

## Curriculum Vitae

### **VLASIS STATHAKOPOULOS**

#### **Office Address:**

Department of Marketing and Communication  
Athens University of Economics and Business (AUEB)  
76 Patission Str.  
Athens, 10434  
Greece  
e-mail: stathako@aueb.gr  
TEL: +30-210-8203433

#### **EDUCATION**

- Ph.D. University of Arizona  
Dates: Fall 1987 - December 1991  
Major: Marketing  
Minor: Organization and Group Theory
- M.B.A. Arizona State University  
Dates: Fall 1985 - Spring 1987  
Marketing
- B.S. Athens Graduate School of Economics and Business Science, Greece  
Dates: Fall 1980 - Fall 1984  
Business Administration (Accounting)

#### **ACADEMIC APPOINTMENTS**

- 2003- present Professor of Marketing, Athens University of Economics and Business, Athens, Greece.
- 1995- 2003 Assistant Professor of Marketing, Athens University of Economics and Business, Athens, Greece.
- 1991- 1994 Assistant Professor of Marketing, University of Hartford, West Hartford, Connecticut, USA.

1987- Research Assistant, University of Arizona, Tucson, Arizona, USA.  
1991 Assistant for Professor B. Jaworski.

### **EXECUTIVE TRAINING/CONSULTING EXPERIENCE: TOPICS**

Strategic Marketing  
Customer Service and Satisfaction  
Sales Techniques  
Sales Management  
Negotiations  
Communication

### **ACADEMIC HONORS AND AWARDS**

Best Teaching Award, Executive MBA, 2018-2019

Best Teaching Award, Department of Marketing and Communication, 2005, 2006

Best Teaching Award, International MBA, 2005-2006, 2006-2007, 2012-2013

AMA Doctoral Consortium Fellow, University of Arizona, 1990

Academic Scholarship, University of Arizona, Arizona, 1987-1988, 1988-1989

### **INTRAMURAL SERVICE**

CEO, AUEB Property Management and Development S.A., 2018-present

Department Head, 2016-2020

Director, Internship Program, AUEB, 2012-2020

Director, Business Communication Laboratory, AUEB, 2102-present

Scientific Coordinator, MSc Marketing & Communication, AUEB, 2012-2017

## EXTRAMURAL SERVICE

Reviewer, Journal of Business Research

Reviewer, International Journal of Bank Marketing

Reviewer, Industrial Marketing Management

Reviewer, European Journal of Marketing

Reviewer, British Journal of Management

## REFEREED JOURNAL ARTICLES

Sthakopoulos, Vlas, Konstantinos Kottikas, Grigorios Painesis, Ioannis Theodorakis, and Efthymia Kottika (2022), "Why Shape a Market? Empirical Evidence on the Prominent Firm-Level and Market-Level Outcomes of Market-Driving Strategy," Journal of Business Research, 139 (February), 1240-1254.

Sthakopoulos, Vlas et al. (2020), "We Survived This! What Managers Could Learn from SMEs who Successfully Navigated the Greek Economic Crisis," Industrial Marketing Management, 88 (July), 352-365.

Sthakopoulos, Vlas, Konstantinos Kottikas, Ioannis Theodorakis, and Efthymia Kottika (2019), "Market-Driving Strategy and Personnel Attributes: Top Management versus Middle Management," Journal of Business Research, 104 (November), 529-540.

\* **(Lead article)**

Theodorakis, Ioannis, Christos Koritos, and Vlas Sthakopoulos (2015), "Rhetorical Maneuvers In a Controversial Tide: Assessing the Boundaries of Advertising Rhetoric's Effectiveness," Journal of Advertising, 44 (1), 14-24.

Koritos, Christos, Konstantinos Koronios, and Vlas Sthakopoulos (2014), "Functional vs. Relational Benefits: What Matters Most in Affinity Marketing," Journal of Services Marketing, 28 (4), 265-275.

Sthakopoulos, Vlasis, et al. (2011), "A Critical View of the General Public's Awareness and Physicians' Opinion of the Trends and Potential Pitfalls of Genetic Testing in Greece," Personalized Medicine, 8 (5), 551-561.

Sthakopoulos, Vlasis et al. (2011), "Critical Appraisal of the Private Genetic and Pharmacogenomic Testing Environment in Greece," Personalized Medicine, 8 (4), 413-420.

Gounaris, Spiros, Sergios Dimitriadis, and Vlasis Sthakopoulos (2010), "An Examination of the Effects of Service Quality and Satisfaction On Customers' Behavioral Intentions in e-shopping," Journal of Services Marketing, 24(2), 142-156.

Sthakopoulos, Vlasis, Ioannis Theodorakis, and Eleni Mastoridou (2008), "Visual and Verbal Rhetoric in Advertising: The Case of 'Resonance'," International Journal of Advertising, 4(27), 629-657.

