

**Curriculum Vitae**  
**Dr. OURANIA NOTTA**  
**Associate Professor, ATEIth.**

**Office address** Faculty of Agricultural Technology,  
Department of Rural Development &  
Agribusiness Management,  
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**Home address** Perikleous 52, 55133, Thessaloniki, Greece

**Education and Degrees:**

2000 **Ph.D. (Economics), Department of Agricultural Economics, Aristotle University of Thessaloniki.**

1996 **M.A. (Economics), Department of Agricultural Economics, Aristotle University of Thessaloniki.**

1992 **B.A. (Agricultural Economics), Department of Agricultural Economics, Aristotle University of Thessaloniki.**

**Lingual skills**

English First Certificate in English, University of Cambridge, 1984.

French Certificat Pratique de Langue Francaise, (1er Degre) Universite de Paris-Sorbonne, 1991

**Academic interests**

Teaching:

Micro-economy, Methods of Decision-making, Studies of Rural Growth, Economic Planning, Collective forms and vertical organisation in the agriculture, Rural Cooperatives.

Research:

Micro-economy, Economics of Agribusiness, Industrial Organisation, Economic Planning, Food and Rural Firms Management.

**Academic and professional employments**

2010- Associate Professor in the Department of Rural Development & Agribusiness, Faculty of Agricultural Technology, ATEI of Thessaloniki.

2003-2010 Assistant Professor in the Department of Rural Development & Agribusiness, Faculty of Agricultural Technology, ATEI of Thessaloniki.

1998-2003 Scientific assistant in the Department of Rural Development & Agribusiness, Faculty of Agricultural Technology, ATEI of Thessaloniki

2002-2003 Agronomist of Agricultural Economy in the Address of Agricultural Growth of Region of Central Macedonia.

**Research activities**

2008-2010 Scientific member in charge of the research program titled: «Factors affecting the competitiveness of agricultural food and beverage companies in Northern Greece (TEITH research committee).

2004-2006	Member of the research team: Archimedes: the contribution of women's agrotourism cooperatives and women entrepreneurs in rural development".EPEAEK
1999-2000	Member of the research team:FAIR PL98-4404 «Quality Strategies and producers's Organization in the European Agro-food Sector»
1996-1998	Member of the research team: “Technology, market structure, size of enterprise and industrial policy”, Athens University of Economics Business, General Secretariat for Research and Technology.
1994 -1995	Member of the research team: “The effect of competition, efficiency, financing and management in the success of the agricultural cooperatives and other firms in the food industry. Comparisons and proposed policy measures.” General Secretariat for Research and Technology.

### Publications:

1. Notta O. (2000) “The effect of advertising on the competitiveness of firms in food and beverage industries, ph.D. Dissertation, Department of Agricultural Economics, Aristotle University of Thessaloniki.
2. Notta O. (1996) "Effect results from television and other media advertising on food and beverage firms' profits," thesis, Department of Agricultural Economics, Aristotle University of Thessaloniki.

### Articles in international journals and books

3. Notta, O. and Vlachvei, A., (2010) “Rapid-growth firms versus slow-growth firms in Greece”, **Journal of European Economy**, Vol. 9, No 6, pp. 145-158.
4. Vlachvei, A., Notta, O. and Demiri, S. (2010) “Competitive Strategies and Business Performance:Evidence from Greek Fur Industry” in **World Economy–Problems and Processes**, Yuriy, S., Trillenberg, W., & Savelyev, E., (eds), Forschungsinstitut der Internationalen Wissenschaftlichen Vereinigung Weltwirtschaft und Weltpolitik e.V., Berlin, ISSN 1021-1993, pp. 235-246.
5. Notta, O., Vlachvei, A. and Samathrakis, V. (2010) “Competitiveness – the case of Greek food manufacturing firms” **International Journal of Arts & Sciences**, Vol. 3 No (7): 211 - 225 CD-ROM. ISSN: 1944-6934
6. Vlachvei, A. and Notta,O. (2009) “Wine routes in Greece: Producer’s perceptions and economic implications”, **International Journal of Arts & Sciences**, Vol.3 No2, 95-106. CD-ROM. ISSN: 1944-6934.
7. Vlachvei, A. and Notta,O. (2009) “The Growth of Greek firms: an Empirical Investigation”, **International Journal of Financial Economics and Econometrics**, Vol. 1, No 2, 229-242.
8. Notta, O. and Vlachvei, A. (2009) “TV Advertising Strategy and Competitiveness in Greek Food Manufacturing Firms: A Simultaneous Equation Approach” **Management Sciences and Practices Journal**, (forthcoming).
9. Koutsou, S., Notta, O. Samathrakis, V. and Partalidou M. (2009) “Women’s entrepreneurship and rural tourism in Greece: Private enterprises and cooperatives”, **South European Society and Politics**, vol 14, No 2, June 2009, pp. 191-209.
10. Vlachvei, A., Ananiadis, I and Notta,O (2009) . “Does advertising matter? An application to the Greek wine industry”, **British Food Journal**, vol 111, No72, pp. 686-698.
11. Notta, O. and Vlachvei, A (2008) “Foreign owned versus Domestically-owned firms: Evidence from Greece”, **New Medit**, Vol.4, pp. 13-19.\_
12. Notta, O. and Vlachvei, A (2007) . “Performance of cooperatives and investor-owned firms: the case of the Greek Dairy Industry”, in “**Vertical Markets and Cooperative**

