

ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ

Ιούνιος 2009

ΠΡΟΣΩΠΙΚΑ ΣΤΟΙΧΕΙΑ

Όνομα	Άννα
Επώνυμο	Ζαρκάδα
Όνομα Πατέρα	Κωνσταντίνος
Εθνικότητα	Ελληνική και Αυστραλιανή
Διεύθυνση εργασίας	Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Οργάνωσης και Διοίκησης Επιχειρήσεων Πατησίων 76, 10434 Αθήνα
Τηλέφωνο	2108203394, 2108203396, 2108203233
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ΣΠΟΥΔΕΣ

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- Doctor of Philosophy** στο **Μάρκετινγκ**
1996 Πανεπιστήμιο: Queensland University of Technology (QUT), Brisbane – Αυστραλίας
- Τίτλος Διατριβής: “*Tendering Ethics: A Study of Collusive Tendering from a Marketing Ethics Perspective*”
1998 Χρηματοδότηση: Queensland University of Technology
- Master of Science** (by research) στο **Διεθνές Μάρκετινγκ**
1992 Πανεπιστήμιο: The University of Manchester - Manchester School of Management (UMIST), Manchester – Ηνωμένου Βασιλείου
- Τίτλος Διατριβής: “*An Investigation into the Marketing Orientation of UK Construction Firms towards the Russian Market*”
1993 Χρηματοδότηση: Ε.Ε., Πρόγραμμα Μεταφοράς Τεχνογνωσίας προς την τέως Σοβιετική Ένωση (European Commission Technical Assistance Scheme to the CIS and CEEEs).
- 1983 **Πτυχίο** Εμπορικών Επιστημών με Ειδίκευση **Μάρκετινγκ**
- Πανεπιστήμιο: Οικονομικό Πανεπιστήμιο Αθηνών (ΑΣΟΕΕ) – Τμήμα Οργάνωσης και Διοίκησης Επιχειρήσεων, Αθήνα – Ελλάδα.
1988. Βαθμός Πτυχίου: Λίαν Καλώς.
- 1983 **Πτυχίο Μεταφραστή** Αγγλικών από και προς τα Ελληνικά (Certificate of Proficiency in Translation From and Into Greek)
- Πανεπιστήμιο: Cambridge University, Cambridge – Ηνωμένου Βασιλείου.
1984 Βαθμός Πτυχίου: Άριστα (A).

ΞΕΝΕΣ ΓΛΩΣΣΕΣ

Αγγλικά	Πτυχίο Proficiency του Cambridge University - Άδεια Επάρκειας Προσόντων για τη Διδασκαλία της Αγγλικής Γλώσσας Υπουργείου Εθνικής Παιδείας και Θρησκευμάτων
Γαλλικά	Επίπεδο Certificat de Langue Pratique
Ιταλικά	Βασικές γνώσεις
Ιαπωνικά	Περίπου 1,000 χαρακτήρες

