development of a combined methodological framework, towards quality design and improvement in the services industry. Department of Business Administration, School of Business Administration, University of Macedonia.

Peer-reviewed Articles in International Journals

Andronikidis, A., Georgiou, A. C., Gotzamani, K., & Kamvysi, K. (2009). The application of quality function deployment in service quality management. The TQM Journal, 21(4), 319-333. 10.1108/17542730910965047 (ISSN: 17542731, 2024 SJR ranking: Q1, 2024 AJG 1)

Kamvysi, K., Gotzamani, K., Georgiou, A.C., & Andronikidis, A. (2010). Integrating DEAHP and DEANP into the Quality Function Deployment. The TQM Journal, 22(3), 293-316. 10.1108/17542731011035532 (ISSN: 17542731, 2024 SJR ranking: Q1, 2024 AJG 1)

Kamvysi, K., Gotzamani, K., Andronikidis, A., & Georgiou, A.C. (2014). Capturing and prioritizing students' requirements for course design by embedding Fuzzy-AHP and linear programming in QFD. European Journal of Operational Research, 237(3), 1083–1094. 10.1016/j.ejor.2014.02.042 (ISSN: 03772217, 2024 SJR ranking: Q1, 2024 AJG 4)

Gotzamani, K., Georgiou, A., Andronikidis, A., & Kamvysi, K. (2018). Introducing Multivariate Markov Modelling within QFD to Anticipate Future Customer Preferences in Product Design. International Journal of Quality &

Reliability Management, 35(3), 762-778. 10.1108/IJQRM-11-2016-0205 (ISSN: 0265671X, 2024 SJR ranking: Q1, 2024 AJG 2).

Kamvysi, K., Andronikidis, A., Georgiou, A.C., & Gotzamani, K. (2023). A Quality Function Deployment Framework for Service Strategy Planning. Journal of Retailing & Consumer Services, 73, 103343. https://doi.org/10.1016/j.jretconser.2023.103343 (ISSN: 0969-6989, 2024 SJR ranking: Q1, 2024 AJG 2).

Kamvysi, K., Tsironis, L., & Gotzamani, K. (2025). An Integrated QFD framework for Smart City Strategy Development. The TQM Journal, 37(5), 1203-1226. https://doi.org/10.1108/TQM-07-2023-0223 (ISSN: 17542731, 2024 SJR ranking: Q1, 2024 AJG 1).

Papatsiros, V. G., Tsekouras, N., Papakonstantinou, G. I., Kamvysi, K., Eliopoulos, C., Fotos, L., Arapoglou, D., Meletis, E., Michailidis, G., & Gougoulis, D. (2025). The Use of Food Industry By-Products in Pig Diets as a Challenge Option to Reduce the Environmental Footprint. Agriculture, 15(22), 2390. https://doi.org/10.3390/agriculture15222390 (SJR ranking: Q1)

Papatsiros, V. G., Kamvysi, K., Fotos, L., Tsekouras, N., Meletis, E., Spilioti, M., Gougoulis, D., Trachalaki, T., Tsatsa, A., & Papakonstantinou, G. I. (2026). Organic Pig Farming in Europe: Pathways, Performance, and the United Nations Sustainable Development Goals (SDGs) Agenda. Animals, 16(3), 384. https://doi.org/10.3390/ani16030384 (SJR ranking: Q1)

Papers in Peer-reviewed International Conference Proceedings

Andronikidis, A., Georgiou, A. C., Gotzamani, K., & Kamvysi, K. (2008, September). The application of quality function deployment in service quality management. In Proceedings of the 11th Toulon- Verona Conference: Excellence in Services. University of Florence. (ISBN: 9788884538550) *__Selected among the Best Papers of the conference__

Kamvysi, K., Gotzamani, K., Georgiou, A.C., & Andronikidis, A. (2009, August). Integrating DEAHP and DEANP into the Quality Function Deployment. In Proceedings of the 12th QMOD and Toulon-Verona Conference-International Conference on Quality and Service Sciences (ICQSS). Verona University. (ISBN: 9788890432705) *__Selected among the Best Papers of the conference__

