

Dr. Dionysis Skarmeas

Professor of Marketing

RESEARCH INTERESTS

- International Marketing
- Entrepreneurship & Innovation
- CSR & Green Marketing
- Marketing Channels

PUBLICATIONS IN REFEREED JOURNALS

- [28] “Pathways to Civic Engagement with Big Social Issues: An Integrated Approach” (with C. N. Leonidou, C. Saridakis and G. Musarra), *Journal of Business Ethics*, 2019, <https://doi.org/10.1007/s10551-019-04276-8>.
- [27] “Importer and Exporter Capabilities, Governance Mechanisms, and Environmental Factors Determining Customer-Perceived Relationship Value” (with A. Zeriti and P. Argouslidis), *Industrial Marketing Management*, 2019, Vol. 78, pp. 158-168.
- [26] “Consumers’ Reactions to Variety Reduction in Grocery Stores: A Freedom of Choice Perspective” (with P. Argouslidis, A. Kühn and A. Mavrommatis), *European Journal of Marketing*, 2018, Vol. 52, No. 9/10, pp. 1931-1955.
- [25] “Examining Relationship Value in Cross-Border Business Relationships: A Comparison between Correlational and Configurational Approaches” (with C. Saridakis and C. N. Leonidou), *Journal of Business Research*, 2018, Vol. 89, pp. 280-286.
- [24] “Strategic Goal Accomplishment in Export Ventures: The Role of Capabilities, Knowledge, and Environment” (with S. Spyropoulou, C.S. Katsikeas and N.A. Morgan), *Journal of the Academy of Marketing Science*, 2018, Vol. 46, No. 1, pp. 109-129.
- [23] “Gray Shades of Green: Causes and Consequences of Green Skepticism” (with C.N. Leonidou), *Journal of Business Ethics*, 2017, Vol. 144, No. 2, pp. 401-415.
- [22] “Export Performance as a Function of Market Learning Capabilities and Intrapreneurship: SEM and FsQCA Findings” (with A. Lisboa and C. Saridakis), *Journal of Business Research*, 2016, Vol. 69, No. 11, pp. 5342-5347.

- [21] “Entrepreneurial Orientation Pathways to Performance: A Fuzzy-Set Analysis” (with A. Lisboa and C. Saridakis), *Journal of Business Research*, 2016, Vol. 69, No. 4, pp. 1319-1324.
- [20] “Relationship Value: Drivers and Outcomes in International Marketing Channels” (with A. Zeriti and G. Baltas), *Journal of International Marketing*, 2016, Vol. 24, No. 1, pp. 24-40.
- [19] “Achieving Tourist Loyalty through Destination Personality, Satisfaction, and Identification” (with M. Hultman, P. Oghazi and H.M. Beheshti), *Journal of Business Research*, 2015, Vol. 68, No. 11, pp. 2227-2231.
- [18] “Examining the Role of CSR Skepticism using Fuzzy-Set Qualitative Comparative Analysis” (with C.N. Leonidou and C. Saridakis), *Journal of Business Research*, 2014, Vol. 67, No. 9, pp. 1796-1805.
- [17] “When Consumers Doubt, Watch Out! The Role of CSR Skepticism” (with C.N. Leonidou), *Journal of Business Research*, 2013, Vol. 66, No. 10, pp. 1831-1838.
- [16] “Export Market Exploitation and Exploration and Performance: Linear, Moderated, Complementary and Non-Linear Effects” (with A. Lisboa and C. Lages), *International Marketing Review*, 2013, Vol. 30, No. 3, pp. 211-230.
- [15] “Entrepreneurial Orientation, Exploitative and Explorative Capabilities, and Performance Outcomes in Export Markets: An Empirical Investigation” (with A. Lisboa and C. Lages), *Industrial Marketing Management*, 2011, Vol. 40, No. 8, pp. 1274-1284.
- [14] “Innovative Capabilities: Their Drivers and Effects on Current and Future Performance” (with A. Lisboa and C. Lages), *Journal of Business Research*, 2011, Vol. 64, No. 11, pp. 1157-1161.
- [13] “Relationship Quality and Giving Behaviour in the UK Fundraising Sector: Exploring the Antecedent Roles of Religiosity and Self-Construal” (with H. Shabbir), *European Journal of Marketing*, 2011, Vol. 45, No. 5, pp. 720-738.
- [12] “An Examination of Branding Advantage in Export Ventures” (with S. Spyropoulou and C.S. Katsikeas), *European Journal of Marketing*, 2011, Vol. 45, No. 6, pp. 910-935.
- [11] “The Role of Corporate Image in Business-to-Business Export Ventures: A Resource-Based View” (with S. Spyropoulou and C.S. Katsikeas), *Industrial Marketing Management*, 2010, Vol. 39, No. 5, pp. 752-760.
- [10] “The Role of Customer Factors in Multiple Store Patronage: A Cost-Benefit Approach” (with G. Baltas and P. Argouslidis), *Journal of Retailing*, 2010, Vol. 86, No. 1, pp. 37-50.