ΑΚΑΔΗΜΑΪΚΗ – ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

- 2009 Τμήμα Οργάνωσης και Διοίκησης Επιχειρήσεων, Οικονομικό Πανεπιστήμιο Αθηνών, Αθήνα
Επίκουρη Καθηγήτρια στο γνωστικό αντικείμενο Μάρκετινγκ (υπό διορισμό)
- 2008-2009 Τμήμα Μάρκετινγκ και Επικοινωνίας, Οικονομικό Πανεπιστήμιο Αθηνών, Αθήνα.
Διδάσκουσα Π.Δ. 407/1980 με γνωστικό αντικείμενο Μάρκετινγκ
- 2008-2009 Teesside Business School, Teesside University, Αθήνα.
Instructor
- 2008-2009 ΤΕΙ Πειραιά, Σχολή Διοίκησης και Οικονομίας, Τμήμα Λογιστικής, Αιγάλεω
Επιστημονικός Συνεργάτης με πλήρη προσόντα
- 2004-2009 Εκπαιδευτικός Όμιλος ΜΑΝΩΛΑ, Αθήνα
Διευθύντρια Σχεδιασμού και Ανάπτυξης με αρμοδιότητες Μάρκετινγκ, διαχείριση Ευρωπαϊκών Προγραμμάτων, διοίκηση εκπαιδευτικού προσωπικού και επιμέλεια εκπαιδευτικού υλικού.
- 2000-2005 School of International Business and Asian Studies, Griffith University (GU), Brisbane – Αυστραλίας
Senior Lecturer * (Academic Level C - accelerated tenure on personal merit από το 2001).
- 1998-2000 School of Marketing and International Business, Queensland University of Technology (QUT), Brisbane – Αυστραλίας
Lecturer (Academic Level B promotion on personal merit)
- 1996-1998 School of Marketing and International Business, Queensland University of Technology (QUT), Brisbane – Αυστραλίας
Associate Lecturer (Academic Level A)
- 1993-1995 Gaimusho Kenshujo - Foreign Service Training Institute (Εκπαιδευτικό Ινστιτούτο Υπουργείου Εξωτερικών), Sagamiharashi Kanagawaken - Ιαπωνίας.
Cross-Cultural Communications Instructor
- 1992-1993 Manchester School of Management, University of Manchester (UMIST), Manchester – Ηνωμένου Βασιλείου.
U/G Tutor, Guest Lecturer (P/G) και Project Officer
- 1990-1992 IO Systems SA, Αθήνα
Διευθύντρια Μάρκετινγκ
- 1988- 1990 Federal Mogul World Trade Inc., με έδρα το Detroit των ΗΠΑ και γραφείο στην Ελευσίνα
Marketing Analyst με περιοχή ευθύνης την Εγγύς και Μέση Ανατολή, Βόρειο Αφρική και Κύπρο

* Στο Αυστραλιανό ακαδημαϊκό σύστημα οι βαθμίδες ορίζονται ως: Associate Lecturer (Academic Level A), Lecturer (Academic Level B), Senior Lecturer (Academic Level C), Associate Professor (Academic Level D), Professor (Academic Level E). Η απόδοση του Διδακτικού και Ερευνητικού Προσωπικού κρίνεται από επιτροπή κάθε χρόνο. Απαιτούνται τρεις συνεχόμενες κρίσεις ικανοποιητικής απόδοσης στους τομείς της έρευνας, διδασκαλίας, προσφοράς προς το πανεπιστήμιο, και το κοινωνικό σύνολο προκειμένου να επιτευχθεί μονιμοποίηση (tenure).

ΒΡΑΒΕΙΑ, ΔΙΑΚΡΙΣΕΙΣ ΚΑΙ ΕΠΙΧΟΡΗΓΗΣΕΙΣ

ΒΡΑΒΕΙΑ ΚΑΙ ΔΙΑΚΡΙΣΕΙΣ

Literati Club Award for Excellence για το καλύτερο άρθρο που δημοσιεύτηκε στο *International Journal of Retail and Distribution Management* Vol 28 (2000). Το βραβείο απονεμήθηκε το 2001.

Καλύτερη ανακοίνωση στο Διεθνές συνέδριο *Australia and New Zealand International Business Academy Second Annual Conference* (ANZIBA 1999).

Εξαιρετική Ανακοίνωση στο Διεθνές Συνέδριο *American Marketing Association Marketing Exchange Colloquium* (AMA 1998)

QUT Faculty of Business Writer in Residence Award Απονέμεται σε μέλη ΔΕΠ με εξαιρετική επίδοση στην έρευνα και συμπεριλαμβάνει εξάμηνη απαλλαγή από τις διδακτικές και διοικητικές εργασίες του πανεπιστημίου (1999)

