

Dr. Charalampos (Babis) Saridakis

*Associate Professor of Marketing & Consumer Behaviour,
Athens University of Economics and Business, School of Business,
Department of Marketing & Communication*

*Associate Editor, Journal of Business Research,
Area: CSR and Business Ethics*

Curriculum Vitae – September 2023

PERSONAL INFORMATION

Nationality: Greek, British

Work Address: Athens University of Economics and Business
School of Business
Department of Marketing & Communication
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Email (1): saridakis@aueb.gr
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ORCID iD: <https://orcid.org/0000-0001-8088-1722>

EDUCATION

April 2011: Athens University of Economics & Business
School of Business
Department of Marketing & Communication
PhD in Marketing
Title of PhD thesis: *“An analysis of consumer preferences in the Greek car market”*

2004-2005: Lancaster University, England
Lancaster University Management School
MSc in Advanced Marketing Management
Awarded with Distinction

2000-2004: Athens University of Economics & Business
School of Business
Department of Marketing & Communication
BSc in Marketing & Communication

ACADEMIC POSTS

2023 – present: Associate Professor of Marketing & Consumer Behaviour
Athens University of Economics and Business
School of Business
Department of Marketing & Communication

2015 – 2023:	Associate Professor of Marketing Leeds University Business School University of Leeds, England
2011 – 2015:	Lecturer (Assistant Professor) in Marketing Leeds University Business School University of Leeds, England
2017 – 2020:	Visiting Professor of Marketing Undergraduate course “Business Administration” Hellenic Open University, Greece
2014 – 2018:	Visiting Professor of Marketing Postgraduate taught course “ <i>MSc in Marketing and Communication: Specialization in International Marketing</i> ” Athens University of Economics & Business, Greece
2006-2011:	Research Assistant ALARM Research Centre Athens University of Economics & Business, Greece
2006-2011:	Teaching Fellow Mediterranean College of Athens, Greece
2006-2011:	Teaching Fellow IEK XINI, Athens, Greece

RESEARCH INTERESTS

consumer behaviour, empirical determination of heterogeneous and dynamic consumer preferences, discrete choice analysis, brand and product line management, corporate social responsibility, transportation and automobile research, service and retail research

advanced quantitative research methods, marketing analytics, marketing models, conjoint analysis, hedonic price models, fuzzy-set analysis

TEACHING

Leeds University Business School: Undergraduate level

2013 – 2023: LUBS3530 Advertising and Promotional Management

2011 – 2023: Dissertation supervision for Undergraduate students

Leeds University Business School: Postgraduate level

2021 – 2023: LUBS5456 Marketing Communications

2021 – 2023: LUBS5404 Marketing Communications

2021 – 2023:	LUBS5405 Marketing Communications
2013 – 2023:	LUBS5293 Understanding Your Discipline Seminar Series - Doctoral Program
2012 – 2023:	LUBS5440 Sales Promotion and Sponsorship
2011 – 2013:	LUBS5285 Intro to Research Design and Data Analysis - Doctoral Program
2011 – 2013:	LUBS5402 Consumer Behaviour
2011 – 2012:	LUBS5775 Sales Management – MBA
2011 – 2023:	Dissertation and thesis supervision for Master's and Doctoral-level students

Athens University of Economics and Business: Undergraduate level

2008 - 2011:	Marketing Decision Models (Methodological seminars – teaching assistant)
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Athens University of Economics and Business: Postgraduate level

2014 - 2018:	International Marketing Research
2016 - 2018:	International Sales Management
2016 – 2018:	Dissertation supervision for postgraduate students

Hellenic Open University: Undergraduate level

2017 - 2020:	Marketing I
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Mediterranean College of Athens: Undergraduate level

2010 - 2011:	Research Methods
2009 - 2011:	Principles & Practice of Marketing
2008 - 2011:	Sports Public Relations & Promotions Management
2007 - 2011:	Sports Marketing
2006 - 2010:	Personal Development & Employability
2006 - 2010:	Introduction to Public Relations
2006 - 2011:	Dissertation supervision for Undergraduate students

Mediterranean College of Athens: Postgraduate level

2010 - 2011:	Marketing Metrics
2010 - 2011:	Retail Marketing
2009 - 2010:	Marketing Environment
2009 - 2010:	Principles & Practice of Public Relations
2006 - 2011:	Marketing Management
2006 - 2011:	Dissertation supervision for Master's students

