
Introduction

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Biographical notes: Georgios Tsekouropoulos is a researcher and expert in marketing-consumer behaviour of 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. Also, he is a writer of scientific books and tomes.

In track to the current demands of contemporary societies, the special issue 'Innovative internet marketing trends and entrepreneurship in agriculture, food and environment' of the *International Journal of Electronic Marketing and Retailing (IJEMR)*, aims at providing a leading forum for timely, in-depth presentation of relevant recent advances in methodologies, theories and applications in innovative internet marketing trends and entrepreneurship in agriculture, food and environment and in the field of business and organisations.

The chosen articles are original scientific attainments in the area of innovation and entrepreneurship of modern business. All the authors of the articles are acclaimed scientists and professionals in their domain.

Dear readers, the whole effort of publishing this special issue is an attempt to inform the scientific community about the current trends in the sector of marketing and entrepreneurship. The articles to be published have been in review process by acclaimed professors and scientists of the field and cover a wide range of marketing functions, consumers' behaviour and management operations.