Kamvysi, K., Gotzamani, K., Georgiou, A.C., & Andronikidis, A. (2009, November). An Integrated QFD Approach for Bank Customers Satisfaction. In Proceedings of the 2nd Biennial International Conference on Services Marketing, “Orchestrating the Service Experience: Music to the Ears of our Customers”. University of Macedonia. (ISSN 1792-0965, ISBN: 978-960-98740)

Andronikidis, A., Kamvysi, K., Gotzamani, K., & Georgiou, A.C. (2010, June). Exploring Alternative Approaches in Prioritizing Consumers’ Selection Criteria in a Service Setting. In Proceedings of the 39th EMAC Conference, “The Six Senses, The Essentials of Marketing”. Copenhagen Business School. (ISSN: 1027-3395, ISBN: 978-87-92569-01-1)

Kamvysi, K., Gotzamani, K., Andronikidis, A., & Georgiou, A. C. (2011, August). An Extended Fuzzy QFD Methodology in the Design and Evaluation of Academic Courses. In Proceedings of the 14th QMOD Conference on Quality and Service Sciences ICQSS 2011. University of Navarra. (ISBN: 84-8081-211-7)

Georgiou, A. C., Kamvysi, K., Andronikidis, A., & Gotzamani, K. (2011, September). Advancing QFD to improve service quality. In Proceedings of the BALCOR 2011-1st International Symposium and 10th Balkan Conference on Operational Research. University of Macedonia. (ISBN: 978-960-87277-6-2)

Andronikidis, A., Gotzamani, K., Georgiou, A. C., & Kamvysi, K. (2011, August). Integrating DEA framework into QFD methodology. In Proceedings of the 9th International Conference on Data Envelopment Analysis- DEA 2011. University of Macedonia.

Kamvysi, K., Andronikidis, A., Gotzamani, K., & Georgiou, A.C. (2012, May). Listening to our customers in higher education institutions. In Proceedings of the 41st EMAC Conference, Marketing to Citizens: Going Beyond customers and consumers. ISCTE Business School. (ISSN: 1027-3395, ISBN: 978-989-732-004-0)

Kamvysi, K., Andronikidis, A., Gotzamani, K., & Georgiou, A.C. (2018, May). A Decision Framework for Sustainable Supply Chain Management in Tourism: A consolidated QFD framework. In Proceedings of the 47th EMAC Annual Conference, People Make Marketing. University of Strathclyde. (ISSN: 1027-3395, ISBN: 978-1-5272-1911-3)

Kamvysi, K., Andronikidis, A., Georgiou, A.C. & Gotzamani, K. (2018, June). A QFD framework for Sustainable Supply Chain Management in Tourism. In Proceedings of the 8th International Conference on Tourism (ICOT). International Association for Tourism Policy.

Kamvysi, K., Andronikidis, A., Georgiou, A.C., & Gotzamani, K. (2019, September). Fostering Sustainability in Tourism Supply Chains: A QFD Decision Framework. In Proceedings of the EMRBI 12th Annual EuroMed Academy of Business (EMAB) Conference. EuroMed PRESS. (ISSN: 2547-8516, ISBN: 978-9963-711-81-9, CPCI-Clarivate 2020-07-28)

Kamvysi, K., Andronikidis, A., Georgiou, A.C., and Gotzamani, K. (2025, January). Balancing Guest Requirements and Sustainability: A QFD approach for Designing Sustainable Hotel Services. In Proceedings of the International Conference Marketing Trends. (ISBN 978-2-490372-20-1).

Kampouri, K., & Kamvysi, K. (2025, December). Identifying and Assessing Foreign Partner Selection Criteria in the Context of Family SMEs Internationalization. In Proceedings of the 51st Conference of the European International Business Academy: Strategic Realities in IB Practices. European International Business Academy (EIBA).

Kampouri, K., Sklavounos, N., Simoglou, E., Hajidimitriou, Y., & Kamvysi, K. (2025, December). Family Firms and International Non-Equity Modes: A Systematic Literature Review and Suggestions for Future Research. In Proceedings of the 51st Conference of the European International Business Academy: Strategic Realities in IB Practices. European International Business Academy (EIBA).

