

CURRICULUM VITAE

PERSONAL DATA

Name: (Maria) - Emmanuella
Surname: Plakoyiannaki
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Greece.
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Current Post: Associate Professor of Marketing, Aristotle University of
Thessaloniki (promoted in January 2014).
Visiting Posts Honorary Research Fellow, School of Business and
Management, University of Glasgow;
Visiting Professor, School of Business,
AaltoUniversity,Helsinki &Mikkeli Campus, Finland;
Visiting Professor, Graduate School of Business, University of
Saint Petersburg, Russia;
Visiting Professor, International Hellenic University,
Thessaloniki, Greece;
Visiting Professor, Greek Open University.

PERSONAL MISSION STATEMENT

Be a leading researcher worldwide in the areas of (international) marketing, international business, qualitative research, consumer behaviour and entrepreneurship through continuing to publish in 4* elite, 4 and 3 ABS journals; deliver high quality-teaching; and become involved in projects with significant management/ public policy impact.

PREVIOUS EMPLOYMENT

2009-2014 Assistant Professor of Marketing, Aristotle University of Thessaloniki, School of Economics, Department of Business Administration, Thessaloniki, Greece.
2004-2009 Lecturer in Marketing, Aristotle University of Thessaloniki, School of Economics, Department of Business Administration, Thessaloniki, Greece.
2003-2004 ESRC (Economics and Social Research Council) Post-Doctoral Fellow in the Department of Marketing, University of Strathclyde, Glasgow, UK.

EDUCATION

- 1999-2002** Doctoral (PhD) degree, Department of Marketing, University of Strathclyde, Glasgow. (*Thesis Title: Customer Relationship Management (CRM) – The Effect of Organisational Culture*).
- 1999-2000** Methodology Course, University of Strathclyde.
- 1994-1998** BA Degree in Economics (Major: Business Administration), Aristotle University of Thessaloniki, Greece. Graduated 1st out of 350 students.

SCHOLARSHIPS AND AWARDS

- 06/13-08/15** Leverhulme Trust Grant, title of project: Case study Selection Practices in International Business Research (with M. Fletcher & T. Buck, University of Glasgow).
- 03-06/2010** Aalto (Helsinki School) of Economics (Visiting Research Fellow).
- 2003-2004** ESRC (Economics and Social Research Council) Post-Doctoral Fellowship Award.
- 2000-2002** Greek Foundation of Scholarships. Scholarship granted for the whole duration of the Doctoral studies after participating in national exams.
- 1999** Greek Marketing Academy student award for excellent academic performance.
- 1998** Greek Foundation of Scholarships Award. Annual award presented to the first graduate of the Department of Economics, Aristotle University of Thessaloniki, Greece.
- 1996-1997** Greek Foundation of Scholarships. Scholarship granted for excellent academic performance, Aristotle University of Thessaloniki, Greece.

JOURNAL PUBLICATIONS

FORTHCOMING

1. Translation in Cross Language International Business Research: Beyond Equivalence. (co-authors: A. Chidlow & C. Welch). *Journal of International Business Studies*, forthcoming. (*SSCI 2012 Impact factor: 3.602 & ABS List Rank 4*).

2. Breaking the Silence about Exiting Fieldwork: A Relational Approach and its Implications for Theorizing. (co-authors: S. Michailova, R. Piekkari, T. Ritvala, I. Mihailova, & A. Salmi). *Academy of Management Review*, 39 (2), forthcoming (*SSCI 2012 Impact factor: 7.895 & ABS List Rank 4*).

2014

3. The Overlooked Distinction of Multinational Enterprise Subsidiary Learning: its Managerial and Entrepreneurial Learning Modes. (co-authors: P. Dimitratos, I. C. Thanos & Y-K Forbrom). *International Business Review*, 23 (1), 102–114. (*SSCI Impact factor: 1.849 & ABS List Rank 3*).

