

DR. KALIPSO M. KARANTINO

kkarantinou@aueb.gr

EDUCATION/QUALIFICATIONS

- 3/2005** **University of Manchester, Department of Teaching and Learning**
Postgraduate Diploma in Academic Teaching & Practice
- 6/2002** **University of Manchester Institute of Science and Technology (UMIST),
Manchester School of Management**
Ph.D. in Marketing
Thesis title: “Relationship management in management consultancy: a study of two European markets”.
- 12/1998** **University of Manchester Institute of Science and Technology (UMIST),
Manchester School of Management**
M.Sc. in Marketing
Dissertation title: “Qualitative relationship marketing measures of the dyadic relationships between suppliers and corporate clients”.
- 12/1995** **National and Kapodistrian University of Athens**
B.Sc. (Hons) in Communications and Mass Media
(Grade: 9.00 [*excellent*], Valedictorian).

EMPLOYMENT

- 11/2016-Present** **Assistant Professor of Marketing**, Department of Marketing and Communication, Athens University of Economics and Business.
- 6/2009-10/2016** **Lecturer in Marketing**, Department of Marketing and Communication, Athens University of Economics and Business.
- 3/2006-5/2009** **Visiting Lecturer**, Department of Marketing and Communication, Athens University of Economics and Business (*part time employment*).
- 9/2006-9/2008** **Associate Professor of Marketing**, Graduate School, American College of Greece.

- 9/2005-8/2006** **Assistant Professor of Marketing**, Graduate School, American College of Greece.
- 5/2005-6/2005** **Visiting Lecturer**, Graduate School, American College of Greece
- 8/2001-8/2005** **Lecturer in Marketing**, Manchester Business School, University of Manchester/UMIST.
[Tenure granted in January 2004, after successful completion of the three-year probation period].
- 8/2000-8/2001** **Research Associate in Marketing**, Manchester School of Management, UMIST.
- 9/1998-6/2000** **Teaching Assistant**, Manchester School of Management, UMIST, (*part-time employment*)
- 7/1999-9/1999** **Consulting Services** to the Internal Auditing and Planning Department, INTRACOM
- 10/1993-7/1995** **Administrative Assistant** to Professor Michael Stathopoulos, National and Kapodistrian University of Athens, Law School, (*part-time employment*).

AWARDS AND ACHIEVEMENTS

- 2018** **Academic Excellence in Teaching Award** from the Executive MBA Program, Athens University of Economics and Business
- 2018** **Academic Excellence in Teaching Award** from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business
- 2017** **Academic Excellence in Teaching Award** from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business
- 2016** **Academic Excellence in Teaching Award** from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business
- 2015** **Academic Excellence in Teaching Award** from the Executive MBA Program, Athens University of Economics and Business
- 2014** **Academic Excellence in Teaching Award** from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business

- 2013** **Academic Excellence in Teaching Award** from the Executive MBA Program, Athens University of Economics and Business
- 2016-2019** **Re-elected Representative of Greece to the European Marketing Academy Executive Committee (EMAC)**
- 2013-2016** **Elected Representative of Greece to the European Marketing Academy Executive Committee (EMAC)**
- 2014-Present** **Member of the Editorial Board of the Journal of Service Theory and Practice.**
- 2015** **Invited TedXAueb talk** on “Overcoming inertia: how small changes can have big impact” (<https://www.youtube.com/watch?v=3uvUx57t838>).

