

1. Curriculum Vitae:

Prof.dr. George Lontorfos je rođen 19. decembra 1974 u Peiraiefs, Grčka. Trenutno obnaša dužnost voditelja škole za PR marketing i komunikacije pri fakultetu za biznis i pravo Univerziteta Leeds Met. Doktorsku disertaciju odbranio na Univerzitetu u Manchesteru 2005. godine.

1.2. Obrazovanje

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|-----------|--|
| 1994-1997 | Diploma inženjera elektronike, University of Newcastle, Newcastle |
| 1997-1998 | Magistar nauka – Automatika i kontrola, University of Newcastle, Newcastle |
| 1998-1999 | Magistar nauka – strateške tehnologije i menadžment inovacija, UMIST, Manchester |
| 1999-2004 | Doktorat iz strateškog menadžmenta i organizacionih promjena, UMIST, Manchester |

1.3 Profesionalna karijera

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| 2002 – present | Predavač i voditelj modula: “Poduzetništvo” Nivo: Masters |
| 2008-present | Predavač i moderator – naslov modula: “Strategija biznisa” Location: Hong Kong |
| 2008 -present | Predavač i voditelj modula: “konsultantski projekat” Mode of Delivery: Online/E- learning |
| 2005-2006.1 | Predavač i voditelj modula: “Poslovno poduzeće” |
| 2005-2006 | Predavač; naslov modula: “Inovacije i promjene” |
| 2002-2005 | Predavač i voditelj modula : “inovacije u biznisu i kreativnost” |
| 2002-2005 | Predavač i voditelj modula: “Mali biznis” |
| 2002 –present | <u>Mentorstvo i praćenje razvoja teza</u> Dodiplomski (oko 100) Master i MBA (oko 50) Doktoranti - 8 |

Vanjski ocjenjivač kvalitete studija

2008 - 2012 Salford Business School (dodiplomci)
2010 - Bradford Management Centre (MBA)
2011 Westminster Business School, External Advisor (Postdiplomci)

2. Stručni i naučni rad

2.1. Objavljeni naučni radovi

- (1). Walsh, V., and Lodorfos, G., (2000), "Organisational Restructuring and Technological Change in the Chemical Industry", *Annual Federal School Doctoral Conference's Proceedings*.
- (2). Walsh, V., and Lodorfos, G., (2002), "Technological and Organisational Innovation in Chemicals and Related Products", *Technology Analysis and Strategic Management*, Vol. 14, No.3., pp. 273-298.
- (3). Lodorfos, G., Akamavi, R and K.Livesey (2003), "Antecedents of E-consumer Loyalty", *BAM Conference Proceedings*.
- (4). Akamavi, R., McKevitt, and Lodorfos, G., (2004), "Examining Environmental Forces of the Central-Eastern European Market: ETOP analysis framework", *Academy of Marketing conference proceedings*.
- (5). Lodorfos, G and Dennis, J., (2005), "E-Consumers' Behaviour: Trust and Security in the Online CD Market" *Academy of Marketing conference, proceedings*.
- (6). Lodorfos, G, Dennis, J and Temperley, J., (2005), "E-consumers' Behaviour", *CIRCLE international conference, proceedings*.
- (7). Lodorfos, G and Boateng, A., (2006), "The role of organisational cultures in enhancing the success of Mergers and Acquisition in the technology sector", *BAM Conference*.
- (8). Lodorfos, G, Trosterud, T and Whitworth, C (2006), "E-Consumers' Attitude and Behaviour in the Online Commodities Market" *Innovative Marketing Journal*, Vol.2 No. 3.
- (9). Lodorfos, G, and J. Schuringa (2006)., "Strategic Business Outsourcing" *International Journal of Management Cases* Vol.8. Issue 3.
- (10). Lodorfos, G, Mulvana, K and Temperley, J., (2006), "E-consumers' Behaviour in the Over the Counter Drugs Market", *CIRCLE international conference, proceedings*.
- (11). Lodorfos, G, Mulvana, K and Temperley, J., (2006), "Consumer behaviour: experience, price, trust and subjective norms in the otc pharmaceutical market", *Innovative Marketing Journal* Vol 2. No. 3.

