



Dr. George Baourakis is the Studies and Research Co-ordinator of the Business Economics and Management Department of the Mediterranean Agronomic Institute of Chania (MAICh).

He has extensive experience in research activities related to consumer science, econometric modeling, marketing, supply chain analysis, management and financial management. He has co-ordinated and participated in a large number of EU (FP 4th, 5th, 6th and 7th, INTERREG I, II and III, Archimed, MED, Tempus, Phare, Life, Lifelong Learning, Leonardo Da Vinci,

European Social Fund/Operational Sectoral Programme) and international research projects.

He has been appointed as an Affiliate Professor at the University of Nyenrode and a distinguished Research Fellow at several universities.

Dr. Baourakis has served as an OECD Consultant on regionalization and rural governance.

He has published over 200 papers in international refereed scientific journals, presented more than 250 papers at international conferences, and authored/co-authored 4 books and 7 special issues.

Dr. Baourakis has lectured as an Invited Speaker in many countries around the world. He has also organized and implemented specialized seminars and short courses in many Mediterranean countries.

He is a member of the editorial board of the Journal of Food Products Marketing (Routledge) and is acting as Referee for many journals in management, marketing and finance.

PUBLICATIONS:

Books

Baourakis G., Mattas K., Zopounidis C. and Dijk van G. (eds) (2010), *A Resilient European Food Industry in a Challenging World*, Nova Science Publishers.

Baourakis G. (ed) (2004) *“Marketing Trends for Organic Food in the advent of the 21st century”*, World Scientific, Imperial College Press.

Pardalos P., Migdalas A., Baourakis G., (eds) (2004) *“Supply Chain and Finance”*, World Scientific, Imperial College Press.

Zopounidis C., Pardalos P., Baourakis G. (eds) (2002) *“Fuzzy sets in Management, Economics and Marketing”*, World Scientific, Imperial College Press.

Special issues

Baourakis G., Kalogeras N. and Mattas K. (eds) (2010), Recent Trends in the Food Industry and the Food Chain, *Journal of Food Products Marketing*, Special issue.

Baourakis George, Kalaitzis P. and Mattas K. (eds) (2010), Food Industry and Food Chain in a Challenging World, *Journal of Food Economics*, Special issue.

Baourakis G. and Mattas K. (eds) (2009), "Competitiveness in International Markets", *Journal of International Food and Agribusiness Marketing*, Special issue, Vol. 21, nos. 2, 3 & 4.

Baourakis G. and Mattas K. (eds) (2009), "Marketing Trends within the Global Trading System", *Journal of Food Products Marketing*, Special issue, Vol. 15, no. 3.

Baourakis G. and Mattas K. (eds) (2007), "Food Marketing", *Journal of Food Economics*, Special issue, Vol. 4, no 3.

Baourakis G. and Mattas K. (eds) (2005), Food Quality Products: Production, Demand and Public Policy in the EU context, *Journal of Food Products Marketing*, Vol. 11, no.3.

Baourakis G. and Mattas K. (eds) (2004), Marketing Food Quality Products, *Journal of Food Economics*, Special issue, no. 2.

Journal articles

Zopounidis C., Baourakis G. and Niklis D. (2010), A comparative study of tourism performance in the Mediterranean region: A multicriteria approach, *International Journal of Information and Decision Sciences (IJIDS)* Vol 2 No 3 pp. 285-303

Arulsevan A., Baourakis G., Boginski V., Korchina E. and Pardalos P. (2009), Analysis of food industry market using network approaches, *British Food Journal* (forthcoming).

Kalogeras N., Valchovska S., Baourakis G. and Kalaitzis P. (2009), Dutch Consumer's Willingness to Pay for Organic Olive Oil, in Baourakis G. and Mattas K. (eds) "Competitiveness in International Markets", *Journal of International Food and Agribusiness Marketing*, Special issue, Vol. 21, no. 4, pp. 286-311.

Pashkova N., Baourakis G., Zopounidis C. and Alexakis D. (2009), A comparative financial assessment of producing and marketing cooperatives in Russia and Greece, *Journal of Computational Optimization in Economics and Finance (COEF)*, Vol.1 no 3.

