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## Introduction

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**Biographical note:** Dr. Georgios Tsekouropoulos is a Researcher and Expert in Marketing-Consumer Behaviour and Entrepreneurship in the Department of Agricultural Economics, Aristotle University of Thessaloniki. He teaches courses on marketing, business administration and entrepreneurship in the Laboratory of Entrepreneurship in the Technological Educational Institution of Thessaloniki, Greece. His scientific and research interests include e-marketing, consumer behaviour, e-commerce, e-promotion of products, networks, logistics and management. Moreover, he is a Vocational Trainer of Management and Marketing in the Institute for Vocational Training of Thessaloniki and also a Business Consultant of Enterprises. In addition, he is an accomplished researcher with many scientific publications in international journals and international conferences. Georgios is also an author of scientific articles and books.

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Nowadays it is imperative that modern societies are in need of on line products and analogous procedures. So the Special issue: “Innovative e-Marketing Products and Management Customer Behaviour and Service”, for *International Journal of Electronic Customer Relationship Management (IJECRM)*, explores in-depth new methodologies, theories and applications in Customer Behaviour and Service. Moreover, it tries to enhance Innovative Internet marketing products and entrepreneurship and expand the potentialities in the e-field. The articles presented are original scientific attainments in the area of innovation and entrepreneurship of modern business, not to mention that the authors who have written them are acclaimed with high quality in their domain.

We address you dear readers, with the hope to make clear and widely known to the scientific community, the current trends in the sector of customer relationship management, marketing and entrepreneurship.

The articles to be published have been through the review process by acclaimed professors and scientists of the field and cover a wide range of marketing functions, consumers’ behaviour and management operations.