- [9] “Developing Successful Trust-Based Relationships in International Exchange” (with C.S. Katsikeas and D.C. Bello), *Journal of International Business Studies*, 2009, Vol. 40, No. 1, pp. 132-155.
- [8] “Determinants of Relationship Quality in Importer–Exporter Relationships” (with M.J. Robson), *British Journal of Management*, 2008, Vol. 19, No. 2, pp. 171-184.
- [7] “Market and Supplier Characteristics Driving Distributor Relationship Quality in International Marketing Channels of Industrial Products” (with C.S. Katsikeas, S. Spyropoulou and E. Salehi-Sangari), *Industrial Marketing Management*, 2008, Vol. 37, No. 1, pp. 23-36.
- [6] “The Role of Functional Conflict in International Buyer–Seller Relationships: Implications for Industrial Exporters” *Industrial Marketing Management*, 2006, Vol. 35, No. 5, pp. 567-575.
- [5] “Behavioral Attributes and Performance in International Strategic Alliances: Review and Future Directions” (with M.J. Robson and S. Spyropoulou), *International Marketing Review*, 2006, Vol. 23, No. 6, pp. 585-609.
- [4] “Organisational and Managerial Drivers of Effective Export Sales Organisations: An Empirical Investigation” (with E. Katsikea), *European Journal of Marketing*, 2003, Vol. 37, No. 11/12, pp. 1723-1745.
- [3] “Drivers of Commitment and its Impact on Performance in Cross-Cultural Buyer–Seller Relationships: The Importer’s Perspective” (with C.S. Katsikeas and B.B. Schlegelmilch), *Journal of International Business Studies*, 2002, Vol. 33, No. 4, pp. 757-783.
- [2] “Drivers of Superior Importer Performance in Cross-Cultural Supplier–Reseller Relationships” (with C.S. Katsikeas), *Industrial Marketing Management*, 2001, Vol. 30, No. 2, pp. 227-242.
- [1] “Level of Import Development and Transaction Cost Analysis: Implications for Industrial Exporters” (with C.S. Katsikeas and E. Katsikea), *Industrial Marketing Management*, 2000, Vol. 29, No. 6, pp. 575-588.

BOOK CHAPTERS

“Ethics, Sustainability, and Culture: A Review and Directions for Research” (with C.N. Leonidou and C. Saridakis). In L.C. Leonidou, C.S. Katsikeas, S. Samiee and B. Aykol (Eds.), *Advances in Global Marketing: A Research Anthology*, 2018, pp. 471-517. Cham, ZG: Springer.

CONFERENCE PAPERS

“Export Product Development Exploitation and Exploration and Performance: Linear, Moderated, Complementary and Non-Linear Effects (with A. Lisboa), *2019 AMA Global Marketing SIG Conference*, May 20-23, Buenos Aires, Argentina.

“On Relationship Value in International Marketing Channels” (with P.C. Argouslidis, and F. Kokkinaki, A. Mavrommatis, and A. Lisboa), *2018 Global Marketing Conference*, July 26-29, Tokyo, Japan.

“A Multidimensional Review of Culture within the International Ethics and Sustainability Research” (with C.N. Leonidou and C. Saridakis), *2018 Global Marketing Conference*, July 26-29, Tokyo, Japan.

