

## **1. PERSONAL INFORMATION**

- First name: Kostis
- Surname: Indounas
- Place of birth: Thessaloniki, Greece.
- Date of birth: 31/1/1977
- Address: Athens University of Economics and Business, Department of Marketing and Communication, 76, Patission St, 10434, Athens, Greece.
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## **2. ACADEMIC STUDIES**

- PhD (Degree: “Excellent”), Department of Marketing and Communication, Athens University of Economics and Business, Athens, Greece, PhD Thesis: “The Pricing Process of Services and its Antecedents: A Theoretical and Empirical Analysis with Greek Data”, 2003.
- MSc in Marketing, University of Stirling, Stirling, Scotland, 1999.
- Bachelor in Marketing and Communication (Degree: “Very Good”), Department of Marketing and Communication, Athens University of Economics and Business, Athens, Greece, 1998.
- Graduate of Nea Chalkidona High School (Degree: “Excellent”), 1994.

## **3. ACADEMIC EXPERIENCE**

- February 2022-Today: Professor at the Department of Marketing and Communication, Athens University of Economics and Business.
- June 2017-February 2022: Associate Professor at the Department of Marketing and Communication, Athens University of Economics and Business.
- May 2011-June 2017: Assistant Professor at the Department of Marketing and Communication, Athens University of Economics and Business.
- March 2006-May 2011: Lecturer at the Department of Marketing and Communication, Athens University of Economics and Business.
- March 2003-March 2006: Tutor at the Department of Marketing and Communication, Athens University of Economics and Business.
- October 2005- Today (with the exception of the academic year 2016-2017): Tutor at the Hellenic Open University.

- February 2013-December 2019 (with the exception of the academic year 2017-2018): Tutor at the International Hellenic University.
- September 2017-February 2016: Tutor at the Open University of Cyprus.
- September 2016-February 2017: Tutor at the Open University of Cyprus.
- March 2012-August 2013: Tutor at the Department of Agricultural Economy and Development, Agricultural University of Athens.
- October 2003-July 2009: Scientific Partner at the Department of Commerce and Advertising, Technological Institute of Athens.
- October 2003-July 2004: Scientific Partner at the Department of Conservation of Antiquities and Art Works, Technological Institute of Athens.

#### **4. TEACHING EXPERIENCE**

Teaching experience at the Department of Marketing and Communication, Athens University of Economics and Business (Undergraduate level):

- Pricing Strategy (co-teaching since the academic year 2003-2004 till the academic year 2008-2009 and autonomous teaching since the academic year 2009-2010 till today).
- B2B Marketing (autonomous teaching during the academic year 2016-2017 till today).
- Marketing of Social Businesses and Non-Profit Organizations (autonomous teaching during the academic year 2016-2017 till today).
- Non-Profit Marketing (co-teaching since the academic year 2004-2005 till the academic year 2014-2015 and autonomous teaching during the academic year 2015-2016).
- Tourism Marketing (co-teaching during the academic year 2006-2007).
- Introduction to Marketing (co-teaching during the academic year 2002-2003, autonomous teaching during the academic year 2019-2020).
- B2B Marketing (autonomous teaching in the Erasmus program during the academic year 2018-2019).
- Introduction to Marketing (autonomous teaching in the Erasmus program since the academic year 2002-2003 till the academic year 2015-2016).
- Non-Profit Marketing (autonomous teaching in the Erasmus program during the academic years 2009-2010 and 2010-2011).

Teaching experience at the Athens University of Economics and Business (Postgraduate level):

