



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA

«Παρουσίαση Προόδου Ερευνητικού Έργου Υποψηφίων Διδασκτόρων -
Υποτρόφων Επιτροπής Ερευνών ΠΑ.Δ.Α. για το ακαδημαϊκό έτος 2021-2022»

Τίτλος διδακτορικής έρευνας **Αξιολόγηση Επικοινωνίας σε Ευφυείς Συσκευασίες**

Σχολή ΕΦΑΡΜΟΣΜΕΝΩΝ ΤΕΧΝΩΝ & ΠΟΛΙΤΙΣΜΟΥ

Τμήμα Γραφιστικής και Οπτικής Επικοινωνίας

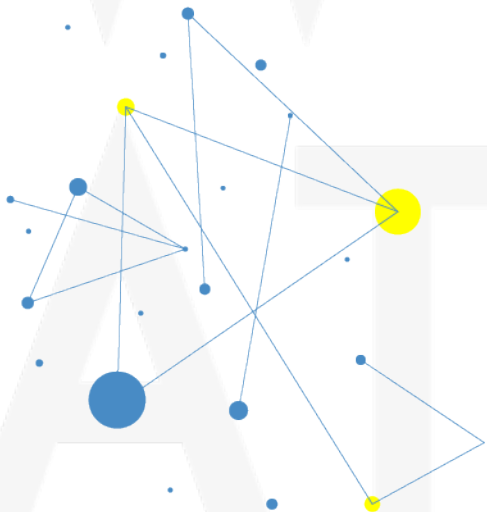