ΕΠΙΧΟΡΗΓΗΣΕΙΣ ΕΡΕΥΝΗΤΙΚΩΝ ΠΡΟΓΡΑΜΜΑΤΩΝ

- 2001 Τίτλος προγράμματος: *Firm country of origin, corporate citizenship and consumer characteristics influencing consumer support for foreign owned firms*
– Συνεργάτες: Dr Campbell Fraser και Prof Drew Nesdale.
- 2003 Χρηματοδότηση: Griffith University
- 1998 Τίτλος προγράμματος: *Antecedents and Benefits of Corporate Citizenship*
– Συνεργάτες: Dr Isabelle Maignan στην Γαλλία , Prof O.C. Ferrell στις ΗΠΑ και Dr Fatma Kusku στην Τουρκία
- 1999 Χρηματοδότηση: Queensland University of Technology Research Initiatives Competitive Grant και Istanbul Technical University
- 1997 - Τίτλος Προγράμματος: *Marketing of Construction Services in Australia*
1998 Χρηματοδότηση: Research Concentration in Design and Construction Studies

ΛΟΙΠΕΣ ΕΠΙΣΤΗΜΟΝΙΚΕΣ ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ

ΣΥΜΜΕΤΟΧΗ ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΟΥΣ ΣΥΝΔΕΣΜΟΥΣ

- Ελληνική Ακαδημία μάρκετινγκ (Μέλος ΕΛΑΜ)
- Academy of Marketing Science (Fellow AMS)
- Academy of International Business (AIB)
- Australia New Zealand International Business Academy (ANZIBA Member και Εκπρόσωπος του Πανεπιστημίου QUT στην Επιτροπή Εκπαίδευσης και Έρευνας).
- Australian Marketing Institute (Fellow AMI)
- Οικονομικό Επιμελητήριο Ελλάδας (Μέλος ΟΕΕ)
- Australia – New Zealand Marketing Academy (ANZMAC Member)
- Μέλος του Συλλόγου Αποφοίτων του Πανεπιστημίου του Μάντσεστερ και Ιδρυτικό Μέλος του Manchester – Tokyo Association (Απόφοιτοι του UMIST που ζουν στο Τόκυο)
- Πιστοποιημένη Εκπαιδύτρια Συνεχιζόμενης Επαγγελματικής Κατάρτισης (ΕΚεΠις, ΟΑΕΔ)

ΚΡΙΤΗΣ ΣΕ ΔΙΕΘΝΗ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ

- Journal of International Marketing
- Journal of Business and Industrial Marketing
- Journal of Business Ethics
- Construction Management and Economics

ΚΡΙΤΗΣ ΣΕ ΣΥΝΕΔΡΙΑ

- Academy of Marketing Science
- Academy of International Business
- Academy of Management
- International Federation of Scholarly Associations of Management (IFSAM)
- International Association for Business and Society
- Australia and New Zealand Marketing Academy
- Australia and New Zealand International Business Academy
- Australia and New Zealand Academy of Management
- Transcending Boundaries: Integrating People, Processes and Systems Conference

ΣΥΜΜΕΤΟΧΗ ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΕΣ ΕΠΙΤΡΟΠΕΣ

- Πρόεδρος (Track Co-Chair) της Θεματικής Ενότητας Μη-Κερδοσκοπικό και Κοινωνικό Μάρκετινγκ (Not-for Profit and Social Marketing Track) στο ετήσιο συνέδριο (2000 στο Montreal του Καναδά) της Academy of Marketing Science - AMS
- Πρόεδρος της επιτροπής απονομής των Βραβείων Carolyn Dexter Award για το συνέδριο του 2002 στο Gold Coast της Αυστραλίας της Διεθνούς Ομοσπονδίας Επιστημονικών Οργανώσεων Μάνατζμεντ (International Federation of Scholarly Associations of Management IFSAM)
- Μέλος της επιστημονικής επιτροπής για το συνέδριο του 2000 στο Vermont των ΗΠΑ της International Association for Business and Society - IABS.

ΕΠΙΣΤΗΜΟΝΙΚΟΣ ΣΥΜΒΟΥΛΟΣ ΔΙΕΘΝΩΝ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΟΙΚΩΝ

- E&FN Spon - Taylor & Francis
- Arnold – UK
- McGraw-Hill – Irwin – Australia
- John Wiley & Sons- Australia

ΔΙΔΑΚΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

ΣΕ ΠΑΝΕΠΙΣΤΗΜΙΑ

Εισαγωγή Στο Μάρκετινγκ

Οικονομικό Πανεπιστήμιο Αθηνών

B.Sc.