Baourakis G., Conisescu M., Van Dijk G., Pardalos P.M. and Zopounidis C. (2009), A multicriteria approach for rating the credit risk of financial institutions, *Computational Management Science*, 6:347-356, DOI 10.1007/s10287-007-0050-3.

Mitwasi J., Baourakis G. and Zopounidis C. (2007), A comparative analysis of tourism performance in the Mediterranean region: A multicriteria approach, *Asian-African Journal of Economics and Econometrics*, Vol. 7, No. 1-2, pp. 21-32.

Gadanakis Y., Baourakis G. and Clapan C. (2007), Measuring the impacts of distortions in the European Union cotton sector: A partial equilibrium analysis using the ATPSM model framework, *Journal of Agricultural and Food Economics*, Vol. 2, No. 1, pp. 75-90.

- Baourakis G., Baltas G., Izmiryan M and Kalogeras N. (2007), Brand preference: a comparative consumer study in selected EU countries, *Operational Research, An International Journal*, Vol 7, No. 1.
- Zopounidis C., Shiniotakis N. and Baourakis G. (2006), Financial Analysis and Economic Aspects of the Agricultural Unions of Crete, *Agricultural Economics Review*, Vol. 7, No. 2, pp. 55-65.
- Kalogeras N., Baourakis G., Zopounidis C. and Van Dijk G. (2005), Evaluating the financial performance of agri-food firms: a multicriteria decision-aid approach, *Journal of Food Engineering* 70, pp. 365-371.
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- Baourakis G., (2003), Local Partnerships for Rural Development: The European Experience, *European Review for Agricultural Economics*, Vol. 30-4.
- Migdalas A., Baourakis G., Kalogeras N. and Meriem H.B. (2003) Sector modeling for the prediction and evaluation of Cretan olive oil, *European Journal of Operational Research* 152 (2004) 454-464.
- Tartari E., Doumpos M., Baourakis G. and Zopounidis C. (2003) A stacked generalization framework for the prediction of corporate acquisitions, *Foundations of Computing and Decision Sciences*, vol. 28, no. 1.
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- Sandalidou E., Baourakis G., Grigoroudis E., & Siskos Y. (2002) Customers' perspectives on the quality of organic olive oil in Greece: A satisfaction evaluation approach, *British Food Journal*, vol. 104, no. 3/4/5, pp. 391-406.
- Baourakis G., Doumpos M., Kalogeras N. and Zopounidis C. (2002) Multicriteria analysis and assessment of financial viability of Agri-business: the case of marketing co-operatives and juice producing companies, *International Journal of Agribusiness*, vol. 18 (4), pp. 543-558.
- Baourakis G. and Daian G. (2002) *E-Commerce in the Agribusiness Sector: Present Situation and Future Trends in P. Pardalos and V. Tsitsiringos (eds), "Financial Engineering, E-Commerce and Supply Chain Management"*, Kluwer Academic Publishers, pp. 213-230.
- Baourakis G. and Stroe M. (2002) The Optimization of the Distribution System in the Context of Supply Chain Management Development in P. Pardalos and V. Tsitsiringos (eds), *"Financial Engineering, E-Commerce and Supply Chain Management"*, Kluwer Academic Publishers, pp. 321-342.
- Doumpos M., Kosmidou K., Baourakis G., and Zopounidis C. (2002) Credit risk assessment using a multicriteria hierarchical discrimination approach: A comparative analysis, *European Journal of Operational Research*, Vol 138, no 2, pp. 392-412.

- Baourakis G., Drakos P. and Spyridakis D., (2002) Data analysis for the identification of Greek Distribution Channels: the case of organic olive oil, *Foundations of Computing and Decision Sciences*, Vol 26, no 4, pp. 239-254.
- Siskos Y., Matsatsinis N.F., Baourakis G. (2001) Multicriteria Analysis in agricultural marketing: the case of French olive oil Market, *European Journal of Operational Research*, Vol 130, no 2, pp. 315-331.
- Baourakis G., Marko M., Tsakiridou E. and Tzimitra – Kaloyiani I. (2001) The floriculture market and its relation to consumer behaviour: A Greek perspective, *Agr. Econ. Review*, Vol 2, no 1, pp. 47-55.