“Predictors and Effects of Importer-Perceived Relationship Value” (with P.C. Argouslidis, F. Kokkinaki, and A. Zeriti), *2018 AMA Global Marketing SIG Conference*, May 21-23, Santorini, Greece.

“Balancing Marketing and New Product Development Capabilities to Export Performance: Direct and Moderating Effects” (with A. Lisboa), *2018 AMA Global Marketing SIG Conference*, May 21-23, Santorini, Greece.

“Examining Relationship Value in Cross-Border Business Relationships: A Comparison between Correlational and Configurational Approaches” (with C. Saridakis and C.N. Leonidou), *2017 GIKA-Europe Annual Conference*, June 28-30, 2017, Lisbon, Portugal.

“Antecedents and Outcomes of Relationship Value in International Channel Relationships” (with C. Saridakis and C.N. Leonidou), *2017 AMA Global Marketing SIG Conference*, April 6-8, 2017, Havana, Cuba.

“Consumers’ Reactions to Variety Reduction in Grocery Product Categories: A Reactance Theory Approach” (with P.C. Argouslidis, A. Kühn and A. Mavrommatis), *2016 Global Marketing Conference*, July 21-24, 2016, Hong Kong, China.

“The Role of Relationship Value in Exporter–Importer Relationships: PLS-SEM and FsQCA Findings” (with C. Saridakis and C.N. Leonidou), *2016 Global Marketing Conference*, July 21-24, 2016, Hong Kong, China.

“Ambidexterity, New Product Advantage and Export Performance: Degree of Internationalization and Turbulence Moderating Effects” (with A. Lisboa), *2016 Annual Meeting of the Academy of International Business*, June 27-30, 2016, New Orleans, USA.

“Export Performance as a Function of Market Learning Capabilities and Intrapreneurship: SEM and FsQCA Findings” (with A. Lisboa and C. Saridakis), *2016 GIKA-Europe Annual Conference*, March 20-23, 2016, Valencia, Spain.

“Exploitation, Exploration, and Adaptive Export Performance in the Presence of Turbulence: An Empirical Investigation” (with A. Lisboa), *2016 AMA Winter Marketing Educators’ Conference*, February 26-28, 2016, Las Vegas, Nevada.

“On Relationship Value in Cross-Border Buyer–Seller Relationships” (with A. Zeriti and F. Kokkinaki), *41st Annual Conference of the European International Business Academy*, December 1-3, 2015, Rio de Janeiro, Brazil.

“Entrepreneurial Orientation Pathways to Performance: A Fuzzy-Set Analysis” (with A. Lisboa and C. Saridakis), *2015 GIKA-Europe Annual Conference*, July 13-16, 2015, Valencia, Spain.

“Put it in a New Perspective: The Influence of Intrapreneurial Orientation in Objective and Subjective Future Performance through Product Development Exploration” (with A. Lisboa), *44th European Marketing Academy Conference*, May 26-29, 2015, Leuven, Belgium.

“Exploitation, Exploration, and Adaptive Export Performance in Turbulent Times: The Market and Product Development Domains” (with A. Lisboa), *2015 AMA Winter Marketing Educators’ Conference*, February 13-15, 2015, San Antonio, Texas.

“The Effects of Destination Personality on Tourist Satisfaction, Identification, and Behaviour” (with M. Hultman and M. Robson), *Academy of Marketing Science 17th Biennial World Marketing Congress*, August 5-8, 2014, Lima, Peru.

“Balancing Exploitative and Explorative Capabilities within and across the Product Development and Market Domains” (with A. Lisboa and C. Lages), *2014 Annual Meeting of the Academy of International Business*, June 24-26, 2014, Vancouver, Canada.

“On Partners’ Opportunism in International Distribution Channels” (with D.C. Bello and C.S. Katsikeas), *2014 AMA Winter Marketing Educators’ Conference*, February 21-23, 2014, Orlando, Florida.

“On Consumer Skepticism toward Eco-Friendly Products” (with C.N. Leonidou and G. Baltas), *4th EMAC Regional Conference*, September 25-27, 2013, Saint Petersburg, Russia.

