


## PERSONAL INFORMATION

Tzafilkou Aikaterini  
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## ABOUT

- Postdoctoral in Technology Enhanced Learning, PhD in Human Computer Interaction, MSc in Information Systems, BSc in International and European Studies.
- Researcher in Consumer/User Behavior, Technology Enhanced Learning, Distance/Online Education, Affective Computing.
- Adjunct lecturer in Human Computer Interaction, Digital Marketing and Web Programming courses.

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## EDUCATION AND TRAINING

<b>11.2019 – 11.2021</b>	<b>Postdoctoral Researcher (Scholarship from State Scholarship Foundation -IKY)</b> Department of Economics, University of Macedonia, Greece Field(s): Technology Enhanced Learning (TEL), Technologies in Education
<b>03.2012 - 12.2018</b>	<b>Doctor of Philosophy -PhD</b> , Postgraduate Programme in Information Systems, University of Macedonia, Greece Field: Human Computer Interaction Thesis title: Behavioral User Modeling in Web and Cloud End-User Development Environments Degree: Excellent
<b>02.2009 - 02.2011</b>	<b>Master Diploma -M.Sc.</b> , Postgraduate Programme in Information Systems (MIS), University of Macedonia, Greece
<b>09.2003 - 09.2008</b>	<b>Bachelor's Degree -B.Sc.</b> , International and European, Economic and Political Science, University of Macedonia, Greece

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## WORKING EXPERIENCE

<b>11.2019 - Now</b>	<b>Academic Associate at International Hellenic University</b> School of Science & Technology – Postgraduate Programme in e-Business and Digital Marketing Courses: Human Computer Interaction, Design and User Experience, Digital Marketing, Web Analytics, Social Media & Online Community Management Teaching language: English
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- 02.2012 – Now**                    **Academic Associate at University of Macedonia**  
Postgraduate Programme of Information Systems (MIS)  
Course(s): Software Development/ Multimedia Systems/ e-Business & e-Commerce
- 10.2022 – 01.2023**                Department of Applied Informatics  
Course(s): Web Programming
- 03.2021 – 02.2022**                **Adjunct Academic Staff at Hellenic Open University**  
School of Humanities - Educational Sciences  
Postgraduate Programme in Education and Technologies in distance learning and learning systems  
Module: Education and Technologies in Distance Teaching and Learning Systems
- 07.2019 – 12.2021**                **Erasmus+ Research Partner**  
Smart Mobile Interactive Learning Environments – SMILE lab, University of Macedonia  
Projects: (1) Digital Competences for Language Teachers – DC4LT,  
                  (2) Open European Languages and Cultures Network – OPENLang
- 10.2019 - 01.2020**                **Tutor of Computing at New York College**  
New York College (NYC), Thessaloniki, Greece  
Courses: Software Development, Information Technology and Statistics for Business, Linux Essentials, (Program: University of Bolton)  
Management of Information Systems (Program: Toulouse)  
Teaching language: English/Greek
- 04.2018 - 01.2019**                **Research Associate and Web Developer (Remote)**  
FINEX Solutions, Munich, Germany
- 12.2015 – 12.2022**                **Academic Associate at Aristotle University**  
Interdepartmental Postgraduate Programme of Advanced Computer  
Aristotle University (AUTH), Thessaloniki, Greece  
Course(s): e-Commerce Technologies
- 10.2015 - 06.2016**                **Trainee at CEDEFOP**  
CEDEFOP - The European Centre for the Development of Vocational Training, Thessaloniki, Greece  
Team of VET policies and systems (VPS)  
Working language: English
- 03.2015 – 06.2020**                **Tutor of e-Learning Seminars**  
Lifelong Learning Center (KEDIVIM), University of Macedonia Thessaloniki, Greece  
Seminars: Website and e-shop development with WordPress CMS, Web design with HTML-CSS-JAVASCRIPT, Web development with PHP and MySQL

