

## ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ

**Βλάσης Σταθακόπουλος**

### ΣΠΟΥΔΕΣ

Ph.D. University of Arizona, USA

1987 - 1991

Κύρια Ειδίκευση: Μάρκετινγκ

Δευτερεύουσα Ειδίκευση: Διοικητική Οργάνωση

Τίτλος Διατριβής: Performance Appraisal Systems for Marketing Managers: A Conceptual Framework and Empirical Evidence

M.B.A. Arizona State University, USA

1985 - 1987

B.S. Ανωτάτη Σχολή Οικονομικών και Εμπορικών Επιστημών (ΑΣΟΕΕ)

1980 - 1984

### ΑΚΑΔΗΜΑΪΚΗ ΣΤΑΔΙΟΔΡΟΜΙΑ

2003-παρόν Αναπληρωτής Καθηγητής, Οικονομικό Πανεπιστήμιο Αθηνών.

1995-2003 Επίκουρος Καθηγητής, Οικονομικό Πανεπιστήμιο Αθηνών.

1991-1994 Assistant Professor of Marketing, University of Hartford, West Hartford, Connecticut, USA.

1987-1991 Research Assistant, University of Arizona, Tucson, Arizona, USA.

### ΕΚΠΑΙΔΕΥΤΙΚΗ & ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

Ενδεικτικά συνεργασία με τις εταιρείες: L'oreal, Μελισσοκομική Αττική, Εθνική Ασφαλιστική, Schneider Electric, Monsanto, S & B Βιομηχανία Ορυκτών, AB Βασιλόπουλος, SATO, DELL, HP, OTEnet, ΔΕΗ, Eurobank, Emporiki Bank, Αγροτική Τράπεζα, Citibank, Shell, GSK, Genesis Pharma, Serono, Wyeth, Janssen Cilag, Alcon, Novartis, Vamvas Medical, Energizer, Ericsson, Apivita, VODAFONE, EETT.

## **ΑΚΑΔΗΜΑΪΚΕΣ ΔΙΑΚΡΙΣΕΙΣ ΚΑΙ ΒΡΑΒΕΙΑ**

Το άρθρο A14 συμπεριλήφθηκε στη λίστα των 50 άρθρων της Emerald reading ListAssist

Το άρθρο A8 συμπεριλήφθηκε στο Brand Management Collection 3 του Journal of Brand Management

Βραβείο Διδακτικής Αριστείας, Τμήμα Μάρκετινγκ & Επικοινωνίας, 2006, 2008

Βραβείο Διδακτικής Αριστείας, MBA International, 2006, 2007, 2013

Βραβείο για το άρθρο A14, που αναδείχθηκε στο «Top 200 των Most Downloaded» του οίκου Emerald

AMA Doctoral Consortium Fellow, University of Arizona, USA, 1990

Southwestern Doctoral Symposium Presenter, USA, 1989

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

Dean's list, Arizona State University, Arizona, USA, 1987

Graduate Scholarship, Arizona State University, Arizona, USA, 1986-1987

Πρώτο Βραβείο σε προκηρυγμένο Διαγωνισμό του EOMMEX για συγγραφή Επιχειρησιακού Σχεδίου για MME, 1984

## **ΕΝΤΟΣ ΤΟΥ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΥΠΗΡΕΣΙΕΣ**

Μέλος της Επιτροπής Δημιουργίας Ιστοσελίδας ΣΔΕ, 2015

Μέλος της Επιτροπής Global Networking Committee ΣΔΕ, 2015

Αναπληρωματικό Μέλος της ΣΔΕ στην Επιτροπή Ερευνών ΕΛΚΕ, 2015

Διευθυντής Σύνταξης Μηνιαίας Εφημερίδας ΟΠΑNEWS, 2015

Μέλος Δ.Σ. Εταιρείας Αξιοποίησης & Διαχείρισης της Περιουσίας ΟΠΑ, 2014-παρόν

Υπεύθυνος της Ομάδας για την Στρατηγική Ανάπτυξης Νέας Οπτικής Ταυτότητας του ΟΠΑ, 2013-2014

Συν-υπεύθυνος για το έργο e-learning του ΟΠΑ, 2013-παρόν

Ιδρυματικός Υπεύθυνος της Πρακτικής Άσκησης, 2012 – παρόν

Επιστημονικός Υπεύθυνος Μεταπτυχιακού Προγράμματος Μάρκετινγκ και Επικοινωνία (Πλήρους Φοίτησης), 2011 – παρόν