- Marketing Management (co-teaching in the Postgraduate program “MBA” during the academic years 2013-2014, 2014-2015 and autonomous teaching since the academic year 2015-2016 till today).
- Sales Management and B2B Marketing (co-teaching in the Postgraduate program “MBA” since the academic year 2014-2015 till today).
- Marketing (autonomous teaching in the Postgraduate program “Athens MBA” that is co-organized by the Athens University of Economics and Business and the National Technical University of Athens since the academic year 2021-2022 till today).
- Marketing Management (autonomous teaching in the English Language in the Program “MBA International” since the academic year 2013-2014 till today).
- B2B Marketing (autonomous teaching in the English Language in the Program “MBA International” since the academic year 2014-2015 till today).
- Introduction to Marketing (co-teaching in the Program “Marketing and Communication” since the academic year 2014-2015 till the academic year 2017-2018 and autonomous teaching since the academic year 2018-2019 till today).
- B2B Marketing (co-teaching in the Program “Marketing and Communication” during the academic year 2013-2014 and autonomous teaching from the academic year 2014-2015 till the academic year 2017-2018).
- Pricing Policy (co-teaching in the Program “Marketing and Communication” during the academic year 2010-2011).
- International Marketing (co-teaching in the English Language in the Program “Marketing and Communication, Specialization in International Marketing” since the academic year 2013-2014 till the academic year 2017-2018).
- International B2B and Relationship Marketing (co-teaching in the English Language in the Program “Marketing and Communication, Specialization in International Marketing” since the academic year 2008-2009 till the academic year 2014-2015 and autonomous teaching during the academic year 2017-2018).
- International Pricing (autonomous teaching in the English Language in the Program “Marketing and Communication, Specialization in International Marketing” since the academic year 2009-2010 till the academic year 2012-2013).
- Tourism Marketing and the Promotion of Cultural Heritage (co-teaching in the English Language in the Postgraduate program “MA in Heritage Management” that is organized by the Athens

University of Economics and Business and the University of Kent (UK) since the academic year 2013-2014 till the academic year 2019-2020).

- Marketing Modeling (autonomous teaching in the Postgraduate program “MSc in Business Mathematics” that is co-organized by the Athens University of Economics and Business and the University of Athens since the academic year 2005-2006 till the academic year 2008-2009).

Teaching experience at the Athens University of Economics and Business (Doctoral level):

- Advanced Research Issues (co-teaching in the Doctoral program that is co-organized by the Department of Marketing and Communication since the academic years 2011-2012 till today).

Teaching experience at the International Hellenic University (Postgraduate level):

- Marketing Analysis and Brand Research Strategy (co-teaching in the English Language in the Postgraduate program “MSc in Strategic Product Design” during the academic years 2018-2019 and 2019-2020).
- Strategic Marketing for Sustainable Tourism (autonomous teaching in the English Language in the Postgraduate program “MSc in Sustainable Development” during the academic years 2015-2016 and 2016-2017).
- Marketing and Branding (co-teaching in the English Language in the Postgraduate program “MSc in Strategic Product Design” during the academic years 2013-2014 and 2014-2015).
- Marketing (co-teaching in the English Language in the Postgraduate program “MSc in Management during the academic year 2013-2014).

Teaching experience at the Department of Agricultural Economy and Development, Agricultural University of Athens (Undergraduate level):

- Agricultural Marketing I (autonomous teaching during the academic years 2011-2012 and 2012-2013).

Teaching experience at the Hellenic Open University (Undergraduate level):

- Marketing I (autonomous teaching since the academic year 2005-2006 till today with the exception of the academic year 2017-2018).

Teaching experience at the Open University of Cyprus (Undergraduate level):

- Principles of Marketing (autonomous teaching during the academic year 2016-2017).

- International Marketing (autonomous teaching during the academic year 2015-2016).

Teaching experience at the Department of Commerce and Advertising, Technological Institute of Athens (Undergraduate level):

- Marketing II (autonomous teaching during the academic year 2003-2004).
- Marketing Management (autonomous teaching during the academic year 2008-2009).
- B2B Marketing (autonomous teaching during the academic year 2007-2008).
- Tourism Marketing (autonomous teaching during the academic years 2005-2006 and 2006-2007).
- Non-Profit Marketing (autonomous teaching during the academic years 2003-2004 and 2004-2005).

Teaching experience at the Department of Conservation of Antiquities and Art Works, Technological Institute of Athens (Undergraduate level):

- Business Organization and Management (autonomous teaching during the academic year 2003-2004).