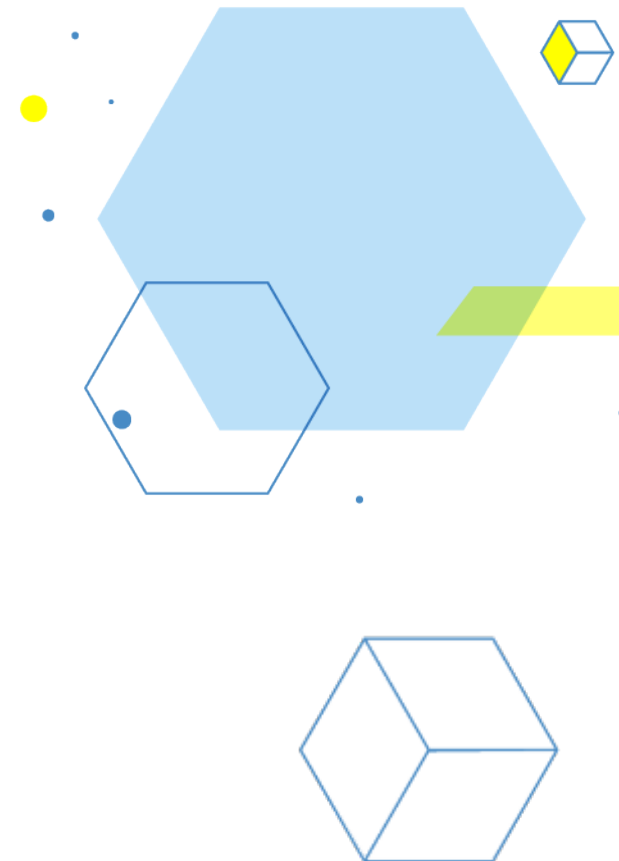
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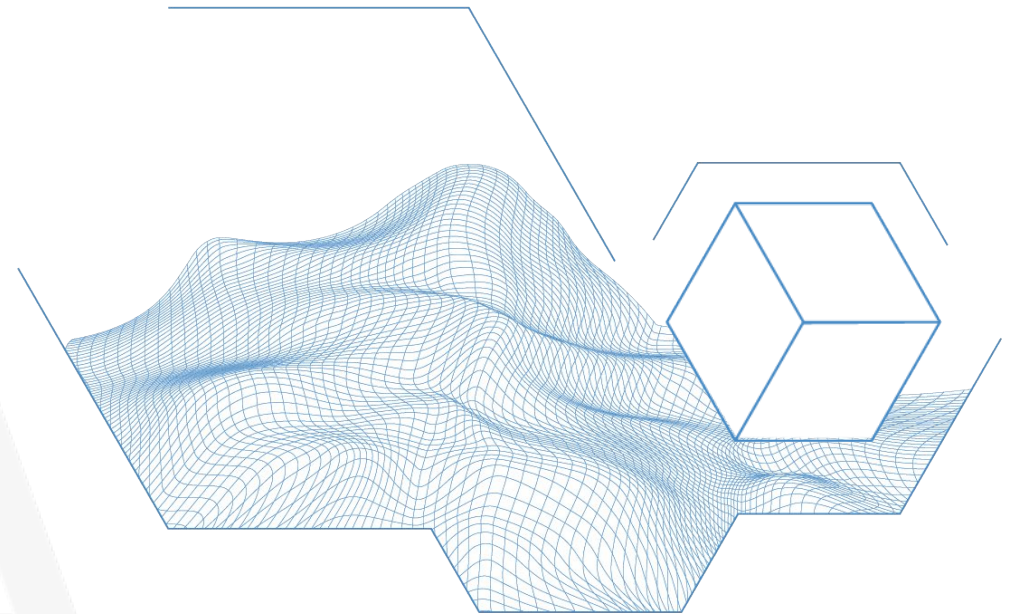
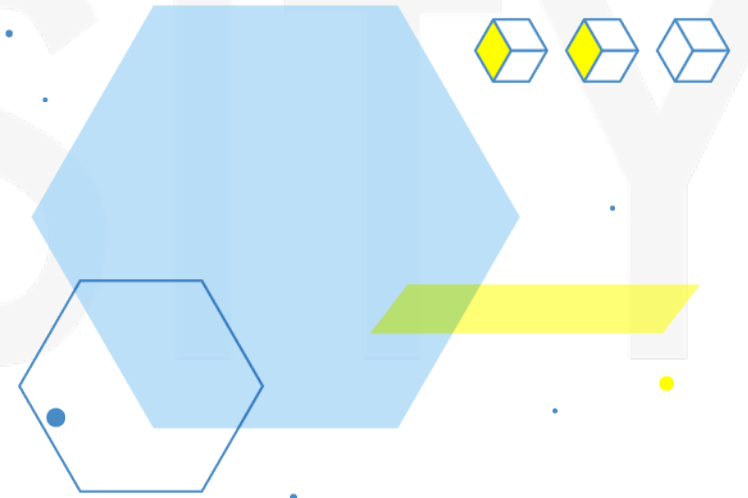
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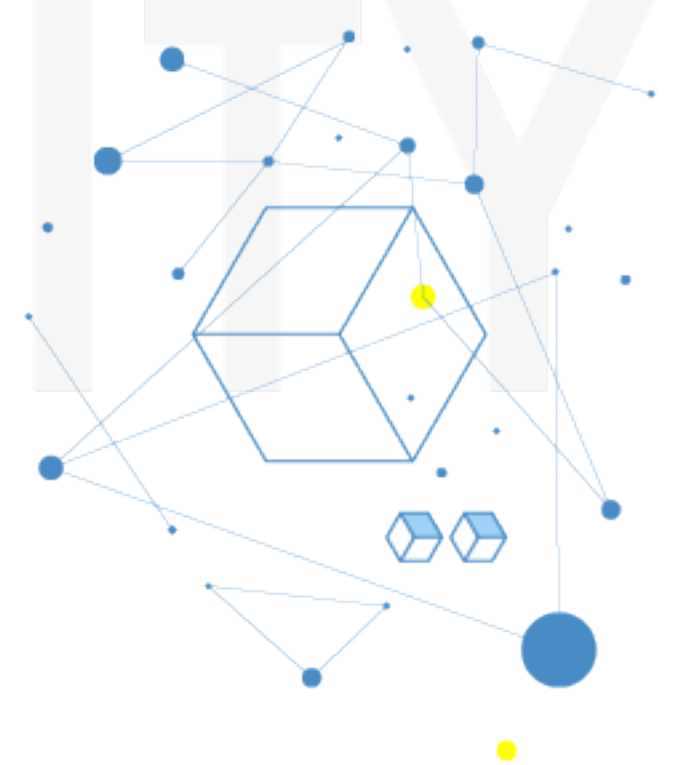
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2. Αρχικά αποτελέσματα
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4. Χρονοδιάγραμμα