Διευθυντής Εργαστηρίου Επιχειρησιακής Επικοινωνίας, 2010 - παρόν

Υπεύθυνος Πρακτικής Άσκησης του Τμήματος Μάρκετινγκ και Επικοινωνίας, 2011–2012

Μέλος της Επιτροπής ΟΜΕΑ του Τμήματος Μάρκετινγκ και Επικοινωνίας, 2010 παρόν

Μέλος της Επιτροπής Προβολής του Τμήματος Μάρκετινγκ και Επικοινωνίας

Αναπληρωτής Μέλος της Επιτροπής ΠΕΒΕ, ΟΠΑ

Μέλος της Επιτροπής Αξιολόγησης του Τμήματος Μάρκετινγκ και Επικοινωνίας, 2007-2008

Αναπληρωτής Πρόεδρος του Τμήματος Μάρκετινγκ και Επικοινωνίας, 2004-2006

Μέλος Δ.Σ. Φοιτητικής Λέσχης, ΟΠΑ, 2004-2006

Μέλος της τριμελούς επιτροπής του Γραφείου Διαμεσολάβησης του ΚΟΕ, 1996-1998

Μέλος της επιτροπής των Μεταπτυχιακών Σπουδών του τμήματος ΕΕΜ, 1998

Μέλος της Συγκλήτου, ΟΠΑ, 1996-1997, 2007-2008

American Marketing Association Chapter, Advisor, University of Hartford, USA  
1991 - 1994

Academic Standards Committee , University of Hartford, USA, 1992 - 1994

MBA Student Advisor, University of Hartford, USA, 1992 – 1994

## ΕΚΤΟΣ ΤΟΥ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΥΠΗΡΕΣΙΕΣ

Reviewer, Industrial Marketing Management

Reviewer European Journal of Marketing

Reviewer, British Journal of Management

Reviewer, International Marketing Review

Reviewer, International Journal of Bank Marketing

Reviewer, Managing Service Quality Journal

Μέλος Δ.Σ. Ινστιτούτο Επικοινωνίας, 2012 - παρόν

Κριτής Θεσμός "Effie Hellas" 2014

Κριτής Θεσμός "Sales Excellence Awards" 2014, 2015

Κριτής Θεσμός "BRAVO" 2011

Reviewer, European Marketing Association Conference, 2006, 2013, 2014

Reviewer, Academy of Marketing Science Conference, 2004

Σχολιαστής, Συνέδριο ΟΠΑ 1997

Reviewer, Atlantic Marketing Conference 1994

Reviewer, Academy of Marketing Science Conference 1994

Reviewer, AMA Educator's Conference Summer 1992

Session Chair and Session Discussant, AMA Educator's Conference  
Summer 1992

## ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΠΕΡΙΟΔΙΚΑ ΜΕ ΣΥΣΤΗΜΑ ΚΡΙΤΩΝ

- A1) Theodorakis, Ioannis, Christos Koritos, and Vlasis Stathakopoulos (2015), "Rhetorical Maneuvers In a Controversial Tide: Assessing the Boundaries of Advertising Rhetoric's Effectiveness," Journal of Advertising, 44 (1)14-24.
- A2) Koritos, Christos, Konstantinos Koronios, and Vlasis Stathakopoulos (2014), "Functional vs. Relational Benefits: What Matters Most in Affinity Marketing," Journal of Services Marketing, 28 (4), 265-275.  
**(Lead article)**
- A3) Stathakopoulos, 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.
- A4) Stathakopoulos, Vlasis et al. (2011), "Critical Appraisal of the Private Genetic and Pharmacogenomic Testing Environment in Greece," Personalized Medicine, 8 (4), 413-420.
- A5) Gounaris, Spiros, Sergios Dimitriadis, and Vlasis Stathakopoulos (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.
- A6) Stathakopoulos, 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.
- A7) Gounaris, Spiros, Sergios Dimitriadis, and Vlasis Stathakopoulos (2005), "Antecedents of Perceived Quality in the Context of Internet Retail Stores," Journal of Marketing Management, 21(7-8), 669-700.  
**(Lead article)**
- A8) Gounaris, Spiros and Vlasis Stathakopoulos (2004), "Antecedents and Consequences of Brand Loyalty: An Empirical Study," Journal of Brand Management, 11(4), 283-306.  
**(Lead article)**
- A9) Gounaris, Spiros, Vlasis Stathakopoulos, 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.  
**(Lead article)**

