

CHRISTOS ZIAKIS

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Christos Ziakis is an IT Project Manager. He graduated from the German School of Thessaloniki (2001). He holds a BSc in Applied Informatics and an MSc in Business Informatics (2009) from the University of Macedonia. In 2019, he was awarded a Doctorate by the School of Information Sciences, department of Applied Informatics at the University of Macedonia for his thesis regarding the development of Start-Up Entrepreneurial Ecosystems and the quadruple helix model approach.

He has been working since 2005 in the ICT sector, focusing on e-business, digital marketing, start-ups, and technological innovation. Initially, he worked as a developer in IT-related companies, and since 2010 as an independent consultant and project manager of imarketing.gr, a web agency that provides specialized services for web development, e-business, and digital marketing. His portfolio consists of more than 250 web projects for Greek and foreign organizations. Moreover, he is the co-founder of the award-winning retail-related start-up QRshop.gr (2012-2014).

Since 2017 he has been an instructor in e-Business, Digital Marketing, and Innovation & Entrepreneurship courses in MBA and MIS programs at the University of Macedonia and the University of Western Macedonia. Since 2021 he has taught the courses "Electronic Business", "Network Technologies and Electronic Commerce", "Digital Economy" and "Information Systems" in the Department of Economics at the International Hellenic University. His research work includes papers published in international scientific journals and conference proceedings and three chapters of the book "Digital Marketing: From Theory to Practice", 2020", (Web Application Design and Development, Search Engine Optimization, Online Advertising)