3. ΕΠΙΣΤΗΜΟΝΙΚΕΣ ΑΝΑΚΟΙΝΩΣΕΙΣ

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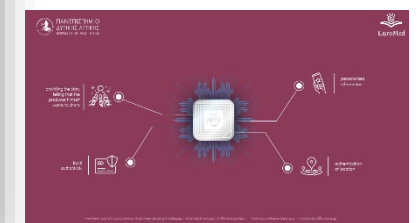


THE NEW AREA OF CORONAVIRUS AND NEW BUYING STRATEGIES THE NEW AREA OF CORONAVIRUS AND NEW BUYING STRATEGIES

Main Body of the Abstract

The decision of an individual to buy a wine product without having tried it is a challenge for many wine consumers. Today the way products are selected by customers is influenced by digital technologies. All potential consumers have at least one smartphone that allows them to search for information. Wine is impressed in the minds of consumers that a high price also means a high quality, each time the consumer chooses the same product without trying it, so he trusts the company and the value proposition (Mihai Palade et al., 2014). Companies sell a value proposition or a fairy tale, not just the product the consumer sees. In the new COVID-19 era, more and more companies want to provide a specialized experience to each of their customers by providing them with an authentic drink. The fear of the unknown - the new pandemic disease, made people perform only necessary activities such as going to the supermarket. This task could be safer if people touch only the products they will buy and not feel a product to read the label (Gómez-Corona C. et al., 2021). According to Xiaowen et al., coronavirus can survive on the surface of products for a long time, although the detection on the environmental surface is unknown (Xiaowen et al., 2021).

RFID (Radio Frequency Identification) technology is more than ever into our lives and makes it capable of not being intercepted. There are many types of RFID systems, and each tag can provide a different interaction based on the ID (Identification) tag (Gonçalves et al., 2014). Both communication systems [5G, IoT (Internet of Things)] and RFID technology connect the company - winery and the consumers. The large volume of information carried within itself is distributed at rather high speeds (5G), disseminating information immediately. Soon, scientists believe that RFID technology will become part of everyday life (Gonçalves et al., 2014). Via NFC (Near Field Communication), the customer does not need to touch a wine product; he only needs his mobile phone, and through the tag, the wine label can provide quality information, authentication of location, and the customers can follow the process from vineyards to their glass (Ramaveera et al., 2021). Traceability of the wine can verify that the wine is an anti-counterfeit product and maybe some personalized message the producer wants to provide to the consumer. According to Vlachos, the Greek wine industry can overcome the economic depression through value-added activities (Vlachos V. 2017), such as RFID



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Participatory Planning: City, Environment and Climate Change

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UNIVERSITY OF WEST ATTICA

Περιβάλλον και Ευφυή επικοινωνιακά συστήματα
Environment and Intelligent communication systems

Αθηνά Μουντζούρη(Pr), Απόστολος Παπαποστόλου², Σπυρίδων Νομικός³

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PARTICIPATORY DESIGN:
CITY, ENVIRONMENT & CLIMATE CHANGE
EXPERIENCES, CHALLENGES & POTENTIALS