## **5. PUBLICATIONS IN INTERNATIONAL ACADEMIC JOURNALS**

### **ΤΩΝ ΚΡΙΤΩΝ**

1. Indounas, K. (2020), “New B2B product pricing”, *Journal of Business and Industrial Marketing*, Vol. 35 No. 11, pp. 1861-1869 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
2. Indounas, K. (2019), “Market based pricing in B2B service industries”, *Journal of Business and Industrial Marketing*, Vol. 34 No. 5, pp. 1030-1040 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
3. Indounas, K. (2018), “Market structure and pricing objectives in the services sector”, *Journal of Services Marketing*, Vol. 32 No. 7, pp. 792-804 **(2020 Impact Factor: 4.466, 5-year Impact Factor (2020): 5.585, ABS List: 2)**.
4. Indounas, K. and Arvaniti, A. (2015), “Success factors of new health-care services”, *Journal of Product and Brand Management*, Vol. 24 No. 7, pp. 679-692 **(2020 Impact Factor: 4.335, 5-year Impact Factor (2020): 5.354, ABS List: 1)**.

5. Indounas, K. (2015), "The adoption of strategic pricing by industrial service firms", *Journal of Business and Industrial Marketing*, Vol. 30 No. 5, pp. 521-535 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
6. Indounas, K. (2014), "The antecedents of strategic pricing and its effect on company performance in the case of industrial service firms", *Journal of Services Marketing*, Vol. 28 No. 5, pp. 402-413 **(2020 Impact Factor: 4.466, 5-year Impact Factor (2020): 5.585, ABS List: 2)**.
7. Indounas, K. and Roth, S. (2012), "Antecedents and consequences of strategic price management: An analysis in the New Zealand industrial service context", *Australasian Marketing Journal*, Vol. 20 No. 2, pp. 113-121 **(ABS List: 1)**.
8. Indounas, K. and Avlonitis, G. (2011), "New industrial service pricing strategies and their antecedents: Empirical evidence from two industrial sectors", *Journal of Business and Industrial Marketing*, Vol. 26 No. 1, pp. 26-33 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
9. Argouslidis, P. 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 **(2020 Impact Factor: 6.960, 5-year Impact Factor (2020): 8.698, ABS List: 3)**.
10. Indounas, K. and Avlonitis, G. (2009), "Pricing objectives and their antecedents in the services sector", *Journal of Service Management*, Vol. 20 No. 3, pp. 342-374 **(2020 Impact Factor: 11.768, 5-year Impact Factor (2020): 9.522, ABS List: 2)**.
11. Indounas, K. (2009), "Successful industrial service pricing", *Journal of Business and Industrial Marketing*, Vol. 24 No. 2, pp. 86-97 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
12. Indounas, K. (2008), "The relationship between pricing and ethics in two industrial service industries", *Journal of Business and Industrial Marketing*, Vol. 23 No. 3, pp. 161-169 **(2020 Impact Factor: 3.462, 5-year Impact Factor (2020): 3.962, ABS List: 2)**.
13. Avlonitis, G. and Indounas, K. (2007), "An empirical examination of the pricing policies and their antecedents in the services sector", *European Journal of Marketing*, Vol. 41 No. 7/8, pp. 740-764 **(2020 Impact Factor: 4.647, 5-year Impact Factor (2020): 4.687, ABS List: 3)**.
14. Avlonitis, G. and Indounas, K. (2007), "Service pricing: An empirical investigation", *Journal*