PUBLICATIONS IN INTERNATIONAL REFEREED JOURNALS

1. Innovation, Digital Technologies, and Sales Growth During Exogenous Shocks (with Ganotakis P, Angelidou S, Piperopoulos P, Dindial M.). ***Technological Forecasting and Social Change***, 2023, 193, 122656 (ABS 3-rated, Impact Factor: 12.0).
2. Mining Twitter lists to extract brand-related associative information for celebrity endorsement (with Katsikeas CS, Angelidou S, Oikonomidou M, Pratikakis P.). ***European Journal of Operational Research***, 2023, 311(1), pp. 316-332 (ABS 4-rated, Impact Factor: 6.4).
3. How historical and social aspirations reshape the relationship between corporate financial performance and corporate social responsibility (with Angelidou S, Woodside AG). ***Journal of Business Research***, 2023, 157, 113553 (ABS 3-rated, Impact Factor: 11.3).
4. The Global/Local Product Attribute: Decomposition, Trivialization and Price Tradeoffs in Emerging and Developed Markets (with Davvetas V, Sichtmann C, Diamantopoulos A.). ***Journal of International Marketing***, 2023, 31(3), pp. 19-40 (ABS 3-rated, Impact Factor: 5.8).
5. A Step-by-Step Guide of (Fuzzy Set) Qualitative Comparative Analysis: From Theory to Practice via an Implementation in a B2B Context (Zaefarian G, Ganotakis P, Angelidou S.). ***Industrial Marketing Management***, 2022, 107, pp. 92-107 (ABS 3-rated, Impact Factor: 10.3).
6. Expanding into new product lines in response to COVID-19: The interplay between firm age and performance aspirations (with Angelidou S, Lisboa ACC). ***Industrial Marketing Management***, 2022, 104, pp. 167-181 (ABS 3-rated, Impact Factor: 10.3).
7. Pathways to Civic Engagement with Big Social Issues: An Integrated Approach (with Skarmeas, D., Leonidou C., Musarra, G.). ***Journal of Business Ethics***, 2020, 164(2) (ABS 3-rated, FT's Top 50 Journals, Impact Factor: 6.1).
8. How Downplaying Product Greenness Affects Performance Evaluations: Examining the Effects of Implicit and Explicit Green Signals in Advertising (with Usrey, B., Palihawadana, D., Theotokis, A.), ***Journal of Advertising***, 2020, 49(2), 125-140 (ABS 3-rated, Impact Factor: 5.7)
9. What type of CSR engagement suits my firm best? Evidence from an abductively-derived typology (with Angelidou, S., Woodside, A.G.), ***Journal of Business Research***, 2020, 108, 174-187 (ABS: 3-rated, Impact Factor: 11.3).
10. Examining relationship value in cross-border business relationships: A comparison between correlational and

- configurational approaches (with Skarmeas D., & Leonidou C.), ***Journal of Business Research***, 2018, 89, 280-286 (ABS: 3-rated, Impact Factor: 11.3).
11. A Case-Based Generalizable Theory of Consumer Collecting (with Angelidou, S.), ***European Journal of Marketing***, 2018, 52(5/6), 946-972, (ABS: 3-rated, Impact Factor: 4.4).
 12. An Evolutionary Algorithm for Optimal Fuel-Type Configurations in Car Lines (with Tsafarakis, S.), ***International Journal of Industrial and Manufacturing Engineering***, 2017, 11(8), 2041-2045.
 13. Motivation recipes for brand-related social media use: A Boolean – fsQCA approach (with Baltas G., Oghazi P., Hultman M.), ***Psychology & Marketing***, 2016, 33(12), 1062–1070 (ABS: 3-rated, Impact Factor: 6.7).
 14. Export performance as a function of market learning capabilities and intrapreneurship: SEM and FsQCA findings (with Skarmeas D., Lisboa A.), ***Journal of Business Research***, 2016, 69(11), 5342–5347 (ABS: 3-rated, Impact Factor: 11.3).
 15. Entrepreneurial orientation pathways to performance: A fuzzy-set analysis (with Lisboa A., Skarmeas D.), ***Journal of Business Research***, 2016, 69, 1319-1324 (ABS: 3-rated, Impact Factor: 11.3).
 16. Modeling price-related consequences of the brand origin cue: An empirical examination of the automobile market (with Baltas, G.), ***Marketing Letters***, 2016, 27(1), 77-87 (ABS: 3-rated, Impact Factor: 3.6).
 17. Private labels and retail assortment planning: A differential evolution approach (with Tsafarakis S., Baltas G., Matsatsinis N.), ***Annals of Operations Research***, 2016, 247(2), 677-692 (ABS: 3-rated, Impact Factor: 4.8).
 18. Optimizing differentiation and commonality levels among models in car line-ups: An empirical application of a nature-inspired heuristic mechanism (with Tsafarakis, S., Delias, P., Baltas, G. & Matsatsinis, N.), ***Expert Systems With Applications***, 2015, 42(5), 2323-2335, (ABS: 3-rated, Impact Factor: 8.5).
 19. User-generated content behaviour of the dissatisfied service customer (with Presi, C., & Hartmans, S.), ***European Journal of Marketing***, 2014, 48(9/10), 1600-1625. (ABS: 3-rated, Impact Factor: 4.4).
 20. Examining the role of CSR skepticism using fuzzy-set qualitative comparative analysis (with Skarmeas, D., & Leonidou, C.), ***Journal of Business Research***, 2014, 67(9), 1796-1805. (ABS: 3-rated, Impact Factor: 11.3).
 21. Biologically Inspired Approaches to Strategic Service Design: Optimal Service Diversification through Evolutionary and Swarm

