**Τίτλος [Paper Title]**

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**Abstract **[Max 350 words]****

## This article extends the employment of multivariate statistical tools into agricultural extension issues. In particular the concept of two-step clustering methodology has been modulated, into a dataset from a sample of 260 farmers in West Macedonia, in order to recognize the «opinion leaders» of a typical Greek rural region, to explore the socio-economic characteristics and their role and to determine the necessity of such groups in rural communities. Results clearly demonstrate that the majority of farmers can be characterized as «opinion laggards» or as «farmers who consider themselves as opinion leader» while a smaller percentage are the «farmers who believe that they have some leadership traits» and only few of them are the real «opinion leaders». Taking into account the great importance of «opinion leaders», as principal drivers of change in agricultural areas, as well as that their leadership is usually informal as they do not have any institutional role in their local communities, this study can prove significantly valuable.

**Keywords:** *Opinion leaders, Rural society,**Segmentation, Survey* ***[Max 5 keywords]***

# 1. Introduction [this is formatted as Heading 1]

It is expected that authors will submit carefully written and proofread material. Careful checking for spelling and grammatical errors should be performed. Papers should clearly describe the background of the subject, the authors’ contribution, including the methods used, results and concluding discussion on the importance of the work from both scholarly and managerial perspectives. [Paragraph]

Full papers should be up to 8,000 words in length, excluding references, or 8 pages.

All acronyms should be spelled out the first time they are introduced in text or references. Thereafter the acronym can be used if appropriate, e.g. 'The work for the Organization of United Nations (OUN)...'. Subsequently, 'The OUN studies on...', in a reference ... (Organization of United Nations [OUN] 1989).

Equations must be written preferably with the same word processor used for the rest of the text, without hand written symbols in order to aid legibility. Equations must be numbered sequentially with their numbers in parenthesis and right justified.

# 2. Methodological Framework [this is formatted as Heading 2]

Για τη διερεύνηση των στόχων της εργασίας πραγματοποιήθηκαν τόσο …

Οι συνεντεύξεις που πραγματοποιήθηκαν στηρίχθηκαν …

Επιπλέον, η ποιοτική έρευνα … σε μεγαλύτερο δείγμα όπως αυτό της ποσοτικής έρευνας ακολουθεί.

# 3. Results [this is formatted as Heading 3]

Όπως προαναφέρθηκε στην εισαγωγή, ο βασικότερος ίσως στόχος …

 Επομένως, τα αποτελέσματα …

**Table 1.** Title of the Table **[Example]**

|  |  |  |
| --- | --- | --- |
| **Μεταβλητές** | **Αριθμός Γεωργών** | **Ποσοστό (%)** |
| *Περιοχή (Νομός)* | Κοζάνη | 107 | 44,00% |
| *Περιοχή μόνιμης κατοικίας* | Αγροτική | 189 | 72,69% |
| *Φύλο* | Άρρεν | 231 | 88,84% |
| *Ηλικία* | 45-55 ετών | 91 | 35,00% |
| *Οικογενειακή κατάσταση* | Έγγαμος/η | 202 | 77,69% |
| *Αριθμός μελών νοικοκυριού* | 4 | 161 | 61,92% |
| *Μορφωτικό επίπεδο* | Απόφοιτος/η λυκείου | 109 | 41,92% |
| *Κύριο επάγγελμα* | Γεωργός | 178 | 68,46% |
| *Εκμετάλλευση* | Φυτικής παραγωγής | 212 | 81,53% |
| *Ετήσιο οικογενειακό εισόδημα* | 15.000€-20.000€ | 101 | 38,84% |
| *Έτη γεωργικής απασχόλησης* | Μέση τιμή: 18,3 έτη |
| *Αριθμός στρεμμάτων* | Μέση τιμή: 28,1 στρέμματα |
| *Απόσταση από αστικό κέντρο* | Μέση τιμή: 22,6 χιλιόμετρα |
| *Ποσοστό γεωργικού εισοδήματος* | Μέση Τιμή: 69,20% |
| *Ποσοστό ατομικού εισοδήματος* | Μέση τιμή: 72,81% |



**Figure 1.** Title of the Figure **[Example]**

# 4. Conclusions [this is formatted as Heading 4]

Η παρούσα εργασία διαπραγματεύεται ένα ιδιαίτερα δύσκολο …

Ωστόσο, από την οπτική γωνία …

# Acknowledgements

Any acknowledgements authors wish to make should be included in a separate headed section at the end of the manuscript but before the list of references.

**References **[Examples]****

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