Book chapters

- Pashkova N., Baourakis G., Zopounidis C. (2009), A comparative financial assessment analysis of agricultural production cooperatives in the Krasnodar region-Russia in Reztis A. N. (ed) *Research Topics in Agricultural and Applied Economics*, e-book Bentham Science Publishers Ltd., Volume I, pp. 64-76.
- Baourakis G., Kalaitzis P., (2007), International Marketing in M. Katzioloudes (ed), *International Business*, Elsevier Limited.
- Kalaitzis P., Baourakis G., (2007), Entering the International Market in M. Katzioloudes (ed), *International Business*, Elsevier Limited.
- Viju C., Baourakis C., Migdalas A., Doumpos M. and Pandalos P.M. (2004) Portfolio optimization using Markowitz model : an application to the Bucharest stock exchange in P. Pandalos, A. Migdalas and G. Baourakis (eds), *“Supply Chain and Finance”*, World Scientific, Imperial College Press, pp. 229-251.
- Baourakis G. and Baltas G. (2004) Brand management in the fruit juice industry in P. Pandalos, A. Migdalas and G. Baourakis (eds), *“Supply Chain and Finance”*, World Scientific, Imperial College Press, pp. 153-159.
- Tartari E., Doumpos M., Baourakis G. and Zopounidis C. (2004) Stacked generalization framework for the prediction of corporate acquisitions in P. Pandalos, A. Migdalas and G. Baourakis (eds), *“Supply Chain and Finance”*, World Scientific, Imperial College Press, pp. 91-112.
- Gjonca E., Doumpos M., Baourakis G. and Zopounidis (2004) Assessing country risk using multicriteria classification approaches in P. Pandalos, A. Migdalas and G. Baourakis (eds), *“Supply Chain and Finance”*, World Scientific, Imperial College Press, pp. 49-67.
- Baourakis G., Kalogeras N., Zopounidis C. and Van Dijk G. (2004) Assessing the financial performance of Marketing Co-operatives and Investor owned firms: A Multicriteria Methodology in P. Pandalos, A. Migdalas and G. Baourakis (eds), *“Supply Chain and Finance”*, World Scientific, Imperial College Press, pp. 29-47.
- Dimara E. Baourakis G. and N. Kalogeras (2001) Consumer preferences for extrinsic versus intrinsic quality cues for image products: the case of Greek quality wine, in Zopounidis C., Pandalos P. and Baourakis G., (eds) *“Fuzzy sets in Management, Economics and Marketing”*, World Scientific, Imperial College Press, pp. 83-98.

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- Baourakis G. Apostolakis Y., Drakos P. (2001) Identification of market trends for Greek fruit juices in Zopounidis C., Pardalos P. and Baourakis G., (eds) *"Fuzzy sets in Management, Economics and Marketing"*, World Scientific, Imperial College Press, pp. 99-113.
- Baourakis G., Lassithiotaki E. and P.M. Pardalos (2000) 'Marketing of Differentiated Fresh Produce', in C.H. Zanakis, G. Doukidis, C. Zopounidis (eds), *"Recent Developments and Worldwide Applications in Decision Making"*, Kluwer Academic Publishers, pp. 115-130.