2013

4. The Role of Context in Case Selection: International Business Perspective. (co-authors: K. Poulis, & E. Poulis), *International Business Review*: 22 (1), 304-314. (*SSCI Impact factor: 1.849 & ABS List Rank 3*).

2012

5. Legitimising Diverse Uses for Qualitative Research: A Rhetorical Analysis of two Management Journals. (co-authors:C. Welch, R. Piekkari& E. Paavilainen). *International Journal of Management Reviews*: 15 (2), 245-264. (SSCI Impact factor: 3.333, &ABS List Rank 3).

6. International Entrepreneurial culture - Toward a Comprehensive Opportunity-based Operationalization of International Entrepreneurship. (co-authors:P. Dimitratos, I. Voudouris, & G. Nakos.) *International Business Review*: 21 (4), 708-721.(SSCI Impact factor: 1.849&ABS List Rank 3).

2011

7.Theorising from Case Studies: Towards a Pluralistic Future for International Business Research. (co-authors:C. Welch, R. Piekkari& E. Paavilainen). *Journal of International Business Studies*: 42 (6), 740-762. (SSCI Impact factor: 3.602&ABS List Rank 4).

8.Strategic decision-making processes in internationalization: Does national culture of the focal firm matter?(co-authors:P. Dimitratos, A. Petrou & J. Johnson). *Journal of World Business*: 46 (2), 194-204. (SSCI Impact factor: 2.617 &ABS List Rank 3).

2010

9. The Global Small Firm in International Entrepreneurship. (co-authors:P. Dimitratos, A. Pitsoulaki& H. Tuselmann). *International Business Review*: 19(6), 589-606. (SSCI Index Impact factor: 1.849&ABS List Rank 3).

10. Good Case Study Research in Industrial Marketing: Insights from Research Practice. (co-authors:C. Welch & R. Piekkari).*Industrial Marketing Management*: 39 (1), 109-117. (SSCI Impact factor: 1.933&ABS List Rank 3).

2009

11. Female Role Stereotypes in Print Advertising: Identifying Associations with Magazine and Product Categories. (co-author: Y. Zotos). *European Journal of Marketing*, 43 (11/12), 1411-1434. (SSCI Impact factor: 0.781 &ABS List Rank 3).

2008

12. How Critical is Employee Orientation for Customer Relationship Management? Insights from a Case Study. (co-authors: N. Tzokas, P. Dimitratos & M. Saren). *Journal of Management Studies*: 45(2), 268-293. (SSCI Impact factor: 3.799 &ABS List Rank 4).

13.Images of Women in Online Advertisements of Global Products: Does Sexism Exist? (co-authors: K. Mathioudaki, P. Dimitratos & Y. Zotos). *Journal of Business Ethics*: 81(1), 101-112. (SSCI Impact factor: 1.270 &ABS List Rank 3).

2006

14.Time and the Customer Relationship Management (CRM) Process: Conceptual & Methodological Insights. (co-author: M. Saren). *Journal of Business*

and Industrial Marketing: 21(4/5), 218-230. (SSCI Impact factor: 1.000 & ABS List Rank 2).

2005

15. How Do Organisational Members Perceive Customer Relationship Management (CRM)? Evidence from a U.K. Service Firm. *Journal of Marketing Management*, 21(3/4), 363-392. (ABS List Rank 3).

2003

16. Theoretical Foundations of an International Entrepreneurial Culture. (co-author: P. Dimitratos). *Journal of International Entrepreneurship*: 1(2), 187-251. (ABS List Rank 3).

2002

17. Customer Relationship Management: A Capability Portfolio Perspective. (co-author: N. Tzokas). *Journal of Database Marketing & Customer Strategy Management*: 9(3), 2002, 228-237.

BOOK CHAPTERS

2011

1. Fletcher, M & Plakoyiannaki, E, *Case Study Selection: Key Issues and Challenges for International Business Researchers*, in edited volume by Marschan-Pierkkari, R. and Welch, C., *Case Study Research for International Business*, Edward Elgar, 171-191.

