

CURRICULUM VITAE

Dr. KONSTANTINOS KAMINAKIS

Personal information:

Date of birth	4 May 1985
Place of birth	Holargos, Attica
Nationality	Greek
Email	kkaminakis@aueb.gr - kaminakiskostas@hotmail.com
LinkedIn	Kostas Kaminakis
Researchgate	https://www.researchgate.net/profile/Kostas-Kaminakis

Education:

- **10.2013:** **PhD in Marketing (Distinction)**
Department of Marketing and Communication
Athens University of Economics and Business
- **5.2010:** **Master of Science (MSc) in Marketing and Communication
With new Technologies (Distinction)**
Department of Marketing and Communication
Athens University of Economics and Business
- **9.2008:** **Degree in Accounting and Finance**
Department of Accounting and Finance
Athens University of Economics and Business

Position, Research and Teaching Experience:

- **9.2022-Today** **Assistant Professor of Marketing**
Department of Marketing and Communication
Athens University of Economics and Business

- **Acad. Year 2022-2023** **Module Leader**
MBA Full-time
Athens University of Economics and Business
 - Services Marketing

- **2.2021-Today** **Advisor Professor**
MSc in Digital Marketing (Distance)
Neapolis University Pafos
 - Digital Marketing

- **Acad. Year 2021-2022** **Module Leader** (Fixed term position - ΠΔ407)
Department of Marketing and Communication
Athens University of Economics and Business
 - Quantitative Research Methods

- **Acad. Year 2020-2021** **Academic Fellow**
Department of Economics
National and Kapodistrian University of Athens (EKPA)
 - Introduction to Marketing
 - Services Marketing

- **Acad. Years 2017-2018** **Advisor Professor**
2018-2019 **Greek Open University**
 - Hospitality and Services Management
 - Marketing II

- **9.2016-6.2021** **University of Liverpool, online MBA**
Recognized Teacher and Dissertation Chair

- **7.2012-Today**

Scientific Collaborator, Author and Virtual Tutor

E-Learning

National and Kapodistrian University of Athens (EKPA)

Ανάπτυξη των εγχειριδίων και διδασκαλία των μαθημάτων:

- Digital Marketing and Social Media
- Marketing Principles
- Marketing Research
- Consumer Behavior
- Strategic Marketing
- Portfolio management
- International Marketing

- **9.2012-10.2021**

Marketing Lecturer, AKMI (Athens Metropolitan College- in collaboration with the University of East London-UEL and Queen Margaret University-QMU)

- SPSS
- Marketing: Principles and Practice (Module Leader),
- Foundations of Marketing (Module Leader),
- Customer Service Operations and Excellence (Module Leader),
- Business Communication (Module Leader)
- Marketing Research (Module Leader)
- Relationship and Services Marketing (Module Leader)
- Thesis Supervisor (Graduate and Post-Graduate MBA)

Other working experience:

- **2003-2019:**

Co-Owner-Marketing Director

ALPHA PLASTICA Ltd, Plastics Industry and Representatives.

- **6.2012-9.2019:**

External Marketing Consultant

National And Kapodistrian University of Athens

E-Learning Department.

Journal Publications (Blind Review Process):

- Boukis, A., Khanyapuss, P., Balmer, J., Kaminakis, K., Papastathopoulos, A. (2021) “Unveiling frontline employees' brand construal types during corporate brand promise delivery: A multi-study analysis”, *Journal of Business Research*. [ABS List 2018: 3, Impact Factor 2019 4.874]
- Papastathopoulos, A., Kaminakis, K., & Mertzanis, C. (2020) “What services do Muslim tourists want? Uncovering nonlinear relationships and unobserved heterogeneity”, *Tourism Management Perspectives*, 35. [ABS List 2018: 2, Impact Factor 2019 3.648]
- Kottika, E., Özsoy, A., Rydén, P., Theodorakis, I. G., Kaminakis, K., Kottikas, K. G., & Stathakopoulos, V. (2020) “We survived this! What managers could learn from SMEs who successfully navigated the Greek economic crisis”, *Industrial Marketing Management*, 88, 352-365. [ABS List 2018: 3, Impact Factor 2019 4.695]^{1 2 3}
- Papastathopoulos, A., Zambari, A. S., Al Sabri, N., Kaminakis, K. (2019) “Demographic Analysis of Residents’ Support for Tourism Development in the UAE: A Bayesian Structural Equation Modeling Multigroup Approach”, *Journal of Travel Research*. [ABS List 2018: 4, Impact Factor 2019 7.027]
- Kaminakis, K., Karantiniou, K., Koritos, C., Gounaris, S. (2019) “Hospitality Servicescape Effects on customer-employee interactions: A multilevel study”, *Tourism Management*, 72, 130-144. [ABS List 2018: 4, Impact Factor 2019 7.432]
- Boukis, A., Kaminakis, K., Siampos, A., Kostopoulos, I. (2015) “Linking internal marketing with customer outcomes”, *Marketing Intelligence and Planning*. [ABS List 2018: 1, Impact Factor 2019 1.09]
- Lodorfos, G., Kostopoulos, K., Kaminakis, K., Rudawska, E. (2015) “The Impact of Service Delivery System Effectiveness on Service Quality: A Hierarchical Approach”, *International Journal of Business Performance Management*. [ABS List 2018: 1, Impact Factor 2019 0.540]

