

MARIANTHI GIANNAKOPOULOU

AGRICULTURAL RESEARCH OFFICER



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Rural Development Section
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EDUCATION AND TRAINING

- BSc and MSc in Agricultural Economics and Rural Development, School of Agricultural Economics and Rural Development, Agricultural University of Athens
- MSc in International Agricultural and Food Marketing, School of Agriculture, Food and Rural Development, University of Newcastle Upon Tyne, U.K.

RESEARCH INTERESTS

- Food Marketing
- Consumer Behavior
- Business Administration of agribusinesses
- Use of new technologies in Agriculture
- Rural Development and alternative activities

ADDITIONAL INFORMATION

Publications

- Adamides, G., Biberian, N., **Giannakopoulou, M.** 2007. A Cypriot Organic Farmer's Way towards Globalization, Environmental and Rural Sustainability through ICT. World Congress on Computers in Agriculture, Glasgow, Scotland, EFITA/WCCA.
- **Giannakopoulou, M.**, Adamides, G., Savvides, S. 2006. Traditional Vs Online Attitudes towards grocery shopping in Cyprus. World Congress on Computers in Agriculture, Orlando, FL, U.S.A.
- **Giannakopoulou, M.**, Adamides, G., Georgiadou, E. 2006. Consumer's Supremacy on Sustainable Agriculture. 3rd HAICTA CONFERENCE, Information Systems in Sustainable Agriculture, Agro Environment & Food Technology, Volos, Greece.
- Adamides, G., Savvides, S., Biberian, N., **Giannakopoulou, M.**, Georgiadou, E., Georgiades, M. 2006. Cypriot beliefs and attitudes towards OA and web portals. Conference on Organic Agriculture, Bucharest.
- Adamides, G., Biberian, N., **Giannakopoulou, M.**, Savvides, S., Georgiadou, E. 2006. The emergence of Technology in Organic Agriculture in Cyprus. Joint Organic Congress, Odense, Denmark

Presentations

- **Marianthi Giannakopoulou**. 2019. *The role of traceability in food safety*. Experimental Workshop on Co-creation: "The Critical Role of Research and Innovation in Food Sufficiency and Food Safety", University of Nicosia.
- Andreas Stylianou, **Marianthi Giannakopoulou**, 2017, 2018. *Marketing of Food and Agricultural products*. Farmer training under the Rural Development Plan

Participation in ARI funded Projects

- Perceptions of Cypriot consumers towards the traceability of food products. **Marianthi Giannakopoulou**, Marinos Markou, George Adamides, Andreas Stylianou, Stavroula Ioannou

Participation in Research Promotion Foundation Funded Projects

- Virtual Reality for Youth Entrepreneurship Training in Agriculture (Agrient), Erasmus+, George Adamides, Andreas Stylianou, **Marianthi Giannakopoulou**
- Cypriot and SLOvenian IoT pilots for on-farm production practices and integration of Post-farm and consumer-oriented processes, CYSLOP, (EU), George Adamides, Andreas Stylianou , Damianos Neokleous, **Marianthi Giannakopoulou**, Vasilis Vasiliou
- Smart Farming Services for Supporting potato producers across Europe (SmartPotato), (EU), Andreas Stylianou , George Adamides, Damianos Neokleous, **Marianthi Giannakopoulou**, George Papadavid

Conferences

- 5th PanHellenic Congress of Rural Economy, Kastri – Attikis, 1998.
- 6th PanHellenic Congress of Rural Economy, Thessaloniki, 2000.
- World Congress on Computers in Agriculture, Orland0, FL, USA, 2006.