- 10.2013 - 06.2015**      **Web Developer**  
aCert European Organization for Certification, Thessaloniki, Greece  
Tasks: Joomla-based websites and electronic news magazine
- 10.2013 - 06.2015**      **Web Developer and Tutor of Computing**  
IDROGIOS- Computer Learning Center, Thessaloniki, Greece  
Website Development tasks: WordPress sites and portals development  
Courses: WordPress, Adobe Photoshop, PHP-MySQL, Object Oriented PHP
- 10.2013 - 02.2014**      **Tutor of Image Processing with Adobe Photoshop**  
KODIKAS- Computer Learning Center, Thessaloniki, Greece  
Course: Adobe Photoshop
- 07.2009 - 11.2009**      **Voluntary Work at UNESCO**  
UNESCO Center for Women and Peace in the Balkan Countries,  
Thessaloniki, Greece  
Working language: English

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#### EUROPEAN AND NATIONAL PROJECTS

Project Title	Funding source	Date	Role
FIELDS: Addressing the current and Future skill needs for sustainability, digitalization, and the bioeconomy in agriculture: European skills Agenda and Strategy	Erasmus+	2022-2023	Program Manager, Contributor
Consumer emotions and video characteristics in YouTube food campaigns: A mixed methodology using face tracking survey and YouTube data mining	University of Macedonia	2021-2022	Researcher, Program Manager
Digital Competences for Language Teachers – DC4LT	Erasmus+	2019-2021	Researcher, contributor in intellectual outputs, Web Developer
OPENLang Network- Open European Languages and Cultures Network	Erasmus+	2019-2021	Researcher, contributor in intellectual outputs, Web Developer
End-User Development of Graph-based database centric applications	University of Macedonia	2019-2019	Researcher, Program Manager

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Development of SCORM based Intelligent System for adaptive learning services	National-ESPA	2013-2015	Contributor, Web Developer
Development of learning assessment web application based on a differential difficulty mechanism according to the examiner's feedback	National-ESPA	2013-2015	Contributor, Web Developer

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## WORKSHOPS

**May 2022** Co-organizing and conducting Workshop on Applying Learning Theories in LMS environments. European Association of Technology-Enhanced Learning -EATEL. The Sixteenth EATEL Summer School on Technology Enhanced Learning 2022  
Sani, Halkidiki, Greece

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## SCHOLARSHIPS & AWARDS

**2019** Scholarship for postdoctoral research by the States Scholarship Foundation (IKY)

**2016-2021** Research awards for scientific publications (Journal Scimago rankings Q1, Q2, Q3)  
University of Macedonia, Thessaloniki, Greece

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## REVIEWING/EDITING AND CHAIRING ACTIVITIES

**Conference Chair**, 23<sup>rd</sup> International Conference on Human-Computer Interaction (HCI International 2021), Sess. "Game-based learning", 20-29 July, Washington, USA

**Guest Editor**, Special Issue on Advances in Technology Enhanced Teaching and Learning, Education Sciences, MDPI

**Guest Editor**, Special Issue on Impact of COVID-19 on Education, Sustainability, MDPI

**Review Editor** on the Editorial Board of Educational Psychology (specialty section of Frontiers in Psychology and Frontiers in Education).

**Review Editor** on the Editorial Board of Digital Learning Innovations, Frontiers in Education

**Program Committee member** of Track 12. Augmented Reality and Virtual Worlds in Education and Training (ARVWET) at the 23rd IEEE International Conference on Advanced Learning Technologies (ICALT 2023), USA, 2023

**Program Committee Member** of ECTEL 2023 (European Conference on Technology-Enhanced Learning), Portugal, 2023

**Scientific Committee member** of the International Congress of Inclusive Universities, Faculty of Education Sciences of the University of Seville, September 2021

**Associate Editor**, The European Educational Researcher (ERIC)

**Acknowledged Reviewer** 2018, 2019, 2020, 2021, 2022, Education and Information Technologies (Springer)

**Certified Reviewer** 2020, 2021, 2022, Journal of Computer Assisted Learning (Wiley)

**Awarded Reviewer** 2019, 2020, 2021, Education and Information Technologies (Springer)

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**Journal selection specialist and pre-publication reviewer**, ENAGO (Crimson Interactive), NY, USA