GRANTS AND SCHOLARSHIPS AWARDED

- 2016-2017** **Athens University of Economics and Business Research Grant**
- 2014-2015** **Athens University of Economics and Business Research Grant**
- 1999-2001** **Alexander S. Onassis Foundation Scholarship for Doctoral Studies**
- 1999-2000** **British Federation of Women Graduates Research Scholarship**
- 1998-2001** **Manchester School of Management, UMIST Doctoral Scholarship**

PAPERS CURRENTLY UNDER REVIEW

- Sakellariou E., Karantinou K. & Goffin, K., “From User Insights to Foresights: Applying Video-based Ethnographic Narratives and User Innovation in NPD», *Technological Forecasting & Social Change* (ABS List 2015: 3, Impact Factor: 3,815, 5-year Impact Factor: 4,040).
- O’Loughlin, D., Szmigin, I., McEachern, M., Karantinou, K., Barbosa, B., Fernandez, E. & Lambrinakos, G. “Keep Calm and Carry On: The Persistent Resilience of European Consumers in the Face of Austerity”, *European Journal of Marketing* (ABS List 2015: 3, Impact Factor: 1,716, 5-year Impact Factor: 2,549).
- Brinol, P., Lamprinakos, G., Stavrakaki, M., Petty, R., Karantinou, K., & Diaz, D. “The Influence of Emotion on Information Processing and Persuasion Reconciling Classic and Contemporary Research on Anger, Surprise, and Awe”, *Journal of Personality and Social Psychology: Attitudes and Social Cognition* (ABS List 2015: 4, Impact Factor: 5,919, 5-year Impact Factor: 7,293).

ACADEMIC JOURNAL PAPERS

- Kaminakis, K., Karantinou, K., Koritos, C., & Gounaris, S. (2019), "Hospitality Servicescape Effects on Customer-Employee Interactions: A Multilevel Study", *Tourism Management*, 72, 130-144 (ABS List 2015: 4, Impact Factor: 5,921, 5-year Impact Factor: 7,080, Citations: 2).
- Sakellariou E., Karantinou K. & Goffin, K. (2017), "Telling Tales': Stories, Metaphors and Tacit Knowledge at the Fuzzy Front-End of NPD", *Creativity and Innovation Management Journal*, Vol. 26, Issue 4, December, pp. 353-369 (ABS List 2015: 2, Impact Factor: 1,553, Citations: 4).
- O'Loughlin, D., McEachern, M., Szmigin, I., Karantinou, K., Barbosa, B., Fernandez, E. & Lambrinakos, G. (2017) "European Consumers and their Persistent Resilience in the Face of Austerity", *Association for Consumer Research Journal*, 45, 2, pp. 785-789 (ABS List 2015: 2).
- O'Loughlin, D., Szmigin, I., McEachern, M., Barbosa, B., Karantinou, K., & Fernandez, E. (2017) "Man Thou Art Dust: Liminal Vulnerability in Austere Times", *Sociology*, Vol. 51, No. 5, pp.1050-1066 (ABS List 2015: 4, Impact Factor: 2.537, Citations: 8).
- O'Loughlin, D., Szmigin, I., McEachern, M., Karantinou, K., Barbosa, B. & Fernandez, E., (2015), "Austere Times: Male Experiences of Liminal Vulnerability", *Association for Consumer Research Journal*, Vol.43, pp.633-639 (ABS List 2015: 2, Citations: 1).
- Sakellariou E., Karantinou K. & Poulis, K. (2014), "Managing the Global Front End of New Product Development", *The Journal of General Management*, Vol. 39, No.2, pp.61-81 (ABS List 2015: 2, Citations: 8).
- Boukis, A., Karantinou, K. & Kaminakis, K. (2014), "The Mediating Role of Self-concept Discrepancy in the Relationship between Values and Personal based Motivation of Luxury Products Consumers", *Procedia - Social and Behavioral Sciences*, Vol.148, pp.619-624 (Citations: 2).
- Karantinou, K.M. & Hogg, M.K. (2009), "An Empirical Investigation of Relationship Development in Professional Business Services", *Journal of Services Marketing*, Vol. 23, No. 4, pp. 249-260 (ABS List 2015: 2; ABS List 2009: 3, Impact factor: 2.408, 5-year Impact Factor: 2.817, Citations: 46).
- Lewis, B.R., Karantinou, K.M. & Soureli, M. (2008), "Factors that Affect Consumers' Cross-Buying Intention: A Model for Financial Services", *Journal of Financial Services Marketing*, Vol. 13, No. 1, pp. 5-16 (ABS List 2015: 1, Citations: 75).
- Karantinou, K.M. & Hogg, M.K. (2007), "Developing and Managing Relational Market-Based Assets in Professional Services: Client Relationships in Management Consultancy", *Marketing Management Journal (US)*, Vol. 17, No. 2, Fall, pp. 16-39 (Citations: 13).
- Karantinou, K.M., Hogg, M.K., & Lewis B.R. (Editors) (2006), "Changing Perspectives on Customer Behavior", Editorial - Special Issue, *Journal of Consumer Behavior*, Vol. 5, No. 2, pp. 97-101 (ABS List 2015: 2, Impact Factor: 1.659, Citations: 3).