- Hierarchies**” K. Karantininis & J. Nilsson (eds), Springer Academic Publishers, 2006, pp. 277-287.
13. Vlachvei, A. and Notta, O. (2007). “Profitability, Size and Internal Organization in Greek Manufacturing Firms” **Review of Economic Sciences**, Vol.11, pp. 17-28.
  14. Vlachvei, A., Notta, O. and Ananiadis, I. (2006) “R&D in Greek manufacturing firms” **New Medit**, Vol.4, pp. 44-49.
  15. Ananiadis, I., Notta, O., Oustapassidis, K. (2003) “Cooperative Competitiveness and Capital Structure in the Greek Dairy Industry”. **Journal of Rural Cooperation**, Vol 31, No.2, pp.95-109.
  16. Notta, O., Oustapassidis, K. (2001) “Profitability and Media Advertising in Greek Food Manufacturing Industries”, **Review of Industrial Organization**, Vol. 18, pp. 115-126.
  17. Oustapassidis, K., Vlachvei, A. and Notta, O. (2000) “Efficiency and Market Power in Greek Food Industries” **American Journal of Agricultural Economics**, Vol.82 (August), 623-629.
  18. Oustapassidis, K. and Notta O. (1997) “Profitability of Cooperatives and Investor-Owned Firms in the Greek Dairy Industry”. **Journal of Rural Cooperation**, Vol 25, No.1, pp.33-43.

#### Articles in International Conference Proceedings

19. Vlachvei, A., Notta, O. and Demiri, S. (2010) “Competitive Strategies and Business Performance: Evidence from Greek Fur Industry” **International Conference on Applied Economics 2010**, TEI of Western Macedonia Press, ISBN 978-960-89054-4-3, pp. 821-826
20. Vlachvei, A., and Notta, O. (2010) “Firm and Industry influences on Growth: Evidence from Greek food manufacturing”, **Eurasian Business Economic Society 2010**, (forthcoming), 26-28 May, 2010 Istanbul.
21. Notta, O. and Vlachvei, A., (2009) “Rapid-growth firms in Greece: an Empirical Investigation”, **International Conference on Applied Economics 2009**, TEI of Western Macedonia Press, ISBN 978-960-89054-3-6, pp. 527-534
22. Vlachvei, A., Notta, O. and Ananiadis, I. (2009) “Profitability, Growth and Size” Proceedings of 10<sup>th</sup> International Conference of Economic Society of Thessaloniki. “**The challenges of a wider European Union**”, A.T.E.I. of Thessaloniki Press, ISBN 978-960-287-119-5, pp. 136-143.
23. Notta, O., & Vlachvei, A. “Competitiveness and advertising in Greek food and drink manufacturing firms”, **Proceedings of International Conference of Marketing and Management Sciences (ICMMS) 2008**, Imperial College Press, pp. 139-145.
24. Vlachvei, A., and Notta, O. (2008). “Firm Growth, Size and Age in Greek firms”, Proceedings of **International Conference on Applied Economics 2008**, Εκδόσεις, TEI of Western Macedonia Press, ISBN 978-960-89054-2-9, pp.915-921.
25. Notta, O., and Vlachvei, A. (2007). “Corporate performance of multinational and domestic-owned firms: Evidence from Greece” Proceedings of 4<sup>th</sup> International Conference on “**Advances in Applied Financial Economics**”, National and Kapodistrian University of Athens Press, ISBN 978-960-6608-69-8, ISSN 1790-3912, pp.425-434.
26. Vlachvei, A., and Notta, O. (2006). “Innovation in Greek manufacturing firms” in the Proceedings of International Conference “**Innovation, Entrepreneurship and Competitiveness in Balkan and Black Sea Countries**” ISBN-13:978-960-287-090-7, ISBN-10:960-287-090-7
27. Koutsou, S., Notta, O., Samathrakis V. (2006). “Rural Tourism in Greece: Comparison between cooperatives and individual women firms” in the Proceedings of International Conference “**Innovation, Entrepreneurship and Competitiveness in Balkan and Black Sea Countries**. ISBN-13:978-960-287-090-7, ISBN-10:960-287-090-7.

