



Agricultural
University
of
Athens

Agribusiness Laboratory

List of publications related to marketing of food products

Category 1: Articles

1. George Chryssochoidis (1996) 'Successful Exporting: Exploring the Transformation of Export Product Portfolios'. **Journal of Global Marketing**, Vol 10, 1: 7-31. ISSN:0891-1762.
2. George Chryssochoidis (1996) 'Greek Food Manufacturing Exporters: An Exploratory Investigation Into Major Aspects of Their Export Strategy'. **Journal of International Food and Agribusiness Marketing**, Vol 8, 2: 23-47. ISSN: 0897-4438.
3. Fotopoulos Christos, George Chryssochoidis & Christos Pantzios, (1999). 'Critical Factors Affecting the Future of the Greek Market of Organic Produce', **Medit.** Vol 10, 2: 20-35.
4. George Chryssochoidis (2000) 'Repercussions of Consumer Confusion for Late Introduced Differentiated Products', in **European Journal of Marketing** Vol. 34, 5/6:705-722, ISSN: 0309-0566.
5. George Chryssochoidis (2000) 'High and Low Internationalization Sectors- Does the Food Industry Have a Superior or an Inferior Product Presence Profile in the Internet?' in **Journal of Food Products Marketing**, Vol. 6 (3): 17-30. ISSN: 1045-4446.
6. Christos Fotopoulos and George Chryssochoidis (2000) 'Factors Affecting the Decision to Purchase Organic Food' in **Journal of Euromarketing**, Vol. 9, 3. ISSN: 1049-6483.
7. George Chryssochoidis (2000) 'Why Do High Tech Firms Suffer Delays in International New Product Rollouts?' **International Journal of Manufacturing Technology and Management**, Vol. 2, Y: 000-000. ISSN :1368-2148.
8. George Chryssochoidis (in press) 'Factors Affecting Product Innovations- A Review' in **Agricultural Economics Review**.

Category 2: Books, edited books, chapters in research works and related contributions

1. Chryssochoidis G. & Fotopoulos, C. B. (1999) 'Analysis of Consumer Markets and Consumer Behaviour' in Fotopoulos, C. B. (ed) ***'The Productive System of Organic Cultivation as an Alternative Solution for the Development of Greek Agriculture'***. Athens: National Agricultural Research Foundation. pp 97-125 (in Greek). ISBN: 960-86160-7-7.
2. Fotopoulos, C.B., Mattas K. & George Chryssochoidis (1999) 'Greek Agricultural Products- The New Strategy for Competitive Advantage' in Apostolopoulos, K.D. & Fotopoulos C. B. (eds.) ***'Mediterranean Produce as Traditional Greek Products - The Future of Supporting Mechanisms'***, Athens: Greek Ministry of Agriculture. pp.23-54 (in Greek). ISBN: 960-00-00-25-5

Category 3: Conference proceedings (blind reviewed)

1. Lia Ntafou & George Chryssochoidis (2000) 'The Effects of Quality Strategy Upon The Marketing Mix and NPD Success in Greek ISO 9000 Food Companies'. ***6th Greek Association of Agricultural Economists Proceedings***, University of Macedonia, November 24-25.
2. Blouhos, P. and George Chryssochoidis (2002) 'Food Marketing and the Web: Is the Web Presence of Food Firms Residing in Different Geographical Areas the Same of Different?' ***1st Conference of Hellenic Association of ICT in Agriculture, Food and Environment***, Agricultural University of Athens, June 6-7, pp.162-172.
3. Samaras A. and George Chryssochoidis (2002) 'Marketing Practices of Greek Food Firms, Sales Force Design by Geographical Areas and Implications Upon Sales Effectiveness' ***7th Greek Association of Agricultural Economists Proceedings***, Agricultural University of Athens, November 2002 (forthcoming).

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