Karantinou, K.M. (2003), “Investigating the Interactions that Take Place Behind Closed Doors: an Insight into the Confidential Meetings between Clients and Consultants”, *Journal of Customer Behavior*, Vol. 2, No. 1, pp. 11-34 (*ABS List 2015: 1, Citations: 1*).

Karantinou, K.M. & Hogg, M.K. (2001), “Exploring Relationship Management in Professional Services: a Study of Management Consultancy”, *Journal of Marketing Management*, Vol. 17, No. 3-4, pp. 263-286 (*ABS List 2015: 2; ABS List 2010: 3, Impact Factor: 2.229, Citations: 79*).

Citations Total: 242

BOOKS AND CONTRIBUTIONS TO EDITED VOLUMES

Gounaris, S. and Karantinou K. (2015) *Services Marketing*, Athens: Rosili Business Books.

Karantinou, K.M. (2014), “Customer Relationship Management”, “Relationship Marketing”, “Depth Interviews”, “Buyers”, “Customers” discrete entries in the *Wiley Encyclopedia of Management*, Third Edition, Nick Lee and Andrew Farrell (Editors).

Karantinou, K.M. (2006), “Athenian Mothers and Daughters”, case study on consumer behavior written for *Consumer Behavior, Third European Edition*, Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M.K.

Karantinou, K.M. (2005), “Relationship Marketing”, “Customer Relationship Management”, “Qualitative Research”, “Depth Interviews”, “Buyers”, “Customers”, discrete entries in the *Blackwell Encyclopedia of Marketing*, Second Edition, D.A. Littler (Editor).

COMPETITIVE CONFERENCE PAPERS

Constantinides, E., Gkaintatzis, A., Karantinou, K., & Van der Lubbe, R. (2019), “The impact of music tempo on consumers’ binary choices: an EEG and EDA study”, *EMAC 2019 Regional Conference, Saint Petersburg, Russia*.

Gounaris, S. Karantinou, K., Chatzipanagiotou, & K., Koritos, C. (2019), “A fresh insight into the management of the servicescapes” *48th European Marketing Academy (EMAC) Conference, Hamburg, Germany* (May-June).

Sakellariou, E., Karantinou K., & Goffin, K. (2019), “Customer Insights: Sensemaking and Sensegiving in NPD”, *26th Innovation and Product Development Management Conference, Leicester, UK* (June).

Karantinou, K., Pollakis, F. & Palaiologos, A. (2018), “An investigation of the factors influencing electronic word of mouth communication on Facebook”, *47th European Marketing Academy (EMAC) Conference, Glasgow, UK* (May-June).