ΠΑΝΕΠΙΣΤΗΜΙΟ ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA

Friday 19/11/2021

Participatory LAB: Laboratory of Spatial, Urban and Environmental Participatory Planning for Climate Change Adaptation

10.00-11.30 OPENING SESSION

11.30-13.00 PARALLEL SESSIONS

1.1.1 TRACK 07: Workshop A conversation on the sustainability of the Greek built environment

1.1.2 SESSION AREA SPECIAL SESSION: Participatory Budgeting: Local and International Experiences

1.1.3 TRACK 03: The public participation through existing project: 'productive Green Infrastructure for post-industrial urban regeneration'

1.2 TRACK 04: Presentation of the feasibility study "Hospital Participatory Budgeting - A democratic experiment" of Conclusions and Prospects

1.3 TRACK 05: Natural Based Solution European Projects in Greece: Planning and Building

1.4 TRACK 06: Introduction to profiling and its approach to generating and integrating NBS in urban

Περιβάλλον και Ευφυή επικοινωνιακά συστήματα
Environment and Intelligent communication systems

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Keywords
Ευφυή επικοινωνιακά συστήματα, Αντικείμενα, Περιβάλλον, 5G

Abstract
Η επικοινωνία είναι το εργαλείο κάθε υπηρεσίας επικοινωνίας και περιβαλλοντικής διαχείρισης των τοπικών κοινωνιών. Οι πληροφορίες είναι αντίστοιχα από τα συστήματα, συμβάλλουν στην βελτιστοποίηση των υπηρεσιών και εργαλείων, μαζί από τα μέσα, με τα υφιστάμενα επικοινωνιακά συστήματα της τοπικής διαχείρισης, να αναπροσαρμόζονται με τη χρήση της τοπικής διαχειριστικής ατζέντας.
Η ατζέντα είναι η παρουσίαση πληροφοριών, διαμορφώνεται παθητικά, σε τοπικό επίπεδο, σε όλη την περιβαλλοντική και κοινωνική. Με την χρήση τεχνολογίας αντίστοιχη των επικοινωνιακών συστημάτων (π.χ. 5G) διαμορφώνονται νέα, μηχανικά και εργαλεία αναπροσαρμοσμένα πληροφοριών σε στοιχεία περιβαλλοντικής πολιτικής. Οι πολιτικές της τοπικής κοινωνίας είναι κεντρικό εργαλείο, γεγονός που συμβάλει στην καλύτερη αντιμετώπιση, διαχείριση και διατήρηση των πληροφοριών.
Διά μέσο της αναπροσαρμοσμένης τοπικής κοινωνίας, καθίσταται καινούργια η ελεγχόμενη όλη στο παρόν την ατζέντα. Τα παρόντα προτιμούνται περιβαλλοντικές στρατηγικές, μόνο νέες κοινωνικές επικοινωνιακές δομές. Ανάμεσα στα νέα επικοινωνιακά δομές είναι διαμορφωμένοι αναντικείμενα περιβαλλοντικές διαχειρίσεις.
Μετα από τις προτιμωμένες περιβαλλοντικές κοινωνίες μας είναι, οφείλει να διαχειριστεί τον στρατηγικό και την πληροφοριών εμπνευσμένα στην περιβαλλοντική κατάσταση και οφείλει από τα βέλτιστα περιβάλλοντα σε σχέση που δύναται να διαμορφώσει μόνο τον πληροφοριακό συστημάτων που υποστηρίζονται από τα κυβερνητικά συστήματα (π.χ. 4G, 5G κ.λπ.).
Ο περιβαλλοντικός τρόπον εργαλειώδους των επικοινωνιακών είναι είναι μια προνοημένη διαδικασία στον χώρο να διαμορφωθεί με τις ενοποιημένες πληροφορίες, μόνο των εργαλείων (π.χ. κινητά τηλέφωνα).
Επί πλέον, με την προσαρμογή του τμήματος των κοινωνικών μόνο των ευφυών συστημάτων είναι παλαιότερα. Στόχος μας είναι η προώθηση και παραγωγή της χρήσης των ευφυών συστημάτων στην αναπροσαρμοσμένη περιβαλλοντική διαδικασία, όπου υπολογίζουμε να βελτιστοποιήσουμε διαχειρίσεις.

