

Paraskevas C. Argouslidis

Professor of Marketing

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1. Education

2002	Ph.D., Department of Marketing, University of Stirling, Scotland, UK
1998	M.Sc., Department of Marketing, University of Stirling, Scotland, UK
1996	B.Sc., Department of Business Administration, University of Piraeus, Greece

2. Academic positions

September 2022-present	Professor, Department of Marketing & Communication, Athens University of Economics & Business, Greece
June 2017-August 2022	Associate Professor, Department of Marketing & Communication, Athens University of Economics & Business, Greece
February 2010-May 2017	Assistant Professor, Department of Marketing & Communication, Athens University of Economics & Business, Greece
October 2004-January 2010	Lecturer, Department of Marketing & Communication, Athens University of Economics & Business, Greece
September 2002-September 2004	Adjunct Lecturer, Department of Marketing & Communication, Athens University of Economics & Business, Greece
September 1998-May 2001	Teaching Assistant, Department of Marketing, University of Stirling, Scotland, UK

3. Research interests

Product policy
Retail assortment management
Industrial export pricing
Consumer behaviour
Sales promotions

4. Journal papers

- 4.21. Skarmeas D., Zeriti A., and **Argouslidis P.C.** (2019). Importer and exporter capabilities, governance mechanisms, and environmental factors determining customer-perceived relationship value. *Industrial Marketing Management*, Vol. 78 April, pp. 158-168.
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- 4.20. **Argouslidis P.C.**, Skarmeas D., Kühn A., and Mavrommatis A. (2018). Consumers' reactions to variety reduction in grocery stores: A freedom of choice perspective. *European Journal of Marketing*, Vol. 52 No. 9/10, pp. 1931-1955.
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- 4.19. **Argouslidis P.C.**, Baltas G., and Mavrommatis A. (2015). An empirical investigation into the determinants of decision speed in product elimination decision processes. *European Management Journal*, Vol. 33 No. 4, pp. 268-286.
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- 4.18. **Argouslidis P.C.**, Baltas G., and Mavrommatis A. (2014). Outcomes of decision speed: An empirical study in product elimination decision-making processes. *European Journal of Marketing*, Vol. 48 No. 5/6, pp. 982-1008.
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- 4.17. Avlonitis G.J., and **Argouslidis P.C.** (2012). Tracking the evolution of theory on product elimination: past, present, and future. *The Marketing Review*, Vol. 12 No. 4, pp. 345-379.
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- 4.16. Baltas G., **Argouslidis P.C.**, and Skarmeas, D. (2010). The role of customer factors in multiple store patronage: A cost-benefit approach. *Journal of Retailing*, Vol. 86 No. 1, pp. 37-50.
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- 4.15. **Argouslidis P.C.**, and Indounas K. (2010). Exploring the role of relationship pricing in industrial export settings: Empirical evidence from the UK. *Industrial Marketing Management*, Vol. 39 No. 3, pp. 460-472.
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- 4.14. **Argouslidis P.C.** (2008). Determinants of the speed of elimination decision-making in financial services. *Journal of Services Marketing*, Vol. 22 No. 3, pp. 237-254.
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- 4.13. **Argouslidis P.C.**, and Baltas G. (2007). Structure in product line management: The role of formalization in service elimination decisions. *Journal of the Academy of Marketing Science*, Vol. 35 No. 4, pp. 475-491.
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- 4.12. **Argouslidis P.C.** (2007). Problem situations triggering line pruning in financial services: Evidence from the UK. *International Journal of Bank Marketing*, Vol. 25 No. 6, pp. 372-393.
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- 4.11. Baltas G., and **Argouslidis P.C.** (2007). Consumer characteristics and demand for store brands. *International Journal of Retail and Distribution Management*, Vol. 35 No. 5, pp. 328-341.
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- 4.10. **Argouslidis P.C.** (2007). The evaluation stage in the service elimination decision-making process: Evidence from the UK financial services sector. *Journal of Services Marketing*, Vol. 21 No. 2, pp. 122-136.
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- 4.9. **Argouslidis P.C.** (2006). Contextual effects on the objectives that financial institutions pursue

through range pruning: Evidence from the UK. *Journal of Retailing and Consumer Services*, Vol. 13 No. 1, pp. 15-33.