Peer-reviewed International Conference Abstracts

Kamvysi, K., Gotzamani, K., Andronikidis, A., & Georgiou, A.C. (2014, July). An Integrated QFD framework linking quality management with marketing efforts. Paper presented at the 20th Conference of the International Federation of Operational Research Societies-IFORS: The art of Modeling, Barcelona, Spain.

Kamvysi, K., Gotzamani, K., Andronikidis, A., & Georgiou, A.C. (2015, June). Incorporating a Multivariate Markov Chain model into Quality Function Deployment Framework. Paper presented at the 16th Conference of ASMDA International Society, Athens, Greece. (ISBN: 978-618-5180-03-4)

Georgiou, A.C., Kamvysi, K., Gotzamani, K., & Andronikidis, A. (2017, June). Utilizing Customer Requirements' Data to Link Quality Management and Services Marketing Objectives. Paper presented at the 17th Conference of ASMDA International Society and Demographics 2017 Workshop, London, UK. (ISBN: 978-618-5180-22-5)

Georgiou, A.C., Kamvysi, K., Gotzamani, K., & Andronikidis, A. (2018, April). An appraisal of DEA contribution in the Quality Function Deployment Process in conjunction with some recent advances using Markov stochastic

processes. Paper presented at the DEA40-International Conference on Data Envelopment Analysis, Aston University, Birmingham, UK.

Paltayian, G., Georgiou, A., Gotzamani, K., Andronikidis, A., & Kamvysi, K. (2019, June). Redesigning e-Banking services: Social and Environmental Challenges towards Sustainable Development. Paper presented at the 30th European Conference on Operational Research, Dublin, Ireland.

Peer-reviewed Book Chapters

Georgiou, A., Gotzamani, K., Xanthopoulou, S., Kamvysi, K., & Andronikidis, A. (2017). Applying the QFD–AHP–ANP methodology to design an academic course. In the collected volume in honour of Professor Emeritus Georgios S. Oikonomou. Piraeus: University of Piraeus. [In Greek].

Additional Information

Ad hoc Reviewer for International Journals and Conferences

Journals: European Journal of Operational Research · International Journal of Production Research · The TQM Journal · International Journal of Quality & Reliability Management ·International Journal of Productivity and Performance Management ·CITIES ·Applied Mathematical Modelling ·Expert Systems with Applications · Scientific Reports · Journal of Urban Technology · Research in Engineering Design · Studies in Educational Evaluation ·International Journal of Information Technology & Decision Making

Conferences: European International Business Academy Conference (EIBA)

Participation in the Organisation of International Conferences

2011 **9th International Conference on Data Envelopment Analysis**

DEA 2011, University of Macedonia, Thessaloniki, 24–27 August. Participation in conference organisation and provision of secretarial support.

2009 **2nd Biennial International Conference on Services Marketing**

"Orchestrating the Service Experience: Music to the Ears of our Customers", University of Macedonia, Thessaloniki, 4–6 November. Participation in conference organisation and provision of secretarial support.

Professional Development

2022 **Open and Distance Education**

Seminar for Adjunct Faculty Members (SEP), Centre for Training and Lifelong Learning, Hellenic Open University, 20 June–4 September 2022.

2008–2009 **Contemporary Issues in Special Education: Learning Difficulties**

Annual educational seminar organised by the Centre for the Study of Psychophysiology and Education, Department of Primary Education, National and Kapodistrian University of Athens, 21 October 2008–12 June 2009.

2007–2008 **The Use of Information and Communication Technologies (ICT) in Organisations: Present and Future**

Training programme delivered by the Information Systems Laboratory, University of Macedonia, 30 November 2007–30 May 2008. Part of the subproject “Modern Information and Communication Technologies in Business Organisation and Management”, within the project “Human Networks for Research and Technology Training – Second Cycle”, under the Operational Programme “Competitiveness”.

2006 **Preparation and Guidance for Advisers in the Craft Business Support Structure**

Seminar organised by the GSEVEE Vocational Training Centre (KEK GSEVEE), under the “ARIADNE: Traditional Crafts and Urban Development” programme of the EQUAL Community Initiative, 18–23 December 2006.