**Editorial Board member**, Journal of Research in Science Mathematics and Technology Education

## LANGUAGES

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Mother tongue(s) Greek

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
<b>English</b>	C2	C2	C2	C2	C2
	Certificate of Proficiency in English (University of Michigan)				
<b>French</b>	C1	C1	C1	C1	C1
	SORBONNE C1				
<b>Italian</b>	B2	B2	B2	B2	B2
	DIPLOMA di Lingua Italiana				
	Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user				
	Common European Framework of Reference for Languages				

## OTHER

- Certification in Open and Distance Education, by Hellenic Open University (Greece)
- Certification in Web Marketing and Google AdWords (Google AdWords Certified)
- Certification in YouTube video advertising with Google AdWords (Google AdWords Certified)
- Certification in User-Centred Design (Interaction Design Foundation - IDF)
- Certificate of Specialization in Java Programming (NTUA - laboratory tech Multimedia School of Electrical and computer engineering from the National Technical University of Athens)
- Certificate of Specialization in Creating Dynamic Websites with Joomla CMS (NTUA - laboratory tech Multimedia School of Electrical and computer engineering from the National Technical University of Athens)
- Certificate of Specialization in Web Design Resources and PHP-MySQL (NTUA - laboratory technology Multimedia School of Electrical and computer engineering from the National Technical University of Athens)
- Certification ACTA Certified Graphics Designer, Image Processing - Adobe Photoshop CS4

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**INTERNATIONAL RESEARCH PUBLICATIONS & CONFERENCE PROCEEDINGS**

1. Perifanou, M. A., Tzafilkou, K., & Economides, A. A. (2023). Teacher intention to transfer ICT training when integrating digital technologies in education: The teacher transfer of ICT training model (TeTra-ICT). *European Journal of Education*, 58, 111– 129. <https://doi.org/10.1111/ejed.12534>
2. Pellas N, Tzafilkou K. (2023). The Influence of Absorption and Need for Cognition on Students' Learning Outcomes in Educational Robot-Supported Projects. *Education Sciences*. 2023, 13(4):379. <https://doi.org/10.3390/educsci13040379>
3. Tzafilkou, K., Perifanou, M. & Economides, A.A. (2022). Development and validation of students' digital competence scale (SDiCoS). *Int J Educ Technol High Educ*, 19, 30. <https://doi.org/10.1186/s41239-022-00330-0>
4. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2022). STEM Distance Teaching: Investigating STEM Teachers' Attitudes, Barriers, and Training Needs. *Education Sciences*, 12, 790. <https://doi.org/10.3390/educsci12110790>
5. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2022). Socio-emotional characteristics of emergency distance teaching: A mixed-method investigation in Greece. *Journal of Information Technology Education: Research*, 21, 53-73. <https://doi.org/10.28945/4918>
6. Perifanou, M. A., Tzafilkou, K., & Economides, A. A. (2022). Teacher intention to transfer ICT training when integrating digital technologies in education: The teacher transfer of ICT training model (TeTra-ICT). *European Journal of Education*, 00, 1– 19. <https://doi.org/10.1111/ejed.12534>
7. Cîrțiță-Buzoianu C, Tzafilkou K, Măță L, Amălăncei B-M. (2022). Evaluation of Online and Offline Communication Skills in Higher Education. *Sustainability*. 14(24), 17039. <https://doi.org/10.3390/su142417039>
8. Balta, N., Japashov, N., Mansurova, A., Tzafilkou, K., Oliveira, A. W., & Lathrop, R. (2022). Middle- and secondary-school students' STEM career interest and its relationship to gender, grades, and family size in Kazakhstan. *Science Education*, 1– 26. <https://doi.org/10.1002/sci.21776>
9. Perifanou, M., Economides, A. A., & Tzafilkou, K. (2022). Greek teachers' difficulties & opportunities in emergency distance teaching. *E-Learning and Digital Media*, 19(4), 361–379. <https://doi.org/10.1177/20427530221092854>
10. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2022). Factors affecting teachers' transfer of ICT training: Considering usefulness and satisfaction in a PLS-SEM transfer training model. *Journal of Adult and Continuing Education*, 0(0). <https://doi.org/10.1177/14779714221096500>
11. Amălăncei B-M, Tzafilkou K, Măță L, Cîrțiță-Buzoianu C. (2022). Measuring Romanian Students' Attitude towards the Ethical Use of Social Networks. *Sustainability*. 2022, 14(17),10907. <https://doi.org/10.3390/su141710907>
12. Tzafilkou, K., Karapiperis, D., & Verykios, V. S. (2022). "Empowering Affect-Aware Systems by Monitoring Mouse Speed and Acceleration," *2022 IEEE International Smart Cities Conference (ISC2)*. 1-7, <https://doi.org/10.1109/ISC255366.2022.9921873>
13. Tzafilkou, K., Panavou, F. R., & Economides, A. A. (2022). "Facially Expressed Emotions and Hedonic Liking on Social Media Food Marketing Campaigns: Comparing Different Types of Products and Media Posts", *2022 17th International Workshop on Semantic and Social Media Adaptation & Personalization (SMAP)*, 1-6, <https://doi.org/10.1109/SMAP56125.2022.9942096>
14. Papanikolaou, I., & Tzafilkou, K. (2022). "Online Marketing Synergy Combining self-reported and real-time data to examine the effect of user-generated keywords and emotions for a tourism campaign".