2010

2. Fletcher, M & Plakoyiannaki, E., *Sampling in Case Study Research* in Edited Volume by Mills, A. et al., *Encyclopedia of Case Study Research*, Sage, 837-840.

2009

3. 'Growth and Learning Spillovers from International Markets: Empirical Evidence from Greek Firms' (E. Plakoyiannaki & I. Deligianni) in M. Jones, S. Young, P. Dimitratos, M. Fletcher (eds.), 'Internationalization, Entrepreneurship and the Smaller Firm', Edward Elgar, UK, 37-52.

4. 'Theoretical Foundations of an International Entrepreneurial Culture'. (P. Dimitratos & E. Plakoyiannaki) R. B. McNaughton & J. Bell (eds), in 'Entrepreneurship and Globalization'. Sage, London, 2009 (reprint of the article in the *Journal of International Entrepreneurship*: 1(2), 2003).

2006

5. 'Creating Solutions for the Customer: The Customer Relationship Management (CRM) Process & Capabilities', in M. Saren (ed.) *Marketing Graffiti*. Butterworth – Heinemann, UK, 171-194.

2004

6. 'International Entrepreneurship and International Entrepreneurial Culture' (P. Dimitratos & E. Plakoyiannaki) in P. E. Petrakis (ed.) *Entrepreneurship*. University of Athens, Greece, 95-105.

2000

7. 'Advertising on the Internet', in Y. C. Zotos (ed.) *Advertising*. University Studio Press: Thessaloniki, Greece, 287-320.

CONFERENCE PAPERS

2013

1. 'Do IB Researchers Account for Language Issues: State of the Art and Lessons for the Future', Plakoyiannaki, E., Chidlow, A. & Welch, C. Academy of International Business (AIB) Conference, July, Istanbul.

2. 'Critical Realism as a Third Lens to Distance in International Business and International Management Research', Ritvala, T. & Plakoyiannaki, E. Academy of International Business (AIB) Conference, July, Istanbul.

3. 'The Case Study Research in Family Business: A State of the Art Review', Kontinen, T., Plakoyiannaki, E. & Ojala, A. Academy of Management Conference (AOM), August, Florida.

2012

4. 'Examining Anthropomorphism in Product Packaging: An Exploratory Content Analysis', Triantos, A., Outra, E., Plakoyiannaki, E. and Petridis, L., Conference Proceedings of the 17th International Conference on Corporate and Marketing Communications, Conference Proceeding of the ESC Rennes School of Business, April, Rennes, France.

5. 'Anthropomorphism in Packages of Grocery Brands: An Exploratory Content Analysis', Triantos, A., Outra, E., Plakoyiannaki, E. and Petridis, L., Conference Proceedings of the 41st European Marketing Academy Conference (EMAC), May, Lisbon, Portugal.

6. "Voices in my Head": Aesthetic Experiences under Construction-Consumers' Identity Repertoires from Damien Hirst's Exhibition', Stavraki G and Plakoyiannaki E., Conference Proceeding of the 41st European Marketing Academy Conference (EMAC), May, Lisbon, Portugal.

7. 'The Nature and Structure of Multiple Stakeholder Marketing Orientation in Higher Education: A Theoretical Proposition and its Empirical Test', Papastathpoulou, P., Tsogas, M., Plakoyiannaki, E., and Andronikidis, A., Conference Proceedings of the 41st European Marketing Academy Conference (EMAC), May, Lisbon, Portugal.

8. 'Postmodern Marketing: The Era of Post-marketing', Outra, E., Zotos, Y., and Plakoyiannaki, E., Conference Proceeding of the 10th World Media Economics and Management Conference, Aristotle University of Thessaloniki, May, Greece.

9. 'Case Studies in Family Business Research: A Review and Critical Analysis', Plakoyiannaki, E., Kontinen, T. and Ojala, A., Conference Proceedings of the European Academy of International Business Conference (EIBA), University of Brighton, Brighton, UK.