Gounaris, Spiros, Sergios Dimitriadis, and Vlasis Sthathakopoulos (2005), "Antecedents of Perceived Quality in the Context of Internet Retail Stores," Journal of Marketing Management, 21(7-8), 669-700.

\* **(Lead article)**

Gounaris, Spiros and Vlasis Sthathakopoulos (2004), "Antecedents and Consequences of Brand Loyalty: An Empirical Study," Journal of Brand Management, 11(4), 283-306.

\* **(Lead article)**

Gounaris, Spiros, Vlasis Sthakopoulos, and Antreas Athanasopoulos (2003), "Antecedents to Perceived Service Quality: An Exploratory Study in the Banking Industry," International Journal of Bank Marketing 21(4), 168-190.

Athanassopoulos, Antreas, Spyros Gounaris, and Vlasis Sthakopoulos (2001), "Behavioural Responses to Customer Satisfaction: An Empirical Study," European Journal of Marketing, 35 (5/6), 687- 707.

Tucker, Lewis R., Vlasis Sthakopoulos, and Charles H. Patti (1999), "Ethical Codes of Conduct: An Empirical Assessment From the Professional Business Association Perspective," Journal of Business Ethics, 19 (3), 287-300.

Sthakopoulos, Vlasis (1998), "Enhancing the Performance of Marketing Managers: Aligning Strategy, Structure, and Evaluation Systems," European Journal of Marketing, 32 (5), 536-558.

Sthakopoulos, Vlasis (1997), "Effects of Performance Appraisal Systems on Marketing Managers," Journal of Marketing Management, 13 (November), 835-852.

Papavasiliou, Nikolaos and Vlasis Sthakopoulos (1997), "Standardization Versus Adaptation of International Advertising Strategies: Towards A Framework," European Journal of Marketing, 31 (7), 504-527.

Sthakopoulos, Vlasis (1996), "Sales Force Control: A Synthesis of Three Theories," Journal of Personal Selling and Sales Management, 16 (Spring), 1-12.

**\* (Lead Article)**

Jaworski, Bernard J, Vlasis Sthakopoulos, and Shanker Krishnan (1993), "Control Mixes in Marketing: Conceptual Framework and Empirical Evidence," Journal of Marketing, 57 (January), 57-69.

## **REFEREED PROCEEDINGS**

Sthakopoulos, Vlasis et al. (2020), "Reacting to market conditions, or shaping them instead? Analyzing the fundamental outcomes of market-driving strategy," Proceedings of the 10<sup>th</sup> EMAC Regional Conference, Zagreb, Croatia, September 16-19.

Sthakopoulos, Vlasis et al. (2018), "Building Market-Driving Strategy through Organizational Structure," Proceedings of the 9<sup>th</sup> EMAC Regional Conference, Prague, Czech Republic, September 12-14.

Sthakopoulos, Vlasis et al. (2018), "Traits and Skills of Small Entrepreneurs and their Impact on Market Orientation," Proceedings of the 9<sup>th</sup> EMAC Regional Conference, Prague, Czech Republic, September 12-14.

Sthakopoulos, Vlasis et al. (2015), "Delving into Market Driving Behavior: A Conceptual Roadmap to Delineating its Key Antecedents and Outcomes," Proceedings of the ICMMS International Conference on Marketing and Management Sciences, Istanbul, Turkey, July 29-30.

Sthakopoulos, Vlasis et al. (2015), "Let us just work and look up to the future: A Study on the Impact of Entrepreneurs' Personality Traits on SMEs' Innovativeness in Times of Economic Turbulence," Proceedings of 22nd Innovation & Product Development Management Conference (IPDMC), EIASM, Copenhagen Business School, Copenhagen, Denmark, June 14-16.

Sthakopoulos, Vlasis et al. (2014), "Small Entrepreneur's Personality Traits, Market Orientation and Economic Turbulence: An Intriguing Story Unveiled," Proceedings of GSOM Emerging Markets Conference Business and Government Perspectives, St. Petersburg, Russia, October 16-17.

Sthakopoulos, Vlasis et al. (2014), "The Morality of Metaphorically Wrapped Erotic Ad Packages: Scuba Diving into Consumers' Cognitive and Ethical Considerations Dependent Upon their Need to Simplify," Proceedings of the 43<sup>th</sup> European Marketing Association Conference, Valencia, Spain, June 3-6.

Sthakopoulos, Vlasis et al. (2014), "Metaphor Meeting Sex Meeting Guilt: Instances of Metaphor in Sex Appeal Ads and their Impact on High and Low Sex Guilt Consumers' Reactions," Proceedings of the 43<sup>th</sup> European Marketing Association Conference, Valencia, Spain, June 3-6.