- (12). Lodorfos, G and Boateng, A, (2006) “The Role of Culture in the Merger and Acquisition Process: Evidence from the European Chemical Industry” *Management Decision Journal*. Vol. 44, No.10.
- (13). Lodorfos, G and Dennis, J., (2007), “Consumers' Intent: in the organic food market” *American Journal of Food Product Marketing*, Vol.12, No. 2. (According to the Taylor and Francis 2010 Publishing Report, this article was the seventh most downloaded article in 2009).
- (14). Lodorfos, G and Dennis, J, (2007), “Eco purchasing in the organic food market”, *CIRCLE international conference, proceedings*.
- (15). Argouslidis P.C, Baltas, G and Lodorfos G (2007), “How fast can financial firms withdraw a product from the line? The effects of selected product characteristics”, *AM Conference, proceedings*.
- (16). Lodorfos, G and Dennis, J., (2007), “Eco-consumerism and the Greening of Retailers”, *International Journal of Retail Business Management*, Vol.1, Issue 1.
- (17). Dennis, J and Lodorfos, G., (2008), “Organic reflections: what influences consumers to purchase organic products?”, *Academy of Marketing conference Proceedings*.
- (18). Kafouros, M, Wang, C and Lodorfos, G (2009), “The impact of R&D strategy and firm size on the returns to innovation” *International Journal of Entrepreneurship and Small Businesses*, Vol. 8, No4.
- (19). Lodorfos G, Dennis J, Steele K.L., (2009), “An Investigation Into the Factors Influencing Consumers’ Purchasing Decision: With Particular Focus on Confectionary”, *Academy of Marketing conference Proceedings*.
- (20). Uddin M., Boateng A., Glaister K. & Lodorfos G. (2009) 'Motives for UK Cross-border Mergers and Acquisitions' *BAM Conference, (Best Paper Award)*.
- (21). Boateng A., Glaister K., Lodorfos G and Uddin M., (201X) ' (.....) 'Motives for UK Cross-border Mergers and Acquisitions' *Thunderbird International Business Review, (Under Review)*.
- (22). V. Maheshwari, G. Lodorfos, I. Vandewalle and J. Dennis (2012) ‘Branding a place: a growth and development perspective’ *Academy of Marketing conference Proceedings*.
- (23). V. Maheshwari, G. Lodorfos, J Rudd and I. Vandewalle (2012) ‘Exploring the role of stakeholders in sustainable place branding: An empirical analysis based on Liverpool’08 Strategic Business Plan’ *Journal of Industrial Marketing Management (Under Review)*.

2.2 Rad u industriji

Profesor Lodorfos je tokom svog akademskog rada bio angažovan od strane mnogih kompanija od kojih navodimo neke: BP/Amoco and Shell, FORD, NORWEB, British steel, ADELFA Shipping , Petrogaz i druge.

2.3. Učešće u konsultantskim aktivnostima i projektima(istraživačke aktivnosti)

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| <i>2011 – present</i> | Voditelj of ABS' Razvoji program za šefove odjela |
| <i>2011 – present</i> | Calderdale, SME Business Development Project, ERDF Funded |
| <i>2012 – present</i> | Hybrid agreement with Origin Consulting, Bahrain, Leeds Met |
| <i>2012 – present</i> | Franchise agreement with HKCT, Leeds Met University |
| <i>2012 – present</i> | Undergraduate Refocus, Leeds Met University |
| <i>2011 to 2012</i> | Undergraduate Review, Leeds Met University |

2.4. Uredništvo i članstvo u uredničkim odborima

- Član uredničkog odbora: *The Journal of Enterprising Communities, People, Places in the Global Economy; The International Journal of Entrepreneurship and Small Businesses.*
- Član ocjenjivačkog panela: *Education and Training Journal.*
- Pomoćni urednik: *World Journal of Retail Business Management.*
- Gost urednik: *International Journal of Entrepreneurship and Small Businesses.*
- Gost urednik: *Journal of Marketing Management.*

2.5 Akademske aktivnosti i članstva

Praktičar Akademije za visoko obrazovanje

Puno članstvo u Akademiji za Marketing Velike Britanije

Chartered Inženjer prvog nivoa

Član Chartered Management Instituta (MCMI)

Biografija izašla u Ko je Ko u Svijetu 2011 (**Who's Who in the World 2011**)