2011

10. 'Case Study Research in New Service Development: A Review and Critical Assessment', Plakoyiannaki, E. and Papastathopoulou, P., Conference Proceedings of the 3rd Biennial Conference on Services Marketing, Dokuz Eylul University, Izmir, Turkey.

11. 'Corporate Social Responsibility (CSR): A Review and Research Agenda', Kokkou, H., Plakoyiannaki, E., Andronikidis, A., Papastathopoulou, P., Conference Proceedings of the 3rd Biennial Conference on Services Marketing, Dokuz Eylul University, Izmir, Turkey.

12. 'From Identifications to Emergent Identities and from Experience Attachment to Self-extension: A case study of Toulouse Lautrec Consumption.', Stavraki, G., Plakoyiannaki, E., and Zotos, Y., Conference Proceedings of the 10th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing, September, Leeds Metropolitan University, UK.

13. 'Gender Stereotypes and Election Campaigns: A Longitudinal Analysis of Print Political Advertising in Greece', Kotzaivazoglou, I. and Plakoyiannaki, E., Conference Proceedings of the 61st Political Studies Association Annual Conference, April, London.

14. 'Appropriating an Artistic Brand Meaning: A Case Study of Consumers' Responses to Miro's Exhibition', Stavraki G. and Plakoyiannaki, E., Conference Proceedings of the 16th International Conference on Corporate and Marketing Communications (CMC), April, Athens, Greece.

15. 'Pathways and Outcomes of Immersion: A case study of Imaginative Responses and Personal Reflections of Joan Miro's Artwork', Stavraki G. and Plakoyiannaki, E., Conference Proceedings of the 40th European Marketing Academy Conference (EMAC), May, Ljubljana, Slovenia.

2010

16. 'Exiting the field: The Missing Piece in the Puzzle of Fieldwork', Michailova, S., Plakoyiannaki, E., Ritvala, T., Piekkari, R., Jormanainen, I. and Salmi, A. Conference Proceedings of the 36th European Academy of International Business Conference (EIBA), December, Porto, Portugal.

17. 'Case Study Research in International Business: Towards a Critical Approach' Piekkari, R., Welch, C., Plakoyiannaki, E., and Paavilainen, E. Conference Proceedings of the 3rd Qualitative Research Conference, Vaasa, Finland.

2009

18. 'Theorising in Context: Reassessing the Explanatory potential of Case Studies in International Business Research', Welch, C., Plakoyiannaki, E.,

Paavilainen, E., and Piekkari, R. Conference Proceedings of the 35th European Academy of International Business Conference (EIBA), December, Valencia, Spain.

19. *'Contextualising Case Study Selection: Introducing a Framework'*, Poulis, K., Poulis, E., and Plakoyiannaki, E., Conference Proceedings of the 35th European Academy of International Business Conference (EIBA), December, Valencia, Spain.

20. *'Consumers' Perception of Advertising Creativity: Introducing a Framework'*, Triantos, A., and Plakoyiannaki, E., Conference Proceeding of the 2nd Biennial Conference on Services Marketing (2BIC), November, Thessaloniki, Greece.

2008

21. *'Case Study Selection: An overview of Key Issues for International Business Researchers'*, Fletcher, M and Plakoyiannaki, E, Conference Proceeding of 34th European Academy of International Business Conference (EIBA), December, Tallinn, Estonia.

22. *'The Case Study Approach in Industrial Marketing: Convergence or Divergence between Methodological Ideals and Research Practice'*, E. Plakoyiannaki, Piekkari, R. & Welch, C. Conference proceedings of the 37th European Marketing Academy Conference (EMAC), May, Brighton, University of Brighton, UK.

2007

23. *'Growth and Learning Spillovers from International Markets: Empirical Evidence from Greek Firms'* (Plakoyiannaki, E. & Deligianni, I.), 33rd European Academy of International Business Conference (EIBA), December, Catania, Italy.