4.8. Kent R., and **Argouslidis P.C.** (2005). Shaping business decisions using fuzzy-set analysis: Service elimination decisions. *Journal of Marketing Management*, Vol. 21 No. 5/6, pp. 641-658.

4.7. **Argouslidis P.C.** (2004). An empirical investigation into the alternative strategies to implement the elimination of financial services. *Journal of World Business*, Vol. 39 No. 4, pp. 393-413.

4.6. **Argouslidis P.C.**, and McLean F. (2004). Service elimination decision-making: The identification of financial services as candidates for elimination. *European Journal of Marketing*, Vol. 38 No. 11/12, pp. 1355-1381.

4.5. **Argouslidis P.C.**, and McLean F. (2003). Service elimination decision-making: Analysis of candidates for elimination and remedial actions. *Journal of Marketing Management*, Vol. 19 No. 3/4, pp. 307-344.

4.4. **Argouslidis P.C.**, and McLean F. (2001). Service elimination decision-making: Preliminary empirical evidence from the UK financial services sector. *International Journal of Bank Marketing*, Vol. 19 No. 4, pp. 166-178.

4.3. **Argouslidis P.C.**, and McLean F. (2001). Financial service elimination: Objectives and problem situations. *Journal of Financial Services Marketing*, Vol. 5 No. 3, pp. 227-237.

4.2. Tzokas N., Hart S., **Argouslidis P.C.**, and Saren M. (2000). Industrial export pricing practices in the UK. *Industrial Marketing Management*, Vol. 29 No. 3, pp. 191-204.

4.1. Tzokas N., Hart S., **Argouslidis P.C.**, and Saren M. (2000). Strategic pricing in export markets: Empirical evidence from the UK. *International Business Review*, Vol. 9 No. 1, pp. 95-117.

5. Book chapters

5.1. Papavassiliou N. and Argouslidis P.C. (2004). The successful course of a Greek SME in the domestic and in the international marketplace. Zentes J. and Swoboda B. (Eds.), *Fallstudien zum Internationalen Management*, pp. 413-426, Lehrbuch, Gabler.

6. Conference papers

6.26. Kyriakopoulos N., **Argouslidis P.C.**, and Skarmeas, D. (2022). Product rollovers: An empirical investigation. *American Marketing Association Global Marketing SIG Conference*, Crete, Greece.

6.25. Kollia E., **Argouslidis P.C.**, and Baltas, G. (2021). Drivers of consumers' willingness to buy nostalgic products. *ISMS Marketing Science Conference*, New York, USA.

6.24. Skarmeas D., **Argouslidis P.C.**, Kokkinaki F., Mavrommatis A., and Lisboa A. (2018). On

relationship value in international marketing channels. *Global Marketing Conference*, Tokyo, Japan.

6.23. Skarmeas D., **Argouslidis P.C.**, Kokkinaki F., and Zeriti A. (2018). Predictors and effects of importer-perceived relationship value. *American Marketing Association Global Marketing SIG Conference*, Santorini, Greece.

6.22. **Argouslidis P.C.**, Skarmeas D., Kühn A., and Mavrommatis A. (2016). Consumers' reactions to variety reduction in grocery product categories: A reactance theory approach. *Global Marketing Conference*, Hong Kong, China.

6.21. Baltas G., Painesis G., and **Argouslidis P.C.** (2014). Exploring the effectiveness of cross-ruff coupons: An experimental approach. *Winter American Marketing Association Conference*, Orlando, USA.

6.20. Baltas G., Painesis G., and **Argouslidis P.C.** (2012). Framing effects on evaluation of coupon offers: Assessing the performance of face value frames. *Summer American Marketing Association Conference*, Chicago, USA.

6.19. **Argouslidis P.C.**, Baltas G., and Mavrommatis A. (2012). Outcomes of decision-making pace: Evidence from product elimination decision processes. *British Academy of Management Conference*, Cardiff, UK.