- A10) Athanassopoulos, Antreas, Spyros Gounaris, and Vlasis Stathakopoulos (2001), "Behavioural Responses to Customer Satisfaction: An Empirical Study," European Journal of Marketing, 35 (5/6), 687-707.
- A11) Tucker, Lewis R., Vlasis Stathakopoulos, and Charles H. Patti (1999), "A Multidimensional Assessment of Ethical Codes: The Professional Business Association Perspective," Journal of Business Ethics, 19 (3), 287-300.
- A12) Stathakopoulos, Vlasis (1998), "Enhancing the Performance of Marketing Managers: Aligning Strategy, Structure, and Evaluation Systems," European Journal of Marketing, 32 (5), 536-558.
- A13) Stathakopoulos, Vlasis (1997), "Effects of Performance Appraisal Systems on Marketing Managers," Journal of Marketing Management, 13 (November), 835-852.
- A14) Papavassiliou, Nikolaos, and Vlasis Stathakopoulos (1997), "Standardization Versus Adaptation of International Advertising: Toward A Framework," European Journal of Marketing, 31 (7/8), 504-527.
- A15) Stathakopoulos, Vlasis (1996), "Sales Force Control: A Synthesis of Three Theories," Journal of Personal Selling and Sales Management, 16 (Spring), 1-12.  
**(Lead article).**
- A16) Jaworski, Bernard J, Vlasis Stathakopoulos, and Shanker Krishnan (1993), "Control Mixes in Marketing: Conceptual Framework and Empirical Evidence," Journal of Marketing, 57 (January), 57-69.

#### **ΔΗΜΟΣΙΕΥΣΕΙΣ ΣΕ ΠΡΑΚΤΙΚΑ ΣΥΝΕΔΡΙΩΝ ΜΕ ΣΥΣΤΗΜΑ ΚΡΙΤΩΝ**

- B1) Stathakopoulos, 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.
- B2) Stathakopoulos, 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.

- B3) Stathakopoulos, 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.
- B4) Stathakopoulos, 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.
- B5) Stathakopoulos, 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.
- B6) Stathakopoulos, 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.
- B7) Theodorakis, Ioannis, Vlasis Stathakopoulos, 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.
- B8) Kottika, Efthymia and Vlasis Stathakopoulos (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.
- B9) Kottika, Efthymia and Vlasis 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.
- B10) Stathakopoulos, Vlasis 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.

- B11) Theodorakis, Yannis and Vlasis 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.
- B12) Theodorakis, Yannis and Vlasis 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.
- B13) Theodorakis, Yannis and Vlasis 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, Reykjavík, Iceland, May 22-25.
- B14) Theodorakis, Yannis and Vlasis 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.
- B15) Papadopoulos, Nikolas, George Avlonitis, and Vlasis 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.
- B16) Katsouris, George and Vlasis Stathakopoulos (2000), "Hotels and Internet in Greece," Proceedings of the International Conference on Tourism, Recreation and Leisure, Athens, Greece, August 24-26.
- B17) Papadopoulos, Nicolas, Louise A. Heslop, George Avlonitis, Vlasis 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.
- B18) Papadopoulos, Nicolas, Louise A. Heslop, George Avlonitis, Vlasis Stathakopoulos, and Members of the IKON Research Group (2000), "Evidence of Home Country Bias in Evaluations of Products: A 15-Country Study," Proceedings of the European Marketing Association, May 9-12, Netherlands.



- B19) Tucker, Lewis R., Jerome M. Katritsis, and Vlasis Stathakopoulos (1996), "A Cross-Cultural Model for the Assessment of Differences in Salesforce Management," Proceedings of the International Management Development Association, Erdener Kaynak, Dana-Nicoleta Lascu, and Kip Becker eds., Bermuda: July 17-21.

## ΜΟΝΟΓΡΑΦΙΕΣ ΜΕ ΣΥΣΤΗΜΑ ΚΡΙΤΩΝ

- Γ1) Papadopoulos, Nicolas, Louise A. Heslop, George Avlonitis, Vlasis 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," Marketing Science Institute, Cambridge, Massachusetts, USA.

## ΔΙΕΘΝΕΙΣ ΑΝΑΦΟΡΕΣ

Περισσότερες από 1000 ετεροαναφορές (citations) με βάση το "Harzing's Publish or Perish." Επιλεγμένα περιοδικά με ετεροαναφορές;

- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Management
- Management Science
- European Journal of Marketing
- Journal of Product Innovation Management
- Journal of International Business Studies
- Journal of Personal Selling and Sales Management
- Industrial Marketing Management
- Human Resource Development Quarterly
- Decision Sciences

## ΦΟΙΤΗΤΙΚΑ ΣΥΓΓΡΑΜΜΑΤΑ

Γούναρης, Σπύρος και Βλάσης Σταθακόπουλος (2006), Διοίκηση Στρατηγικών Σχέσεων: Μάρκετινγκ και Πωλήσεις για Πελάτες Στρατηγικής Σημασίας (Key Account Management), Αθήνα: Σταμούλης.

Σταθακόπουλος, Βλάσης (2005), Μέθοδοι Έρευνας Αγοράς, Β΄ Έκδοση, Αθήνα: Σταμούλης.