28. Notta, O., Vlachvei, A. and Ananiadis, I. (2005) “Strategic groups and firm profitability in the Greek Dairy Industry” , Proceedings of 9<sup>th</sup> International Conference on Marketing and Development: **Marketing Contributions to Prosperity and Peace**, ISBN 960-243-016-8.
29. Oustapassidis, K., Vlachvei, A., and Notta, O. (2000). «Efficiency and Market power in Greek Food Markets», Proceedings of 70<sup>th</sup> EAAE European Association of Agricultural Economists Seminar “Problems **and Prospects of Balkan Agriculture in a Restructuring Environment**” Mattas, K., Karagiannis, I. and Galanopoulos, K. eds, Ziti Press, Thessaloniki, ISBN 960-431-757-1, pp. 144-150.

#### Articles in Greek Conference Proceedings

30. Notta O. & Vlachvei, A. (2004). "Factors affecting the competitiveness of enterprises in the Greek dairy industry." Proceedings of the 8th National Conference of Company of Agricultural Economics on "**The Greek agriculture and countryside in an enlarged EU: challenges and strategies**" Publishing agrotypos, ISBN 960-7667-24-7, pp. 408-416.
31. Notta, O. & Oustapassidis, K. (1998) "Comparison of results from advertising on television and other media on profits of Greek food and beverage firms," Proceedings of the 4th National Conference of Company of Agricultural Economics: **Competitiveness and Integrated rural development: new challenges for Greece**, Thessaloniki, Ziti, pp.154-162.

#### Other publications

32. Notta, O., Pantelidou, I. and Vlachvei, A. (2001) The VIKI case in the Greek sausage sector. Case Report for FAIR Project PL 98-4404. Quality strategies and Producers' Organization in the European Agro-food sector. Institute National de la Recherche Agronomique-Centre de Versailles Grignon. Unite SADAPT.
33. Notta, O (2001) “The KOURELLAS case in the Greek biological feta-cheese sector” Case Report for FAIR Project PL 98-4404. Quality strategies and Producers' Organization in the European Agro-food sector. Institute National de la Recherche Agronomique-Centre de Versailles Grignon. Unite SADAPT.
34. Oustapassidis, K., Vlachvei, A. & Notta O. (1995) Final report of the research program, “The effect of competition, efficiency, financing and management in the success of the agricultural cooperatives and other firms in the food industry. Comparisons and proposed policy measures.” General Secretariat for Research and Technology, 1991. (in Greek).

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1. Majid Ahmadian (2010), Uncertain Concentration in an Oligopsonistic Market, **European Journal of Economics, Finance and Administrative Sciences**, Issue 19, pp. 129-133.  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics*
2. Gu-Shin Tung, Ching-Yi Lin and Chih-Yuan Wang (2010), The market structure, conduct and performance paradigm re-applied to the international tourist hotel industry, **African Journal of Business Management**, Vol. 4(6), pp. 1116-1125.  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics*
3. Soboh Rame, Lnsink AO, Giesen G, et al. (2009), Performance Measurement of the Agricultural Marketing Cooperatives: The Gap between Theory ad Practice” **Review of Agricultural Economics**, vol 31 (3) fall, pp. 446-469.  
*Reference work “Performance of cooperatives and investor-owned firms: the case of*