- Sakellariou, E., Karantinou K., Goffin, K. & Anagnostaki, M. (2017), "Opening the black box of video-based ethnography", *24th Innovation and Product Development Management Conference, Reykjavik, Iceland* (June).
- Sakellariou, E., Karantinou K. & Hogg, M. (2016), "Winning (or Losing) in Global Product Innovation", *23rd Innovation and Product Development Management Conference, Glasgow, UK* (June).
- Sakellariou, E., Karantinou K. & Goffin, K. (2016), "Telling tales: Metaphors, stories and eureka moments in NPD", *23rd Innovation and Product Development Management Conference, Glasgow, UK* (June).
- O'Loughlin, D., McEachern, M., Szmigin, I., Karantinou, K., Barbosa, B. & Fernandez, E., (2015), "Liminality in recessionary times – A male view", *Academy of Marketing Conference, Limerick, Ireland* (July).
- Sakellariou, E., Karantinou K. & Goffin, K. (2015), "Magic moments: when customer insights emerge", *22nd Innovation and Product Development Management Conference, Copenhagen, Denmark* (June).
- Palaiologos, A. & Karantinou, K. (2015), "The impact of Facebook-generated interpersonal influence on consumers' buying intentions in services", *44th European Marketing Academy (EMAC) Conference, Leuven, Belgium* (May).
- Koritos C., Karantinou K. & Gounaris S. (2015), "Quo vadis servicescapes research: a critical review and empirical investigation of an integrative conceptualization", *44th European Marketing Academy (EMAC) Conference, Leuven, Belgium* (May).
- O'Loughlin, D., Barbosa, B., Fernandez, E., Karantinou, K., McEachern, M., Szmigin, I. (2014), "A cross-cultural exploration of austerity-based practices around the home", *39th Annual Macromarketing Conference, London, England* (July).
- Sakellariou, E., Karantinou K. & Goffin, K. (2014), "Customer insights: how managers use market research data to generate product ideas", *21st International Product Development Management Conference, Limerick, Ireland* (June).
- Karantinou K., Kaminakis, K. & Gounaris S. (2014), "A multilevel investigation into the impact of servicescapes on the service encounter", *43rd European Marketing Academy (EMAC) Conference, Valencia, Spain* (June).
- Koritos C., Gounaris S. & Karantinou K. (2014), "Perceived Servicescapes: a configural view and implications for behavioral intentions", *43rd European Marketing Academy (EMAC) Conference, Valencia, Spain* (June).
- Papadas, K.K., Avlonitis G. & Karantinou K., (2014), "Green marketing orientation: introducing a new construct", *43rd European Marketing Academy (EMAC) Conference, Valencia, Spain* (June).

- Kaminakis, K., Karantinou K. & Boukis A. (2014), "Social values and bandwagon motivations in the context of luxury consumption", *43rd European Marketing Academy (EMAC) Conference, Valencia, Spain* (June).
- Kaminakis, K., Karantinou K., Gounaris S. & Koritos, C. (2014), "An investigation of the effects of the service environment on employee-customer interactions", *13th International Research Conference in Service Management, La Londe les Maures, France* (June).
- Sakellariou, E & Karantinou K. (2013), "An action research investigation of the global front end", *20th International Product Development Management Conference, Paris, France* (June).
- Kaminakis, K. & Karantinou K. (2013), "The impact of servicescapes on employees and its subsequent effects on customers' perceptions: a multilevel study", *42nd European Marketing Academy (EMAC) Conference, Istanbul, Turkey* (June).
- Sakellariou, E & Karantinou K. (2012), "The success factors in the global front end", *41st European Marketing Academy (EMAC) Conference Lisbon, Portugal* (May).
- Karantinou, K.M. (2011), "An analysis of the positive and negative consequences of relationships in professional services", *3rd Biannual International Conference on Services Marketing, Cesme, Turkey* (September).
- Vonatsos K.N. & Karantinou, K.M. (2011), "Relationships in private banking under the pressures of the financial crisis", *3rd Biannual International Conference on Services Marketing, Cesme, Turkey* (September).
- Karantinou, K.M., Hogg, M.K., Soureli, M., Vonatsos, K.N. (2010), "Sense the difference: Changes in relationship management in the context of the financial crisis", *European Marketing Academy (EMAC) Conference, Copenhagen, Denmark* (June).
- Soureli, M., Karantinou, K.M., Chaniotakis, I., Lymperopoulos, C., (2010), "See them, hear them, trust them: Identifying the factors that affect cross-buying intention in retail banking", *European Marketing Academy (EMAC) Conference, Copenhagen, Denmark* (June).
- Lewis, B.R., Karantinou, K.M. and Soureli, M. (2007), "Factors that affect consumers' cross-buying intention: A model for financial services", *1st Biannual Conference Strategic Developments in Services Marketing, Chios, Greece* (September).
- Karantinou, K.M. and Hogg, M.K. (2007), "Unpredictable disadvantages of relationship development", *European Marketing Academy (EMAC) Conference, Reykjavik, Iceland* (May).
- Karantinou, K.M. and Hogg, M.K. (2007), "What is the real value of relationships? Assessing the benefits and costs of relationships in consultancy", *Annual UK Academy of Marketing (AM) Conference, London, England* (July)
- Karantinou, K.M. and Hogg, M.K. (2006), "Relationships in consultancy: Developing a sustainable competitive advantage", *European Marketing Academy (EMAC) Conference, Athens, Greece* (May).