- Intelligence Models (with Baltas, G., Tsafarakis, S., & Matsatsinis, N.), ***Journal of Service Research***, 2013, 16(2), 186-201. (ABS: 4-rated, Impact Factor: 12.4).
22. An Empirical Investigation of the Impact of Behavioural and Psychographic Consumer Characteristics on Car Preferences: An Integrated Model of Car Type Choice (with Baltas, G), ***Transportation Research Part A: Policy and Practice***, 2013, 54, 92-110. (ABS: 3-rated, Impact Factor: 6.4).
 23. Hybrid Particle Swarm Optimization with Mutation for Optimizing Industrial Product Lines: An Application to a Mixed Solution Space considering both Discrete and Continuous Design Variables (with Baltas, G., Tsafarakis, S., & Matsatsinis, N.), ***Industrial Marketing Management***, 2013, 42, 496-506. (ABS: 3-rated, Impact Factor: 10.3).
 24. Measuring Brand Equity in the Car Market: A Hedonic Price Analysis (with Baltas, G.), ***Journal of the Operational Research Society***, 2010, 61(2), 284-293. (ABS: 3-rated, Impact Factor: 3.6).
 25. Brand-name effects, segment differences, and product characteristics: An integrated model of the car market (with Baltas, G.), ***Journal of Product and Brand Management***, 2009, 18 (2), 143-151. (ABS: 1-rated, Impact Factor: 5.6).
 26. A Hybrid Conjoint Model for the Identification of the UK Supermarket Choice Determinants: An Exploratory Study. ***International Review of Retail Distribution and Consumer Research***, 2009 (19)2, 103-133. (ABS: 1-rated, Impact Factor: 3.6).

EDITED VOLUMES

1. Saridakis, C., Skarmas, D., & Leonidou, C. (2018). Ethics, Sustainability, and Culture: A Review and Directions for Research. In *Advances in Global Marketing: A Research Anthology*. Springer International Publishing.
2. Saridakis, C., & Baltas, G. (2015). Modeling Country-of-Origin Effects in the Car Market: Implications for Pricing. In *Ideas in Marketing: Finding the New and Polishing the Old* (pp. 534-537). Springer International Publishing.
3. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2013), Advances in market segmentation through nature-inspired intelligence methods: An empirical evaluation. In Casillas, J., Martinez-Lopez, F.J., Vicari, R. & De la Prieta F. (eds), *Management Intelligent Systems: Advances in Intelligent Systems and Computing, Vol. 220, pp. 59-66*, Springer, London.
4. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2012), Designing lines of cars that optimize the degree of differentiation vs commonality among models in the line: A natural intelligence

approach. In Casillas, J., Martinez-Lopez, F.J. & Corchado, J.M. (eds), *Management Intelligent Systems: Advances in Intelligent Systems and Computing*, Vol. 171, Part 3, pp.89-97, Springer, London.