Αυλωνίτης, Γιώργος και Βλάσης Σταθακόπουλος (2008), Αποτελεσματική Οργάνωση και Διοίκηση Πωλήσεων (Sales Management), Β' Έκδοση, Αθήνα: Σταμούλης.

## **ΕΠΙΒΛΕΨΗ ΔΙΔΑΚΤΟΡΙΚΩΝ ΔΙΑΤΡΙΒΩΝ**

Καραγιάννη, Δέσποινα (2000), «An Integrated Model of Communication Strategies for Business Network Alliances,» Οικονομικό Πανεπιστήμιο Αθηνών.

Θεοδωράκης, Ιωάννης (2011), «Ρητορική και Πρόκληση: Τα Συναισθήματα, οι Αξίες και οι Στάσεις των Καταναλωτών Έναντι Ρητορικών Προκλητικών Διαφημίσεων,» Οικονομικό Πανεπιστήμιο Αθηνών.

## **ΕΠΙΒΛΕΨΗ ΔΙΔΑΚΤΟΡΙΚΩΝ ΔΙΑΤΡΙΒΩΝ ΣΕ ΕΞΕΛΙΞΗ**

Κοττίκα Εφη, «Market Orientation and Entrepreneurial Orientation in SMEs: A Conceptual Model and Empirical Evidence,» Οικονομικό Πανεπιστήμιο Αθηνών.

Κοττίκας Κωνσταντίνος, «Probing Market Driving Strategy: An Integrated Framework Encompassing Antecedents, Key Constructs and Outcomes,» Οικονομικό Πανεπιστήμιο Αθηνών.

## **ΕΠΙΒΛΕΨΗ ΜΕΤΑΔΙΔΑΚΤΟΡΙΚΩΝ ΕΡΕΥΝΗΤΩΝ**

Θεοδωράκης, Ιωάννης (2012), «A Study on the Effects of Metaphorical Erotic Advertisements for Consumer Products and Social Services.» Οικονομικό Πανεπιστήμιο Αθηνών.

## **ΣΥΜΜΕΤΟΧΗ ΣΕ ΕΡΕΥΝΗΤΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ**

“A Study on the Effects of Metaphorical Erotic Advertisements for Consumer Products and Social Services” (2012), Πρόγραμμα Ενίσχυσης Μεταδιδακτορικών Ερευνητών, χρηματοδότηση ΟΠΑ.

“Μοντέλο Ανάπτυξης Σχέσεων Μεταξύ Λιανεμπόρων και Καταναλωτών” (2000), χρηματοδότηση ΚΟΕ, ΟΠΑ.

“Product-Country Image” (1997), συνεργασία 15 χωρών, χρηματοδότηση Carleton University, Καναδάς.

‘ΕΠΕΤ II - Ανταγωνιστικότητα και Στρατηγική των Ελληνικών Επιχειρήσεων” (1997), συνεργασία Οικονομικού Πανεπιστημίου Αθηνών, Εθνικού Μετσόβιου Πολυτεχνείου, Research International και Planet A.E., χρηματοδότηση ΓΓΕΤ.

“Aerospace Capability Enhancement Survey” (1993), χρηματοδότηση Connecticut Space Grant College Consortium και NASA.

"A Comparative Analysis of Professional Business Association Codes of Ethics" (1993), χρηματοδότηση University of Hartford, ΗΠΑ.

## **ΕΠΙΣΤΗΜΟΝΙΚΑ ΑΡΘΡΑ ΣΕ ΕΞΕΛΙΞΗ/ΚΡΙΣΗ**

Theodorakis, Ioannis G., Christos Koritos, and Vlasia Stathakopoulos, “Consumers’ Responses to Controversial Ads Employing Rhetorical Figures.”

Theodorakis, Ioannis G., Vlasia Stathakopoulos, and Androniki Katarachia, “Metaphor, this is Eroticism; Eroticism, this is Metaphor: Checking Metaphorical Erotic Ad Instances Through a ‘Personal Need for Structure’ Lens.”

Theodorakis, Ioannis G., Christos Koritos, and Vlasia Stathakopoulos, “Violent Themes and Rhetorical Means: Capturing Consumers’ Reactions toward Plain and Rhetorically Delivered Violent Themes in Advertising.”

Özsomer, Ayşegül, Efthymia Kottika, and Vlasia Stathakopoulos, “SMEs’ Entrepreneurial and Market Orientation in Times of Recession: The Surprising Role of Entrepreneurs’ Personality Traits.”

Korneliussen, Tor, Nils Magne Larsen, Efthymia Kottika, and Vlasia Stathakopoulos, Vlasia, “Entrepreneurial and Market Orientation in Different Economic Environments. A Comparative Study between Norway and Greece.”