“Attributions and Outcomes of Green Consumer Skepticism” (with C.N. Leonidou), *2013 European Conference of the Association for Consumer Research*, July 4-6, 2013, Barcelona, Spain.

“Strategic Goals, Positional Advantages, and Performance in Export Ventures” (with N. Morgan, C.S. Katsikeas and S. Spyropoulou), *2013 Annual Meeting of the Academy of International Business*, July 3-6, 2013, Istanbul, Turkey.

“Partner Opportunism in International Buyer–Seller Relationships: Convergence and Divergence of Perceptions” (with D.C. Bello), *42nd European Marketing Academy Conference*, June 4-7, 2013, Istanbul, Turkey.

“(In)Accurate Perceptions of Opportunistic Behavior in International Channel Relationships: Antecedents and Consequences” (with D.C. Bello, C.S. Katsikeas and G. Ankubolkul), *2013 AMA Winter Marketing Educators’ Conference*, February 15-17, 2013, Las Vegas, Nevada.

“Competence, Sincerity and Excitement: A Brand Personality for All?” (with A. Mitsis and P. Foley), *Academy of World Business Marketing and Management Development Conference*, July 16-19, 2012, Budapest, Hungary.

“Destination Personality: Effects on Satisfaction, Identification, Word-of-Mouth and Revisit Intentions” (with M. Hultman and C.S. Katsikeas), *2012 Academy of Marketing Annual Conference*, July 2-5, 2012, Southampton, UK.

“The Skeptical Green Consumer: Corporate Attributions and Outcomes” (with C.N. Leonidou), *41st European Marketing Academy Conference*, May 22-25, 2012, Lisbon, Portugal.

“Entrepreneurial Orientation and Performance: The Intervening Role of Dynamic Capabilities” (with A. Lisboa and C. Lages), *41st European Marketing Academy Conference*, May 22-25, 2012, Lisbon, Portugal.

“Strategic Goals, Positional Advantages and Performance in Export Market Operations” (with N. Morgan, C.S. Katsikeas and S. Spyropoulou), *41st European Marketing Academy Conference*, May 22-25, 2012, Lisbon, Portugal.

“Entrepreneurial Orientation and New Products’ Dynamic Capabilities Impact on Export Profitability” (with A. Lisboa and C. Lages), *2012 Consortium for International Marketing Research*, May 15-18, 2012, Taipei, Taiwan.

“Determinants and Outcomes of Self-Reported and Partner-Based Opportunism in International Marketing Channels” (with D.C. Bello, C.S. Katsikeas and G. Ankubolkul), *2012 AMA Winter Marketing Educators’ Conference*, February 17-19, 2012, St. Petersburg, Florida.

“Antecedents and Performance Consequences of Competitive Advantages in Exporting Operations” (with S. Spyropoulou and C.S. Katsikeas), *2011 Academy of Marketing Science World Marketing Congress*, July 19-23, 2011, Rheims, France.

“The Balance of Product Development and Market-Related Dynamic Capabilities on Product Innovation Performance” (with A. Lisboa L.F. Lages and C. Lages) *2011 Annual Meeting of the Academy of International Business*, June 26-28, 2011, Nagoya, Japan.

“Dynamic Capabilities in International Markets: The Influence of Technological Turbulence in Achieving Market Effectiveness Performance” (with A. Lisboa and C. Lages), *40th European Marketing Academy Conference*, May 24-27, 2011, Ljubljana, Slovenia.

“Drivers of Advantage Positions and Performance in International Markets” (with S. Spyropoulou and C.S. Katsikeas), *40th European Marketing Academy Conference*, May 24-27, 2011, Ljubljana, Slovenia.

“Entrepreneurial Orientation, Dynamic Capabilities and Product Innovation Performance Outcomes” (with A. Lisboa and C. Lages), *2010 Global Marketing Conference*, September 9-12, 2010, Tokyo, Japan.

“Innovative Capabilities: Main Drivers and Effects on Current and Future Performance” (with A. Lisboa and C. Lages), *2010 Global Marketing Conference*, September 9-12, 2010, Tokyo, Japan.

“Promoting and Intentions to Revisit Tourism Destinations” (with M. Hultman), *2010 Global Marketing Conference*, September 9-12, 2010, Tokyo, Japan.