ILLUSTRATIVE PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

1. Saridakis, C., Lisboa, ACC., & Angelidou, S., (2022), Global Marketing and Environmental Shocks: The role of COVID-related innovation, *Proceedings of the AMA Global Marketing SIG Conference*. Chania - Crete, Greece.
2. Saridakis, C., Pratikakis, P., Angelidou, S., & Oikonomidou, M. (2021), Extracting similarity measures from social media data to assist celebrity-brand pairing decisions: A cross-cultural investigation, *Proceedings of the AMA Global Marketing SIG Conference*. Taormina, Sicily.
3. Saridakis, C., Hadiprawoto, T., & Theotokis, A. (2021), An examination of the global retail Omni channel customer journey: Understanding customer interaction and its influences on experience, *Proceedings of the AMA Global Marketing SIG Conference*. Taormina, Sicily.
4. Saridakis, C., Ang, D., Liu, Y., & Davvetas, V. (2021), Return policies: how consumers perceive them and its effects on returns, *Proceedings of the AMA Global Marketing SIG Conference*. Taormina, Sicily.
5. Saridakis, C., & Angelidou, S. (2021). Different types of performance feedback and their distinct influence on CSR engagement. *Proceedings of the Academy of Management (virtual meeting)*.
6. Saridakis, C., Hadiprawoto, T., & Theotokis, A. (2020), An Examination of the Retail Omnichannel Customer Journey: Understanding Customer Interaction and its influences on Experience and Engagement, *Proceedings of the American Marketing Association winter conference*. San Diego, California.
7. Saridakis, C., Chari, S., & Jaakkola, M. (2020), A Set-Theoretic Approach in Marketing Research: Methods (fsQCA) and Applications, *Proceedings of the American Marketing Association winter conference*. San Diego, California.
8. Saridakis, C. & Angelidou, S. (2019), The Differential Effects of Performance Aspirations on CSR Engagement: A Cross-Cultural Investigation, *Proceedings of the AMA Global Marketing SIG Conference*. Buenos Aires, Argentina.
9. Saridakis, C. & Angelidou, S. (2019), Performance Relative to Aspirations and CSR: The Paradoxical Effect of Consistent Feedback, *Proceedings of the Academy of Management*. Boston, Massachusetts.

10. Saridakis, C., Usrey, B., Palihawadana, D., & Theotokis, A. (2018) Subtle Green Advertising: How Downplaying Product Greenness Impacts on Performance Evaluations. *Proceedings of the American Academy of Advertising* annual conference, New York.
11. Saridakis, C., Leonidou, C., & Skarmeas, D. (2018), A Multidimensional Review of Culture within the International Ethics and Sustainability Research, *Proceedings of the Global Marketing Conference (GMC)*. Tokyo, Japan.
12. Saridakis, C. (2018), A Cross-cultural Examination of Eco-innovation Adoption using Choice-based Conjoint Analysis: The Case of the “Green” Car Market, *Proceedings of the American Marketing Association (AMA) Global Marketing SIG*. Santorini, Greece.
13. Saridakis, C., Usrey, B., Palihawadana, D., & Theotokis, A. (2017), Optionally Green: The Role Of Green Attribute Optionality In Influencing Performance Evaluations, *Proceedings of the European Marketing Academy Conference (EMAC)*. Netherlands: University of Groningen.
14. Saridakis, C., Skarmeas, D. & Leonidou, C. (2017), Antecedents and outcomes of relationship value in international channel relationships, *Proceedings of the American Marketing Association (AMA) Global Marketing SIG*. Havana, Cuba: Hotel Nacional de Cuba.
15. Saridakis, C., Skarmeas, D. & Leonidou, C. (2017), Examining relationship value in cross-border business relationships: A comparison between correlational and configurational approaches, *Proceedings of the Global Innovation and Knowledge Academy (GIKA) Conference*. Lisbon – Portugal.
16. Saridakis, C., Tsafarakis, S. & Baltas, G. (2016), An artificial neural networks approach for the identification of causal pathways to loyalty in the automobile market, *Proceedings of the Global Marketing Conference (GMC)*. Hong Kong: Conrad Hong Kong.
17. Saridakis, C., Skarmeas, D. & Leonidou, C. (2016), The role of relationship value in exporter–importer relationships: PLS-SEM and FsQCA findings, *Proceedings of the Global Marketing Conference (GMC)*. Hong Kong: Conrad Hong Kong.
18. Saridakis, C., Usrey, B., Palihawadana, D., & Theotokis, A. (2016), Green emphasis: The role of green product communications in influencing performance evaluations, *Proceedings of the Global Marketing Conference (GMC)*. Hong Kong: Conrad Hong Kong.
19. Saridakis, C., Usrey, B., Palihawadana, D., & Theotokis, A. (2016), Green emphasis: How strongly should environment-friendly attributes be communicated?, *Proceedings of the European*

Marketing Academy Conference (EMAC). Oslo–Norway: Norwegian Business School.