Συμπεράσματα
1¹: Track 8: Υψηλότερη ανάγκες άμεσης (direct participation)
2²: Track 15: Συμμετοχή σε θέματα περιβαλλοντικής και επικοινωνιακής πολιτικής

4. ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΔΙΕΘΝΗ ΠΕΡΙΟΔΙΚΑ

1. Konstantinou, P., G. Stathakis, A. Mountzouri and M.G. Nomikou. (2022).
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[Accepted, Not publish yet]

Addressing Smart Technology Involvement in Cultural Tourism

Konstantinou Panagiota¹, Stathakis Georgios², Mountzouri Athina¹, Nomikou Maria-Georgia³

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Abstract: Smart tourism is a personalized experience that takes advantage of smart city infrastructure to provide increased visitor and service opportunities. In order to have effective smart tourism there is a need for possession of personal mobile and geographic localization systems as well as intelligent applications to provide the appropriate information at the time and location of the visit. However, in order to provide effective smart tourism, it should be taken under consideration the different requirements of users at different stages of their visits, as well as the interests and requirements of users, that do not differ only from user to user but may vary over time for each individual user.

Key words: smart tourism, smart cities, smart heritage, smart culture

JEL codes: Z

1. Introduction

Recently, smart technologies as well as the digitization of cultural resources have increasingly been seen as overlapping value-added products and services in areas such as cultural heritage and tourism (Graziano, 2014).

Today, new tools for cultural tourism have emerged, such as e-commerce sites, mobile systems, and social media platforms. Contributing and offering better opportunities for travelers to organize their vacation, learn and discover unknown resources of a location or tourist area, discover traditions, food, arts, history and quick access to available services (D'Amico et al., 2013).

Today, smart tourism applications are widely used, as the tools and applications of information and communication technology (e.g., mobile devices) are widespread. People with these smart tourism services can interact with cultural objects, share and generate data. They may also require useful personalized services to improve the quality of their cultural experience (Chianese & Piccialli, 2016; Tri Nguyen et al., 2017).

This research aims to explore the prospects of smart tourism and especially cultural tourism. This investigation takes place in three phases. In the first phase, interviews are conducted with a selected sample of potential tourists with open-ended questions, in order to explore possible directions in which cultural stakeholders

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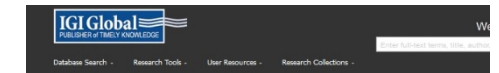
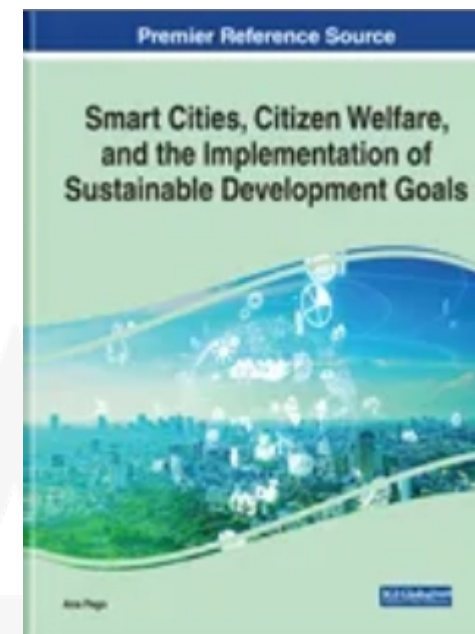
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Abstract

Cities are increasingly dependent on networks, sensors, and microcontrollers. Artificial intelligence has managed to mimic human behavior, and in a few years, many jobs may be replaced by computers or machines. Today, smart cities are evolving in all countries from the poorest to the most economically viable, and there are many smart city applications that rely on observation and participation of the citizens. Active citizens are interested in the benefits of their city, and they are involved in improving and promoting urban living. All levels of smart citizen participation are associated with liberal citizenship and personal autonomy and the choice of individuals to perform specific roles and take responsibility for their actions. The states in turn provide liberal forms of government. Smart cities need "smart people" who can take an active part in both governance and city reform. This kind of citizen participation is more than just a ritual participation in government.