6.18. Baltas G., **Argouslidis P.C.**, and Painesis G. (2012). The effects of framing, stock-up nature and promotion depth on consumers' evaluation of coupon offers. *British Academy of Management Conference*, Cardiff, UK.

6.17. **Argouslidis P.C.**, Baltas G., Mavrommatis A., and Oikonomou K. (2011). Pace of the service product elimination decision-reaching process: An empirical investigation into the effects of firm and product characteristics. *Academy of Marketing Conference*, Liverpool, UK.

6.16. Baltas G., **Argouslidis P.C.**, and Painesis G. (2009). Coupon face value framing: A neglected issue. *2nd Biennial International Conference on Services*, Thessaloniki, Greece.

6.15. **Argouslidis P.C.**, Baltas G., and Mavrommatis A. (2009). Exploring product delisting in retail firms. *Academy of Marketing Conference*, Leeds, UK.

6.14. **Argouslidis P.C.**, Baltas G., and Indounas K. (2008). Retrospective assessment of decisions to prune the product line: Evidence from the UK financial services sector. *Academy of Marketing Conference*, Aberdeen, UK.

6.13. **Argouslidis P.C.**, Baltas G., and Skarmeas D. (2007). The use of store portfolios by supermarket customers: An empirical study. *Summer American Marketing Association Conference*, Washington D.C., USA.

6.12. **Argouslidis P.C.**, Baltas G., and Lodorfos G. (2007). How fast can financial firms withdraw a

product from the line? The effects of selected product characteristics. *Academy of Marketing Conference*, Surrey, UK.

6.11. **Argouslidis P.C.**, Baltas G., and Papavassiliou N. (2007). Determinants of decision speed in product line pruning: An empirical study. *European Marketing Academy Conference*, Reykjavik, Iceland.

6.10. Baltas G., **Argouslidis P.C.**, and Skarmeas D. (2006). Exploring heterogeneity in store brand preferences: A survey. *European Institute of Retailing and Services Studies Conference*, Budapest, Hungary.

6.9. Kent R.A., and **Argouslidis P.C.** (2005). Shaping business decisions using fuzzy-set analysis: Service elimination decisions. *Academy of Marketing Conference*, Dublin, Ireland.

6.8. **Argouslidis P.C.**, and Papavassiliou N. (2005). Organisational and environmental effects on the degree of formalisation during service elimination decision-making: Evidence from the UK financial services sector. *European Marketing Academy Conference*, Milan, Italy.

6.7. Kent R.A., and **Argouslidis P.C.** (2005). A fuzzy-set analysis of marketing data. *European Marketing Academy Conference*, Milan, Italy.

6.6. **Argouslidis P.C.**, and Papavassiliou, N. (2004). Towards the evaluation of the impact of elimination decisions involving financial services: Empirical evidence from the UK. *European Marketing Academy Conference*, Murcia, Spain.

6.5. Papastathopoulou P.G., Avlonitis G.J., **Argouslidis P.C.**, and Gounaris S.P. (2003). Elimination strategies in the British financial services sector. *European Marketing Academy Conference*, Glasgow, UK.

6.4. **Argouslidis P.C.**, and McLean F. (2001). The identification of financial services as candidates for elimination: Empirical evidence from the British financial services sector. *European Marketing Academy Conference*, Bergen, Norway.

6.3. **Argouslidis P.C.** (1999). The service elimination practices in the British tertiary sector. *Academy of Marketing Conference*, Stirling, UK.

6.2. Tzokas N., Hart S., **Argouslidis P.C.**, and Saren M. (1999). Strategic pricing in export markets: empirical evidence from the UK. *European Marketing Academy Conference*, Berlin, Germany.

6.1. Tzokas N., Hart S., **Argouslidis P.C.**, and Saren M. (1998). Industrial export pricing competence and practices. *British Academy of Management Conference*, Nottingham, UK.