20. Saridakis, C., Baltas, G., Oghazi, P., & Hultman M. (2016) Motivation recipes for brand-related social media use: A Boolean – fsQCA approach, *Proceedings of the Global Innovation and Knowledge Academy (GIKA) conference*. Valencia–Spain.
21. Saridakis, C., Skarmeas, D., & Lisboa, A. (2016), Export performance as a function of market capabilities and intrapreneurship: FsQCA and SEM analyses, *Proceedings of the Global Innovation and Knowledge Academy (GIKA) conference*. Valencia–Spain.
22. Saridakis, C., & Tsafarakis, S. (2015), What Fuel-Types to Offer in a Car Line-Up? A Differential Evolution Approach, *Proceedings of the European Marketing Academy Conference (EMAC)*. Leuven–Belgium: KU Leuven, Vlerick Business School.
23. Saridakis, C., & Baltas, G. (2015), An examination of car marque loyalty: Modeling the effects of consumer characteristics and attribute-level performance, *Proceedings of the British Academy of Management (BAM)*. Portsmouth-UK: University of Portsmouth.
24. Saridakis, C., Robson, M., & Baltas, G. (2015), Frontiers in Data-driven Retail Management, Professional Development Workshop, *British Academy of Management (BAM)*. Portsmouth-UK: University of Portsmouth.
25. Saridakis, C., Lisboa, A., & Skarmeas, D. (2015), Entrepreneurial orientation pathways to performance: A fuzzy-set analysis, *Proceedings of the Global Innovation and Knowledge Academy (GIKA) conference*. Valencia–Spain.
26. Saridakis, C., Tsafarakis, S. & Baltas, G. (2014), Introducing evolutionary analysis to retail assortment planning, *Proceedings of the Global Marketing Conference (GMC)*. Singapore: Marina Bay Sands.
27. Saridakis, C., Tsafarakis, S. & Baltas, G. (2014), Introducing differential evolution to product assortment planning: Optimizing variety and service levels of private labels in retail product portfolios, *Proceedings of the European Marketing Academy Conference (EMAC)*. Valencia–Spain: University of Valencia, Faculty of Economics.
28. Saridakis, C., Tsafarakis, S. & Baltas, G. (2014), Optimizing service levels in the grocery retail sector, *Proceedings of the American Marketing Association SERV SIG conference*. Thessaloniki–Greece: Makedonia Palace Hotel.
29. Saridakis, C. & Baltas, G. (2013), Measuring country-of-origin effects in the automobile market: A hedonic price analysis, *Proceedings of the British Academy of Management Conference*. Liverpool, England: University of Liverpool.

30. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N. (2013), An innovative artificial intelligence mechanism for market segmentation: Some preliminary empirical evidence of its performance, *Proceedings of the British Academy of Management Conference*. Liverpool, England: University of Liverpool.
31. Saridakis, C. & Baltas, G. (2013), Evaluating the differential country-of-origin effects across market segments: Pricing implications for the car market, *Proceedings of the European Marketing Academy Conference (EMAC)*. Istanbul–Turkey: Istanbul Technical University.
32. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2013), A new nature-inspired mechanism for market segmentation: Empirical implementation and evaluation, *Proceedings of the European Marketing Academy Conference (EMAC)*. Istanbul–Turkey: Istanbul Technical University.
33. Saridakis, C., Reiss, J.B. & Holden, J. (2013), An Investigation of the Factors Affecting Alternative Fuel Vehicle Adoption Among European Consumers: A Hierarchical Bayes Choice-Based Conjoint Experiment, *Proceedings of the European Marketing Academy Conference (EMAC)*. Istanbul–Turkey: Istanbul Technical University.
34. Saridakis, C. & Baltas, G. (2013), Modeling Country-of-Origin Effects in the Car Market: Implications for Pricing, *Proceedings of the Academy of Marketing Science Conference*. Monterey Bay, California.
35. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2013), Advances in market segmentation through nature-inspired intelligence methods: An empirical evaluation, *Proceedings of the International Symposium on Management Intelligent Systems (IS-MiS)*. Salamanca-Spain: University of Salamanca.
36. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2013), Optimizing the Degree of Differentiation in Car Line-ups: A Swarm Intelligence Approach, *Proceedings of the Winter Marketing Educators' Conference, American Marketing Association*. Caesars Palace Las Vegas, Nevada.
37. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2012), An artificial intelligence-based optimization mechanism for handling a mix of discrete and continuous design variables: Implications for industrial product lines, *Proceedings of the European Marketing Academy Conference (EMAC)*. Lisbon–Portugal: ISCTE Business School.
38. Saridakis, C. & Baltas, G. (2012), A Discrete Choice Model of Car Type Choice, *Proceedings of the Academy of Marketing Conference*. Southampton, England: University of Southampton.

39. Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2012), Designing lines of cars that optimize the degree of differentiation vs commonality among models in the line: A natural intelligence approach, *Proceedings of the International Symposium on Management Intelligent Systems (IS-MiS)*. Salamanca-Spain: University of Salamanca.
40. Baltas, G, Saridakis, C., Tsafarakis, S. & Matsatsinis, N (2011), A Nature-inspired Approach to Retail Strategy: Introducing Swarm Intelligence to Store Type Portfolio Management, *Proceedings of the Summer Marketing Educators' Conference, American Marketing Association*. San Francisco–San Francisco Marriott Marquis.
41. Baltas, G, Saridakis, C., Tsafarakis, S. & Matsatsinis N. (2011), Using particle swarm optimization to design optimal product lines, *Proceedings of the European Marketing Academy Conference (EMAC)*. Ljubljana–Slovenia: University of Ljubljana.
42. Baltas, G, Matsatsinis, N, Saridakis, C. & Tsafarakis, S. (2010), A combined experimental and evolutionary method for optimal store type diversification, *Proceedings of the Summer Marketing Educators' Conference, American Marketing Association*. Boston – Boston Marriott Copley Place.
43. Baltas, G. & Saridakis, C. (2010), A Unified Framework for Dealing with Preference and Variance Heterogeneity in Conjoint Experiments, *Proceedings of the German-French-Austrian Conference on Quantitative Marketing*. Vienna – Austria: University of Vienna.
44. Baltas, G, Saridakis, C. & Tsafarakis, S. (2010), Introducing evolutionary modeling to strategic retail decisions: Optimal diversification of store portfolios through genetic algorithms, *Proceedings of the European Marketing Academy Conference (EMAC)*. Copenhagen – Denmark: Copenhagen Business School.
45. Baltas, G. & Saridakis, C. (2009). Car marques and car models: the dual structure of brand names and their pricing implications in the automobile market. *Proceedings of the 38th European Marketing Academy Conference*. Nantes, France: Audencia Nantes School of Management.
46. Baltas, G. & Saridakis, C. (2009). A model for the empirical determination of heterogeneous and heteroscedastic preferences in conjoint experiments. *Proceedings of the 2009 Academy of Marketing Conference*. Leeds, England: Leeds Metropolitan University.
47. Saridakis, C. (2008). A Hybrid Conjoint Model for the Identification of the UK Supermarket Choice Determinants. *Proceedings of the Academy of Marketing Conference*. Aberdeen, UK: Aberdeen Business School.
48. Baltas, G. & Saridakis, C., (2008). Brand and segment heterogeneity: implications for car prices. *Proceedings of the*

Academy of Marketing Conference. Aberdeen, UK: Aberdeen Business School.

49. Saridakis, C. & Solgaard, H.S. (2006). A Hierarchical Bayes Conjoint Model for Measuring Consumers' Trade-Off Among Attributes of Supermarket Formats. *Proceedings of the 13th Conference on Recent Advances in Retailing & Services Science*. Budapest, Hungary.

ILLUSTRATIVE MANUSCRIPTS UNDER REVIEW IN REFEREED JOURNALS

1. Optionally Green: The Effect of Green Default Policy on Performance Evaluations of Hybrid Products. (with Usrey, B., & Theotokis A.). *Psychology & Marketing* – under review, 1st round. (ABS: 3-rated, Impact Factor: 6.7).