- of Retailing and Consumer Services*, Vol. 14 No. 1, pp. 83-94 **(2020 Impact Factor: 7.135, ABS List: 2)**.
15. Avlonitis, G. and Indounas, K. (2006), "Pricing practices of service organizations", *Journal of Services Marketing*, Vol. 20 No. 5, pp. 346-356 **(2020 Impact Factor: 4.466, 5-year Impact Factor (2020): 5.585, ABS List: 2)**.
  16. Indounas, K. (2006), "Making effective pricing decisions", *Business Horizons*, Vol. 49 No. 5, pp. 415-424 **(2020 Impact Factor (2020): 6.361, ABS List: 2)**.
  17. Avlonitis, G. and Indounas, K. (2006), "How are prices set? An exploratory investigation in the Greek services sector", *Journal of Product and Brand Management*, Vol. 15 No. 3, pp. 203-213 **(2020 Impact Factor: 4.335, 5-year Impact Factor (2020): 5.354, ABS List: 1)**.
  18. Skouras, T., Avlonitis, G. and Indounas, K. (2005), "Economics and Marketing on pricing: How and why do they differ", *Journal of Product and Brand Management*, Vol. 14 No. 6, pp. 362-374 **(2020 Impact Factor: 4.335, 5-year Impact Factor (2020): 5.354, ABS List: 1)**.
  19. Avlonitis, G. and Indounas, K. (2005), "Pricing of services: An empirical analysis from the Greek service sectors", *Journal of Marketing Management*, Vol. 21 No. 3/4, pp. 339-362 **(2020 Impact Factor: 3.048, 5-year Impact Factor (2020): 4.973, ABS List: 2)**.
  20. Avlonitis, G., Indounas, K. and Gounaris, S. (2005), "Pricing objectives over the service life cycle: Some empirical evidence", *European Journal of Marketing*, Vol. 39 No. 5/6, pp. 696-714 **(2020 Impact Factor: 4.647, 5-year Impact Factor (2020): 4.687, ABS List: 3)**.
  21. Avlonitis, G. and Indounas, K. (2005), "Pricing objectives and pricing methods in the services sector", *Journal of Services Marketing*, Vol. 19 No. 1, pp. 47-57 **(2020 Impact Factor: 4.466, 5-year Impact Factor (2020): 5.585, ABS List: 2)**.
  22. Avlonitis, G. and Indounas, K. (2004), "The impact of market structure on pricing objectives of service firms", *Journal of Product and Brand Management*, Vol. 13 No. 5, pp. 343-358 **(2020 Impact Factor: 4.335, 5-year Impact Factor (2020): 5.354, ABS List: 1)**.
  23. Papastathopoulou, P., Avlonitis, G. and Indounas, K. (2001), "The initial stages of new service development: A case study From the Greek banking sector", *Journal of Financial Services Marketing*, Vol. 6 No. 2, pp. 147-161 **(ABS List: 1)**.

## **6. PUBLICATIONS IN INTERNATIONAL ACADEMIC CONFERENCES**

1. Indounas, K. (2020), "Pricing strategies for new financial services", *American Marketing Association Summer Academic Conference*, USA.
2. Indounas, K. (2016), "Pricing new business-to-business products in a recession period", *Global Marketing Conference*, Hong.
3. Indounas, K. (2015), "Pricing strategies for new business-to-business products", *Academy of Marketing Annual Conference*, University of Limerick, Limerick, Ireland.
4. Indounas, K. (2014), "The effect of market structure on pricing behavior of industrial service firms", *Academy of Marketing Science World Marketing Congress*, Esan Graduate School of Business, Lima, Peru.
5. Indounas, K. (2013), "The antecedents of strategic pricing and its effect on company performance in industrial service industries", *American Marketing Association Summer Academic Conference*, Boston, USA.
6. Indounas, K. (2013), "The antecedents of strategic pricing and its effect on company performance", *Academy of Marketing Science World Marketing Congress*, University of Monash, Melbourne, Australia.
7. Indounas, K. (2012), "Strategic price management in industrial service industries", *Academy of Marketing Annual Conference*, University of Southampton, Southampton, UK.
8. Indounas, K. and Roth, S. (2010), "Antecedents and consequences of strategic price management in New Zealand service industries", *European Marketing Academy Conference*, Copenhagen Business School, Copenhagen, Denmark.
9. Indounas, K., Avlonitis, G. and Argouslidis, P., (2009), "Pricing objectives and their antecedents in the services sector", *Academy of Marketing Annual Conference*, Leeds Metropolitan University, Leeds, UK.
10. Argouslidis, P., Indounas, K., Baltas, G. and Mavrommatis, A. (2008), "An empirical investigation into the concept of relationship pricing in an industrial export context", *American Marketing Association Summer Academic Conference*, San Diego, USA.
11. Indounas, K., Avlonitis, G. and Haghirian, P. (2007), "New product pricing strategies and their antecedents in the Japanese industry", *European Marketing Academy Conference*, University of Reykjavik, Reykjavik, Iceland.