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Active Governance and Smart Citizenship: When Active Citizens Replace Smart Technology – Actizens vs. Artificial Intelligence

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Athina Mountzouri, University of West Attica, Greece

Maria Stamataki, Municipality Papagou Hologour, Greece

ABSTRACT

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INTRODUCTION

Smart cities are based on the people who live in them and also in their connections. They can also be based on traditional and modern urban infrastructure that creates opportunities for economic and sustainable development while giving their residents a high standard of living (Caragliu et al., 2011). Active and participatory governance are essential components of the new urban housing. Smart cities, either as regions or as administrative units, have many different dimensions and can be linked to living organisms. Participatory governance must be a top priority for citizens today. The main element of a smart city is its human capital (Shapiro, 2006). The specialized population is the force of economic development. The creative population can circulate knowledge and experience (Carr-Saunders, 2012). So when a place brings together both technological advancement and the corresponding advanced people, then a city can be characterized as smart.

BACKGROUND

Smart cities need many different operators to grow and the partnership between the private and public sectors. These interactions have a regional basis and, at the same time, can be of international and international significance. The people who lead the cities must be able to interact with all the different stakeholders, inside and outside the city, to participate in its development. To be able to develop smart cities is not enough, just the human factor or technology alone. In this study, we aim to how citizens participate in the governance process of a smart city (Konstantinou et al., 2021).

MAIN FOCUS OF THE CHAPTER

People today are choosing cities to live and work in, which is evident in the continuing growth of urbanization around the world. People want to live in cities to enjoy the comforts of urban life. In this way, they gain more opportunities for their personal growth and happiness. As smart cities are the future of urban housing, smart city applications enable the solution of most urban problems in the most profitable way (Sharma et al., 2017).

Smart cities as the future of urban coexistence and sustainability are increasingly dependent on technical networks (sensors and controllers). Artificial intelligence has come to a satisfactory level of imitation of human behavior respectively, smart cities are evolving more and more in all countries but we are based today on the evolution of artificial intelligence and technology. The cities of the future need citizens participation in both shaping and governing (Konstantinou et al., 2021).

Active Citizens do different tasks in smart cities and can take several different forms of participation (simultaneously). Cities can host a variety of smart initiatives that aim to both serve the citizens and accept their active involvement (Konstantinou et al., 2021).

Cities face various problems every day, and with smart technology, they try to solve as satisfactorily as possible. The use of mobile devices and

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INTELLIGENT PACKAGING INNOVATION THROUGH SMART CITIES

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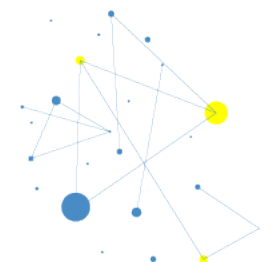
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ABSTRACT

Nowadays, the modern - Smart City is a reality. The widespread of intelligent packaging has already affected food safety, consumer health and waste reduction. In order to be more effective, packaging and product supply chain have embedded several elements from information technology and Internet of Things (IoT). Innovation is a crucial part of the intelligent packaging and the definitions given are defined that innovation and Smart Cities intersect each other. Through Smart Cities, various communication systems can be combined. Different relevant technologies intergrade through each other last decades. Scientists and engineers worldwide are trying to find more ways to interact with everything around us. Smart Packaging is a way for people to be aware of the expiration date or see more information about the product. The concept of



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Χρονοδιάγραμμα





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