- Karantinou, K.M. and Gong, Y. (2003), “A multilevel perspective on relationships and relationship marketing in the life insurance industry in China”, *Annual UK Academy of Marketing (AM) Conference, Birmingham, England* (July).
- Karantinou, K.M. (2003), “Relationships in professional services: an investigation into management consultancy”, *American Marketing Association, SERVSIG Services Research Conference, Reims, France* (June).
- Karantinou, K.M. and Hogg, M.K. (2002), “Insights into the marketing and management practices of management consultants”, *British Academy of Management (BAM) Conference, London, England* (September).
- Karantinou, K.M. and Hogg, M.K. (2002), “Understanding interactions in professional services: an insight into confidential meetings between clients and consultants”, *Annual UK Academy of Marketing (AM) Conference, Nottingham, England* (July).
- Karantinou, K.M. and Hogg, M.K. (2000), “Examining relationships in professional services: a cross-cultural comparison” *European Marketing Academy (EMAC) Conference, Rotterdam, Netherlands* (May).

COMPETITIVE CONFERENCE PRESENTATIONS OF WORKING PAPERS

- Karantinou, K., Kaminakis, K. & Koritos, C. (2014), “Servicescape effects on both customers and employees”, *American Marketing Association SERVSIG Conference, Thessaloniki, Greece* (June).
- Palaiologos, A., Patera, P. & Karantinou, K. (2014), “Facebook influence on consumers’ buying intentions in services”, *American Marketing Association SERVSIG Conference, Thessaloniki, Greece* (June).
- Gounaris, S., Koritos, C. & Karantinou, K. (2014), “Servicescapes revisited: identifying the sources of conflict in servicescapes research”, *American Marketing Association SERVSIG Conference, Thessaloniki, Greece* (June).
- Karantinou K., Sakellariou, E. & Poulis K. (2013), “A guiding framework for the management of the global front end”, *42nd European Marketing Academy (EMAC) Conference (poster session), Istanbul, Turkey* (June).
- Sakellariou, E., Poulis, K. & Karantinou K. (2013), “The global front end of the new product development process: managerial insights through action research”, *42nd European Marketing Academy (EMAC) Conference (poster session), Istanbul, Turkey* (June).
- Karantinou, K.M. and Gong, Y. (2006), “Relationship dynamics in the life-insurance industry in China” *Customer Research Academy Workshop 5 (CRAWS5), Manchester, England* (April).

- Karantinou, K.M. and Hogg, M.K. (2004), "Relationship management in the knowledge economy: a case study of management consultancy" *Customer Research Academy Workshop 4 (CRAWS4)*, Manchester, England (March).
- Karantinou, K.M. and Hogg, M.K. (2002), "Understanding the interactions that take place behind closed doors: an insight into the confidential meetings between clients and consultants" *Customer Research Academy Workshop 3 (CRAWS3)*, Manchester, England (April).
- Karantinou, K.M. (2000), "Relationships in management consultancy: a cross-cultural comparison study" *British Academy of Management (BAM) Conference (working paper)*, Edinburgh, England (September).
- Karantinou, K.M. and Hogg, M.K. (2000), "Investigating the strategic importance of relationships in professional services: a cross-cultural comparison between England and Greece", *Customer Research Academy Workshop 2 (CRAWS2)*, Manchester, England (April).
- Karantinou, K.M. (2000) "Understanding relationships in professional services: a comparative study of two European markets", *European Marketing Academy (EMAC) Doctoral Colloquium*, Rotterdam, Netherlands (May).