- the Greek Dairy Industry*”, in “**Vertical Markets and Cooperative Hierarchies**” K. Karantininis & J. Nilsson (eds), Springer Academic Publishers..
4. Lee, C.Y. & I. P. Mahmood (2009) “Inter-industry differences in profitability: the legacy of the structure-efficiency debate revisited” **Industrial and Corporate Change**, Vol.18, (3), pp.351-380.  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics*
  5. Hasan Dudu & Yilmaz Kilicaslan, (2009) “Concentration, profitability and (in)efficiency in large scale firms”, in **Productivity, Efficiency and Economic Growth in the Asia-Pacific Region**, J. D. Lee & A. Heshmati (eds), Springer-Verlag Berlin Heidelberg, pp. 39-58.  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics*
  6. Panagiotis Liargonas & Konstantinos Skandalis (2008) “Factors affecting firm’s financial performance: the case of Greece”, **Working paper #2008-12**, <http://econpapers.repec.org/paper/uopwpaper>  
*Reference work “Performance of cooperatives and investor-owned firms: the case of the Greek Dairy Industry”, in “Vertical Markets and Cooperative Hierarchies” K. Karantininis & J. Nilsson (eds), Springer Academic Publishers.. No. 9*
  7. Emilio Galdeano Comez (2008) “Does an endogenous relationship exist between environmental and economic performance? A resource-based view on the horticultural sector” **Environmental and Resource Economics**, 40:73-89. DOI 10.1007/s10640-007-9141-4 (on line first).  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics.*
  8. Ali Shah Syed Zulfiqar and Akbar Saeed (2008) “Value relevance of advertising expenditure: A review of the literature”, **International Journal of Management Reviews**, Vol. 9, Issue 4, pp. 301-325. *(To περιοδικό γίνεται indexed στο ISI Journal Citation Report Ranking: impact factor 1.500).*  
*Reference work “Profitability and Media Advertising in Greek Food Manufacturing Industries”, Review of Industrial Organization*
  9. Iolanda Montegut, Jose L. Gallizo and Ramon Saladrigues (2007) “Factores de competitividad en las cooperativas. Aplicacion empirica a las almazaras cooperativas catalanas”, **Il Congres Catala de Comptabilitat i direccio, 24 i 25 de maig de 2007, Barcelona, IESE Business School.**  
*Reference work “Cooperative Competitiveness and Capital Structure in the Greek Dairy Industry”. Journal of Rural Cooperation.*
  10. Hasan Dudu & Yilmaz Kilicaslan, (2006) “Concentration, profitability and (in)efficiency in large scale firms”, in **The Asia-Pacific Productivity Conference (APPC) 2006, August 17-19, at Seoul National University, Seoul, Korea.**  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics*
  11. James N. Dertouzos and Steven Garber, (2006) “Effectiveness of advertising in different media: The case of U.S. Army recruiting”, **Journal of Advertising**, vol. 35, no.2 (Summer 2006), pp. 111-122.  
*Reference work “Profitability and Media Advertising in Greek Food Manufacturing Industries”, Review of Industrial Organization*
  12. Yolanda Montegut Salla (2006) “Análisis de los factores explicativos del éxito competitivo en las almazaras cooperativas catalanas” Ph.D. Dissertation, (in Spain), Universitat de Lleida, Facultat de Dret i Economia  
*Reference work “Efficiency and Market Power in Greek Food Industries” American Journal of Agricultural Economics και “Cooperative Competitiveness and Capital*

