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GEORGIOS I. DOUKIDIS is a Professor of Information Systems in the Department of Management Science and Technology at the Athens University of Economics and Business (AUEB). He holds a MSc and a PhD from the London School of Economics, where he taught for 8 years. He has also taught at the London Business School, Copenhagen Business School and was visiting Professor at Brunel University.

He is founder and director of the eBusiness Research Center of AUEB (ELTRUN, www.eltrun.gr) that, with its 25 researchers is the largest in European Business Schools that specializes on m-Commerce, digital TV, knowledge management, supply-chain management, ebusiness models, digital marketing, entrepreneurship and digital innovation, and I.S. management. In the last 20 years, ELTRUN completed successfully more than 50 large international projects and collaborated closely with international companies such as: Nokia, Oracle, Unisys, Microsoft, Vodafone, Sonera, Siemens, P.G. etc and Universities such as: MIT, Cambridge, LSE, INSEAD etc. In 2009 he received the European Case-Study Award in "Knowledge, Information and Communication Systems Management", the only time that was awarded to a Greek Business School Professor in the last 35 years.

For over 20 years he has acted as advisor for eBusiness to the Greek Government, European Commission and many organizations in Greece and abroad. He is the scientific director of the ELTRUN yearly survey / study on the behavior of the Greek on-line Greek consumers.