Σημειώσεις:

¹ The “We survived this! What managers could learn from SMEs who successfully navigated the Greek economic crisis” paper was included in the United States National Library of Medicine collection that as a COVID-19 Initiative aims at providing research to companies in order to reduce the negative effects caused by the pandemic: <https://lnkd.in/gv8qWpd>

² Part of the study was presented in the famous Australian newspaper “The Sydney Morning Herald”:

<https://www.smh.com.au/business/small-business/what-aussie-smes-can-learn-from-greeks-20200806-p55j6g.html>

³ The study was posted to the Greek National Documentation Center in the section among other selected papers aiming to provide research to companies in order to reduce the negative effects caused by the pandemic: <https://www.ekt.gr/el/covid-19/tags/2374>

Book Chapters:

- Kaminakis, K., Gounaris, S. (2022) Servicescapes. In *Encyclopedia of Tourism Management and Marketing*. Elgar Publishing.
- Boukis, A., Kaminakis, K., Papastathopoulos, A., Balmer, M. T. J. (2018) How Do Different Service Employees Deliver the Brand to the Consumers? An Abstract (pp. 387-388). In *Back to Future Using Marketing Basics to Provide Customer Value*. Springer International Publishing.
- Boukis, A., Kaminakis, K., Lionakis, K. (2015) Shaping Contact Employee Extra-Role Performance Through IMO Adoption. In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...* (pp. 745-754). Springer International Publishing.
- Kaminakis, K. Gounaris, S. Boukis, A. (2015) Highlighting the Role of Servicescapes and Organizational Climate on Employees' Performance (pp. 755-764). In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...* (pp. 765-773). Springer International Publishing.
- Boukis, A., Gounaris, S., Kostopoulos, I. Kaminakis, K. (2015). Enhancing Customer Perceived Service Quality Through IMO Diffusion. In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...* (pp. 765-773). Springer International Publishing.
- Boukis, A., Kostopoulos, I., Katsaridou, I., Kaminakis, K. (2014) Enhancing Contact Employees' Fit With The Willingness to Report Service Complaints. In *Ideas in Marketing: Finding the New and Polishing the Old* (pp. 419-427). Springer International Publishing

Conference Publications (Blind Review process):

- Kaminakis (2021) "Hedonic Vs Utilitarian Servicescape Effects In Both Sides Of The Service Encounter: A Bayesian Multilevel Bayesian Approach", 43rd Annual ISMS Marketing Science Conference, June 3 –5, 2021.
- Kottika, E., Stathakopoulos, V., Kaminakis, K., Kottikas, G., K. and Theodorakis, G. I. (2018) "Traits and Skills of Small Entrepreneurs and their Impact on Market Orientation", 9th European Marketing Academy (EMAC) Regional Conference, Prague, Czech Republic, September 12-14.

- Boukis, A., Kaminakis, K., Papastathopoulos, A. (2017) *“A Typology of Front-line employees’ based on their brand perceptions”*, 12th Global Brand Conference, Academy of Marketing, Kalmar, Sweden.
- Boukis, A., Kaminakis, K., Balmer, M. T., Khanyapuss, P., Papastathopoulos, A. (2017) *“How Do Different Service Employees Deliver The Brand to The Consumers? An Abstract”*, Academy of Marketing Science Conference, San Diego, USA.
- Rizomyliotis, I., Konstantoulaki, K., Kaminakis, K., Papastathopoulos, A., Farouk, S. (2016) *“Enhancing Performance of Service Providers in Emerging Markets: An Empirical Investigation of Customers Loyalty in the UAE Mobile Telecommunication Sector”*, 2nd International Conference on Organization & Management, Abu Dhabi, UAE.
- Kaminakis, K., Papastathopoulos, A., Boukis, A., Kostopoulos, I. (2016) *“The Impact of Servicescapes on Front-Line Employee Extra-Role Performance: The mediating role of person-job fit”*, 2nd International Conference on Organization & Management, Abu Dhabi, UAE.
- Kaminakis, K., Karantinou, K., Koritos, C., Papastathopoulos, A. (2016) *“The Impact of Servicescapes on Service Encounters: An extended multilevel framework”*, 2nd International Conference on Organization & Management, Abu Dhabi, UAE.
- Karantinou, K., Kaminakis, K., Koritos, C. (2014) *“Servicescape Effects on Both Customers and Employees”*, International Service Research Conference, American Marketing Association, Thessaloniki, Greece.'
- Kottika, E., Stathakopoulos, V., Theodorakis, I., Kaminakis, K., Kottikas, K. (2014) *“Small Entrepreneur’s Personality Traits, Market Orientation and Economic Turbulence: An Intriguing Story Unveiled”*, Graduate School of Management, St. Petersburg University International Conference.
- Kaminakis, K., Gounaris, S., Karantinou, K. (2014) *“An Investigation of the Effects of the Service Environment on Employee-Customer Interactions”*, 13th International Research Conference in Service Management, Aix Marseille Universite, La Londe les Mauers, France.
- Kaminakis, K. Gounaris, S., Karantinou, K., Boukis, A. (2014) *“Social Values and Bandwagon Motivations in the Context of Luxury Consumption”*, European Marketing Association Conference, Valencia, Spain.