Conference proceedings

- Manoledakis C., Baourakis G., Zopounidis C. and Niklis D. (2010), Performance measurement of shipping companies: A multi-criteria approach, presented at *the 1st Conference on Financial Engineering and Banking Society (F.E.B.S.), Athens, Greece, 03 – 04 December, 2010*
- Camerzan A., Baourakis G. and Zopounidis C. (2010), Financial aspects of the Moldavian banking system – an application of the multicriteria Promethee and DEA methods in banking analysis, presented at *the International Conference on "Global Trends in the Efficiency and Risk Management of Financial Services", EURO Working Group on Efficiency and Productivity Analysis (EWG – EPA), Chania, Crete, Greece, 02 – 04 June, 2010*
- Baourakis G., Kalogeras N., Baltas G., Chrysikopoulou E. and Lapas A. (2010), Consumer Attitudes for Intrinsic Versus Extrinsic Cues for Quality Products: The Case of Extra Virgin Olive Oil, presented at *the Marketing Science Conference (INFORMS), Cologne, Germany, 16 – 19 June, 2010*
- Larbi W., Baourakis G. and Zopounidis C. (2010), Export Modeling: The Case of Olive Oil in Tunisia, presented at *the 9th Special Conference of the Hellenic Operational Research Society (HELORS), Agios Nikolaos, Crete, Greece, 27 – 29 May, 2010*
- Papamanousakis G. Erdiller O., Zopounidis C., Baourakis G., Alexakis D. (2010), What is the Role of Category Management in Driving Consumer store Preference? A study on the Greek Food Retail Market, presented at *the 9th Special Conference of the Hellenic Operational Research Society (HELORS), Agios Nikolaos, Crete, Greece, 27 – 29 May, 2010.*
- Baourakis G., (2008), Les strategies de promotion, de marketing et circuit de distribution de l'huile d'olive, Morocco, 27-31 October, 2008
- Kalogeras, N., G. van Dijk, G. Baourakis (2007), The Market Exchange of Delivery Rights within New Generation Cooperatives: Some Empirical Observations, *3rd International Conference on Economics and Management of Networks (EMNet), Rotterdam, The Netherlands, 28-30 June, 2007*

- Lakatos C., Baourakis G. and Xepapadeas A. (2007), Economic implications of the EU accession of Bulgaria and Romania: a CGE approach, accepted for presentation at *the 10th Annual Conference on Global Economic Analysis, Purdue University, West Lafayette, Indiana, USA, 7– 9 June, 2007*
- Baourakis et al. (2007), Consumer perceptions and behavior towards organic and low-input foods – Greek market, presented at *the XIIth Applied Stochastic Models and Data Analysis (ASMDA), International Conference, Chania, Crete, Greece, 29 May – 1 June*
- Baourakis et al. (2007), Data analysis in regional development, *presented at the XIIth Applied Stochastic Models and Data Analysis (ASMDA), International Conference, Chania, Crete, Greece, 29 May– 1 June*
- Kalaitzis P., Dijk van G. and Baourakis G. (2007) Euro-Mediterranean supply chain developments and trends in trade structures in the fresh fruit and vegetable sector, presented at *I Mediterranean Conference of Agro-food Social Scientists, 103th EAAE Seminar, Barcelona, Spain, 23 – 25 April, 2007.*
- Kalaitzis P., van Dijk G., Baourakis G., Drakos P., (2006) The dynamics of trade structures, trends and business organisational development of fresh fruit and vegetable firms in the European supply chain, *98th EAAE Seminar on Marketing Dynamics within the global trading system: new perspectives, 29 June-02 July*
- Gadanakis G., Baourakis G., Clapan C., Drakos P., (2006) The olive oil and cotton lint sectors in the European Union, *98th EAAE Seminar on Marketing Dynamics within the global trading system: new perspectives, 29 June-02 July*
- Bikou D., Baltas G., Baourakis G., (2006) Consumer attitudes towards nutrition labelling, *98th EAAE Seminar on Marketing Dynamics within the global trading system: new perspectives, 29 June-02 July*
- Zopounidis C., Baourakis G., Mezlini M. (2006) Country risk assessment for FDI decision makers: E.U. accession candidates: Romania and Bulgaria. *18th International Conference on Multiple criteria decision making, 19-23 June*
- Pardalos P., Baourakis G., Korchina E., (2006) Statistical Analysis of the U.S. stock market: Food Industry, *18th International Conference on Multiple criteria decision making, 19-23 June*
- Mitwasi J., Baourakis G., Zopounidis C. (2006) Causes and Effects of Tourism in the Mediterranean Countries, International Conference of Trends, *Impacts and Policies on Tourism Development, Heraklion, Crete, Greece, 15-18 June.*
- Valchovska S., Kalogeras N., Kalaitzis P., Baourakis G., (2006) Consumer willingness to pay for differentiated food products: The case of organic olive-oil in The Netherlands, *35 EMAC Conference on Sustainable Marketing Leadership, 23-26 May*
- Kalogeras N., Pennings Joost M.E., Baourakis G., Lans van der Ivo A. (2006) Designing the structure of marketing cooperative institutions: A behavioural approach, *35 EMAC Conference on Sustainable Marketing Leadership, 23-26 May*