SUPERVISION OF DISSERTATIONS (UNDERGRADUATE AND POSTGRADUATE)

2011 – 2023	Supervision of more than 170 dissertations for Postgraduate and Undergraduate Taught Courses in Marketing at Leeds University Business School.
2006 – 2011	Supervision of more than 10 dissertations for Undergraduate and Postgraduate Taught Courses in Marketing at Mediterranean College of Athens.

SUPERVISION OF DOCTORAL THESES

2022 – present	Avzotis Georgios: <i>“Drivers and outcomes of sustainable innovation: The role of power and upper echelons”</i> (University of Leeds, Leeds University Business School, in progress).
2019 – present	Karamoutsou Katerina: <i>“Is more always better? The impact of sustainability strategy’s breadth and depth on firm performance”</i> (University of Leeds, Leeds University Business School, in progress).
2017 – 2021	Triana Hadiprawoto: <i>“Balancing breadth and depth in omnichannel retailing: Understanding customer interaction complexity and its impacts on customer experience”</i> (University of Leeds, Leeds University Business School, successfully completed).
2014 – 2018	Antje Graul: <i>“An investigation into the interplay of attachment avoidance and interpersonal closeness on consumers' sharing intentions”</i> (University of Leeds, Leeds University Business School, successfully completed).
2013 – 2017	Bryan Usrey: <i>“Overcoming the performance liability of environmentally friendly products: An examination of subtle signals and green attribute optionality”</i> (University of Leeds, Leeds University Business School, successfully completed).

2010 – 2015

Zainah Adnan Qasem: *“The Role of Website Experience in Building Attitude and Intention towards Online Shopping”* (University of Leeds, Leeds University Business School, successfully completed).

EXAMINER OF DOCTORAL THESES AND PANEL MEMBER IN VIVA

- 2022 Abbie Iveson: *“Make or Break?: The Microfoundations of Consumer - Brand Relationship Development in Crisis”* (Internal Examiner, University of Leeds, Leeds University Business School).
- 2020: Afolakemi Jedidiah: *“Strategy improvisation as implementation of change: Antecedents, moderators and outcome”* (Internal Examiner, University of Leeds, Leeds University Business School).
- 2020: Elizabeth Norman: *“Competing with Doing Nothing: Exploring buying aspiration in discontinuous innovation adoptions”* (International University of Monaco).
- 2019: Arash Valipour: *“I am a stressed lawyer, get me out of here: Drivers of stress in front-line employees of professional services firms”* (Internal Examiner, University of Leeds, Leeds University Business School).
- 2019: James Adeniji: *“Differential effects of frontline employee feedback seeking behaviour towards customers in relational exchanges”* (Internal Examiner, University of Leeds, Leeds University Business School).
- 2018: Mukattash Ibrahim Lewis Michael: *“Shock Advertising in the Context of Social Marketing: with specific reference to Jordan”* (Cardiff Metropolitan University).
- 2017: Natalia Kovalkova: *“Investigating the Effect of Various Relationship Marketing Components on Customer Loyalty: The Case of Russian Domestic and Foreign Apparel Stores”* (London School of Commerce – Cardiff Metropolitan University).
- 2016: Maximilian Hartwig Emmerich Eilert Gerrath: *“Brand Rivalry: The Role of Choice Popularity and Self-Threat in Consumer Side-Taking”* (Internal Examiner, University of Leeds, Leeds University Business School).
- 2016: Rebecca Margaret Biggins: *“Marketing heritage tourism destinations: Community and commercial representations of the past. A collective case study research investigation of Yorkshire and Huelva”* (York St. John University).
- 2014: Zyad M. Alzaydi: *“The impact of quality control initiatives, customer integration and customer co-production on service quality performance: An empirical investigation”* (University of Hull, Management School).

2013: Afrah Yassin Alsomali: “Multichannel service retailing: Examining the moderating effect of customer characteristics on the relationship between channel performance satisfaction and behavioural intention” (Internal Examiner, University of Leeds, Leeds University Business School).

AWARDS, DISTINCTIONS & GRANTS

2019: Dean’s Award for Teaching Excellence 2019, Leeds University Business School, University of Leeds.

2017: Dean’s Award for Teaching Excellence 2017, Leeds University Business School, University of Leeds.

2014: Dean’s Award for Teaching Excellence 2014, Leeds University Business School, University of Leeds.