Introduction to Marketing and International Business I & II

Queensland University of Technology

B.Sc.

International Marketing / Global Marketing <i>Queensland University of Technology, Griffith University, University of Manchester</i>	B.Sc., M.Sc, MBA
International Marketing Research <i>University of Manchester</i>	M.Sc, MBA
Strategic Marketing Management / Strategic Marketing / Marketing Management <i>Queensland University of Technology Teesside Business School</i>	B.Sc., M.Sc, MBA
Marketing for Engineers <i>Queensland University of Technology</i>	M.Eng, B.Sc
Cross-Cultural Communication and Negotiation <i>Queensland University of Technology</i>	B.Sc
Επιχειρησιακές Επικοινωνίες <i>TEI Πειραιά</i>	Πτυχίο
Principles of Management <i>Queensland University of Technology</i>	B.Eng.
Cross-Cultural Management <i>Queensland University of Technology</i>	B.Sc.
Business Ethics / International Business Ethics <i>Queensland University of Technology Griffith University</i>	B.Sc.
European Business Development / Contemporary Business in Europe <i>Queensland University of Technology</i>	B.Sc., MBA
Asian Business Development <i>Queensland University of Technology</i>	B.Sc.
Research Methods / Business Research Methods <i>Queensland University of Technology Teesside Business School</i>	M.Sc., MBA, M.Phil., Ph.D
Management Training for Community Volunteers <i>Griffith University</i>	Στελέχη ΜΚΟ
Globalisation Forum <i>Queensland University of Technology Διοίκηση Προσωπικού</i>	Ανώτεροι Δημόσιοι Υπάλληλοι

ΣΕΜΙΝΑΡΙΑ ΚΑΙ ΕΚΠΑΙΔΕΥΣΗ ΣΤΕΛΕΧΩΝ

- Εισαγωγή στο Μάρκετινγκ
- Στρατηγικό Ηλεκτρονικό Εμπόριο
- Διαδικτυακό και Άμεσο Μάρκετινγκ
- Ανάπτυξη Δεξιοτήτων Πωλήσεων Προϊόντων Υψηλής Τεχνολογίας
- Μάρκετινγκ Εκδηλώσεων Τέχνης και Πολιτισμού
- Προώθηση Βιολογικών Προϊόντων Ζωικής και Φυτικής Προέλευσης
- Marketing Ethics
- Ηθική του Μάρκετινγκ
- Επιχειρησιακή Επικοινωνία
- Ποιοτική Εξυπηρέτηση Πελατών – Διαχείριση Παραπόνων

- Δημόσιες Σχέσεις και Εξυπηρέτηση Πελατών Ξενοδοχειακών Μονάδων
- Τουριστική Διαφήμιση και Ηλεκτρονική Τουριστική Προβολή
- Εισαγωγή στο Μάνατζμεντ
- Strategic Management
- Στρατηγικό Μάνατζμεντ
- Εισαγωγή στα Συστήματα Διαχείρισης Ποιότητας
- Change Management
- Διοίκηση Αλλαγών
- Οργάνωση γραφείου
- Επιχειρηματικότητα
- Επιχειρησιακός Σχεδιασμός (Business Plan)
- European Business Development
- Ανάλυση της Ευρωπαϊκής Αγοράς
- UNITASTE – Εισαγωγή στις Ανώτατες Σπουδές
- Τεχνικές Αναζήτησης Εργασίας
- Διαχείριση Χρόνου και Εργασιακών πιέσεων

ΔΙΟΙΚΗΤΙΚΕΣ ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ ΣΕ ΠΑΝΕΠΙΣΤΗΜΙΑ