24. *'The Case Study Approach in Industrial Marketing: Convergence or Divergence between Methodological Ideals and Research Practice?'* (R. Piekkari, E. Plakoyiannaki & C. Welch), 23rd IMP Conference, September, Manchester, UK.

25. *'Male Portrayals in Greek Advertising: Insights from the Greek Context.'* (Plakoyiannaki, E., Boutsouki, C. & Zotos, Y.), 10th International Conference on Marketing and Development, June, Washington DC.

2006

26. *'Gender Portrayals within Contemporary Greek Magazine Advertisements: A Content Analysis'*. (Plakoyiannaki, E. & Boutsouki, C.), European Marketing Academy Conference (EMAC), May, Athens University of Economics and Business, Athens.

27. *'Rethinking Female Portrayals in Print Advertisements: Exploring Relationships between'* (Plakoyiannaki, E., Ziamou, L. & Boutsouki, C.). Conference proceedings of the European Marketing Academy Conference (EMAC), May, Athens University of Economics and Business, Athens.

2005

28. *'Opportunity Identification in Multinational Subsidiaries: An Empirical Study'*. (Liouka, I., Dimitratos P., Plakoyiannaki, E. & Young, S.). 31st European

International Business Academy (EIBA), December, BI Norwegian School of Management, Oslo.

29. *'Images of Women in U.K. Magazine Advertisements: Does Advertising Belittle Women's Liberation?'* (Plakoyiannaki, E., Zotos, Y. & Lysonski, S.), 9th International Conference on Marketing and Development, June, Aristotle University of Thessaloniki, Thessaloniki.

30. *'Antecedents and Consequences of Customer Relationship Management (CRM) Practice: Insights from a Case Study in the Automotive Services Sector'* (Plakoyiannaki, E.), European Marketing Academy Conference (EMAC), May, University of Bocconi, Milan.

2004

31. *'Entrepreneurial and International Learning in Multinational Subsidiaries'*. (P. Dimitratos, E. Plakoyiannaki & Y. K. Förbom), Academy of International Business Conference, July, Stockholm.

32. *'Toward a Broader Measurement of International Entrepreneurship'*. (P. Dimitratos, G. Nakos, E. Plakoyiannaki, & S. Ennis), Babson Kauffman Entrepreneurship Research Conference, June University of Strathclyde, Glasgow, Scotland.

2003

33. *'International Performance of Smaller Firms and its Determinants: An Empirical Study'*. (Dimitratos, P., Lioukas, S. & Plakoyiannaki, E.), European International Business Academy (EIBA), December, Copenhagen Business School, Denmark.

34. *'Is Customer Relationship Management (CRM) Practice linked to Entrepreneurial Attitude? Empirical Evidence from a Service Firm'*. (Plakoyiannaki, E. & Dimitratos, P.), British Academy of Management Conference (BAM), September, Leeds Business School, Harrogate.

35. *'Customer Relationship Management (CRM) As A Strategic Decision: Contextual Factors and Performance Outcomes'*. (Plakoyiannaki, E. & Hart, S.), Academy of Marketing (AM) Conference, July, Aston Business School, Birmingham.

36. *'How Do Organisational Members Perceive CRM? Evidence from a Service Firm'*. (Plakoyiannaki, E.) 7th Research Conference on Relationship Marketing and Customer Relationship Management, June, Freie University, Berlin.

37. *'Customer Relationship Management (CRM) Investment: The Strategic-Decision Making Process and Performance – A Conceptual Model'*. (Plakoyiannaki, E. & Hart, S.), European Marketing Academy Conference (EMAC), May, University of Strathclyde, Glasgow.

2002

38. *'Customer Relationship Management (CRM): The Effect of Organisational Culture: A Longitudinal Case Study in the Automotive Services Sector'*.

(Plakoyiannaki, E. Saren, M. & Tzokas, N.), 10th International Colloquium in Relationship Marketing, September, University of Kaiserslautern.