TEACHING

Postgraduate Teaching

- Research Methodology (Ph.D. and Masters levels)
- Marketing of Services (Executive MBA and Masters)
- International Services Marketing (Masters)
- Consumer Behavior (Masters)
- Consumer Behavior across Cultures (Masters)
- Customer Relationship Management (MBA)
- Global Marketing Environment (MBA)
- Marketing Management (EngD, Masters and MBA)
- Marketing Analysis and Strategic Marketing Management (Masters)

Undergraduate Teaching

- Marketing of Services
- Tourism Marketing
- Marketing Research
- Product Policy
- Marketing Management

Consumer Behavior

Marketing Principles

Marketing: Foundations and Applications

ADMINISTRATIVE RESPONSIBILITIES

Elected Representative of Greece to the European Marketing Academy Executive Committee (EMAC) 2013-2019.

Member of the PR Committee of the Department of Marketing and Communication, AUEB (*responsible for the decisions and the execution of the promotional efforts of the department; representing also the department at Open Days and giving presentations to prospective applicants*), 2014-2016 and 2018-Present

Member of the Managing Committee of the Marketing and Communication Masters Programs 2018-Present

Member of the Managing Committee of the Executive MBA program, AUEB 2016-Present

Member of the Managing Committee of the MBA program, AUEB, 2012-2018

Member of the team responsible for the development of a new structure for vocational education for AUEB, 2016

Responsible for the preparation of the entry of AUEB to the Cambridge Strategies Catalogue 2016

Member of the Alumni Committee of the School of Business, AUEB, since 2014

Responsible for the course syllabus of the Department of Marketing and Communication, AUEB, since 2015

Academic Coordinator of the Erasmus Program for the Department of Marketing and Communication, 2016-2018

Member of the interviewing committee for the selection of students for the Masters in Marketing programs (full-time, part-time and international Marketing), AUEB, 2011-Present

Contribution to the preparation of the 20 years anniversary website for the Marketing and Communication Department, AUEB, 2012.

Responsible for the preparation of the Research Excellence Report for the Marketing and Communication Department submitted to the Ministry of Education, 2011.

Contribution to the preparation of the Research Quality Report for the Department of Marketing and Communication submitted to the National Quality Assurance Committee, 2009.

MBA Director of Academic Advising, Graduate School, American College of Greece, 2006-2008.

Member of the Graduate Studies Committee, School of Business Administration, American College of Greece, 2005-2008.

Faculty coordinator for the participation in business plan, business simulation and business case competitions (*responsible for coordinating and organizing the participation of teams of students, overseeing the teams' preparation activities and mentoring the teams*), School of Business Administration, American College of Greece, 2005-2008.

Undergraduate Admissions Tutor (*responsible for the assessment of applications and student selection for all B.Sc. Management courses; representing also the School at Open Days and giving presentations to prospective applicants and their parents*) Manchester School of Management, UMIST, 2002-2004.

Organizer and Chair of the Customer Research Academy Seminar Series (*responsible for the selection of topics, identification of appropriate presenters and chairing of meetings, around eight per year*), Manchester School of Management, UMIST (University of Manchester), 2000-2004.

Personal Tutor to undergraduate and postgraduate students (*responsible for their academic and personal welfare*), UMIST (University of Manchester), since 2000.

Member of the Manchester School of Management B.Sc. Exam Paper Quality Assurance Panel (*checking all B.Sc. Management exam papers, ensuring they meet the quality standards and they are appropriate for the level for which they were intended*), UMIST (University of Manchester), 2000-2004.

Member of the CAMaR (Center for Applied Management Research) Management Group, University of Manchester, 2001-2004.