ΣΕ ΕΠΙΠΕΔΟ ΠΑΝΕΠΙΣΤΗΜΙΟΥ

<i>Όργανο</i>	<i>Ρόλος</i>
Επιτροπή Αναθεώρησης του συστήματος προγραμματισμού και αξιολόγησης της απόδοσης μελών ΔΕΠ (Queensland University of Technology)	Εκλεγμένη Εκπρόσωπος της Σχολής
Ομάδα μελέτης της θέσης των γυναικών στην Ανώτατη Εκπαίδευση (Queensland University of Technology)	Εκπρόσωπος των μελών ΔΕΠ που η Αγγλική είναι η δεύτερη γλώσσα τους
Διεθνής Διαπανεπιστημιακός Οργανισμός PACIBER (Asia Pacific Centre for International Business Education and Research)	Εκπρόσωπος του Πανεπιστημίου Griffith στη συνάντηση των μελών του στο Sydney της Αυστραλίας

ΣΕ ΕΠΙΠΕΔΟ ΣΧΟΛΗΣ

Academic Board – το ανώτατο διοικητικό όργανο της Σχολής (Queensland University of Technology)	Εκλεγμένη Εκπρόσωπος του Τμήματος
Επιτροπή Έρευνας και Ανάπτυξης (QUT)	
Υπο-επιτροπή Εποπτείας των υποψηφίων Διδασκτόρων (Queensland University of Technology)	Εκπρόσωπος του Τμήματος
Επιτροπή Αναθεώρησης της ειδίκευσης στα Οικονομικά (Queensland University of Technology)	Αντιπρόσωπος του Κοσμήτορος
Επιτροπή Αξιολόγησης και Προαγωγών μελών ΔΕΠ (Griffith University)	Εκλεγμένη Εκπρόσωπος μελών ΔΕΠ του Τμήματος

ΣΕ ΕΠΙΠΕΔΟ ΤΜΗΜΑΤΟΣ

Τομέας Μάρκετινγκ και Μάνατζμεντ του Τμήματος Διεθνών και	Συντονιστής
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<i>Όργανο</i>	<i>Ρόλος</i>
Ασιατικών Σπουδών (Griffith University)	
Επιτροπή Εποπτείας του Διδακτικού Έργου (Griffith)	Πρόεδρος
Επιτροπή Ανοιχτής και Εξ' Αποστάσεως Εκπαίδευσης (Griffith University)	Πρόεδρος
Επιτροπή Έρευνας και Εποπτείας Υποψηφίων Διδασκτόρων (Griffith University)	Μέλος
School Committee - η επιτροπή που συμβουλεύει τον Πρόεδρο του Τμήματος (Griffith University)	Εκλεγμένο μέλος με δικαίωμα ψήφου
Υπο- επιτροπή ανάπτυξης της ιστοσελίδας του Τμήματος (GU)	Πρόεδρος
Επιτροπή σχεδιασμού και εφαρμογής της πολιτικής προώθησης του τμήματος στην Αυστραλία και το εξωτερικό (Griffith University)	Σύμβουλος Διαπολιτισμικής Επικοινωνίας
Επιτροπές Εκλογής νέου Διδακτικού Προσωπικού (GU & QUT)	Μέλος και Εισηγητής

ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ - ΜΕΛΕΤΕΣ

ΓΙΑ ΤΟΝ ΙΔΙΩΤΙΚΟ ΤΟΜΕΑ

- ο Μελέτες διείσδυσης και ανάπτυξης Ευρωπαϊκών αγορών για τις εταιρείες
 - ο Sony (Ιαπωνίας)
 - ο Pioneer (Ιαπωνίας)
 - ο Ryobi (Ιαπωνίας)
 - ο Nikon (Ιαπωνίας)
 - ο Casio (Ιαπωνίας)
 - ο Sanyo (Ιαπωνίας)
 - ο Baulderstone Hornibrook (Αυστραλίας)
 - ο Leighton Contractors & Baulderstone Hornibrook Bilfinger Berger Joint Venture (Αυστραλίας)
- ο Έρευνες αγοράς και στρατηγικές B2B μάρκετινγκ για την εταιρεία παραγωγής πολυμεσικού εκπαιδευτικού υλικού και υπηρεσιών τηλεκαίτευσης SQLearn ΕΠΕ.
- ο Ανάπτυξη και αξιολόγηση προγραμμάτων διαπολιτισμικής επικοινωνίας για τις εταιρίες
 - ο Nexxus Communications (Ιαπωνίας και Γερμανίας)
 - ο The Rowland Co (Αυστραλίας)