39. *Time and the Customer Relationship Management (CRM) Process: Conceptual & Methodological Insights*. (Plakoyiannaki, E.&Saren, M.), 6th Research Conference on Relationship Marketing and CRM, June, American Marketing Association, Atlanta, U.S.A.

40. *Exploring the Interface of Customer Relationship Management (CRM) & Organisational Culture (OC): Conceptual & Methodological Considerations*. (Plakoyiannaki, E., Saren, M. & Tzokas, N.), European Marketing Academy Conference (EMAC), May, University of Minho, Braga, Portugal.

2001

41. *The Dimensions of an International Entrepreneurial Culture: On the Theoretical Underpinnings of International Entrepreneurship*. (Dimitratos, P. & Plakoyiannaki, E.), 4th McGill Conference, September, University of Strathclyde, Glasgow, volume I, 354-383.

42. *Customer Relationship Management: A Capability Portfolio Perspective*. (Plakoyiannaki, E. & Tzokas, N.), European Marketing Academy Conference (EMAC), May, Norwegian School of Economics & Business Administration, Bergen, Norway.

43. *Alcohol Advertising: A Content Analysis of Greek Magazines*. (Plakoyiannaki, E., Zotos, Y. & Lysonski, S.), European Marketing Academy Conference (EMAC), May, Norwegian School of Economics & Business Administration, Bergen, Norway.

2000

44. *Customer Relationship Management: A Conceptual Framework and Research Agenda*. (Plakoyiannaki, E. & Tzokas, N.), 8th International Colloquium in Relationship Marketing, December, Stockholm School of Economics, Stockholm, 1-17.

1999

45. *Personal Selling and Sales Management in the Context of Relationship Marketing: A Research Agenda*. (Plakoyiannaki, E., Tzokas, N. & Donaldson, B.), International Conference: Preparing the Manager of the 21st Century, December, University of Macedonia, Thessaloniki, volume I, 87-103.

PAPERS UNDER REVIEW

1. Anthropomorphic Packaging: Is There Life in This?, European Journal of Marketing (EJM), 2nd review round, (SSCI 2012 Impact Factor 0.781 - ABS List 3).

2. The Case Study in Family Business: An Analysis of Current Research Practices, Family Business Review (FBR), 2nd review round, (SSCI 2012 Impact Factor 2.622 - ABS List 2).

3. The Qualitative Case Study in International Entrepreneurship: A state-of-the-art and Analysis. Intended publication journal: Entrepreneurship Theory and Practice (SSCI 2012 Impact Factor 2.242- ABS List 4).

4. Critical Realism as a Third Lens to Distance in International Business Research. Intended publication journal: Organizational Research Methods (SSCI 2012 Impact Factor 3.926 – ABS List 3).

CURRENT RESEARCH PROJECTS

1. *Language issues in International Business Research*, A.Chidlow (Manchester Metropolitan University), E. Plakoyiannaki (Aristotle University of Thessaloniki)&C. Welch (University of Sydney, Australia).**2012-**

This project concentrates on how International Business scholars have treated language-related methodological decisions in cross-language research. It borrows insights from relevant methodological literature in IB, linguistics and translation studies.

2. *Methodological Innovation in Case Study Practice in International Entrepreneurship*, P. Dimitratos (University of Glasgow), J. Ji (Tongji University) & E. Plakoyiannaki (Aristotle University of Thessaloniki). **2012-**

This study reviews case study practice in International Entrepreneurship. It seeks to identify the disciplinary convention and innovative practices associated with this methodology.

3.*Exiting the field in Management Research*, S. Michailova (University of Auckland),I. Mihailova (Aalto School of Economics), R. Piekkari (Aalto School of Economics),E. Plakoyiannaki, (Aristotle University Thessaloniki), T. Ritvala, (Aalto School of Economics) & A. Salmi (Aalto School of Economics).**2010-**

This study focuses on the process of fieldwork exiting and its implications for theorising. It combines two theoretical perspectives, namely ethnography and relationship marketing to flesh out the importance of exit for developing an understanding of the field.