- 2022 *17th International Workshop on Semantic and Social Media Adaptation & Personalization (SMAP)*, 1-6, <https://doi.org/10.1109/SMAP56125.2022.9941866>.
15. Oikonomopoulos, S., Tzafilkou, K., Karapiperis, D., & Verykios, V. (2022). "Cryptocurrency Price Prediction using Social Media Sentiment Analysis". *2022 13th International Conference on Information, Intelligence, Systems & Applications (IISA)*, Corfu, Greece, 2022, pp. 1-8, doi: <https://doi.org/10.1109/IISA56318.2022.9904351>.
  16. Papalazaridis, G., Tzafilkou, K., & Economides, A.A. (2022). "Mobile Augmented Reality and Consumer Experience: A Mixed-Methods Analysis on Emotional Responses and Intention to Buy Household Items" *International Conference on Human-Computer Interaction*. [https://doi.org/10.1007/978-3-031-06391-6\\_65](https://doi.org/10.1007/978-3-031-06391-6_65)
  17. Gkikas, D., Tzafilkou, K., Theodoridis, P., Garmpis, A., Gkikas, M. (2022). How do text characteristics impact user engagement in social media posts: Modeling content readability, length, and hashtags number in Facebook, *International Journal of Information Management Data Insights*. <https://doi.org/10.1016/j.jjime.2022.100067>
  18. Tzafilkou, K., Economides, A.A., & Protogeris, N. (2022). Mobile Sensing for Emotion Recognition in Smartphones: A Literature Review on Non-Intrusive Methodologies. *International Journal of Human-Computer Interaction*. 38:11, 1037-1051, <https://doi.org/10.1080/10447318.2021.1979290>
  19. Tzafilkou K, Măță L, Curpănaru GL, Stoica IV, Voinea LN, Șufaru C. (2022). A Comprehensive Instrument to Measure Teachers' Attitude towards Quality Management in the Context of Online Education. *International Journal of Environmental Research and Public Health*. 2022, 19(3):1168. <https://doi.org/10.3390/ijerph19031168>
  20. Tzafilkou, K., Economides, A.A. (2021). "Mobile Game-Based Learning in Distance Education: A Mixed Analysis of Learners' Emotions and Gaming Features". In: Zaphiris, P., Ioannou, A. (eds) *Learning and Collaboration Technologies: Games and Virtual Environments for Learning. HCII 2021. Lecture Notes in Computer Science()*, vol 12785. Springer, Cham. [https://doi.org/10.1007/978-3-030-77943-6\\_23](https://doi.org/10.1007/978-3-030-77943-6_23)
  21. Piskioulis, O., Tzafilkou, K., & Economides, A.A. (2021). Emotion Detection through Smartphone's Accelerometer and Gyroscope Sensors. In *Proceedings of the 29th ACM Conference on User Modeling, Adaptation and Personalization (UMAP '21)*. Association for Computing Machinery, New York, NY, USA, 130–137. <https://doi.org/10.1145/3450613.3456822>
  22. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2021). The Role of Instagram, Facebook, and YouTube Frequency of Use in University Students' Digital Skills Components, *Education Science*. <https://doi.org/10.3390/educsci11120766>
  23. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2021). Development and validation of a students' remote learning attitude scale (RLAS) in higher education, *Education and Information Technologies*, 26, 7279–7305. <https://doi.org/10.1007/s10639-021-10586-0>
  24. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2021). Negative emotions, cognitive load, acceptance, and self-perceived learning outcome in emergency remote education during COVID-19, *Education and Information Technologies*. <https://doi.org/10.1007/s10639-021-10604-1>.
  25. Tzafilkou, K., Perifanou, M., & Economides, A. A. (2021). Teachers' trainers' intention and motivation to transfer ICT training: The role of ICT individual factors, gender, and ICT self-efficacy, *Education and Information Technologies*. <https://doi.org/10.1007/s10639-021-10541-z>
  26. Perifanou, M., Economides, A. A., & Tzafilkou, K. (2021). Teachers' digital skills readiness during COVID-19 pandemic. *International Journal of Emerging Technologies in Learning (iJET)*, 8. 16(08), pp. 238–251. <https://doi.org/10.3991/ijet.v16i08.21011>