Sthakopoulos, Vlasis et al. (2014), "Exploring the Impact of Entrepreneur's Personality Characteristics on Market Orientation's Components in SMEs," Proceedings of the 43<sup>th</sup> European Marketing Association Conference, Valencia, Spain, June 3-6.

Theodorakis, Ioannis, Vlasis Sthakopoulos, and Androniki Katarachia (2014), "Structuring in the Metaphorical Erotic Ad Arena: Investigating Responses to Metaphorical Erotic Ads Dependent Upon Consumers' Personal Need for Structure," Proceedings of the American Academy of Advertising, Atlanta, Georgia, USA, March 27-30.

Kottika, Efthymia and Vlasis Sthakopoulos (2013), "Do Entrepreneur's Personality Traits Affect Market Orientation and Marketing Planning in Small Firms?" Proceedings of the 42<sup>th</sup> European Marketing Association Conference, Istanbul, Turkey, June 4-6.

Kottika, Efthymia and Vlasia Stathakopoulos (2012), "Exploring the Relationship Between Entrepreneurial Orientation's Elements and the Attitudes and Behaviour Towards Marketing Within SMEs' Environment," Proceedings of the International Conference on Business and Economics, Istanbul, Turkey, August 3-5.

Stathakopoulos, Vlasia Konstantinos Koronios, and Christos Koritos (2011), "Functional vs. Social Benefits : What Matters Most in Affinity Marketing," Proceedings of the Third Biennial International Conference on Services Marketing, Izmir, Turkey, September 7-9.

Theodorakis, Yannis and Vlasia Stathakopoulos (2010), "As the Ad Marches Bleeding Rhetoric Retreats: Consumers' Emotions and Attitudes Towards Simple and Rhetorically Constructed Violent Ads," Proceedings of the 9<sup>th</sup> International Conference on Research in Advertising, Madrid, Spain, May 25-26.

Theodorakis, Yannis and Vlasia Stathakopoulos (2008), "Resonance in Advertising: Assessing its Effectiveness and Exploring its Limits," Proceedings of the 37<sup>th</sup> European Marketing Association Conference, Brighton, England, May 27-30.

Theodorakis, Yannis and Vlasia Stathakopoulos (2007), "Provocation Appeal Advertisements and Consumers' Personal Values: Visitation to a Still, "Terra Incognita" and Some Interesting Findings," Proceedings of the 36<sup>th</sup> European Marketing Association Conference, Reykjavik, Iceland, May 22-25.

Theodorakis, Yannis and Vlasia Stathakopoulos (2006), "A Case for Advertising Ethics: Subliminal Sexual Embeds and Their Effects on Young Viewers' Ethical Judgments and Attitudes Towards Various Ad Effectiveness Measures," Proceedings of the 35<sup>th</sup> European Marketing Association Conference, Athens, Greece, May 23-26.

Papadopoulos, Nikolas, George Avlonitis, and Vlasia Stathakopoulos (2005), "Greece and the World: A Bi-directional Comparison of Consumer Views of Countries and Their Products," Proceedings of the 3<sup>rd</sup> International Conference on Business, Economics, and Marketing, Athens, Greece, June 16-18.

Katsouris, George and Vlasia Stathakopoulos (2000), "Hotels and Internet in Greece," Proceedings of the International Conference on Tourism, Recreation and Leisure, Athens, Greece, August 24-26.

Avlonitis, George, Vlas Stathakopoulos, and Members of the IKON Research Group (2000), "Made in Canada, Eh? A Cross-National and Longitudinal Study of Consumer Views on the Competitiveness of Canadian Products," Proceedings of the Administrative Sciences Association of Canada, Montreal, Canada, July 8-11.

Avlonitis, George, Vlas Stathakopoulos, and Members of the IKON Research Group (2000), "Evidence of Home Country Bias in Evaluations of Products: A 15-Country Study," European Marketing Association Proceedings, Netherlands.

Tucker, Lewis, R., Jerome M. Katritsis, and Vlas Stathakopoulos (1996), "A Cross-Cultural Model for the Assessment of Differences in Salesforce Management," International Management Development Association Proceedings, 131-139.

## **MARKETING SCIENCE INSTITUTE PAPER SERIES**

Avlonitis, George, Vlas Stathakopoulos, and Members of the IKON Research Group (2000), "A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan."

## **BOOKS**

Gounaris, Spyros and Vlas Stathakopoulos (2006), Key Account Management, Athens: Stamoulis.

Stathakopoulos, Vlas (2005), Marketing Research Methods, Athens: Stamoulis.

Avlonitis, George and Vlas Stathakopoulos (2008), Sales Management, 2<sup>nd</sup> ed., Athens: Stamoulis.