12. Vidalis, M., Lymperopoulos, C. and Indounas, K. (2007), “Coordinated optimal pricing to maximize total profits within a supply chain constituted by two or more members”, *1<sup>st</sup> Biannual International Conference on Strategic Developments in Services Marketing*, University of the Aegean, Chios, Greece.
13. Avlonitis, G. and Indounas, K. (2005), “Pricing research and pricing objectives in the services sector”, *European Marketing Academy Conference*, University of Bocconi, Milan, Italy.
14. Avlonitis, G. and Indounas, K. (2004), “Market structure and pricing information in the services sector”, *European Marketing Academy Conference*, University of Murcia, Murcia, Spain.
15. Indounas K. and Avlonitis G. (2003), “Pricing objectives and their relationship with the stage of the product life cycle: Some evidence from the service sector”, *European Marketing Academy Conference*, University of Glasgow, Glasgow, Scotland.
16. Indounas K. (2002), “An empirical research on the pricing practices of Greek service organizations”, *15<sup>th</sup> EIASM/EMAC Colloquium for Doctoral Students in Marketing*, University of Minho, Braga, Portugal.

## **7. BOOKS**

1. Papavasiliou, N. and Indounas, K. (2017), *The Company's Pricing Strategy*, Unibooks, Athens.
2. Avlonitis, G., Dimitriadis, G. and Indounas, K. (2015), *Strategic B2B Marketing: An Integrated Approach*, Rosili, Athens.
3. Papavasiliou, N. and Indounas, K. (2005), *The Company's Pricing Strategy*, Stamoulis, Athens.

## **8. CHAPTERS IN BOOKS**

1. Indounas, K. (2019), “The Marketing Function”, in Salavou, E., *Introduction to Management: Corporate Functions*, Chapter 3, Athens University of Economics and Business, Athens.
2. Avlonitis, G. and Indounas, K. (2015), “Price Management in Financial Services”, in Harrison, T. and Estelami, H., *The Routledge Companion to Financial Services Marketing*, Routledge, New York.

3. Indounas, K. (2014), “Case Study on Break-Even Analysis”, in Liozu, S.M. and Hinterhuber, A., *The ROI of Pricing: Measuring the Impact and Making the Business Case*, Routledge, New York.

## **9. UNIVERSITY NOTES**

1. Papavasiliou, N. and Indounas, K. (2007), *International Pricing*, European Postgraduate Program in International Marketing, European Union’s Socrates Program.
2. Papavasiliou, N. and Indounas, K. (2004), *The Company’s Pricing Strategy*, Athens University of Economics and Business, Athens.

## **10. CITATIONS (DATE OF SEARCH: 21/2/2022)**

- 1189 citations, h-index: 17, i-10 index: 20 (Source: Google Scholar).
- 314 citations, h-index: 11, (Source: Scopus).
- 175 citations, h-index: 10, (Source: Web of Science).

## **11. RESEARCH PROJECTS**

1. “Prima: International program in marketing”, *European Union*, 2005.
2. “Study of the environment in the Athens-Salonica line”, *Greek Train Organization*, 2003.
3. “Study of the penetration of E-business in Greek businesses”, *Ministry of Development*, 2003.
4. “Study of Greek citizens’ satisfaction level with the Greek insurance organization”, *Ministry of Labor*, 2002.
5. “Study of the sector of frozen fish”, *Ministry of Agriculture*, 2001.
6. “Strategic analysis and development”, *Greek Telecommunications Organization*, 2000.
7. “Establishment of an E-learning environment for both commercial and educational institutions”, *Ministry of Development*, 2000.

## **12. OTHER ACADEMIC ACTIVITIES**

- Member of the Editorial Board in the Journal of Revenue and Pricing Management.
- Session Chair, *American Marketing Association Summer Academic Conference* (Panel: “The New Pricing Revolution and Emerging Markets Stage”, August 2020, Virtual Conference).