4. *Case Study Research in Family Business Research*. T. Kontinen, A. Ojala (University of Jyvaskyla, Finland), & E. Plakoyiannaki (Aristotle University of Thessaloniki).**2010-**

This study looks at how the qualitative case study has been used in the context of Family Business research. It attempts to identify the disciplinary convention and provide alternatives of case study practice.

5.*Qualitative Research in Management and International Business*. R. Piekkari (Aalto School of Economics), E. Paavilainen (University of Turku), E. Plakoyiannaki (Aristotle University of Thessaloniki), &C. Welch (University of Sydney, Australia). **2007-**

This project investigates the use of qualitative research and case study research in International Business and Management research and provides insights into the different theoretical purposes of qualitative research.

TEACHING EXPERIENCE

Undergraduate Level:

2004- Principles of Marketing (650 students), Strategic Marketing (450 students), International Marketing (300 students), Entrepreneurship&Innovation (100 students), School of Economics, Aristotle University of Thessaloniki, Greece.

2010- Introduction to Marketing (30 students) Seminars, School of Business, Aalto University, Mikkeli Campus, Finland.

2007- Consumer Behaviour (350 students), School of Economics, Aristotle University of Thessaloniki, Greece.

2006 Introduction to Marketing (35 students), Greek Open University, Greece.

2000-2001 Tutorials in Customer Relationship Management(CRM) (40 students), Department of Marketing, University of Strathclyde, Glasgow, UK.

1998-1999 Seminars in Advertising Management and Internet Advertising (200 students), School of Economics, Aristotle University of Thessaloniki, Greece.

Postgraduate Level:

2013 The Role of the Qualitative Case Study in Business Research, Doctoral Course (10 students), Adam Smith Business School University of Glasgow, UK.

2012 The Role of the Qualitative Case Study in International Business, Doctoral Course (10 students), Graduate School of Management, University of Saint Petersburg, Russia.

2011 Qualitative Case Study under Different Ontologies & Case Selection, Doctoral Course (20 students), Business School, University of Jyvaskyla, Finland.

2010- Qualitative Research and the Case Study in International Business (30 students), Msc in International Business, Aalto School of Economics, Helsinki, Finland.

2009- 2010 Case Study Sampling (15 students), Series of Research Seminars hosted for Doctoral Researcher, Aalto School of Economics, Helsinki, Finland.

2009- Consumer Behaviour (25 students), Msc Management, International Hellenic University, Thessaloniki, Greece.

2009- 2011 Consumer Behaviour (25 students), MBA, International Hellenic University, Thessaloniki, Greece.

2009- Advanced Topics in Advertising and Promotion (15 students), MBA, School of Economics, Aristotle University of Thessaloniki, Greece.

2007- 2010 International Marketing Relationships (25 students), Msc in Marketing and Msc in Entrepreneurship, Adam Smith Business School, University of Glasgow, UK.

2005 - Consumer Behaviour (25 students), Msc in Information Management, School of Informatics, Aristotle University of Thessaloniki, Greece.

2007 - Services Marketing (15 students), Msc in Logistics and Supply Chain Management, School of Economics, Aristotle University of Thessaloniki, Greece.

2005 - 2006 Strategic Marketing (30 students), Msc in Information Management, Aristotle University of Thessaloniki, Greece.

2005 - Research Methodology Seminars (30 students), Msc in Information Management, School of Informatics, Aristotle University of Thessaloniki, Greece.

2005- Qualitative Research Methodology Seminars for Doctoral Students (10 students), School of Economics, Aristotle University of Thessaloniki, Greece.

2003 Customer Relationship Management(CRM) (30 students), Master's in Business Administration (MBA), Adam Smith Business of School, University of Glasgow, UK.

2003 Research Methodology for Postgraduate Students (15 students), Strathclyde Business School, University of Strathclyde, UK.