2019 – present: Research Grant, New Urban Mobility Allowance. An examination of the factors affecting the adoption of e-scooters.

2010: Academic Excellence Award, Mediterranean College of Athens.

2010 – 2011: Research Grant, Athens University of Economics and Business, Basic Research Funding Program (PEVE 3).

2009 – 2010: Research Grant, Athens University of Economics and Business, Basic Research Funding Program (PEVE 2).

2007 – 2011: Athens University of Economics and Business, Department of Marketing & Communication, Doctoral scholarship.

2005: MSc in Advanced Marketing Management, Lancaster University Management School, Awarded with Distinction.

OTHER PROFESSIONAL APPOINTMENTS AND ACADEMIC ACTIVITIES

2021 – present: Associate Editor, *Journal of Business Research* (ABS: 3-rated, Impact Factor: 11.3), area: *CSR and Business Ethics*.

2021 – present: External Examiner, University of Glasgow.

2020 – present: External Examiner, University of Greenwich.

2019 – 2022: Director of Research, Department of Marketing, Leeds University Business School.

2018 – 2023: National Representative (U.K.) of the European Marketing Academy (EMAC).

2017 – 2019: Director for the “MA Advertising and Marketing” program of Leeds University Business School.

- 2016 – 2017: Associate Director for the “MA Advertising and Marketing” program of Leeds University Business School.
- 2016 – 2019: Marketing Department Representative on the Library Committee of Leeds University Business School.
- 2014 – 2017: Leeds University Business School Representative on the University’s Scholarships, Studentships and Prizes Group.
- 2014 – 2017: Member of the Leeds University Business School Studentship Panel.
- 2013 – 2017: Member of the White Rose Doctoral Training Centre Advanced Quantitative Methods (WRDTC AQM) Assessment Panel of ESRC.
- 2006 - 2011: Program Leader “Executive diploma in Marketing Management”, Mediterranean College of Athens.

Editorial Review Board member: *International Marketing Review* (ABS: 3-rated; Impact Factor: 5.0) and *Journal of Business Research* (ABS: 3-rated, Impact Factor: 11.3).

Ad hoc reviewer in academic journals (illustrative list): *European Journal of Marketing, Psychology & Marketing, Industrial Marketing Management, Journal of International Marketing, Transportation Research Part A, Transportation Research Part E, Journal of Product and Brand Management, Journal of Small Business Management, Expert Systems With Applications, etc.*

Member of the American Marketing Association
 Member of the European Marketing Academy
 Member of the British Marketing Academy
 Member of the British Academy of Management
 Member of the Greek Marketing Academy
 Member of the Economic Chamber of Greece

Programme Committee Member of the International Symposium on Management Intelligent Systems. Salamanca-Spain: University of Salamanca (2013).

Qualified college instructor by the Greek Ministry of Education.

ILLUSTRATIVE INVITED TALKS & MASS MEDIA COVERAGE

- November 2016: Guest speaker at Athens University of Economics & Business, Department of Marketing & Communication, Athens, Greece. Methodological Seminar titled: “A Set-Theoretic Approach in Marketing Research: Method and Applications”.
- March 2015: Guest speaker at Technical University of Crete, Department of Production Engineering & Management, Chania-Crete, Greece. Methodological Seminar titled: “Conjoint Analysis: A step-by-step guide”.

- February 2015: Guest speaker at Hull University Business School, Hull, UK. Marketing Research Seminar titled: "Evolutionary modelling in Strategic Service Design".
- November 2014: Guest speaker at Athens University of Economics & Business, Department of Marketing & Communication, Athens, Greece. Methodological Research Seminar titled: "Conjoint analysis in marketing research: A guide for optimal design decisions".
- December 2012: Guest speaker at Strathclyde Business School, Glasgow, Scotland, UK. Marketing Research Seminar titled: "Biologically Inspired Approaches to Strategic Service Design and Service Diversification".
- March 2011: Guest speaker at the European Postgraduate Program in International Marketing, Athens University of Economics and Business, Greece. Marketing Research Seminar titled: "Measuring brand equity in the car market".
- February 2009: Guest speaker at Aston Business School, Birmingham-UK. Marketing Research Seminar titled: "Measuring the intangibles: New hedonic models with applications to the car market".
- More than 15 articles and reports published in newspapers, magazines and trade publications.