27. Tzafilkou, K., Protogeros, N. & Chouliara, A. Experiential learning in web development courses: Examining students' performance, perception and acceptance. *Educ Inf Technol* 25, 5687–5701 (2020). <https://doi.org/10.1007/s10639-020-10211-6>
28. Sales, J., Tzafilkou, K., Koumpis, A., Gees, T., Zimmermann, H., Protogeros, N. and Handschuh, S. (2020). Let the End User in Peace: UX and Usability Aspects Related to the Design of Tutoring Systems. In: Kumar V., Troussas C. (eds). *Intelligent Tutoring Systems. ITS 2020*. Lecture Notes in Computer Science, vol 12149. Springer, Cham. <https://doi.org/10.1007/978-3-030-49663>
29. Mățã L, Clipa O, Tzafilkou K. (2020). The Development and Validation of a Scale to Measure University Teachers' Attitude towards Ethical Use of Information Technology for a Sustainable Education. *Sustainability*. 2020; 12(15):6268. <https://doi.org/10.3390/su12156268>
30. Kirstavridou, D., Kousaris, K., Zafeiriou, C., & Tzafilkou, K. (2020). Types of Game-Based Learning in Education: A brief state of the art and the implementation in Greece. *The European Educational Researcher (EUER)*. 3(2). <https://doi.org/10.31757/euer.324>
31. Balta, N., Mățã, L., Gómez, C.H., & Tzafilkou, K. (2020). Students' perception and acceptance of web-based technologies: a multi-group PLS analysis in Romania and Spain. *Education and Information Technologies*, 25, 4437–4458 (2020). <https://doi.org/10.1007/s10639-020-10170-y>
32. Tzafilkou, K., & Protogeros, N. (2020). Monitoring Mouse Behavior in e-learning Activities to Diagnose Students' Acceptance Items of Perceived Usefulness and Ease of Use. *The European Educational Researcher (EUER)*, 3(1). <https://doi.org/10.31757/euer.312>
33. Balta, N., Tzafilkou, K. (2019). Using Socrative software for instant formative feedback in physics courses. *Education and Information Technologies*, 24, 307–323. <https://doi.org/10.1007/s10639-018-9773-8>
34. Tzafilkou, K., & Protogeros, N. (2018). Mouse Behavioral Patterns and Keystroke Dynamics in End-User Development: what can they tell us about users' behavioral attributes? *Computers in Human Behavior*, 83, 288-305. <https://doi.org/10.1016/j.chb.2018.02.012>
35. Tzafilkou, K., & Protogeros, N. (2018). Eye movements and end user performance in web development tools. Sixth International Conference on Virtual and Networked Organizations Emergent Technologies and Tools, ViNOrg'17 11/2017, Póvoa di Varzim, Portugal.
36. Tzafilkou, K., & Protogeros, N. (2018). Examining gender issues in perception and acceptance in web-based end-user development activities. *Education and Information Technologies*, 23, 1175–1202. <https://doi.org/10.1007/s10639-017-9650-x>
37. Tzafilkou, K., & Protogeros, N. (2017). Diagnosing User Perception and Acceptance using Eye Tracking in Web-based End-User Development. *Computers in Human Behavior*. 72, 23-37. <https://doi.org/10.1016/j.chb.2017.02.035>
38. Tzafilkou, K., Protogeros, N., Karagiannidis, C., & Koumpis, A. (2017). Gender-based behavioral analysis for end-user development and the 'RULES' attributes. *Education and Information Technologies*, 22, 1853–1894 <https://doi.org/10.1007/s10639-016-9519-4>
39. Protogeros, N., & Tzafilkou, K. (2015). Simple-talking database development: Let the end-user design a relational schema by using simple words. *Computers in Human Behavior*. 48., <https://doi.org/10.1016/j.chb.2015.02.002>
40. Tzafilkou, K., Chouliara, A., Protogeros, N., Karagiannidis, C., and Koumpis, A. (2015). Engaging end-users in creating data-intensive mobile applications: A creative 'e-learning-by-doing' approach. *International Conference on Interactive Mobile Communication Technologies and Learning (IMCL)*, Thessaloniki, Greece, (2015) 274-278, <https://doi.org/10.1109/IMCTL.2015.7359602>.