POSTGRADUATE SUPERVISION

Has supervised over 30 Master's Dissertation Theses in Greece and the UK.

Is currently the main supervisor of two Doctoral Candidates' theses in the areas of: Consumer Behaviour(*Understanding Polyphonic Identity Narratives through Contemporary Art Consumption: A Dialogical Perspective*; Georgia Stavradi; 3rd year doctoral candidate)

International Marketing (*Internationalisation of Greek Family Businesses: A Network Theory Perspective*; KaterineKampouri; 1st year doctoral candidate).

SERVICE AND PUBLIC OUTREACH

Service at the School of Economics, Aristotle University of Thessaloniki.

2011 - *Coordinator of the Doctoral Research Methods Course of the Department of Economics.* Involves the design, delivery and implementation of the Doctoral Research Methods course of the Department of Economics. It includes various activities including recruitment of specialised staff, preparation of the course schedule and syllabus, evaluation of Doctoral students reports and assignments etc.

2010 - *Coordinator of the Master's Programme in Logistics and Supply Chain Management of the Department of Economics.* Involves various activities such as recruiting perspective students, catering the needs of current students, representing the Programme at recruitment fairs, participating in student evaluation panels, recruiting industry visitors for the Programme, administering student course evaluation etc.

2012 - *Member of the Department's Quality Assurance and Internal Evaluation Committee.* Involves the collection, analysis and interpretation of undergraduate and postgraduate course evaluation data. The Quality Assurance and Evaluation Committee holds a vital role in the development of the Departmental strategy.

2010 - *Member of the Placement Programme of the Department of Economics.* Involves a constant communication with the business world in order to identify vacant positions for student placement. It also entails training and monitoring the performance of students placed in different businesses.

2010 - *Member of the Library Committee of the Department of Economics.* Involves the coordination of various library activities ranging from design and implementation of student training seminars on how to use library sources to the procurement of new library titles.

Service at the Greek Marketing Academy

2010 - *Member of the Executive Board.* As a member of the executive board of the Greek Marketing Academy, I have organised or participated in the organisation of several academic conferences and seminars, namely the 2nd Biennial Conference of

Services Marketing (2009), the Greek Money Show in Thessaloniki (2008-), the Marketing Excellence Awards etc. This role involves the creation of greater awareness about the importance of marketing for the performance of Greek companies and the development of strong relationships between academia and the business world for research and consulting purposes (e.g. consulting services and executive training on services marketing in Eurobank - a leading financial services organisation in Greece).

Reviewer for Academic Journals, Conferences, Books and Cases:

Served as an ad hoc reviewer on a regular basis for:

- **Journals:** European Journal of Marketing (Elsevier), European Management Journal (Elsevier), International Business Review (Elsevier), International Marketing Review (Elsevier), Journal of Business and Industrial International (Elsevier), Journal of Business Research (Elsevier), Journal of Customer Behaviour (Westburn Publishers), Journal of International Business Studies (Palgrave), Journal of International Entrepreneurship (Kluwer), Journal of International Marketing (American Marketing Association), Journal of Marketing Management (Westburn Publishers), Managing Service Quality (Elsevier), Marketing Theory, (Sage).
- **Academic conferences:** Academy of Management Conference (AOM), European Marketing Academy Conference (EMAC), European International Business Academy Conference (EIBA), International Conference on Marketing and Development (ICMD), Academy of Marketing (AM) - UK, Academy of International Business (AIB) - UK.
- **Books:** Kluwer Edward Elgar, Palgrave, Sage Publications.
- **Teaching Case Studies:** the case centre series of cases, Aalto School of Economics series of case and Graduate School of Management - Saint Petersburg University series of cases.

Memberships

Member of the European Marketing Academy (EMAC)

Member of the International Business Academy (AIB)

Member of the European International Business Academy (EIBA)

Member of the Executive Board of the Greek Marketing Academy (ELAM)