- Discussion Leader, *World Marketing Congress, Lima 2014* (Session 2.8: “Pricing Issues in Marketing”, August 2014, Lima, Peru).
- Session Chair, *35<sup>th</sup> Emac Conference, Athens 2006* (Panels: “Marketing of Public and Non-Profit Organizations”, “Pricing and Financial Issues in Marketing”, May 2006, Αθήνα, Ελλάδα).
- Participation in committees supervising doctoral theses in the Athens University of Economics and Business, Department of Marketing and Communication.
- Supervision of postgraduate theses (Athens University of Economics and Business, Hellenic Open University, and International Hellenic University).
- 2013-Today: Teaching at Educational Programs that are organized by the Athens University of Economics and Business.
- Member of the Greek Marketing Academy.

### **13. SPEAKER IN CONFERENCES-SYMPOSIUMS**

1. Indounas, K. (2022), “Successful pricing practices”, *Pricing Conference: The Key to Profit Maximization*, Boussias Communications (February, Virtual Conference).
2. Indounas, K. (2021), “Career paths in the marketing field», *Organization of Entrepreneurship and Career* (July, Virtual Conference).
3. Indounas, K. (2019), “The role of Psychology in explaining how consumers evaluate prices”, *8th International Social Science Conference* (July, Dubrovnik, Croatia).
4. Indounas, K. (2016), “Social marketing and blood donation”, *9<sup>th</sup> Symposium of the Greek Company of Blood Transfusion* (May, Kavala, Greece).
5. Indounas, K. (2011), “Modern trends in marketing: Theoretical practices and approaches”, *1<sup>st</sup> Symposium of the Department of Marketing and Operations Management, University of Macedonia* (December, Edessa, Greece).
6. Indounas, K. (2007), “Maintaining the service value through effective customer complaint management”, *3<sup>rd</sup> Symposium of the Greek Marketing Academy* (May, Athens, Greece).

### **14. PUBLICATIONS IN PRESS (NEWSPAPERS-MAGAZINES)**

1. Indounas, K. (2018), “Modern educational programs which are applied to the changing needs of the Greek and international economy and society”, *www.news247.gr*, July 5.

2. Indounas, K. (2011), "The concept of strategic pricing", *Epistimoniko Marketing*, Vol. 88, December, pp.59-61.
3. Indounas, K. (2011), "The importance of treating pricing strategy from a strategic perspective", *Marketing Week*, Vol. 1366, December, p. 20.
4. Indounas, K. (2010), "Public health and economic crisis", *Alma Igeias*, No. 8, Autumn, p. 16.
5. Indounas, K. (2008), "Effective pricing of private labels products", *Self Service*, Vol. 382, March, pp. 50-51.
6. Indounas, K. (2008), "The Meaning of integrated pricing strategy", *Self Service*, Vol. 370, February.
7. Indounas, K. (2007), "A modern method for pricing private labels", *Self Service*, Vol. 367, November, p. 78.
8. Indounas, K. (2007), "Strategic customer complaint management", *Self Service*, Vol. 365, September, pp. 72-74.
9. Papavasiliou, N. and Indounas, K. (2005), "Simplified pricing methods are dangerous", *Naftemporiki*, July 4, pp. 8-9.
10. Papavasiliou, N. and Indounas, K. (2005), "How do consumers perceive prices?" *Naftemporiki*, November 16, p. 51.

## **15. PROFESSIONAL EXPERIENCE**

- 2000-Today: Business Consultant. Collaboration with a number of companies and organizations (e.g, Greek Association of Banks, Greek Institute of Insurance Studies, Bayer Crop Science (leading multinational business in the field of Agriculture), Alpha Bank (leading bank), Eurolife (leading insurance company), AB Vasilopoulos (leading grocery retailer), Metro (leading retailer), Kyana (leading hair care producer), Kotsovolos-Dixons (leading home appliances retailer), Opap (leading lottery company), Nomiki Bibliothiki (leading legal organization) in the area of consulting and training on marketing issues.

## **16. PERSONAL ACHIEVEMENTS**

- Best paper award for the article 6.1 (B2B Marketing Track).
- Teaching Excellence Award by the "MBA International" Postgraduate Program (Athens University of Economics and Business).

- Scholarships from the National Institute of Scholarships during the period of November 2000-November 2002 and the Center of Economic Research during the period of December 1999-September 2000 for conducting my PhD Thesis.