7. Teaching experience at the Athens University of Economics & Business	
Modules	Year

Modules	Year
Undergraduate level	
Product Policy	2004-present
Retail Sales Promotions (Erasmus)	2014-present
Design & Analysis of Sales Promotions	2016-present
Introduction to Marketing	2003
Industrial Marketing (Erasmus)	2003-2013
International Export Marketing	2004
Direct Marketing	2004-2016
Marketing of Agricultural & Food Products	2005-2016
Graduate level	
Product Policy & Innovation (M.Sc. <i>Marketing & Communication</i> , full-time & part-time)	2007-present
International Marketing (M.Sc. <i>Marketing & Communication</i> , full-time)	2018-present
International Export Marketing (<i>MBA</i> , full-time)	2019-present
Workshop “How to write a Master’s Dissertation” (M.Sc. <i>Marketing & Communication</i> , full-time)	2016-present
Sales Promotions (M.Sc. <i>Marketing & Communication</i> , full-time & part-time)	2007-2018
International Product & Brand Management (M.Sc. <i>Marketing & Communication</i> , full-time)	2007-2016
International Business Management (M.Sc. <i>Marketing & Communication</i> , full-time)	2007-2018
Marketing Communications (M.Sc. <i>Services Management</i> , full-time)	2008-2019
Advertising & Sales Promotions (M.Sc. <i>Services Management</i> , full-time)	2008-2010
Advertising & Sales Promotions (M.Sc. <i>Services Management</i> , part-time)	2011-2019

8. Teaching experience abroad

Institution	Modules	Level	Year
EADA Business School, Barcelona, Spain	Sales Promotions: Practical Applications in Global Retailing	Graduate	2010-2013
EADA Business School, Barcelona, Spain	Advanced Topics in International Export Marketing	Graduate	2007-2010

9. Teaching experience through distance learning at the Hellenic Open University

Modules	Role	Year
Marketing II	Adjunct Teacher	2017-2020
Marketing I	Adjunct Teacher	2005-2015

10. Research awards

Research Excellence Award, 2019, Department of Marketing & Communication, Athens University of Economics & Business, for paper 4.21. in the *Industrial Marketing Management*.

Outstanding Reviewer Award, 2018, *Emerald Publishing Literati*, for the *European Journal of Marketing*.

Track Best Paper Award, 2012, *British Academy of Management Conference*, Cardiff, UK, for paper 6.19.

Highly Commended Award, 2008, Emerald Literati Club, for paper 4.11. in the *International Journal of Retail & Distribution Management*.

Award for Excellence, 2002, Emerald Literati Club, for paper 4.4. in the *International Journal of Bank Marketing*.

11. Teaching awards

Teaching Excellence Award, 2019-2021, *MBA*, Athens University of Economics & Business.

Teaching Excellence Award, 2018-2019, *Undergraduate Program*, Department of Marketing & Communication, Athens University of Economics & Business.

Teaching Excellence Award, 2013-2015, *M.Sc. Services Management*, Athens University of Economics & Business.

Teaching Excellence Award, 2012-2014, *M.Sc. Services Management*, Athens University of Economics & Business.

12. Service to the academic community

Editorial Review Board, *Journal of Product & Brand Management* (2017-present)

Associate Editor, *Journal of Consumer Marketing* (2014-2020)

Book Editor, *International Journal of Bank Marketing* (2010-2014)

Ad hoc reviewer: *European Journal of Marketing*, *Industrial Marketing Management*, *International Journal of Bank Marketing*, *International Journal of Retail & Distribution Management*, *International Business Review*, *International Review of Retail Distribution & Consumer Research*, *Journal of Business Research*, *Journal of Marketing Management*, and *Journal of Product & Brand Management*

Session Chair, *American Marketing Association Global Marketing Conference*, Greece, 2022

Session Chair, *American Marketing Association Global Marketing Conference*, Argentina, 2019

Track Co-Chair, *American Marketing Association Global Marketing Conference*, Greece, 2018

Session Chair, *American Marketing Association Global Marketing Conference*, Cuba, 2017

Session Chair, *International Conference in Services Marketing*, Greece, 2007

Session Chair, *European Marketing Academy Conference*, Greece, 2006

Track Co-Chair, *European Marketing Academy Conference*, Greece, 2006

13. Membership in academic associations

Greek Marketing Academy

Academy of Marketing

American Marketing Association

British Academy of Management

European Marketing Academy