“Building Successful Advantage Positions in International Markets: Does Nature of Competition Matter?” (with S. Spyropoulou and C.S. Katsikeas), *2010 Annual Meeting of the Academy of International Business*, June 25-29, 2010, Rio de Janeiro, Brazil.

“Determinants and Consequences of Alumni Identification” (with H. Shabbir, M. Hultman and G. Baltas), *International Association on Public and Nonprofit Marketing (IAPNM)*, June 10-11, 2010, Bucharest, Romania.

“Dynamic Capabilities in International Markets: Impact on Export Profit and Effectiveness Performance” (with A. Lisboa, C. Lages and L.P. Lages), *39th European Marketing Academy Conference*, June 1-4, 2010, Copenhagen, Denmark.

“Drivers and Performance Outcomes of Competitive Advantages in Export Ventures” (with S. Spyropoulou and C.S. Katsikeas), *2010 AMA Winter Marketing Educators’ Conference*, February 19-22, 2010, New Orleans, Louisiana.

“Brand Personality and Net Promoter Type Scores: An Exploratory Investigation of Premium Branded Universities in Australia and the UK” (with A. Mitsis and P. Foley), *2009 Academy of Marketing Annual Conference*, July 7-9, 2009, Leeds, UK.

“Using Net Promoter Type Scores to Understand Brand Personality: A Three University Exploration” (with A. Mitsis and P. Foley), *8th International Congress of the Association of Public and Nonprofit Marketing*, June 18-19, 2009, Valencia, Spain.

“Determinants of Donor–Nonprofit Organization Relationship Quality and its Influence on Donor Retention” (with P. Papastathopoulou), *38th European Marketing Academy Conference*, May 26-29, 2009, Nantes, France.

“A Model of Dynamic Learning Capabilities in International Markets” (with A. Lisboa, C. Lages and L.P. Lages), *38th European Marketing Academy Conference*, May 26-29, 2009, Nantes, France.

“Is University Brand Personality an Antecedent to Consumer-Based Brand Equity? An Initial Investigation” (with A. Mitsis and P. Foley), *AUMEC*, April 6-9, 2009, Antalya, Turkey.

“Does Control Matter in International Marketing Channels?” (with D.C. Bello and C.S. Katsikeas), *2009 AMA Winter Marketing Educators’ Conference*, February 20-23, 2009, Tampa, Florida.

“Building Cross-National Interfirm Relationship Quality” (with G. Baltas and P. Papastathopoulou), *Academy of World Business Marketing and Management Development Conference*, July 14-17, 2008, Rio de Janeiro, Brazil.

“The Role of Corporate Image in Business-to-Business Export Ventures: A Resource-Based View” (with C.S. Katsikeas and S. Spyropoulou), *2008 Academy of Marketing Science Annual Conference*, May 28-31, 2008, Vancouver, British Columbia, Canada.

“Formal Governance in Co-Marketing Alliances: Conceptualization and Assessment of Factor Structure” (with M. Toon, M.J. Robson and R.E. Morgan), *British Academy of Management Conference*, September 11-13, 2007, Warwick, UK.

“The Use of Store Portfolios by Supermarket Customers: An Empirical Study” (with G. Baltas and P. Argouslidis), *2007 AMA Winter Marketing Educators’ Conference*, August 3-6, 2007, Washington, DC.

“An Empirical Investigation of an Importer’s Intention to Continue its Relationship with its Foreign Supply Source” (with M.J. Robson and M. Toon), *36th European Marketing Academy Conference*, May 22-25, 2007, Reykjavik, Iceland.

“Exploring Heterogeneity in Store Brand Preferences: A Survey” (with G. Baltas and P. Argouslidis), *EIRASS Conference*, July 9-12, 2006, Budapest, Hungary.

“Drivers of Relationship Quality in Exporter–Foreign Distributor Relationships” (with C.S. Katsikeas), *Consortium for International Marketing Research Annual Meeting*, May 26-30, 2006, Istanbul, Turkey.

“On Relationship Quality in Cross-Border Marketing Channels” *35th European Marketing Academy Conference*, May 23-26, 2006, Athens, Greece.

