

## MARIANTHI GIANNAKOPOULOU

### AGRICULTURAL RESEARCH OFFICER



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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
- Agricultural and Production Economics
- Sustainable Farming Systems

#### ADDITIONAL INFORMATION

##### Publications

- Giannakopoulou, M., Ioannou, S., Stylianos, A., Adamides, G. (2024). Exploring the determinants of consumers' adoption of online grocery shopping using the Theory of Planned Behavior: An empirical study. *New Medit* 4 (2024). <https://doi.org/10.30682/nm2404b>
- Kasimati, A., Papadopoulos, G., Manstretta, V., Giannakopoulou, M., Adamides, G., Neocleous, D., Vassiliou, V., Savvides, S., & Stylianos, A. (2024). Case Studies on Sustainability-Oriented Innovations and Smart Farming Technologies in the Wine Industry: A Comparative Analysis of Pilots in Cyprus and Italy. *Agronomy*, 14(4), 736. <https://doi.org/10.3390/agronomy14040736>
- Moysiadis, T., Adamides, G., Stylianos, A., Zotos, N., Giannakopoulou, M., & Alexiou, G. (2021). Use of IoT technologies for irrigation and plant protection: The case for Cypriot fruits and vegetables. In *Bio-Economy and Agri-Production* (pp. 175-194). Academic Press. <https://doi.org/10.1016/B978-0-12-819774-5.00010-2>
- Adamides, G., Kalatzis, N., Stylianos, A., Marianos, N., Chatzipapadopoulos, F., Giannakopoulou, M., & Neocleous, D. (2020). Smart farming techniques for climate change adaptation in Cyprus. *Atmosphere*, 11(6), 557. <https://doi.org/10.3390/atmos11060557>
- Markou, M., Stylianos, A., Giannakopoulou, M., & Adamides, G. (2020).

Identifying business-to-business unfair trading practices in the food supply chain: The case of Cyprus. *New Medit: Mediterranean Journal of Economics, Agriculture and Environment*, 19(1). <https://doi.org/10.30682/nm2001b>

- 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 EU Research Funded Projects

- TraCEREAL - A Comprehensive Cereal Supply Chain Quality Control and Decision-Making Framework (<https://tracereal.weebly.com/>)
- Ploutos - A Sustainable Innovation Framework to rebalance agri-food value chains (<https://ploutos-h2020.eu/>)
- AGRIWATER - Innovative and Sustainable Measures for Keeping Water in the Agricultural Landscape (<https://agriwater.eu/>)
- Virtual Reality for Youth Entrepreneurship Training in Agriculture (Agrient), Erasmus+, (<https://agrient.etcenter.eu/>)
- Cypriot and SLOvenian IoT pilots for on-farm production practices and integration of Post-farm and consumer-oriented processes, CYSLOP, (EU), (<https://itc-cluster.com/project/cyslop/>)
- Smart Farming Services for Supporting potato producers across Europe (SmartPotato), (EU), (<https://www.smartagrihubs.eu/iof2020>)

#### Conferences

- 2nd Pancyprian Conference "Rural Development - From Research to Practice", Nicosia, Cyprus, 2023.
- 1st Pancyprian Conference "Rural Development - From Research to Practice", Nicosia, Cyprus, 2022.
- World Congress on Computers in Agriculture, Orlando, FL, USA, 2006.
- 6th PanHellenic Congress of Rural Economy, Thessaloniki, 2000.
- 5<sup>th</sup> PanHellenic Congress of Rural Economy, Kastri – Attikis, 1998.