ΓΙΑ ΤΟ ΔΗΜΟΣΙΟ ΤΟΜΕΑ (ΦΟΡΕΑΣ – ΕΡΓΟ)

- ο **Υπουργείο Δημοσίων Έργων και Οικισμού** της πολιτείας Queensland - *International Tenderers' Evaluation Systems* σε συνεργασία με τον Prof. Martin Skitmore.
- ο Ομοσπονδιακό **Υπουργείο Εργασίας** της Αυστραλίας- *Cross-Cultural Issues in the Federal Government Job Network Communications Campaign.*
- ο **Υπουργείο Γεωργίας** της πολιτείας Queensland - *Cross-Cultural Issues in the Fire Ants Communications Campaign*
- ο **Σχολή Διαχείρισης Τεχνικών Έργων και Ακίνητης Περιουσίας** του Πολυτεχνείου του Queensland - *Marketing and Communications Strategy*
- ο **Τμήμα Μάνατζμεντ** του Πανεπιστημίου Griffith - *Image of the Logan Campus*
- ο **Σύγκλητος του Πανεπιστημίου Griffith** - *Assessment of Flexible learning*
- ο **Υπουργείο Ανάπτυξης και Τεχνολογίας** της πολιτείας Queensland - *The Role of Government*

in Creating a Culture of Innovation

- **Δήμος Redlands** της Πολιτείας Queensland - *Economic and Social Profiling of the Redlands Area* σε συνεργασία με τους Prof. William Shepherd, Dr. Campbell Fraser και Prof. Leong Lieu.
- **Δήμος Logan** της Πολιτείας Queensland - *Place of Residence as a Social Identity Category: A Study of Community Commitment in Logan City*.
- **Ελληνικό Υπουργείο Υγείας & Κοινωνικής Αλληλεγγύης**
 - *Επικοινωνιακή Στρατηγική για την Αντιμετώπιση Κρίσεων κατά τη διάρκεια των Ολυμπιακών Αγώνων της Αθήνας.*
 - *Αξιολόγηση Ερευνητικών και Εκπαιδευτικών Προγραμμάτων του Ε.Π. Υγεία – Πρόνοια.*
 - *Σχεδιασμός μεθόδων προστασίας του συστήματος προμηθειών των νοσοκομείων από προσπάθειες καταστροφής των αρχών του ελεύθερου ανταγωνισμού.*

ΕΡΕΥΝΗΤΙΚΑ ΕΝΔΙΑΦΕΡΟΝΤΑ

Διεθνές Μάρκετινγκ: Διεξόδυση διεθνών αγορών και B2B πωλήσεις με έμφαση στις αγορές της Αυστραλίας, Ελλάδας, Ηνωμένου Βασιλείου, ΗΠΑ, Ιαπωνίας, Ινδονησίας, και Ρωσίας
Καταναλωτική συμπεριφορά στο διαδίκτυο
Ηθική του B2B και B2G μάρκετινγκ
Τρέχοντα ερευνητικά ενδιαφέροντα: Καταναλωτικός εθνοκεντρισμός και πολιτικές σηματοποίησης (branding) και τιμών (pricing).

ΚΑΤΑΛΟΓΟΣ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΔΗΜΟΣΙΕΥΣΕΩΝ

ΕΡΕΥΝΗΤΙΚΕΣ ΕΡΓΑΣΙΕΣ ΔΗΜΟΣΙΕΥΜΕΝΕΣ ΣΕ ΔΙΕΘΝΗ ΕΠΙΣΤΗΜΟΝΙΚΑ ΠΕΡΙΟΔΙΚΑ ΜΕΤΑ ΑΠΟ ΔΙΠΛΗ ΤΥΦΛΗ ΚΡΙΣΗ

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