41. Tzafilkou, K., Protogeros, N., & Koumpis, A. (2015). User-centered cloud service adaptation: an adaptation framework for cloud services to enhance user experience. *International Journal of Computer Integrated Manufacturing*, 30,4-5, 472-482  
<https://doi.org/10.1080/0951192X.2015.1030697>
42. Tzafilkou, K., Protogeros, N., & Yakinthos, C. (2015). End-User Development of CRM Systems: Towards a Behavioural End- User Profiling based on Gender and Expertise. *International Journal of Electronic Business*. 12(3). <https://doi.org/10.1504/IJEB.2015.071390>
43. Tzafilkou, K., Protogeros, N., & Yakinthos, C. (2014). Human Factors in End-user Development of Marketing-IS: A Behavioral User Profiling Approach. *Procedia - Social and Behavioral Sciences*. 148,245–253., <https://doi.org/10.1016/j.sbspro.2014.07.040>
44. Tzafilkou, K., Protogeros, N., & Yakinthos, C. (2014). Mouse Tracking for Web Marketing: Enhancing User Experience in Web Application Software by Measuring Self-Efficacy and Hesitation Levels. *Int. J. Strateg. Innovative Marketing*, 1. <https://doi.org/10.15556/IJSIM.01.04.005>
45. Tzafilkou, K., Protogeros, N., and Ginoglou, D, (2014). “Cloud-based Accounting Information Systems for Small and Medium sized Enterprises”. *International Conference on Accounting and Finance*, 09/2014, Syros Island, Greece.
46. Tzafilkou, K., Protogeros, N., and Yakinthos, B. (2013). End-user development of CRM systems: Towards a behavioral end-user profiling”. *International Conference on Strategic Innovative Marketing (ICSIM)*. Elsevier, Inderscience. 09/2013, Prague, Czech Republic.