

SHORT CV: Dr. Irimi Dimou

Dr. Irimi Dimou is an Associate Professor of Strategic Management of Tourism Business at the Hellenic Mediterranean University. She has held positions as an affiliate lecturer at the Hellenic Open University, a Certified Online Instructor at the Online MBA of the University of Liverpool, a professor at the American College of Greece (Deree College), and a visiting professor at Ningbo University (China) and Vives University (Belgium). Dr. Dimou graduated from the Department of Business Administration of the Athens University of Economics and Business Administration and holds an M.B.A. from the same university. She completed her Ph.D. studies at the University of Surrey, with a scholarship from the State Scholarship Foundation, focusing her thesis on the internationalization strategies of hotel companies.

Dr. Dimou has published in various international journals, including *Journal of Business Research*, *Journal of Marketing Channels*, *International Journal of Tourism Research*, *Industry and Higher Education* and *Journal of Hospitality Marketing and Management*, while she has also presented her research work in national and international conferences. Moreover, Irimi acts as reviewer for some of the mainstream high impact peer review journals in the tourism field (*Journal of Economics and Management Strategy*, *Annals of Tourism Research*, *Anatolia*, *EuroMed Journal of Business*, *Industry and Higher Education*) and as a Reviewer Editor for *Frontiers in Sustainable Tourism* and member of the Editorial Board of the *Journal on Tourism and Sustainability*. Besides research, she has also participated in various EU-funded projects and worked as a freelancer for Greek and international consulting companies, conducting various industry reports.

Her research interests center around tourism business strategy and destination management, cruise tourism and yachting, tourism education, and human resource training.