- Afrok M., Zopounidis C., Gaganis C. and Baourakis G, (2005) A Multicriteria Approach in Detecting Falsified Audit Reports : Evidence from Small and Medium UK Companies, *2nd International Conference on Enterprise Systems and Accounting 2005, 11 – 12 July*
- Conisescu M., Zopounidis C. and Baourakis G., (2005) Credit Risk Modeling using a Multicriteria Approach: The Case of the UK's Financial Institutions, *2nd International Conference on Enterprise Systems and Accounting 2005, 11 – 12 July*
- Baourakis G., Kalogeras N., Zopounidis C., Clapan C. and Dijk G. (2004), Revising Strategies and Financial Performance of Food Marketing Firms: An Empirical Study, *FEES 2002 International Conference on Financial Engineering, E-commerce, Supply Chain and Strategies of Development, Athens, Greece, 10-12 June 2002: - p. 17*
- Baourakis G., Doumpos M., Kalogeras N. and Zopounidis C. (2004) Multicriteria Analysis and Assessment of Financial Viability of Agribusiness: The Case of Marketing Coops and Juice producing Companies, *EURESCO Conference (European Science Foundation), 3 – 7 September*
- Baourakis G., Baltas G. and Voudouri I. (2003) Brand Management in the fruit juice industry: A multicriteria analysis, *the 3rd Conference of the Operation Research Society, Greece, 30 – 31 October*
- Baourakis G., T. Gavruchenko, G. Baltas & F. C. Chatzitheodoridis (2003) Comparative Behavioural Analysis in Selected EU Countries: A Brand Modeling Approach, *CMS 2003 Conference, (Workshop on: Computational Classification Methods for Decision Making) Crete, May 27 – 30*
- Baourakis G., M. Izmiryan & G. Baltas (2003) Brand preference in the juice sector: A comparative consumer study in Greece and The Netherlands, *CMS 2003 Conference, Crete, May 27 – 30*
- Baourakis G., Kalogeras N., G. van Dijk & F. C. Chatzitheodoridis (2003) Assessing the Financial Performance of Marketing Cooperatives and Investor Owned Firms: a multicriteria Methodology, Vertical Markets and Cooperative Hierarchies: The Role of Cooperatives in the International Agri-Food Industry : *A EuroConference on Agri-Food Cooperatives in the New Millenium: Competition & Organisation, Germany, 12 - 16 June (invited speaker)*
- Gavruchenko T. and Baourakis G. (2002), Comparative marketing strategies in Greece and Holland: The case of organic olive oil, *International IFOAM Scientific Conference on Organic Olive Growing: Production and Culture, 22 May, Puente de Genave, Spain*
- Baourakis G., Kalogeras N., Tsintarakis K. and Grigoroudis E. (2002) Customer satisfaction evaluation for Greek Organic Wine, *31st Annual Conference, European Marketing Academy, Spain*
- Baourakis G, Kalogeras N. and Zopounidis C. (2001) Evaluation of the financial performance of food marketing firms; a multicriteria approach, *International Conference on Financial Engineering, E-commerce and Supply Chain (FEES), Athens, Greece.*
- Mihali D., Baourakis G. and Pardalos P. (2000) Selection of Oprimal Distribution Pattern in a Supply Chain Network in the *VII Congress of SIGEF Decision Making under Uncertainty in the Global Environment of the 21st Century, Sept 18 - 20, Chania, Greece.*