- Karantinou, K., Kaminakis, K., Gounaris, S. (2014) *"A Multilevel Investigation into the Impact of Servicescapes on the Service Encounter"*, European Marketing Association Conference, Valencia, Spain.
- Kaminakis, K., Karantinou, K. Boukis, K. (2013) *"The mediating role of self-concept discrepancy in the relationship between values and personal based motivation of luxury products' consumers"*, 2nd International Conference on Strategic Innovative Marketing, Czech Republic.
- Boukis, A., Kaminakis, K. (2013) *"Exploring the fuzzy front-end of the new service development process: A conceptual framework"*, 2nd International Conference on Strategic Innovative Marketing, Prague, Czech Republic.
- Kaminakis K., Karantinou K., Gounaris S. (2013) *"The impact of servicescapes on employees and its subsequent effects on customers' perceptions: A multilevel study"*, European Marketing Association Conference, Istanbul, Turkey.
- Boukis A., Kostopoulos G., Katsaridou I., Kaminakis K. (2013) *"Enhancing contact employees' fit with their environment and willingness to report service complains"*, Academy of Marketing Science Conference, Monterey California, USA.
- Kaminakis (2013) *"The mediating role of self-concept in luxury products consumption"*, 10th conference of Management science and Technology department, Athens University of Economics and Business.
- Kaminakis K., Gounaris S., Boukis A. (2012) *"Highlighting the role of servicescapes and organizational climate on employees' performance"*, Academy of Marketing Science Conference, New Orleans, USA.
- Boukis A., Kaminakis K., Lionakis L. (2012) *"Some employee-level benefits from manager's IMO adoption"*, Academy of Marketing Science Conference, New Orleans, USA.
- Boukis A., Gounaris S., Kostopoulos G., Kaminakis K. (2012) *"IMO diffusion, employee outcomes and perceived service quality"*, Academy of Marketing Science Conference, New Orleans, USA.
- Boukis A., Gounaris S., Kaminakis K. (2012) *"Linking IMO with different fit types and willingness to report service complaints"*, American Marketing Association Summer Educators' Conference, Chicago.

- Boukis A., Gounaris S., Lionakis K., Kaminakis K., (2012) *“The importance of store manager’s IMO for contact employees’ extra-role performance”*, European Marketing Association Conference, Lisbon, Portugal.
- Kaminakis K., Boukis A., Gounaris S., Papadakis G., (2011) *“A multilevel investigation of store managers’ IMO adoption for enhancing contact employees behaviors and customer perceived service quality”* Biennial International Conference on Services Marketing, Izmir, Turkey.
- Boukis A., Gounaris S., Kaminakis K., (2011) *“Customer contact employee’s role in affecting customer switching”*, European Marketing Association Conference, Ljubliana, Slovenia.

Statistical software and Approaches:

SPSS,
 AMOS (Structural Equation Modeling - SEM, Multigroup SEM, Bayesian SEM),
 EQS (SEM, Multilevel SEM, Multigroup SEM),
 HLM (Hierarchical Linear Modeling),
 StatsDirect,
 Mplus,
 Stata,
 Bayesian Statistics, Bayesian SEM, Multigroup, Multilevel,
 Non-Parametric Statistics,
 Non-Linear Regressions,
 Scale Development and Validation.

Reviewer:

- **2020:** International Journal of Hospitality Management.
- **2018:** American Marketing Association Summer Conference, Boston.
- **2016:** European Marketing Association Conference, Oslo, Norway.
- **2015:** European Marketing Association Conference, Leuven, Belgium.

Speeches and presentations:

- **10.2019:** 'The present situation in Greece in the Tourism Industry': Interview, Local radio station of Skiathos.
- **5.5014:** 'The role of Marketing in current Greek reality: Need or Luxury', Technopolis, Gazi.
- **11.2014:** 'Marketing as a solution to the Greek economic crisis, University of Athens.
- **2.2016, 2.2017, 2.2018:** 'The Role of Social Media in nowadays Marketing', Piraeus Metropolitan College, Piraeus.
- **2.2019:** 'The Use of Facebook Ads and Google Ads step by step', Piraeus Metropolitan College, Piraeus.

Ερευνητικά ενδιαφέροντα:

- Services Marketing.
- Quantitative Research Methods in Marketing.
- Tourism Marketing.
- Digital Marketing.

Memberships:

- Member of the Greek Marketing Academy (ΕΛΑΜ).
- Member of the Greek Economic Chamber.
- Member of American Marketing Association (AMA).
- Member of Academy of Marketing Science (AMS).
- Member of EMAC (European Marketing Association).
- Member of the Alumni association of postgraduate course 'Marketing and Communication with new Technologies' (Athens University of Economic and Business).