“An Investigation of the Power–Performance Relationship in International Buyer–Seller Exchanges” (with D.C. Bello and C.S. Katsikeas), *2006 AMA Winter Marketing Educators’ Conference*, February 17-20, 2006, St. Petersburg, Florida.

“The Dark Side of Dependence in Strategic Alliances” (with M.J. Robson and C.S. Katsikeas), *The 5th American Marketing Association/Academy of Marketing Joint Biennial Conference*, July 5-7, 2005, Dublin, Ireland.

“Actual Influence in Cross-Cultural Buyer–Seller Relationships: Sources and Outcomes” (with M.J. Robson, A. Al-Khalifa, G. Baltas and C.S. Katsikeas), *34th European Marketing Academy Conference*, May 24-27, 2005, Milan, Italy.

“An Investment Model Explanation of Commitment in International Strategic Alliances” (with M.J. Robson and C.S. Katsikeas), *2004 Annual Meeting of the Academy of International Business*, July 10-13, 2004, Stockholm, Sweden.

“Trust–Opportunism in International Markets: Flip-sides of One Another or Different Behavioral Assumptions?” (with M.J. Robson and C.S. Katsikeas), *33rd European Marketing Academy Conference*, May 18-21, 2004, Murcia, Spain.

“Performance Implications of Control in International Buyer–Seller Relationships” (with C.S. Katsikeas), *2004 AMA Winter Marketing Educators’ Conference*, February 6-9, 2004, Scottsdale, Arizona.

“Developing Successful International Strategic Alliance Relationships: The Role of the Foreign Investment Decision Process” (with M.J. Robson), *2003 Annual Meeting of the Academy of International Business*, July 5-8, 2003, Monterey, California.

“Functionality of Conflict in Cross-Cultural Business Associations” (with M.J. Robson), *32nd European Marketing Academy Conference*, May 20-23, 2003, Glasgow, Scotland.

“Antecedents and Consequences of Trust in International Buyer–Seller Relationships” (with C.S. Katsikeas), *2003 AMA Winter Marketing Educators’ Conference*, February 14-17, 2003, Orlando, Florida.

“Antecedents and Performance Consequences of Power in Exporter–Importer Relationships” (with C.S. Katsikeas), *2002 Annual Meeting of the Academy of International Business*, June 28-July 1, 2002, San Juan, Puerto Rico.

“Antecedents and Outcomes of Control in International Buyer–Seller Relationships” *31st European Marketing Academy Conference*, May 28-31, 2002, Braga, Portugal.

“Export Sales Unit Effectiveness: The Influences of Export Sales Organization Design, Management Control, and Managerial Characteristics and Behaviors” (with E. Katsikea), *2001 Academy of Marketing Science Annual Conference*, May 30-June 2, 2001, San Diego, California.

AWARDS

Gambrinus Fellowship 2017
TU Dortmund University

Outstanding Paper at the Emerald Literati Network Awards for Excellence 2007:
“Behavioral Attributes and Performance in International Strategic Alliances: Review and Future Directions” (with M.J. Robson and S. Spyropoulou), *International Marketing Review*, 2006, Vol. 23, No. 6, pp. 585-609.

Best Paper in Global and Cross-Cultural Marketing Track:
“Exploitation, Exploration, and Adaptive Export Performance in the Presence of Turbulence: An Empirical Investigation” (with A. Lisboa), *2016 AMA Winter Marketing Educators’ Conference*, February 26-28, 2016, Las Vegas, Nevada.

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- *Journal of Business Ethics*

INDICES

Web of Science: h-index: 19

Sum of times cited: 1,245

Sum of times cited without self-citations: 1,209

Citing articles: 1,018

Citing articles without self-citations: 1,002

Average citations per item: 48

Average citations per year: 69

Scopus: h-index: 20

Sum of times cited: 1,455

Sum of times cited in the last 5 years: 992

Sum of times cited without self-citations: 1,416

Sum of times cited without self-citations in the last 5 years: 970

Google Scholar: h-index: 23

h-index in the last 5 years: 22

i10-index: 24

i10-index in the last 5 years: 23

Sum of times cited: 2,927

Sum of times cited in the last 5 years: 2,097