- Bankova M., Baourakis G., Zopounidis C. (2000) Assessing the financial viability and marketing prospects of the juice industry in Greece, in the *VII Congress of SIGEF Decision Making under Uncertainty in the Global Environment of the 21st Century*, Sept 18 - 20, Chania, Greece
- Baourakis G., et al (2000) Sector modeling for the prediction and evaluation of Cretan olive oil, 13rd National Conference on Transportation and Modern Technologies, November 30th – December 2nd.
- Baourakis G., *et al* (2000), Multicriteria analysis and methodology for the assessment of the financial viability of Agribusiness marketing firms, *2nd Conference on Informative Systems*, Technical University of Crete, October 12-14.
- Baourakis G. *et al* (2000), Product Design and strategic analysis for the extra virgin and Biological olive oil in the Local and international marketing, *2nd Conference on Informative Systems*, Technical University of Crete, October 12-14

Coordination and Participation in EU and other International Projects:

Selected list

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|-----------|---|
| 2010-2013 | University support for research and development in industry (R&D Industry). Financed by MED 2007-2013 |
| 2010-2013 | Development of the European management system of academic qualifications and valuation of the informal competencies – ID 63252. Financed by the European Social Fund, Operational Sectoral Programme 2007-2013 |
| 2010-2013 | SylvaMED: Mediterranean Forests for All. Financed by MED 2007-2013 |
| 2010-2012 | Sustainable agri-food systems and rural development in the Mediterranean Partner Countries SUSTAINMED). Financed by FP7th – KBBE-2009-2013 |
| 2010-2012 | Establishing a New Master Degree in Sustainable Crop Protection. Financed by TEMPUS, 2 nd call for proposals |
| 2010-2011 | European Observatory of validation of non and informal skills in the sector of landscape and urban planning and risk prevention (EU_Observer). Financed by Lifelong Learning Programme 2007-2013 |
| 2009-2012 | Identification and conservation of the high nature value of ancient olive groves in the Mediterranean region (CENT.OLIMED). Financed by LIFE Nature and Biodiversity |
| 2005-2008 | Innovative Rural Development Strategy based on local and transnational Economical Networks (IRENE). Financed by EU / INTERREG III B CADSES (Contract No: 5C064) |
| 2006-2008 | Harmonious Development of Rural and Insular Areas (HADRIAMED). Financed by EU / INTERREG III B ARCHIMED (Contract No: A.1.219) |
| 2005-2008 | Agricultural Trade Agreements (TRADEAG). Financed by European Commission, 6 th Framework (SSPE-CT-2005-513666). |
| 2004-2007 | Market and Trade Policies for Mediterranean Agriculture: The case of fruit/vegetables and olive oil. Financed by European Commission, 6 th Framework - Research Directorate – General (SSPE-CT-2004-502459 (STREP). |
| 2004-2005 | Integration of an export market oriented data base supporting Decision Making. Financed by the Greek Ministry of Agriculture. |

2003-2005	Setting up and implementation of sustainable and multifunctional rural development model based on organic and competitive agriculture (SIMOCA). Financed by EU / INTERREG III B (2000-2006) CADSES.
2003-2004	A merging scheme for the Agricultural Cooperatives of Crete. Financed by the Greek Ministry of National Economy.
1996-2003	Advancement of Business Cooperation between Cyprus and Crete. Financed by Interreg I and II
1999-2002	Design and production of multilingual, scientific material on Management – Marketing. Financed by Interreg II.
1998-2001	Development of a Marketing Information System for the Export Marketing Strategies. Financed by the Greek Ministry of Agriculture.
1998-2000	Export Marketing Strategies for the Greek olive oil in Germany and USA. Financed by the Greek Ministry of Agriculture.
1998 - 1999	The Green Enterprises. Financed by EU Employment/Youthstart.
1996 - 2001	Development of an Integrated knowledge-based Decision Support System (DIMITRA). Financed by EU (FAIR-PL95 – 844).
1996 - 2001	Marketing - Management Strategies for Business Co-operatives. Financed by Provincial Operational programs.
1995 - 1997	Price policies under transition to market. Financed by EU ACE Programme.
1995 - 1997	The greenways project. Financed by EU Employment/Youthstart.
1994 - 1996	Management - Marketing, Financed by TEMPUS.
1994 - 1995	Export Marketing Strategies for Food products Financed by Leader I.
1991 - 1995	Strengthening endogenous development patterns. Financed by EC DG VI.