- Structure in the Greek Dairy Industry*". **Journal of Rural Cooperation**,
13. Rohan Jayatilake J.C. (2006) "The estimation of technical efficiency of tea manufacturing firms in Sri Lanka: a stochastic frontier analysis". **Annual Research Journal of SLSAJ**, Vol. 6, pp.90-94.  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  14. Barcala, M.F., Gonzalez-Diaz, M. and Raynaud, E. (2006). **Working Paper** "The Governance of Quality: the case of the agrifood Brand Names". Fundacion de las Cajas de Ahorros, Documentos de Trabajo, ISBN:84-89116-07-5.  
*Reference work "The VIKI case in the Greek sausage sector. Case Report for FAIR Project PL 98-4404. Quality strategies and Producers' Organization in the European Agro-food sector". Institute National de la Recherche Agronomique-Centre de Versailles Grignon. Unite SADAPT.*
  15. Sergaki, P. and Semos, A. (2005) "The impact of financial parameters on agricultural cooperative and investor-owned firm performance in Greece" **Cahiers Options Mediterraneennes**, vol 64, pp.259-266.  
*Reference work "Profitability of Cooperatives and Investor-Owned Firms in the Greek Dairy Industry". Journal of Rural Cooperation, & "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  16. Emilio-Galdeano Comez and Jose Cespedes-Lorente (2005) "The effect of quality environmental Investment of Horticultural Firm's competitiveness" **Cahiers Options Mediterraneennes**, vol 64, pp.103-113.  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  17. Emilio-Galdeano Comez and Jose Cespedes-Lorente (2004) "The effect of quality environmental Investment of Horticultural Firm's competitiveness" **Canadian Journal of Agricultural Economics**, Vol. 52(3) pp. 371-386.  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  18. Steiner B.E. (2003) "Market access and export success: the case of non-tariff barriers in wine trade" University of Kiel and Department of Agricultural and Resource Economics, University of Berkeley, California, funded by the Volkswagen Foundation.  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  19. Caglayan Ali Ihsan (2003) "**Rekabet Hukukunda Pazar Gucunun Onemi ve Olculmesi**" Ankara, ISBN 975-8301-60-8 YAYIN NO 0112.  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  20. Galnenao Emilio Gomez (2003). "Competitividad de las cooperativas Hortofruticolas: analisis del impacto economico de las acciones de calidad y medioambientales en las opfh andaluzas" **CIRIEC-Espana, Revista de Economia Publica, Social y Cooperativa**, No.41/2002, pp.53-83. ISSN:0213-8093  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  21. Lee, C.Y. (2002) "Advertising its determinants and market structure" **Review of Industrial Organization**, Vol.21, pp.89-101. (*To περιοδικό γίνεται abstracted/indexed στο Journal of Economic Literature- JEL και γίνεται abstracted/indexed σε 18 ειδικά περιοδικά*)  
*Reference work "Efficiency and Market Power in Greek Food Industries" American Journal of Agricultural Economics*
  22. Iakovidou Olga, (2002) "Women's agrotourist cooperatives in Greece: key elements for their successful operation", **Journal of Rural Cooperation**, vol. 30, issue 1, pg. 13-24.

- Reference work* “Profitability of Cooperatives and Investor-Owned Firms in the Greek Dairy Industry”. **Journal of Rural Cooperation**, & “*Efficiency and Market Power in Greek Food Industries*” **American Journal of Agricultural Economics**.
23. Klaus Drescher and Christoph Weiss (2001) **Working Paper** EWP0104. Dept of Food Economics, University of Kiel, September 2001.  
*Reference work* “*Efficiency and Market Power in Greek Food Industries*” **American Journal of Agricultural Economics**
24. Koerner Julia and Christoph Weiss (2001) **Working Paper** EWP0101. Dept of Food Economics, University of Kiel, January 2001.  
*Reference work* “*Efficiency and Market Power in Greek Food Industries*” **American Journal of Agricultural Economics**
25. Oustapassidis K. , Vlachvei A. and Karantininis K. (1998). “Growth of investor owned and cooperative firms in Greek dairy industry” **Annals of Public and Cooperative Economics** 69:3, pp. 399-417  
*Reference work* “Profitability of Cooperatives and Investor-Owned Firms in the Greek Dairy Industry”. **Journal of Rural Cooperation**.

#### **Journal Refereeing:**

- APPLIED ECONOMICS
- APPLIED FINANCIAL ECONOMICS.

#### **Member of scientific committees:**

- **MIBES 2010**, Management of International Business and Economics Systems, Kavala, 4-6 June 2010.
- **MIBES 2009**, Management of International Business and Economics Systems, Florina, 18-20 September 2009.
- **MIBES 2008**, Management of International Business and Economics Systems, Larissa, 4-5 July 2008.
- 10<sup>th</sup> International Conference of Economic Society of Thessaloniki. “**The challenges of a wider European Union**”, Thessaloniki 16-18 November, 2006.

#### **Current Membership in Professional Societies:**

*European Association of Agricultural Economists (EAAE)*,  
Greek association of *Agricultural Economists*,  
Geotechnical Chamber Greece.